

The background features a blurred photograph of a crowd of people, overlaid with intricate white line-art patterns that resemble topographical maps or abstract organic shapes. The overall color palette is a warm, monochromatic orange.

Shoke Shoke

Festival

A FUSION OF SOCIAL IMPACT & ENTERTAINMENT FOR THE FUTURE OF GENERATIONS

3rd-4th March
Partnership Proposal



**I'll be a hummingbird,
I'll do the best I can.**

Prof. Wangari Maathai



In alignment to our elevated vision,

we are going green!



01



WHY GREEN:

THE GENESIS

In 2015, the United Nations launched its sustainable development agenda reflecting a growing understanding by member states that a sustainable development model was required for this & future generations, to reduce poverty and improve the lives of people everywhere.

It came at a time when the effects of climate change such as the melting of ice caps & rising sea levels across the globe were being felt the world over, increasing the urgency for humanity to act.

The call to go green is ringing throughout the globe across industries, sectors, businesses and even individuals. Everyone has a role to play in ensuring that earth is sustainably habitable for generations to come.

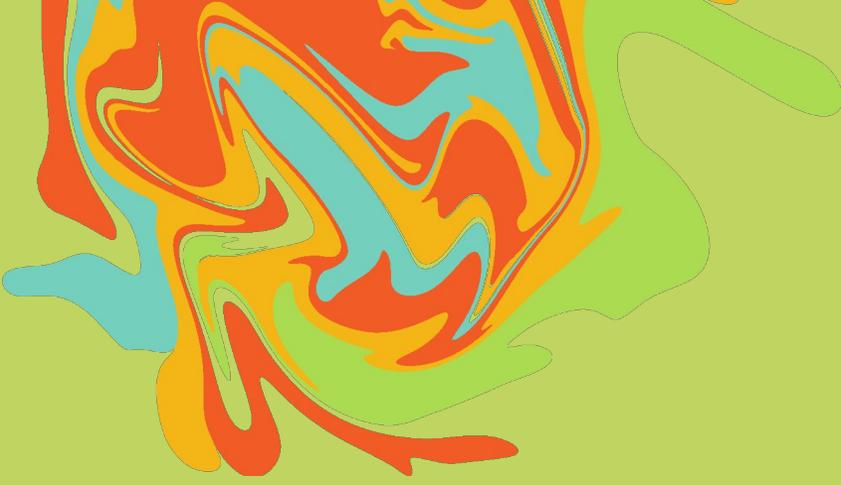
ENTERTAINMENT INDUSTRY

THE RESPONSE

World governments and businesses have set out to work, course correcting & engaging in sustainable practices such as the use of green energy, recycling of waste and even local sourcing in order to begin changing the narrative.

The entertainment industry has not been left behind. Across the world, eco friendly festivals have been taking place, delivering not only on entertainment, but most importantly in **influencing behavior change**.





Kenya **cannot** be left behind!



OUR NORTHSTAR

MISSION & VISION

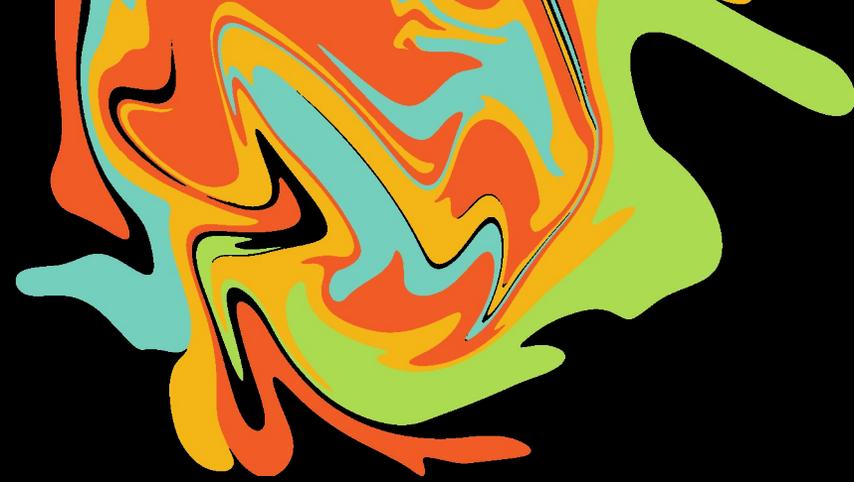


MISSION

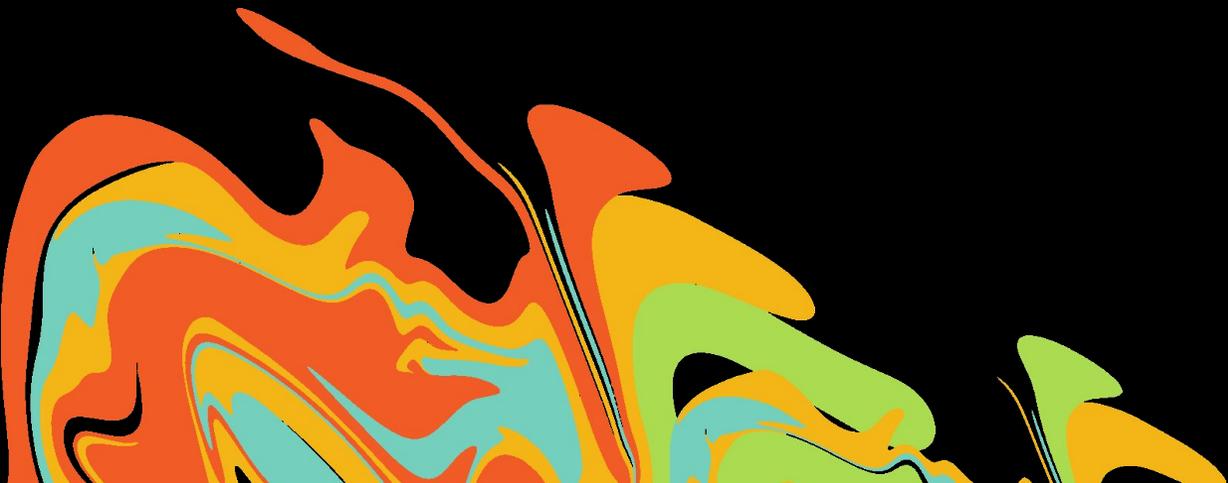
To inspire committed, collaborative & tangible action for a sustainable continent

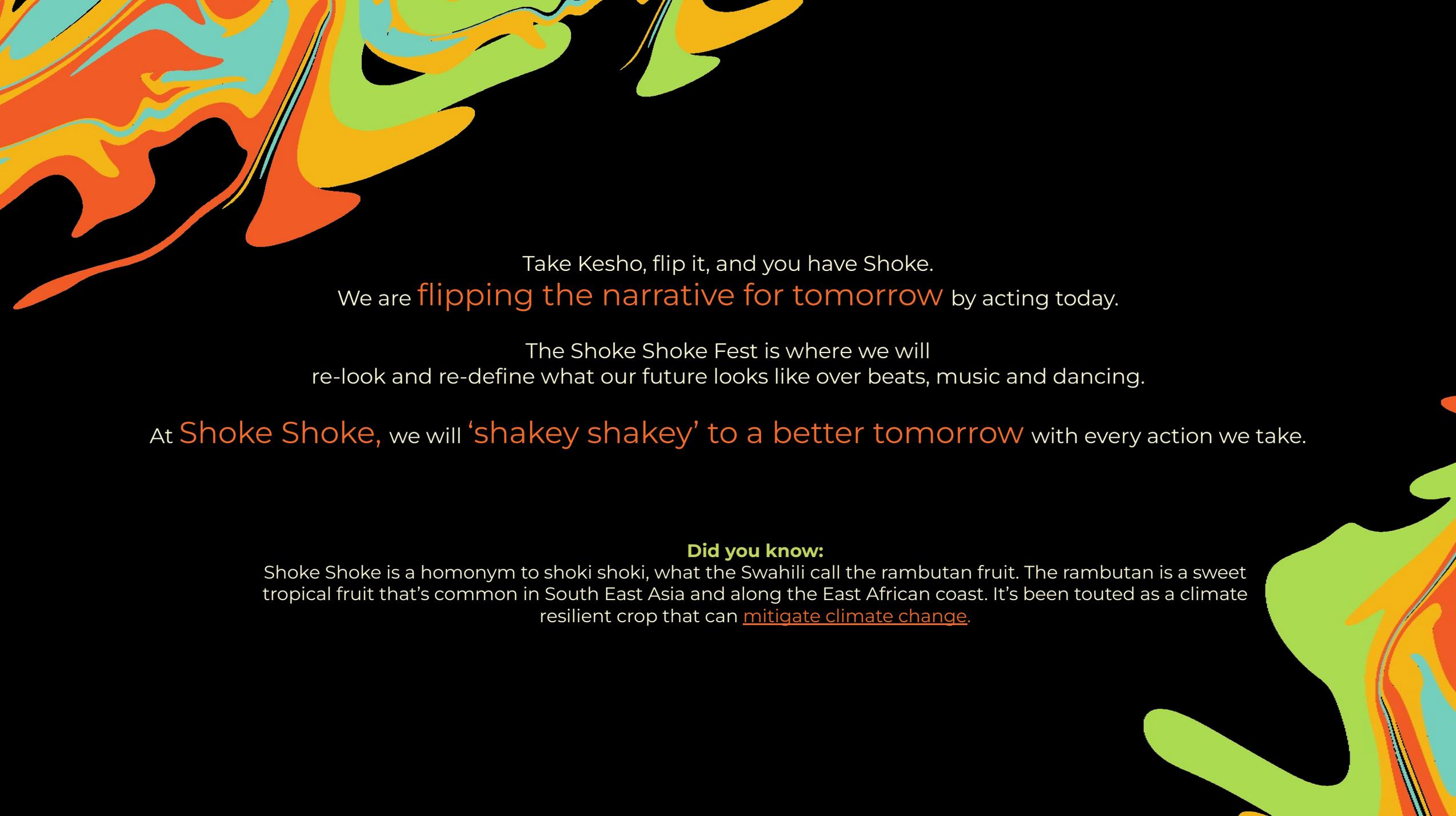
VISION

To be Africa's number one Green festival leveraging edutainment & relevant partnerships to rally Kenyans to create a sustainable future for the generations to come



Why shoke shoke?





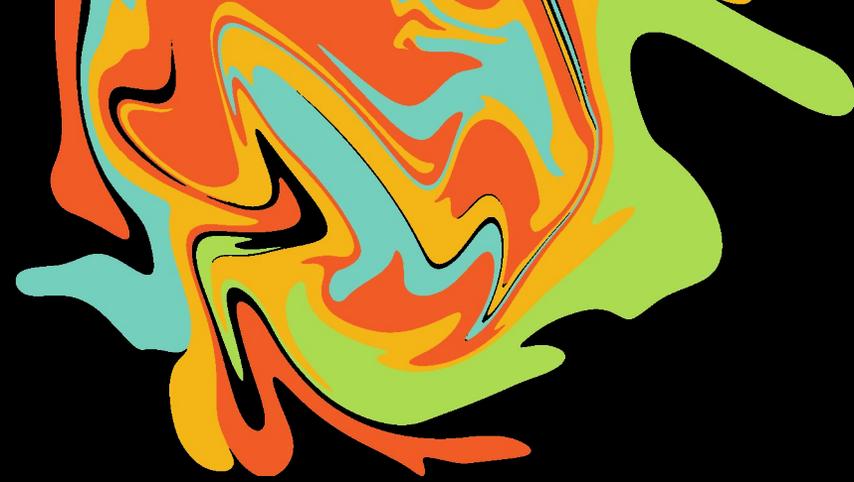
Take Kesho, flip it, and you have Shoke.
We are **flipping the narrative for tomorrow** by acting today.

The Shoke Shoke Fest is where we will
re-look and re-define what our future looks like over beats, music and dancing.

At **Shoke Shoke**, we will **'shakey shakey' to a better tomorrow** with every action we take.

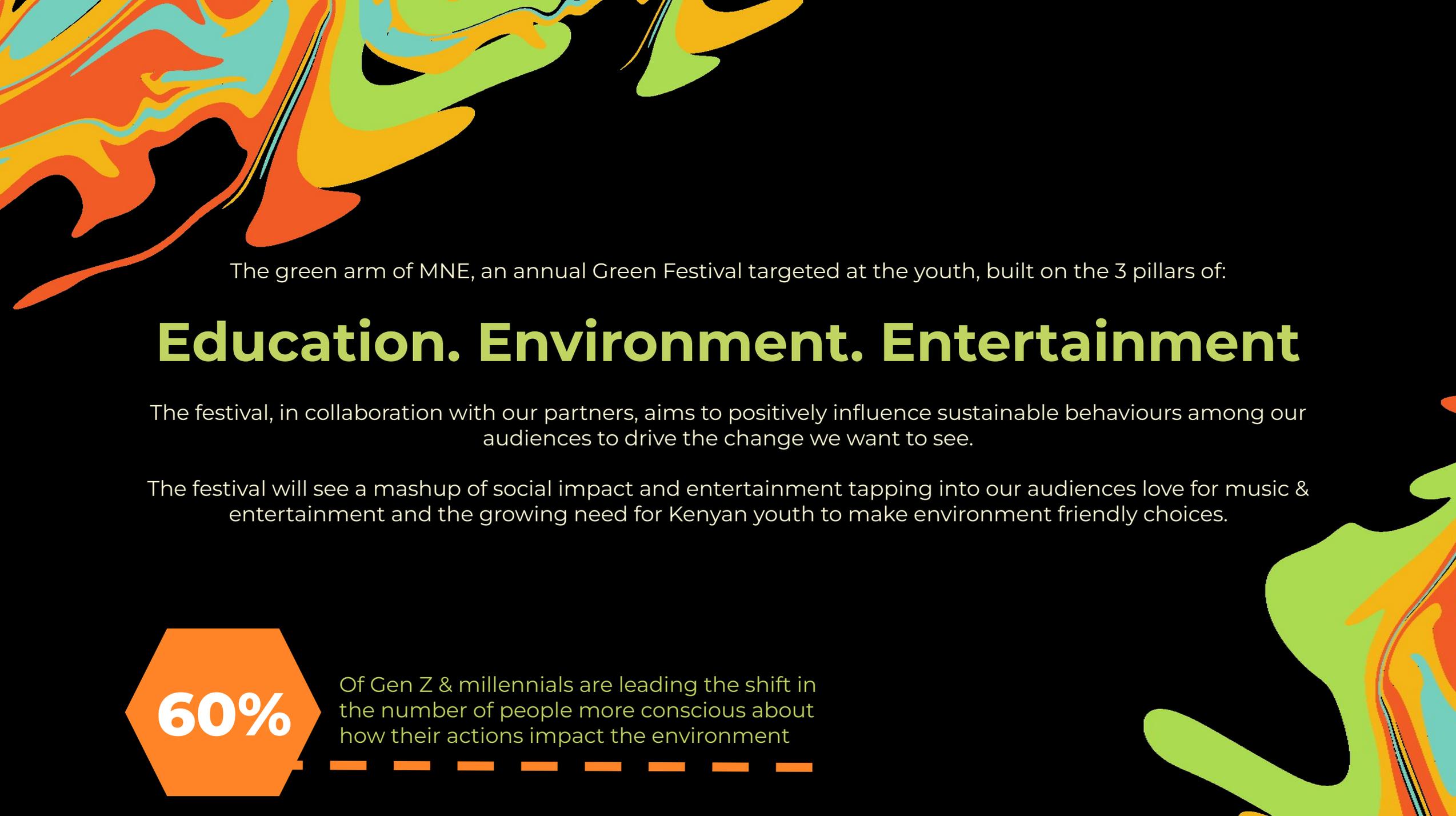
Did you know:

Shoke Shoke is a homonym to shoki shoki, what the Swahili call the rambutan fruit. The rambutan is a sweet tropical fruit that's common in South East Asia and along the East African coast. It's been touted as a climate resilient crop that can [mitigate climate change](#).



Shokeshoke
what is it?





The green arm of MNE, an annual Green Festival targeted at the youth, built on the 3 pillars of:

Education. Environment. Entertainment

The festival, in collaboration with our partners, aims to positively influence sustainable behaviours among our audiences to drive the change we want to see.

The festival will see a mashup of social impact and entertainment tapping into our audiences love for music & entertainment and the growing need for Kenyan youth to make environment friendly choices.

60%

Of Gen Z & millennials are leading the shift in the number of people more conscious about how their actions impact the environment



Education

Our goal is to educate & enlighten on the role of businesses and individuals in ensuring the sustainability of people, planet & profits.

The education pillar will seek to:

1. Build Knowledge
2. Understand Impact
3. Enable Action

01



02



Enviroment

The environment pillar will see Tangible, actionable steps taken by the festival community to ensure that we are reversing the cycle and playing our part to secure the future of generations.

Entertainment

Delivering a world class Music Festival with chart topping international acts as well as the best local acts.

We plan to have 2 tier 1 acts that will be announced as well as a number of local artists that will headline the festival and deliver a great musical experience to attract the crowds.

03





Shokeshoke

Event concept



A PLATFORM THAT INFLUENCES AND DRIVES BEHAVIOUR CHANGE

LEADING UP TO THE EVENT

Communication: Online & offline messaging enhancing awareness & calling audiences to be a part of what we're doing
Activities: Campus storms, tree planting & feeding programs

THE EVENT

Guided by our 3 pillars, the festival will take place over a span of 2 days culminating in a headlined festival that delivers a great musical experience to attract large audiences.

The festival will be furnished with sustainable signals in the form of event branding, online & offline content, workshop content and a sustainability village. The aim is to start influencing sustainable behaviours.

Event Program

Flipping the narrative for tomorrow

A

Pre-Festival

Campus storms

(STRATHMORE, DAYSTAR,

USIU, UON, KU,

JKUAT, MKU)

Tree planting

Feeding program

Artist press conferences

Day 1

8:00 Breakfast

9:00 registration

10:00 Sustainability summit opening

speech: Baraza Mwabe

10:10 Keynote speeches by: Rebecca

Shirley

10:30: Panel discussions moderated by Utsav

Mulay, Climate change & energy manager at Intellectap

11:20 Presentation by Sustainability organization TBD

11:50 Coffee break

12:00 Panel discussion - Multi Speakers

12:45 Keynote presentation - TBD

1:05 Lunch break

Day 1

14:05 Panel discussion- Multiple speakers moderated by Georgie Ndirangu

14:50 Presentation

15:10 Panel discussion

15:55 Closing Remarks

17:00 Cocktail at Sankara rooftop

Heads of Sustainability (EABL, StanChart, Absa, Safaricom, BDF)

Themed workshops centered on SDG 2,12,15

Fireside chats

Closing speech

B

Day 2

2pm - dawn

Sustainability village experience

Artist performances

(interludes to include sustainability signaling & messaging)

Event Entertainment

To deliver on the entertainment, we will have tier 1 artists (1 Nigerian and 1 Kenyan) to headline the festival.

Artist selection will be based on audience affinity as well as artists who command strong fan bases thus drawing audiences & driving ticket sales.

We will also have heavy hitting local artists who will perform at the festival as we look to support KE music at the festival, by giving them a platform to share their art.



Shokeshoke

The sustainability village





The event venue will be comprised of a sustainability village installation where event attendees will be engaged through an immersive experience on their sustainability knowledge through a mini maze that unlocks different paths culminating in a 'sustainable future' where prizes / merchandise / drink vouchers are to be won.

Attendees will also be asked to pledge to live sustainably & efforts can be tracked via the festival app to build the community & keep them engaged.

The sustainability village will be branded with the SDG's and highlight the festival's main SDG's (2, 12 & 15).

Opportunity:

The village will include a section where attendees can interact with sponsor's sustainability initiatives & learn more.





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Owned assets





Reusable Cups

To demonstrate our efforts towards sustainable living and encourage sustainable behaviours, the festival will see to a ban of single use plastics.

Instead, we will use refillable eco-friendly cups, in alignment to SDG 12. Our cups will minimise unnecessary waste at the source, will be durable for continued reuse as well as support changes in environmental thinking & behaviour.

The cups will have a QR code that directs users to download our app to stay up to date on all matters shokeshoke.

At the end of their life cycle, when they are too damaged to be reused, they will be recycled into other useful creations such as wheelie bins, flower pots & reusable coffee cup parts

Partner opportunities:

1. Brand visibility on the reusable cup via logo
2. Sponsorship in kind to the festival



Zero Waste

To ensure a zero waste event we will focus on two areas:

1. Reducing paper usage
Throughout event planning to execution, we will use digital assets as much as possible to communicate internally & externally. For our attendees, we will utilize our website, mobile app & social media application for all communication. The workshops will also be digitally conducting to ensure reduced paper usage.
1. Recycling
We will have teams on ground ensuring that all waste is well sorted and discarded in marked trash bins. Organic waste will be collected for compost. We will work with recycling partners to ensure the waste is given a fresh lease of life.

Partner opportunities:

1. Brand visibility on the recycling teams uniform + dustbins

Digital

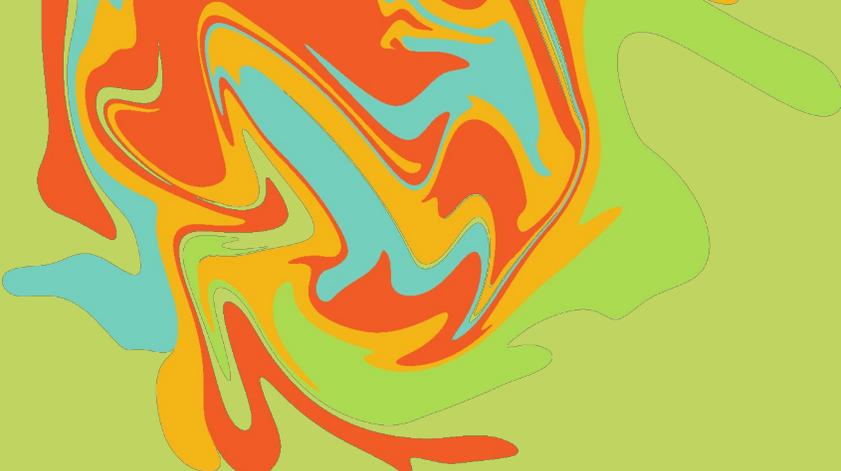
To ensure that we continue to build an engage with our community, we shall have an interactive app where audiences can engage with us pre and post event.

Through the app, users will be able to see the event program, activities they can partake in throughout the festival, upcoming events as well as interact with educational content around sustainability. Users can also hold each other accountable on sustainable behaviours as well as post on sustainable activities that they are partaking in and encourage others to join in through written posts, pictures & short videos

Partner opportunities:

- 1.Brand visibility on the app + social media + website
- 2.CTAs that can move users to your web assets
- 3.Advertising plug ins





Are **Kenyans ready** for this
type of event?



IS IT RELEVANT?

A research on Sustainability commissioned by Mastercard in 2021 revealed a marked **increase in consumer passion for the environment** with personal attitudes towards the environment rapidly rising post the pandemic.

Consumers want brands to do more for the environment but they also want to be part of that change. However, that may sometimes be daunting as they wonder whether their individual impact will have any positive effect.

92%

Of Kenyan adults are willing to take personal action to combat environmental & sustainability issues

55%

Of Kenyans planned to learn more about the environment in 2021

65%

Of Gen Z & millennials are leading the shift in the number of people more conscious about how their actions impact the environment

THE OPPORTUNITY IN THE GROWING INTEREST

A chance to bring both individuals and businesses to rally behind a common goal, attaining the best of both worlds, impact and fun.

WHO EXACTLY IS
THE TARGET AUDIENCE?

**MILLENIALS AND GEN Z
KEEN TO MAKE AN IMPACT**

Passion points: Music, fashion, sports, entrepreneurship

Attitudes: Aspirational, change makers, fun & experience lovers, impressionable

Media habits: Tech savvy, avid social media users

OUR DATA

NUMBERS FROM OUR LAST FESTIVAL;MNE FEST
REMA. MAY 7TH



Total Attendance



8000

60%

Ages between 21 - 27

Audience



25%

Ages between 28 -35

Audience



15%

Aged 35+

60%

Male

40%

Female





Shokeshoke

Event partners





We have partnered with Miti Alliance, committing to plant a tree for every event ticket sold, with a goal of planting a minimum of 5000 trees. This will be in accordance to SDG 15 – Life on land, on of the festival’s selected SDG’s.

Reforestation & conservation are essential to building a better, more sustainable future where poverty is reduced, food and water are available, biodiversity is safeguarded, and sustainable livelihoods are possible.





mr. green africa

We aim to have a waste recycling company as well as volunteering teams who will collect waste on site and ensure recyclable waste is segregated in the different bins that will be provided all over the event. We would like to have a Zero Waste event in accordance with SDG 12.

The goal is to ensure sustainable consumption and production patterns.





We aim to donate 7 meals for every event ticket sold through a partnership with Food4education. The organization provides subsidized nutritious meals to primary school children in Kenya to improve nutrition education outcomes. This will be in accordance to SDG 2 – Zero hunger, that festival is committing to

The goal is to end hunger, achieve food security, improved nutrition and promote sustainable agriculture.





Shoke shoke

Through the year



Maintaining access & the relationship with our audiences



As an annual festival running for the next 5 years, we will look to ensure that we build & retain our ties with the festival attendees throughout the years as well as attract new audiences.

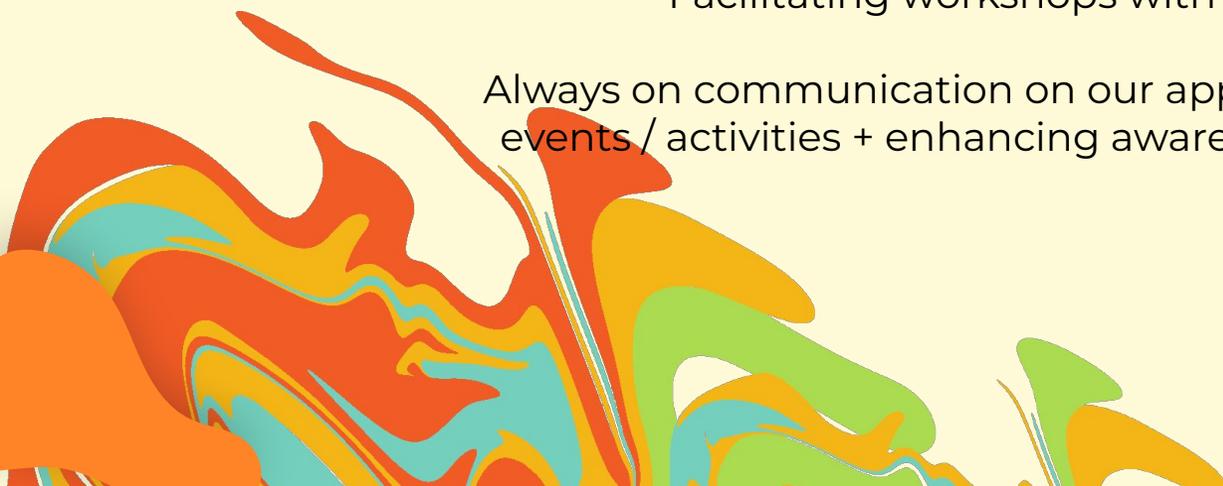
This will be through:

Periodic weekend activities (tree planting, city clean ups, feeding programs etc.)

Periodic campus storms to continue sensitizing our audiences on matters sustainability

Facilitating workshops with corporate sponsors on their sustainability efforts

Always on communication on our app and social media pages alerting audiences of upcoming events / activities + enhancing awareness on sustainability + visibility on global sustainability / environmental days



THE TEAM



Baraza Mwabe
Festival Director



**Conrad Gray
(G-Money)**
Project Manager



**Muthoni
Ndonga (MDQ)**
Festival Producer



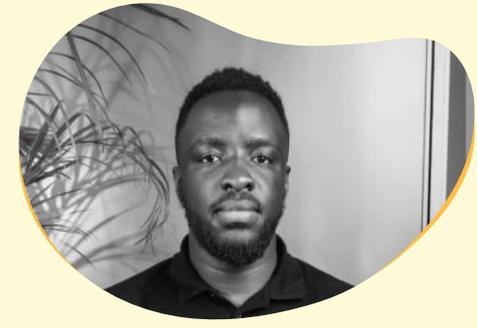
Rizwan Ibrahim
Security lead



Rebekah Shirley
PHD
Sustainability Expert



Wanjiru Njoroge
Festival Director/Project
Coordinator



Kevin Okeyo
Partnerships





THANKS

A MWANAUME NI EFFORT PROJECT