



REPUBLIC OF KENYA

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF THE PRIME CABINET SECRETARY
State Department for National Government Coordination

Directorate of National Cohesion and Values

CONCEPT NOTE ON LEVERAGING THE COMMEMORATION OF WORLD VALUES DAY 2026 TO ENHANCE AWARENESS OF CITIZENS AND REALIZATION OF NATIONAL VALUES AND PRINCIPLES OF GOVERNANCE

1.0 Introduction

The State Department for National Government Coordination through the Directorate of National Cohesion and Values is mandated to spearhead the promotion and mainstreaming of national values and principles of governance as enshrined in **Article 10(2)** of the Constitution. **Article 10(1)** of the Constitution binds all state organs, state officers, public officers and all people to the national values and principles of governance.

In fulfilment of its mandate, the State Department through the Directorate of National Cohesion and Values will coordinate commemoration of the World Values Day on **Thursday, 15th October 2026** under the theme: **National Values and Active Citizenship**, which resonates with the global theme: **Values and Volunteerism**. The theme emphasizes the importance of selfless service, civic responsibility, active citizenship and collective action in entrenching national values in society. Through this year's theme, the State

Department seeks to rally citizens, especially young people, community leaders, public officers, civil society organizations and institutions, to embrace values-based actions that contribute to peaceful coexistence, social harmony and ethical leadership for national development.

2.0 Justification for Marking World Values Day

Sessional Paper No. 8 of 2013 on National Values and Principles of Governance assigns responsibility for the delivery of national values and principles of governance to individuals, families and communities, educational institutions, religious and faith-based organizations, state organs and their officers, the public service, private sector, professional associations, media, civil society, political parties and sports associations among others. The commemoration seeks to rally all Kenyans to action in promoting, inculcating and practising national values and principles of governance.

There is noticeable lack of awareness and practice of national values among the citizenry. The Baseline Survey Report on the Status of National Values and Principles of Governance in Kenya, conducted by the Directorate of National Cohesion and Values and Kenya Institute of Public Policy Research and Analysis (KIPPRA) in 2016, established that awareness of national values among the citizenry stood at 59%. The commemoration will therefore provide a platform to enhance awareness on national values and rally Kenyans to embrace and practice national values.

3.0 Objectives of the Commemoration

The overall objective of the commemoration is to promote national values and principles of governance for enhanced responsible citizenship. Specifically, the commemoration will seek to:

- i. Create public awareness on national values and principles of governance as provided under **Article 10** of the Constitution;
- ii. Promote active participation of citizens in entrenching national values in society;
- iii. Strengthen stakeholder participation and partnerships in progressing the national values agenda; and
- iv. Improve the level of compliance with the provisions of **Article 10** of the Constitution.

4.0 Expected Outcomes

Expected outcomes of the commemoration include:

- i. Enhanced public awareness and practice of national values and principles of governance;
- ii. Increased participation of citizens in entrenching national values in society; and
- iii. Improved responsibility of Kenyans to promoting national ideals and interests.

5.0 Approaches for Delivery of the Commemoration

The commemoration will adopt a collaborative approach, involving the Directorate of National Cohesion and Values and stakeholders. A steering committee with members drawn from a wide spectrum of stakeholders will be formed to provide direction and coordinate mobilization of resources. Further, a secretariat drawn from the Directorate of National Cohesion and Values will document and coordinate implementation of the activities. The partnering stakeholders will be expected to be guided by their mandates/functions in delivering identified activities.

6.0 Commemoration Activities

To achieve the objectives, various build-up activities will take place between **12th and 14th October, 2026**, climaxing on **15th October, 2026** as shown below:

a) Participation in Charitable Initiatives

This will entail voluntary participation of organizations in selected community development initiatives prior to the main event. These initiatives may include visits and donations to children's homes, orphanages, and homes for the elderly; cleanup activities in hospitals and markets, and blood donation drives among others.

b) Media Mobilization and Engagements

To reach the targeted audience, television and radio stations will host talk shows, panel discussions and interactive programmes on national values and principles of governance. In addition, there will be articles, opinion pieces and

feature stories in newspapers and running documentaries in mainstream media, online platforms and institutional newsletters highlighting the importance of national values in nation building; and an advert in MyGov regarding commemoration of the World Values Day. Further, key messages will be shared through coordinated postings across Facebook, X, TikTok, and Instagram using hashtags: NationalValuesAndActive CitizenshipKE.

c) Dissemination of information on national values

Initiatives to create awareness to the public prior to the event will include conducting of road shows; partnership with stakeholders to sensitize the public on national values and principles of governance; sponsoring sporting activities, talent showcasing and essay writing competition on national values. During the day of the celebration, a procession led by a band will be conducted in designated areas and information education and communication materials on national values and principles of governance including branded t-shirts, caps, umbrellas, fliers, banners among others disseminated to the public. In addition, the main event will be marked by music performances from selected choirs and spoken words and poems with key messages on national values from selected learning institutions.

d) Rewarding and Celebrating Outstanding Performance in the Promotion of National Values

During the event, the winners of essays competition, poems and music composition will be awarded prizes and Ministries, Departments and Agencies (MDAs) with exemplary performance in mainstreaming national values will be recognized and awarded.

7.0 Budget Overview

The commemoration is expected to cost **KSh 14,484,316**, to be sourced from the Government of Kenya and partner organizations.

8.0 Conclusion

The World Values Day is expected to provide an opportunity to leverage on active citizenship to promote national values and principles of governance. It will also provide an opportunity for key government institutions/agencies to inform the public what they have done to promote national values and principles of governance.