



Terwilliger Center for
Innovation in Shelter



Opportunities & Impact of Housing 'edutainment'

An outcome assessment of
Tujenge, Build It Better

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LIST OF ABBREVIATIONS

AAK	Architectural Association of Kenya
AH	Affordable Housing Solutions
B	Base Quality
EPS	Expanded Polystyrene
HHS	Household
ISSB	Interlocking Stabilized Soil Blocks
KBC	Kenya Broadcasting Corporation
KEB	Kenya Bureau of Standards
KES	Kenya Shillings
KII	Key Informant Interview
KPHC	Kenya Populations and Housing Census
KNB	Kenya Bureau of Statistics
LiH	Low-income households
MiH	Middle-income households
LTD	Limited
MHI	Monthly Household Income
NACOSTI	National Commission for Science and Technology
NCA	National Construction Authority
NEMA	National Environment Management Authority
NITA	National Industrial Training Authority
NMG	Nation Media Group
SHS	Solar Home Systems

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DEFINITION OF TERMS

1. **Affordable housing:** According to the Economic Times, affordable housing refers to housing that can be afforded by low-income individuals. In Kenya's context, this refers to housing that is affordable to individuals that earn a monthly median gross income of KES 50,000 or less.
2. **Affordable housing solutions:** This refers to building processes, materials, and tools that are cost-effective, safe, innovative, and environmentally friendly, as well as acceptable to the climate, socio-economic conditions, and natural resources of an area.
3. **Incremental builders:** These are homeowners who construct their houses gradually, adjusting their progress based on the availability of financial resources. The duration of their building projects vary from one year to more than five years.
4. **Housing stakeholders/actors:** These are key informant respondents within the housing sector who include manufacturers, suppliers, digital housing solutions providers, architects, professional bodies like AAK, contractors, foremen, and masons.
5. **Media stakeholders:** These are organizations or individuals who disseminate affordable housing solutions content through both TV and social media platforms, alongside advertisers utilized by suppliers to curate effective content targeting their consumers.

EXECUTIVE SUMMARY

According to research by the Center for Affordable Housing Finance in Africa (2022), for low-income households seeking affordable housing solutions, affordability is dependent on factors such as income, competing expenses, transport costs, and the cost of finance. However, the high costs of land and housing units make it difficult for this target group to own homes. Additionally, the uptake of affordable housing solutions is low given the limited knowledge of a broad range of existing solutions as well as their procurement processes. For those aware of these solutions, adoption is still very low due to the lack of trust in these solutions and the reliance on unskilled laborers. As such, most consumers prefer to use traditional construction materials such as cement and stone¹. This is compounded by the limited number of media content, or programs focused on affordable housing solutions.

To address this gap, Habitat for Humanity, in partnership with the Nation Media Group, developed a pioneering education entertainment program on affordable housing solutions called *Tujenge: Build It Better*. The objective of the show was to provide a business case for other media outlets to produce similar content focusing on affordable housing solutions. The aim would be to improve knowledge, positively influence attitudes towards affordable housing solutions, and increase access to information on affordable housing solutions, driving the uptake of these solutions.

This study employed a mixed-methods research approach to evaluate the *Tujenge: Build It Better* show regarding its impact on expanding knowledge, shifting attitudes, and motivating the uptake of affordable housing solutions among households and housing sector actors. It also sought to understand the show's impact on influencing the media landscape and encouraging the development of similar content. Quantitative data was collected from 520 households in Kisumu, Nairobi, Mombasa, Nakuru, and Uasin Gishu counties. Qualitative data was collected through 31 key informant interviews with housing and media actors. Of these 25 were with housing sector actors, while 6 were with various media sector actors. This report outlines the knowledge, attitudes, and practices of the target audience towards affordable housing solutions and the extent to which *Tujenge: Build It Better* influenced these outcomes.

The findings from the study suggest that *Tujenge: Build It Better* had a significant impact on building awareness and expanding knowledge of housing sector actors (contractors, fundis, architects, and suppliers) and household respondents towards affordable housing solutions. Housing sector actors' exposure to the show increased their awareness of the affordability of these solutions, their awareness of unconventional house designs such as circular homes, and their benefits to the environment. It also led to a better understanding of innovative solutions, such as interlocking blocks and twist blocks.

Among interviewed households, viewers of *Tujenge: Build It Better* were twice as likely to be aware of affordable housing solutions compared to non-viewers, with the show being the main source of this knowledge. For viewers, the show also successfully catered to both beginners and those seeking deeper understanding. Based on the Transtheoretical Model (TTM), also known as the stages of change model, we find that the program was able to shift 68% of viewers from the stage of pre-contemplation to contemplation (transitioning from having no knowledge to having some knowledge). Additionally, viewers' knowledge about plastic paving blocks (75%) and twist blocks (72%) significantly increased, suggesting the show's potential to promote unknown but appealing solutions. The program was also instrumental in shifting 74% of viewers to the preparation stage, as they reported a change in their approach to construction materials, opting for more affordable options.

It needs to communicate deeper information and feature-specific solutions to increase the program's outcomes further. Indeed, viewers and non-viewers alike expressed interest in deeper information, such as where to buy affordable housing solutions, costs, more information on the benefits, and practical ways of using the solutions.

¹ <https://acumen.org/wp-content/uploads/2013/03/ABCs-of-Affordable-Housing-in-Kenya.pdf>

Additionally, mobile sourcing apps (13%) and expanded polystyrene walls (17%) had low awareness after exposure to the show. Therefore, these solutions need to be highlighted more, for example, by promoting the safety and security of mobile apps in construction and emphasizing the strength of expanded polystyrene walls. This would address concerns about the reliability and durability of these solutions and may shift attitudes toward these housing solutions.

Use of TV and social media to expose people to affordable housing solutions should continue. Indeed, for low and middle-income households that had not watched *Tujenge*, TV (45%) was the preferred channel for receiving housing information, as it allows for demonstrations, followed by social media platforms (33%), like Facebook and YouTube as they can easily refer back to information. Across age groups, youth primarily preferred receiving affordable housing information through social media (43%), whereas non-youth primarily preferred receiving information through TV (57%). Consequently, leveraging these channels with targeted messaging to youth and non-youth groups can effectively promote wider adoption of affordable housing solutions.

Tujenge: Build It Better played a pivotal role in not only raising awareness of affordable housing solutions but also in reshaping the way housing actors view these solutions. The show emphasized affordability, aesthetics, natural ventilation, and efficiency, particularly in designs like interlocking blocks. Similarly, the show changed the perspectives of 94% of households who watched the show in terms of the importance of affordability of housing materials.

Tujenge: Build It Better had diverse impacts on respondents' adoption of affordable housing solutions. Encouragingly, the show influenced 76% of households (both users and non-users) to choose affordable construction materials. Viewers who watched the Solar Home System segment (83%) and the certified worker content (95%) planned to switch to solar power and hire professionals respectively due to the show's influence. This highlights the potential impact of access to housing content in influencing homeowner's decisions on what construction materials to use.

However, there is a limited impact on the adoption of these solutions (action). Less than one in five (18%) of surveyed household respondents bought the featured solutions. Those most likely to have purchased these solutions were current builders (20%) and middle-income households (15%).

Notably, the show did not motivate uptake among many low-income households, as 91% did not purchase the featured solutions. The main barrier to uptake among these households was financial constraints (63%). Additionally, low-income viewers expressed a lack of immediate need to purchase these solutions (35%). This highlights an opportunity for sustained outreach by continuously sharing information about these solutions and addressing the financial constraints low-income households face in improving future adoption rates.

Nonetheless, 9% of low-income households did purchase the solutions after watching the show. Those who purchased solutions featured in the show commonly cited solar home systems and different types of paint.

While the show's impact on direct purchases was limited, it did influence housing sector professionals. Fundis, contractors, and others in the housing sector began recommending the featured solutions, especially twist and hollow blocks, to their clients. Interestingly, Interlocking Stabilized Soil Blocks (ISSBs) were particularly recommended in rural areas due to the readily available red soil. This shift in professional behavior presents a valuable opportunity to leverage these networks to co-create housing content about these solutions and encourage wider public adoption.

This report also explores the show's impact on influencing the media landscape and encouraging the development of similar programs. Interestingly, while most media actors (5 out of 6 interviewed respondents) had not watched the show, there was significant interest in developing housing content (3 out of 6 creating their own content). At the time of the study, digital content creators were leading the charge, focusing on affordable and permanent solutions and demonstrating a deep understanding of their target audience. This content creation relies on self-guided research and breaking down the construction process for easy consumption via popular platforms like YouTube, TikTok, and websites for maximum reach. The high viewership, positive reviews, and testimonials suggest this content resonates with the target audience. This trend positions digital content creators as a valuable and trusted pillar for traditional media houses and Habitat for Humanity to co-create and disseminate housing content.

There are various ways in which the different media actors can collaborate. The media landscape analysis identified a missed opportunity for the show to leverage digital platforms to drive audience engagement. With their large followings, digital content creators can generate pre-show buzz and boost audience engagement for future initiatives. Additionally, featuring these creators on the show would be valuable because they can share user perspectives on how affordable housing solutions have genuinely impacted their lives, adding a powerful human element to the program.

This strategic partnership creates a win-win scenario. Digital creators gain access to valuable resources like professional video editing, a common challenge they face, as identified in the report. Media houses, in turn, tap into established audiences and a fresh, engaging content style, expanding their reach. However, the key to success is finding the right partners: popular digital creators who are passionate about affordable housing solutions.

Additionally, while the show influenced Nation Media Group to recognize the potential positive impact of housing content on affordable solutions, there is hesitation in developing further content, mainly due to concerns around revenue generation from such content and difficulty in sourcing relevant stakeholders. This suggests a need for increased collaboration and commercial agreements with suppliers to sponsor the show, where suppliers receive incentives through mutually agreeable advertising and marketing opportunities. There is also an opportunity to invest in data collection and insight generation to inform the content pipeline, identifying stakeholders and critical voices in the affordable housing landscape and other intersecting topics such as finance, land rights, and regulations.

INTRODUCTION

Access to timely, relevant, and accurate information is vital in decision-making. Mass media often bridges information gaps; it cuts across literacy barriers and is easily accessible to different people. Therefore, this breaks the divide between the information-rich and the information-poor. Media can lead to behavior change, influencing large population groups at scale primarily because it is often used in disseminating well-defined and focused messages, repeatedly and over time.

However, more information on affordable housing solutions in Kenya's housing sector should be available. Low-income households find it difficult to navigate the housing sector due to limited information on affordable housing solutions. These families mainly rely on unskilled laborers/fundis or referrals from friends to get information on available housing solutions.

To better serve this market and influence behavior change within the housing sector, Habitat for Humanity, in collaboration with the Nation Media Group and other stakeholders, developed and implemented a pilot housing consumer education program, *Tujenge: Build It Better*, which aired on television and YouTube.

The program aired on NTV from 30 January to 19 June 2022 for 13 episodes. *Tujenge: Build It Better* featured various professionals in the construction industry sharing different affordable housing solutions. The table below highlights the multiple episodes featured in the show.

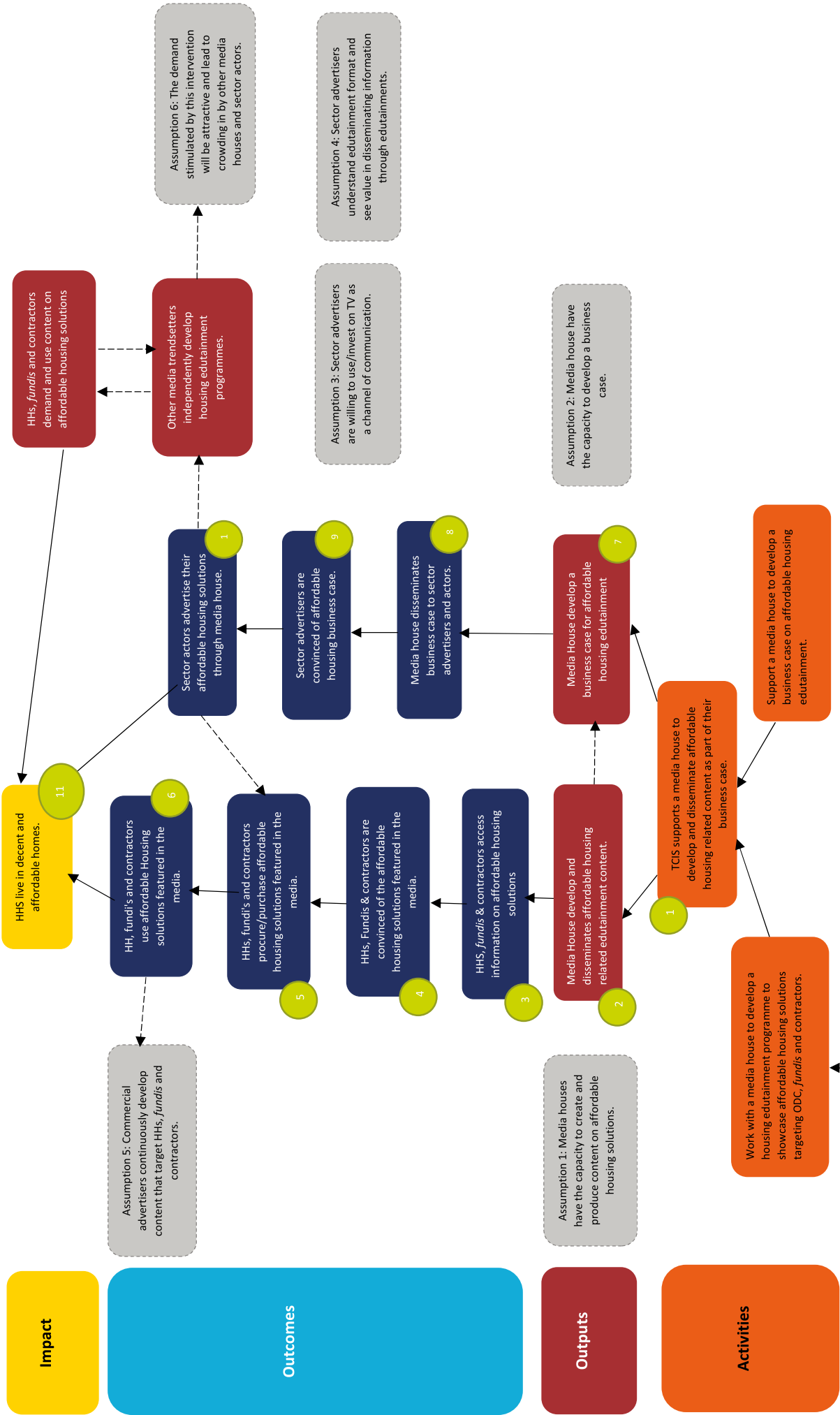
TABLE 1: EPISODES FEATURED IN THE SHOW

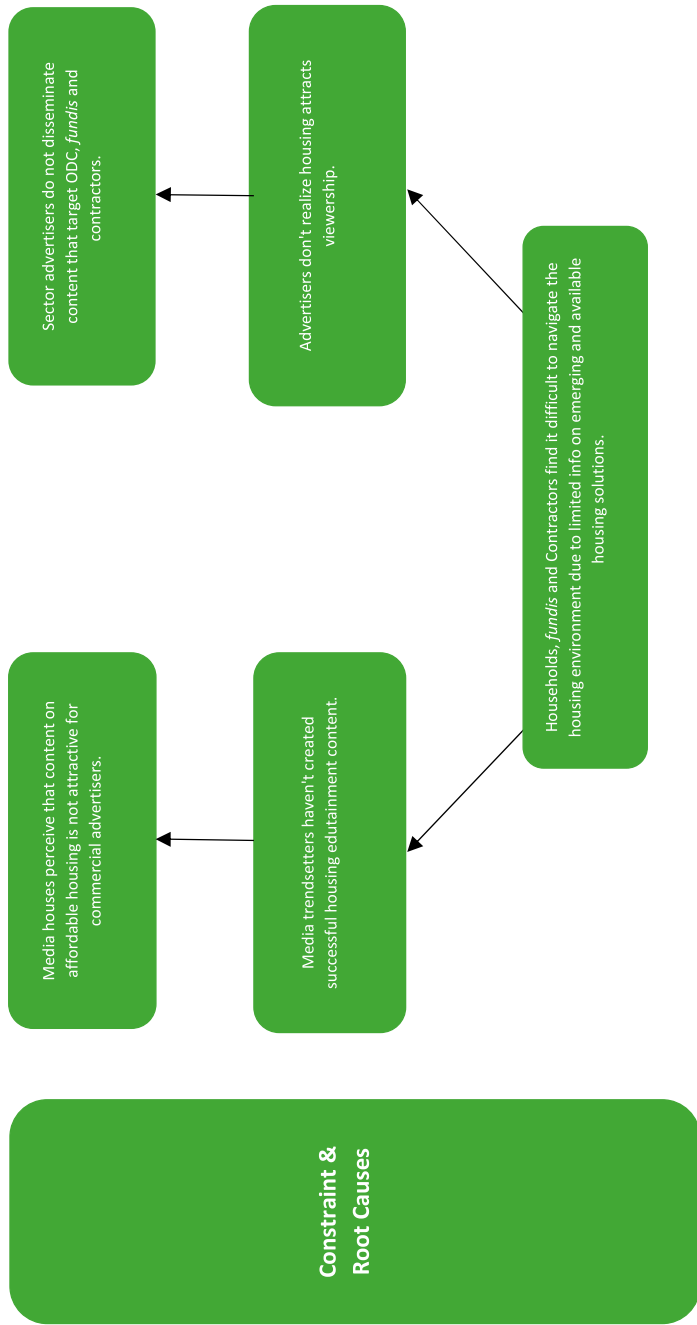
Episode number	Date episode aired	Episode title
Episode 1	30 January 2022	Training, certification, and accreditation of the labor market
Episode 2	6 February 2022	Sourcing for labor and materials for a quality home
Episode 3	13 February 2022	How to plan for your home construction and the best financing options
Episode 4	20 February 2022	Everything you should consider when constructing your foundation
Episode 5	27 February 2022	Unique housing options: Building a home using appropriate materials
Episode 6	26 April 2022	Building using Interlocking Stabilized Soil Blocks (ISSB)
Episode 7	1 May 2022	Feature on renewable energy (solar)
Episode 8	8 May 2022	Effective ways of laying a slab
Episode 9	15 May 2022	Plastic pavers
Episode 10	29 May 2022	How to select and paint your house
Episode 11	5 June 2022	Residential units
Episode 12	12 June 2022	Effective ways of constructing a wall
Episode 13	19 June 2022	Using precast slab in construction

The show was primarily aimed at ensuring that information is available and accessible to the relevant target audiences. Additionally, the program was designed to influence behavior change on attitude, skills, and practices of actors in the housing ecosystem resulting in increased availability, access, and use of quality affordable housing products and services.

In the following sub-section, the report explores the theory of change for the *Tujenge: Build It Better* show.

TUJENGE: BUILD IT BETTER'S THEORY OF CHANGE





The theory of change highlights inadequate information as the primary obstacle to adopting affordable housing in Kenya. For households, this challenge stems from a reliance on unskilled laborers/*fundis* for construction/house improvements, as professional services are out of reach. In the media sector, there is a belief that disseminating information on affordable housing cannot attract a large viewership because such content is considered unappealing to viewers. As a result, they have yet to develop a business case for potential organizations that can use their platform to advertise new technologies on affordable housing, which in turn can generate revenue for both the media and the advertiser.

To bridge this information gap and provide a model for other mainstream media organizations, the "Tujeenge: Build It Better" program was implemented with the aim of testing the hypothesis around developing and disseminating content regarding affordable housing solutions and information to support LIH and other customers to build better. The aim was also to test the hypothesis around the show's impact on influencing other media houses to develop additional content on affordable housing solutions. Ultimately, this would increase the knowledge and attitudes of households, *fundis*, and other stakeholders to access information on affordable housing as well as improve access to decent and affordable homes. The diagram above therefore presents the expected impact, outcomes, outputs, activities, and constraints of rolling out this edutainment show.

This engagement, therefore, sought to test the above theory of change. This was articulated by exploring the perceptions of households and housing sector actors (such as *fundis*, contractors, suppliers, and architects) towards affordable housing solutions, including current practices, existing challenges, and opportunities. The study also sought to explore the perceptions of the media sector actors to understand existing housing content, the target audience, the impact of the content, and existing challenges and opportunities.

STUDY OBJECTIVES

General objectives

To evaluate the media intervention with respect to the intended objectives, outcomes and impact on households, housing eco-system and the media sector.

Specific research objectives

1. Understand the extent to which the program built awareness, expanded knowledge, shifted attitudes, and motivated the uptake of housing solutions by low-income households.
2. Understand the extent to which the program shaped opinions and motivated behavior change among different actors, including resource allocation and information sharing.
3. Understand the information-seeking and use behavior of households, specifically low-income households and middle-lower income households.
4. Determine the low-income, middle-income, and incremental builder segments to inform the design of further interventions.
5. Understand the program's impact in influencing the media landscape and encouraging the development of similar content.
6. Understand existing gaps/constraints/opportunities within the media and housing sector in developing housing information and content for behavior change.
7. Analyze emerging opportunities for more engagement with media by households, market actors and other media platforms.
8. Identify the enabling factors that will support scaling of the media intervention to drive systemic change in the Kenyan housing market.
9. Assess the appropriateness of the intervention to meet the intended outcomes.

Learning questions

To achieve the research objectives above, the study answered the following learning questions:

- Can media outlets consistently create and disseminate content on affordable housing solutions?
- How can the media sector partner with or leverage the housing ecosystem to sustainably create/co-create housing education content targeting low-income households (LiH)?
- Who is the best pillar (market actors, media, professional services, government, etc.) to create housing education content that targets the LiH, and can they sustainably provide information?
- Are homeowners' decisions on housing influenced by access to information on affordable housing solutions?
- Do market actors see value in investing in platforms that educate LiH on affordable housing solutions? Is there commercial value for media houses in creating these programs?
- Will results from the media outcome assessment influence or trigger interest and uptake from other media companies to adopt the creation and dissemination of content on affordable housing solutions targeting LiH?
- Will results from the media outcome assessment influence the adoption of housing education and media interventions among sector actors?

RESEARCH APPROACH AND METHODOLOGY

A mixed-methods approach was employed for the impact evaluation. This approach involved meticulously selecting a suitable comparison group of control households and creating a counterfactual scenario for the study. The study also adopted a mixed-methods approach, employing both quantitative and qualitative methodologies. The quantitative research study targeted treatment and control households. The profiles of the treatment and control groups identified and used for this study include:

- **Treatment group:** households that have watched Tujenge: Build It Better and/or consumed content on affordable housing from other sources.
- **Control group:** households that have not engaged with any content on affordable housing.

The objective of the quantitative research methodology was to understand:

- The impact of the program on increasing knowledge and awareness, as well as motivating the uptake of affordable housing solutions.
- The information-seeking and use behavior of households, current practices in the housing space, attitudes towards affordable housing and sources of information on affordable housing technologies/ solutions.
- The factors that lead to a preference for one source of information over another and drivers that can cause a change in attitude towards channels that are not their preference.
- The factors that determine decision-making when planning and doing construction as well as different segments of the population gaps that exist so as to develop and disseminate information targeted at low- and middle-income households affordable housing solutions and technologies.

On the other hand, qualitative research was implemented through key informant interviews with actors in both the housing and media sectors. The objective was to understand:

- The housing and media actors' knowledge and attitudes towards affordable housing
- The role of media in shifting attitudes and opinions and the impact of the Tujenge: Build It Better show in triggering other media actors to develop content on affordable housing solutions targeting the LIH and middle-lower income households.
- The enabling factors that will support the scaling of media intervention to drive systemic change in the Kenyan housing market.
- The existing gaps, constraints, and opportunities within the media and housing sectors in developing housing information and content for behavior change.

Target locations

The study was conducted across 5 counties in Kenya: Nairobi, Mombasa, Nakuru, Uasin Gishu, and Kisumu. The selection of these areas was a well-thought-out process driven by various considerations. These considerations include:

- The selection of these specific areas was closely tied to viewership rates. These locations were deliberately chosen because they boast the highest viewership rates of the Tujenge: Build It Better show. This relies on YouTube viewership data provided by NMG.
- The choice of locations was also influenced by the substantial number of households with access to television, a metric sourced from the Kenya Population and Housing Census 2019 (KPHC) survey. This strategic approach significantly enhanced our ability to identify respondents who have engaged with the Tujenge: Build It Better show.
- Additionally, these designated locations offered a balanced cross-section of urban and rural environments, accurately reflecting the diverse landscape that characterizes the entire country. Furthermore, the geographical spread of these locations encompassed various regions across Kenya. This meticulous dispersion allowed us to tap into a broad and diverse pool of potential respondents, each possessing distinct social and economic attributes. We aimed to capture a comprehensive range of responses, thus mitigating the potential for sampling bias if efforts were solely concentrated on one region.

Most qualitative research respondents were from Nairobi and Kisumu, mainly because most of these profiles are in these counties.

Target respondents and sample size achieved

Quantitative Research

The treatment group was drawn from households that had watched the Tujenge: Build It Better program. Five counties, highlighted in the previous section, were deliberately chosen for this study because they had significant online and TV viewership of the show and ensured a reliable representation of rural and urban demographics. Within these selected counties, the strategy involved identifying specific areas that correspond to three distinct income groups:

- The lower-income group (comprising households with a monthly income of KES 23,670 or less)
- The middle-income group (ranging between KES 23,671 and KES 119,999)
- The upper-income group (exceeding KES 120,000)²

² Below we highlight the USD equivalent of the income groups, assuming an exchange rate of 1 USD = 143KES:

Low income group – USD 165.52

Middle income group – USD 165.53 – USD 839.15

High income group – exceeding USD 839.16

The income categorization is based on the Economic Survey 2017 by the Kenya National Bureau of Statistics. On the other hand, the control group included household members in the sampled counties and sub-locations who had not watched any content on affordable housing including the *Tujenge: Build It Better* television program.

A total of 520 households – 266 control and 254 treatments – were interviewed. This sample size ensured that the study possessed the statistical strength required to detect meaningful differences in awareness levels between the two groups.

To mitigate the potential for respondent selection bias, a two-stage cluster sampling strategy was employed. In the initial stage, sub-locations were identified within five counties: Nairobi, Mombasa, Nakuru, Uasin Gishu, and Kisumu. In the subsequent stage, the focus was on households within these sub-locations.

After that, the sub-locations in these counties were categorized into urban and rural classifications. A proportionate sample of 50 sub-locations/clusters was then selected. This selection was divided between urban (constituting 70% or 35 urban sub-locations) and rural (comprising 30% or 15 rural sub-locations) areas.

This urban-rural boundary aligns with the distribution of Television (TV) viewership data, providing a reliable basis for our sampling strategy.

A random sampling technique was then employed within these selected sub-locations to select 5 treatments and 5 control respondents. Tables 1 and 2 below illustrate the sample split per county and between rural and urban areas.

TABLE 2: COUNTY SAMPLE ACHIEVEMENT

County	Treatment	Control	Overall
Kisumu	50	51	101
Mombasa	20	20	40
Nairobi Metro	104	101	205
Nakuru	55	65	120
Uasin Gishu	25	29	54
Grand Total	254	266	520

TABLE 3: URBAN AND RURAL SAMPLE SPLIT ACHIEVEMENT

	Treatment respondents	Control respondents
Rural	65	71
Urban	189	195
Total	254	266

Qualitative Research

During the inception phase of this study, Dalberg conducted a landscape assessment leveraging secondary research to identify organizations across the entire housing ecosystem. This includes manufacturers, contractors, regulators, the professional community, and suppliers of affordable housing solutions. The objective was to identify potential respondents to interview for this study. Based on this assessment, a list of target stakeholders was identified.

From this list, a total of 31 key informant interviews were conducted with housing and media sector actors in Nairobi and Kisumu. This sample size ensured that diverse perspectives on affordable housing solutions and the impact of *Tujenge: Build It Better* were captured. The table below lists the stakeholders interviewed for this study.

TABLE 4: HOUSING SECTOR STAKEHOLDERS

Sector	Type of Stakeholder	Number of interviews conducted
Housing Sector	Contractors, masons, and foremen that procure and use affordable housing solutions	4
	Fundis	6
	Suppliers of affordable housing solutions	9
	Digital housing solution providers	1
	Compliance actors in both the public and private sector	1
	Professional community – architects, engineers, quantity surveyors and construction managers	4
Media Sector	Actors that advertise housing solutions through the media	1
	Digital content creators	2
	Media houses	3
Total		31

Respondent recruitment and selection strategy

Qualitative Research

A list of potential respondents aligned with the Habitat for Humanity team was shared with the moderators. The team reached out to the potential respondents via phone calls, email, WhatsApp, and physical visits to the potential respondent's offices. During the recruitment process, the moderators shared the background of the study with the potential respondents and asked if they had watched *Tujenge: Build It Better*. After confirming availability, the team proceeded to schedule either a physical or virtual interview.

Quantitative Research

The recruitment strategy involved the use of a screening tool, which included a brief five-second introduction clip from *Tujenge: Build It Better* episodes. This clip was intended to jog the memory of potential respondents, aiding them in recalling whether they have watched at least one complete episode of *Tujenge: Build It Better*.

After they met the eligibility criteria, they were chosen to be members of the treatment group. The screener tool also collected demographic information from potential respondents, which is crucial for matching control group individuals to the treatment group.

Recruitment of control respondents

Respondents were randomly selected from the same sub-locations as our treatment group participants to ensure a well-matched group of control respondents.

TABLE 5: ELIGIBILITY CRITERIA

	Treatment group	Control group
1	Household members in the sampled county and sub-locations have watched at least one full episode of the <i>Tujenge: Build It Better</i> program.	Household members in the sampled county and sub-locations have not watched any content on affordable housing, including the <i>Tujenge: Build It Better</i> program.
2	Have access to a TV, mobile phone, and/or social media.	
3	Be above the age of 18 years. We checked the numbers of 18- to 24-year-olds to ensure they did not constitute more than 5% of the total respondents interviewed. This is because young people may have the will to search for and consume affordable housing knowledge content (knowledge and attitude), but most don't have the purchasing power (uptake). Some viewers in this age bracket could have watched it for purposes of getting work or training opportunities.	
4	Occupation: Not professionals in the housing and media sector.	
5	Income level: 262 households from low-income households, 247 households in the middle-income group and 11 households in the high-income group. The objective was to sample more households from the low- and middle-income segments as they were the target audience for the <i>Tujenge: Build It Better</i> show. As such, the high sample from these groups would allow us to effectively evaluate the impact of the show on the intended outcomes.	

Development and translation of research tools

Instrument development

In collaboration with the Habitat for Humanity team, Dalberg developed all study tools, including a quantitative questionnaire, a key informant guide for the various stakeholders to be interviewed, recruitment, and household screener guides. During the development of the tools, we ensured that the variables/outcomes of interest, flow, consistency, clarity, and suitability of phraseology used for the Kenyan context were suited to ensure we met the study objectives. Prior to submitting them for translation, the Habitat for Humanity project team reviewed and approved the updated versions of the study tools.

Translation of study tools

Some of the study tools (quantitative questionnaire and fundi interview guide) were translated to Kiswahili to ensure that the questions asked to each study respondent were consistent to avoid any on-spot translations by the field team. The MAPI workflow was used to validate the accuracy and reliability of the translations. This was achieved by the MAPI steps which included concept definition, forward translation, a consensus on the final version, and back translation into English by an independent translator. We further ensured that the translations were appropriate to the local culture and context.

Scripting

The scripting process comprised several distinct stages that began upon receiving the questionnaire. The first step was to review the questionnaire to check for ambiguity in questions, conflicting skip logics, inconsistency in the flow of questions, grammatical and numbering errors, and any other structurally related errors around the questionnaire. The identified errors were forwarded to the respective project manager or client to address and share back for programming to begin.

Given that the survey was designed for a bilingual setup, the questionnaire required translations to Swahili, and a translation template was generated to preserve the script quality. A detailed guideline accompanied the template to enable easier actioning and turn-around by the translator.

Upon completion of the programming, testing started to ensure that data received from the field was high quality. It entailed ensuring all skips, filters, loops, and constraints worked as the questionnaire stipulated. This testing can be summarized into three categories which include:

- **Internal Tests:** Internal testing was done by our highly trained team under the scripting unit. The testers were provided with a guide on what to check and how to access the script. With multiple rounds of testing, all issues noted during this testing were documented in the questionnaire review form and addressed with the guidance of the project manager.
- **External Tests:** The second level of testing was done during the enumerators' training, where enumerators went through the script and did mocks on their own. Issues noted during this process were corrected as training continued, and changes were again tested by our internal team to ascertain that they had been updated.
- **Pilot Tests:** The third level of testing was done during the pilot where the focus was on the admissibility of the questions and whether the answers given were well captured within the script. Issues noted were raised during the debrief and the script was adjusted accordingly before data collection began.

Data collection

The field team comprised four field supervisors and 16 enumerators with extensive experience in data collection recruited from an existing database. Before data collection, the team underwent a 4-day training with two days dedicated to going through the project objectives, questionnaire review, mock interviews, and interview best practices. The other two days were dedicated to conducting pilot interviews and debriefings. The objective of the training was to take the team through the project background and goals, watch the program's videos, identify the target audience for this evaluation, review the study tools, and discuss the dos and don'ts when conducting face-to-face interviews.

For the quantitative research training, the team reviewed each question using a hard-copy questionnaire and the SurveyCTO version. They also addressed questions that needed clarification, while other areas that needed more clarity were sent to the Habitat for Humanity team.

Data collection methods

The study utilized a mixed method data collection approach. The team collected both qualitative and quantitative data.

Quantitative Data Collection

A total of 520 households participated, consisting of 254 participants in the treatment group 266 participants in the control group, from across five counties in Kenya. All the interviews were conducted face-to-face and took approximately 45 minutes each. All respondents were required to provide consent before conducting the interview. The consent process included highlighting the rights of the respondent, such as the right not to answer any question they did not want to, the right to know how their data will be used, and the right to withdraw from the interview at any time.

Qualitative Data Collection

31 key informant interviews (KIs) were conducted using both virtual and face-to-face approaches. Fifteen of these interviews were conducted virtually through Microsoft Teams and phone calls, while 16 were in person. Twenty-one interviews were conducted in English, while the other 10 were in Swahili. The interviews were audio recorded and uploaded to a centra folder for transcription and translation, where needed. All respondents were

required to provide consent before conducting the interview. The consent process followed a similar process to the quantitative data collection.

Data management

The data management process was thorough, aiming to maintain accuracy, reliability, and integrity throughout the project. Daily monitoring of metrics such as household income and rural-urban split was essential to meeting sample requirements and interview targets.

Advanced statistical programming tools facilitated real-time validation of interview locations and provided insights for proactive adjustments. Key questions were closely tracked to ensure comprehensive coverage and consistency in data collection. A rigorous evaluation of field responses was conducted to maintain coherence and accuracy, including identification of outliers.

Data inconsistencies were flagged for further scrutiny, and quality control logs issued to address discrepancies. Consistency in survey responses across all sections was ensured through meticulous cross-referencing and validation.

Data analysis methods

Thematic Analysis

After collecting the qualitative data, the team then started transcribing recorded audio into written form through human transcribers. Translation was done for sections not captured in English, to maintain standardized language for analysis purposes. With the transcripts in hand, the coding phase started on Dedoose³, a platform designed for this purpose.

The coding strategy involved identifying common themes (root codes), sub-themes (child codes) from the transcripts that were included in the Dedoose platform and qualitative transcripts. The coding therefore involved assigning relevant excerpts or statements from the transcripts to the developed codes. This method was instrumental in generating or validating existing themes. The coding and theme generation process was pivotal, enabling a comprehensive and cohesive analysis of the substantial data. The annex includes a link to the codebook developed that highlights the key themes and sub-themes generated.

This systematic approach played a vital role in validating, nullifying, and combining themes, contributing significantly to the subsequent report writing. The report incorporates the pertinent themes identified during the analysis, ensuring a thorough representation of the qualitative data.

Quantitative data analysis methods

Following thorough data management, the team weighted the dataset using stabilized inverse probability treatment weights (SIPTW)⁴ to account for potential confounding factors and ensure a balanced profile between the Tujenge viewers and non-viewers.

By applying SIPTW, we can adjust for potential confounding biases, thereby providing more accurate estimates of the effects of the media intervention on respondent's decisions, knowledge levels, and awareness regarding affordable housing solutions. This technique helps to strengthen the validity and reliability of the study findings by addressing potential sources of bias and increasing the credibility of causal inferences drawn from the data. The analysis phase was then conducted as outlined in the approved data analysis plan. This initial stage involved conducting descriptive statistics and chi-square tests (assessing variable associations). Notably, the descriptive data was segmented by various demographic profiles, including viewership type (Tujenge viewers and non-viewers). This disaggregation aimed to identify potential patterns across knowledge, attitude, and uptake dimensions within these groups.

³ Dedoose is a qualitative research analysis tool that allows for coding of qualitative transcripts. This tool was used given its ability to manage, code, and analyze qualitative data in a collaborative and user-friendly environment. It's also the main platform used within Dalberg Research to analyze qualitative data.

⁴ Stabilized inverse probability treatment weights (SIPTW) are a method for estimating causal effects in observational studies. They are based on the idea that if we can estimate the probability of each subject receiving each treatment, then we can reweight the data so that it is as if we had randomized subjects to treatment. This can help to reduce bias due to confounding.

Further analysis involved regression techniques applied to variables exhibiting strong associations, specifically to quantify the impact of viewership type on awareness, attitude, and uptake of affordable housing solutions. The findings were then translated into clear visuals through graphs and tables for effective communication.

Ethical considerations

Ethical approval for this study was granted by the National Commission for Science and Technology (NACOSTI), permit number NACOSTI/P/23/25778. Participants signed and shared informed consent after receiving information and full disclosure regarding the study.

Study limitations

- Despite employing a randomized approach, we recognized situations where the samples of respondents who viewed episodes were below 30. Therefore, the data for those specific episodes might not be statistically strong enough to draw conclusions about their individual impact on uptake. However, this is a minor concern because our focus is on the overall effect of all episodes on knowledge, attitude, and uptake.
- The study is skewed towards urban populations, given the high viewership of the show in these areas compared to rural areas. This was driven by the high viewership of the show in urban areas, as outlined in the viewership reports. As such, the insights from this study are not generalizable to the entire country's context.

SAMPLE DEMOGRAPHICS: HOUSEHOLDS

Overall demographics

This section dives into the overall demographics of the survey participants, revealing the random distribution of characteristics.

The survey included 520⁵ respondents from a mix of backgrounds. More than half (54%) were young adults between 18 and 35 years old, and a majority (74%) lived in urban areas. There was a nearly even split between genders (55% male), and income levels were balanced, with 50% of respondents coming from low-income households.

FIGURE 1: RESPONDENTS AGE DISTRIBUTION

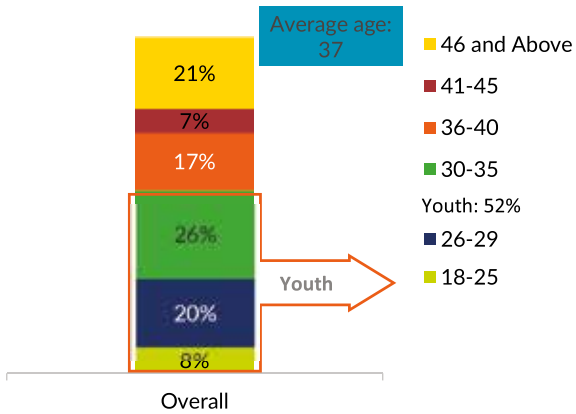


FIGURE 2: RESPONDENTS GENDER DISTRIBUTION

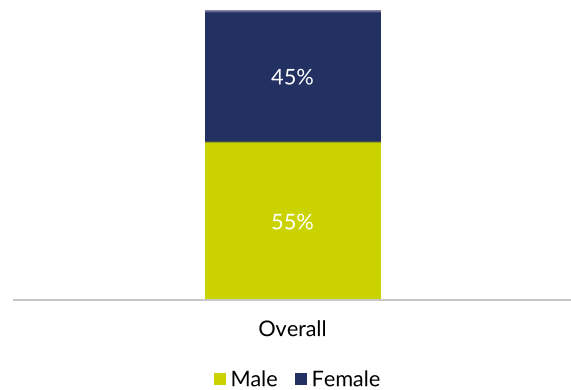


FIGURE 3: RESPONDENTS MONTHLY HOUSEHOLD INCOME DISTRIBUTION

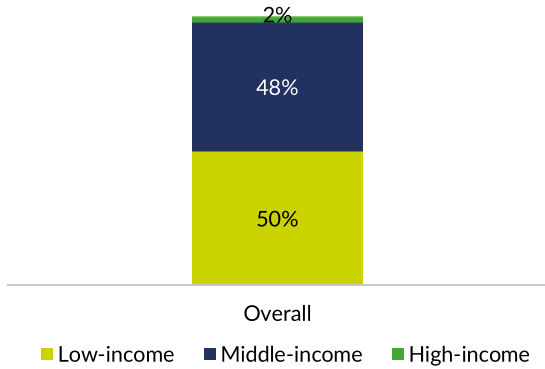
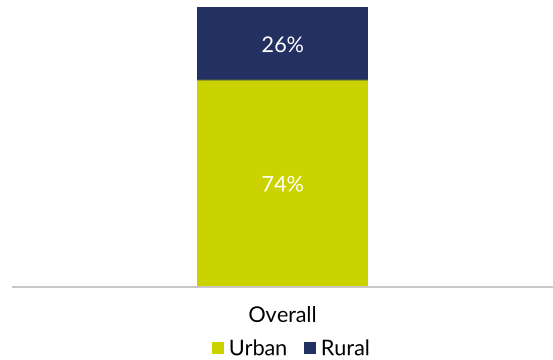


FIGURE 4: RESPONDENTS LOCATION DISTRIBUTION



Close to half (49%) were self-employed, while 17% had regular jobs and 14% identified as farmers. Notably, a third (33%) of respondents were actively involved in construction projects at the time of the survey.

⁵ Demographic group counts may not sum to total due to weighting and rounding.

FIGURE 5: CURRENT BUILDERS' DISTRIBUTION

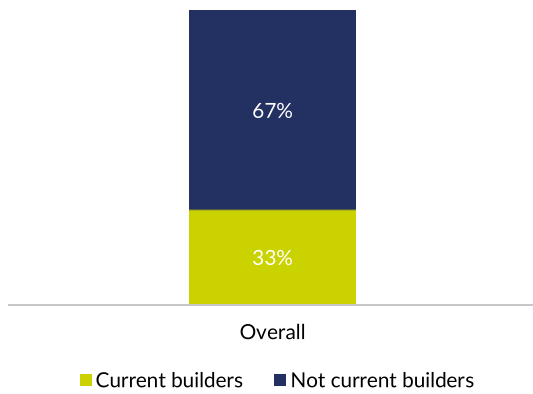
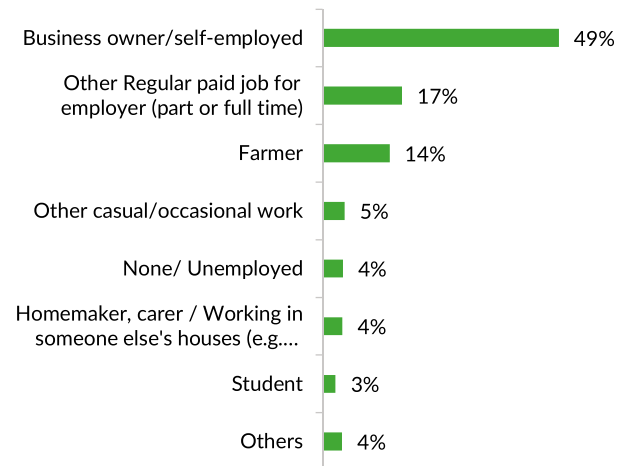


FIGURE 6: RESPONDENTS OCCUPATION DISTRIBUTION



The variety within the overall sample is not just important; it's crucial. It allows us to gain an insightful and impactful understanding of how the show influences knowledge, practices, and interest in affordable housing solutions across different demographics. Factors such as gender, age, income, and location can significantly influence people's behavior. By considering this rich mix, we can infer the show's impact on a broader audience.

MAIN STUDY FINDINGS

Knowledge, Attitudes, and Practices Towards Affordable Housing Solutions

This section outlines the knowledge, attitudes, and construction practices of the interviewed participants, consisting of construction actors and households. Among household respondents, this section explores these outcomes across different demographics. In Section 2 below, we delve deeper into the impact of *Tujenge: Build It Better* on these outcomes for the viewers.

KNOWLEDGE OF AFFORDABLE HOUSING

Housing and media actors interviewed unanimously agree that affordable housing involves building homes that low-income earners can afford. However, there are varying opinions on who should be responsible for this, with some mentioning government projects and others pointing to private sector initiatives or individual efforts. Nonetheless, all stakeholders interviewed stressed the shared goal of empowering the market, especially for low- and middle-income individuals and making home ownership affordable. This stakeholder consensus lays a solid foundation for constructive engagement on affordable housing issues as they align with their objectives.

Additionally, a majority of those interviewed, 16 out of 25 housing actors and 3 out of 6 media actors, were familiar with the operational definition of affordable housing, which was defined as follows: According to the Economic Times, “*affordable housing refers to housing that can be afforded by low-income individuals. In Kenya’s context, this refers to housing that is affordable to individuals that earn a monthly median gross income of KES 50,000 or less.*”

“Yes. Yes. I've heard about affordable housing. And here, I believe you're talking about affordable housing. So, I believe you're talking about affordable housing itself on the larger scale and few, maybe I'm jumping to the next question, but there are very many players in this affordable housing, including the government, which is taking a leading role. And then many other both public and private sector organizations are promoting affordable housing in this country. But I'm not very much aware of affordable housing.”

- KII, Male compliance actors, Nairobi

“Actually, I have attended several workshops for the Ministry of Housing, and that definition [of affordable housing] actually is what the Ministry of Housing gives.”

- KII – Male supplier, Nairobi

Most housing stakeholders (10 out of 24) cite TV and government communication as the primary sources of information on affordable housing. However, it's important to note that other sources such as radio, site visits, trade fairs, exhibitions, and institutions such as UN-Habitat, Affordable Housing Finance, and Habitat for Humanity also emerged as additional sources for this information.

“I have heard of the affordable housing from the TV channels.”

- KII – Male supplier, Nairobi

“First, I heard it from I would say from the government, the Kenya bureau of statistics and that is how they define because the government plays a big role in the big agenda, so they are they play a big part in affordable housing. That is when I first heard of it you know the definition.”

- KII – Male, professionals, Nairobi

Among household respondents, affordable housing is considered having a decent home that fits your budget, regardless of gender, age, location, income group, or construction status (whether you are currently building or not).

Overall, a large majority (74%) of the household respondents perceive affordable housing as the ability to build or acquire a decent home that fits their budget. There were no significant differences by gender, with a similar proportion of men (71%) and women (78%) holding the same perception. Age also wasn't a major factor, as both youth (73%) and non-youth (75%) had this perception. Interestingly, location didn't sway opinions much either, with similar percentages in rural (71%) and urban (75%) areas, suggesting the importance of affordability in building decent homes.

FIGURE 7: UNDERSTANDING OF AFFORDABLE HOUSING BY GENDER

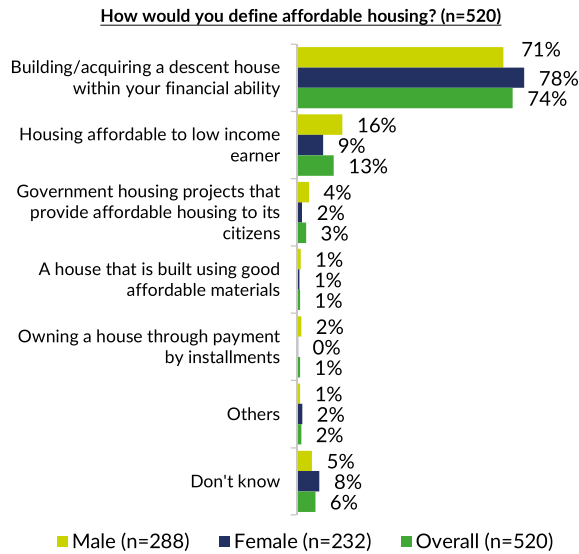
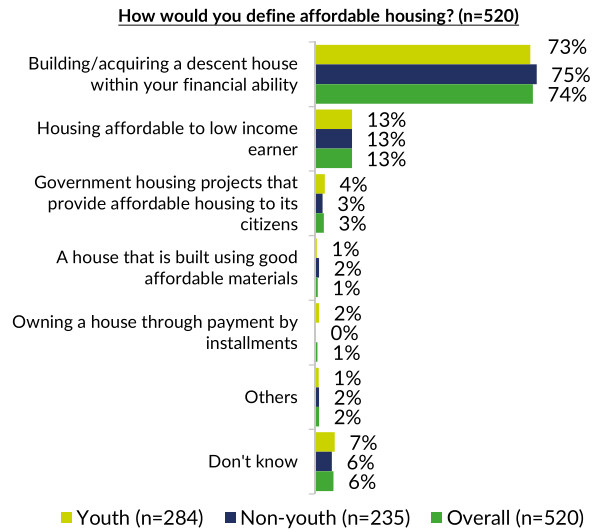


FIGURE 8: UNDERSTANDING OF AFFORDABLE HOUSING BY AGE



Across income groups, affordable housing is also seen as having a decent home that fits your budget. However, this insight is more pronounced among middle-income households (82%) than low-income households. Notably, 17% of low-income households also specifically define affordable housing as something attainable for low-income households compared to a significantly lower percentage (9%) among middle-income households. This could suggest that middle-income households may have more options available to them.

FIGURE 9: UNDERSTANDING OF AFFORDABLE HOUSING BY LOCATION

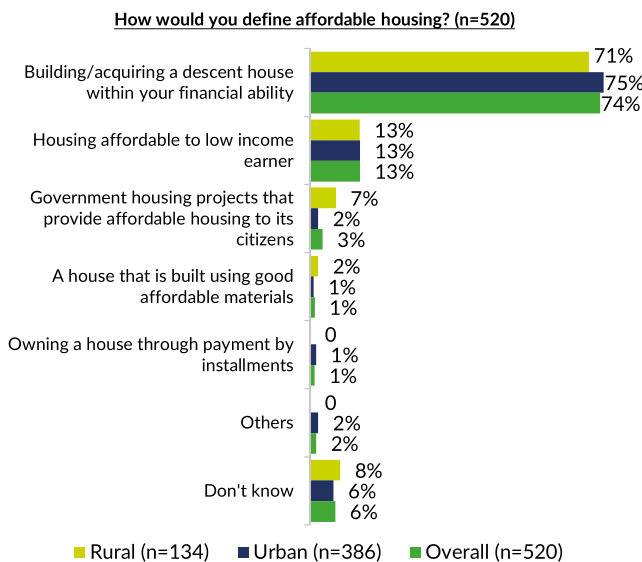
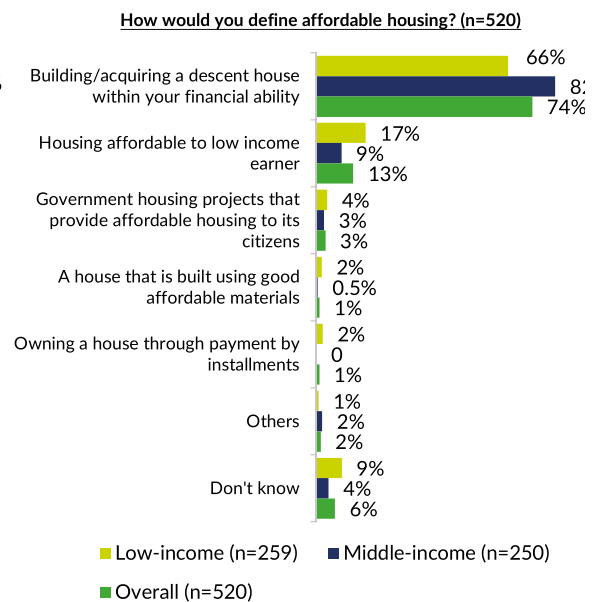
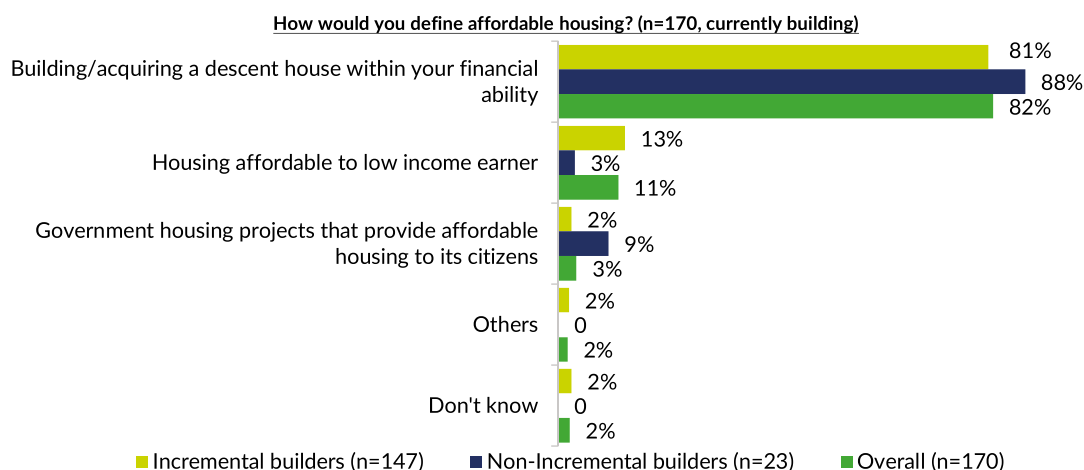


FIGURE 10: UNDERSTANDING OF AFFORDABLE HOUSING BY INCOME GROUP



Among those currently building, the majority (82%) defined affordable housing as the ability to build or acquire a decent home that fits their budget, regardless of whether they were constructing incrementally (81%) or not (88%). This suggests a standard view of financial feasibility across incremental and non-incremental builders. However, a key difference emerged in how they perceived affordability for low-income earners. A higher proportion of incremental builders (13%) believed affordable housing meant housing affordable for low-income earners, compared to only 3% of non-incremental builders, which could indicate that incremental builders, potentially facing financial limitations themselves, may be more sympathetic to the affordability challenges for lower income brackets.

FIGURE 11: UNDERSTANDING OF AFFORDABLE HOUSING BY CURRENT BUILDERS



Household respondents were also presented with an operational definition of affordable housing⁶. Less than a third (29%) of the household respondents were aware of the operational definition of affordable housing. This lack of awareness was consistent across most demographics, with no significant differences by gender (28% men, 32% women), age (32% youth, 26% non-youth), location (25% urban, 31% rural), or (33% incremental builders, 41% non-incremental).

FIGURE 12: AWARENESS OF THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING BY GENDER

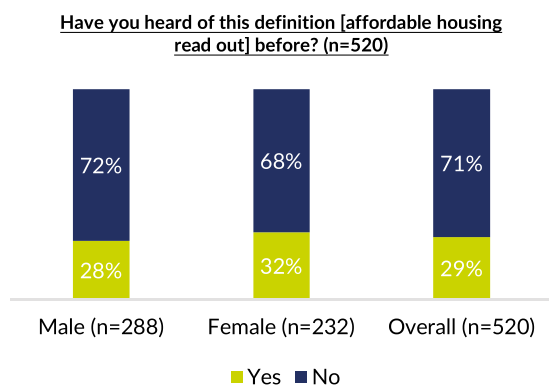
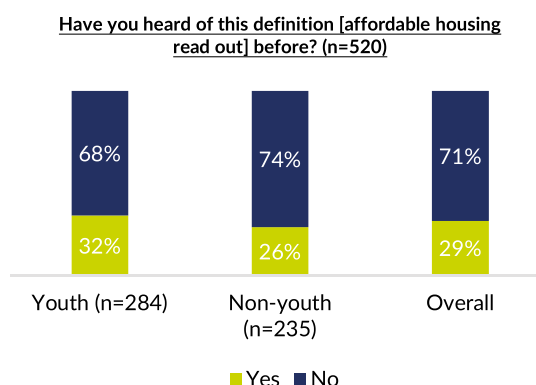


FIGURE 13: AWARENESS OF THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING BY AGE



⁶ The operational definition of affordable housing according to the Economic Times, refers to housing that can be afforded by low-income individuals. In Kenya's context, this refers to housing that is affordable to individuals that earn a monthly median gross income of KES 50,000 or less.

FIGURE 15: AWARENESS OF THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING BY LOCATION

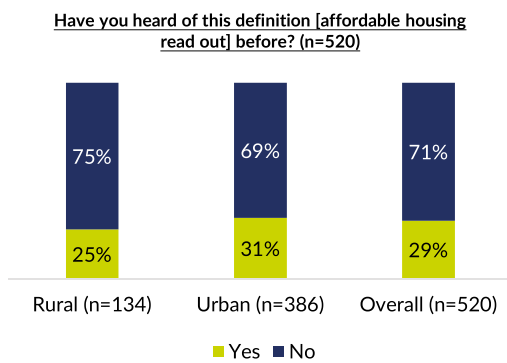
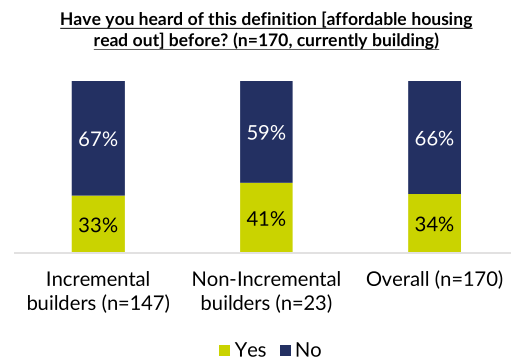
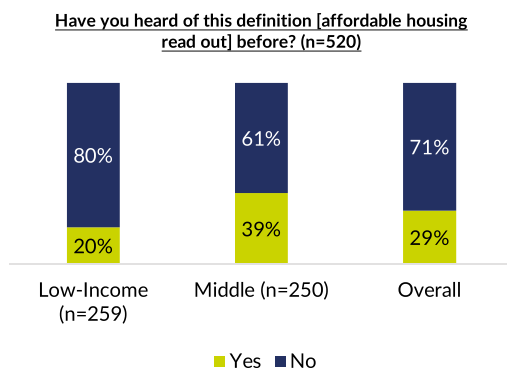


FIGURE 14: AWARENESS OF THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING BY CURRENT BUILDERS



However, income levels showed a clear disparity. A significantly higher proportion of middle-income household respondents (39%) were aware of the definition compared to low-income household respondents (20%). This suggests that understanding the operational definition of affordable housing might be linked to access to resources or information, potentially due to socioeconomic background.

FIGURE 16: AWARENESS OF THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING BY INCOME GROUPS



In terms of source of information, TV dominates overall awareness (65%) as it was mentioned as the primary source of information on affordable housing. This highlights the continued effectiveness of traditional media in reaching a broad audience, as cited by 62%, and the fact that it allows for demonstrations by 28%.

However, there is a significant difference in TV viewership between urban and rural residents. 69% of urban respondents learned about affordable housing through TV, compared to 49% of rural respondents. Social media emerges as a growing source of awareness, particularly among younger demographics (40%) compared to the non-youth 26%. This is mainly attributed to the ease of referring information as cited by more than half of those who used social media.

FIGURE 18: SOURCES OF AWARENESS ON AFFORDABLE HOUSING DEFINITION BY AGE

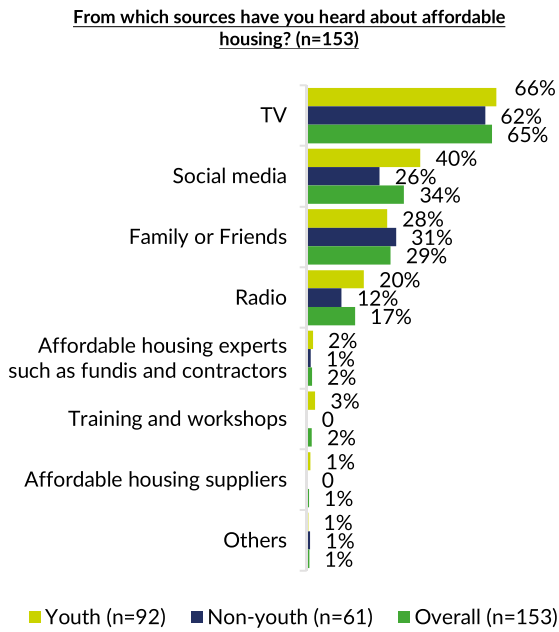


FIGURE 20: SOURCES OF AWARENESS ON AFFORDABLE HOUSING DEFINITION BY LOCATION

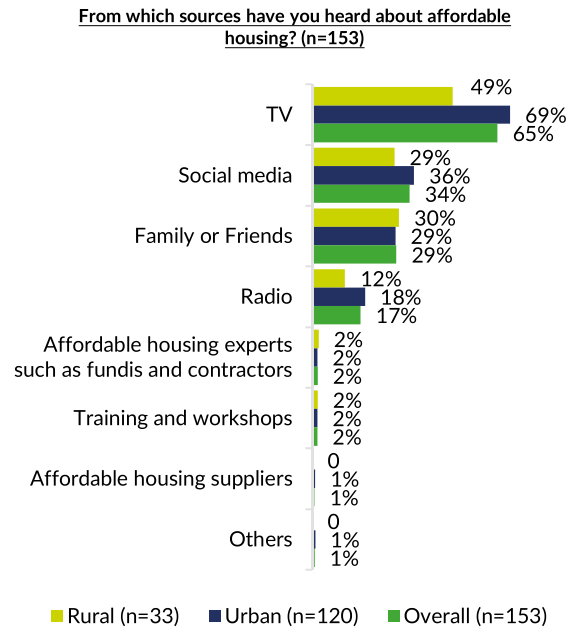


FIGURE 17: SOURCES OF AWARENESS ON AFFORDABLE HOUSING DEFINITION BY INCOME GROUP

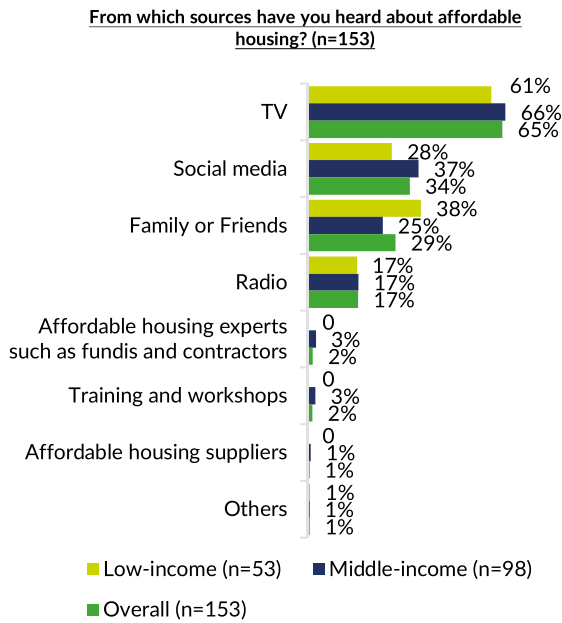
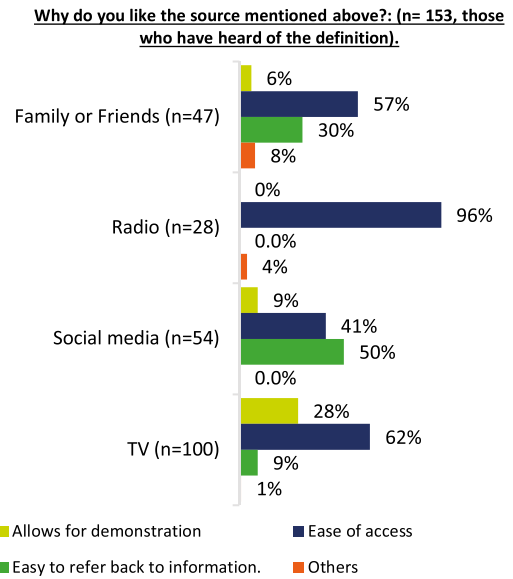
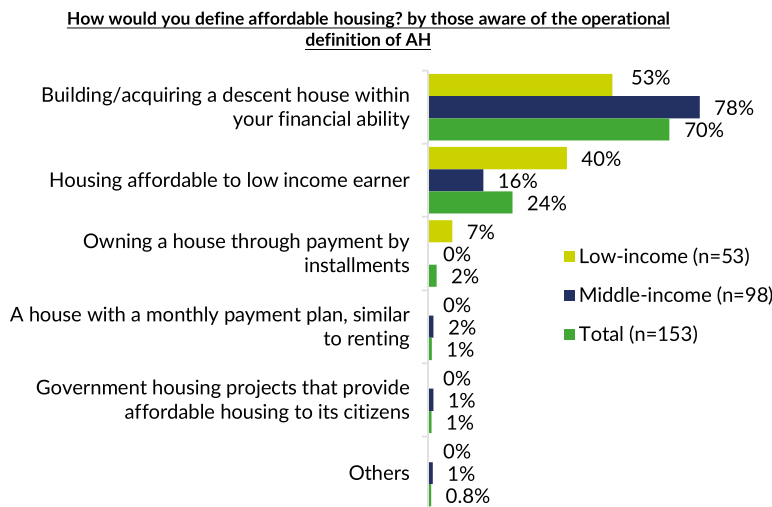


FIGURE 19: REASONS FOR PREFERRED SOURCES ON INFORMATION ON AFFORDABLE HOUSING



We also compare differences in perceptions of affordable housing pre- and post-exposure to the operational definition. While 29% were aware of the operational definition of affordable housing (housing catering to low-income households), a higher proportion (70%) still associated it with building a decent home that fits one's budget. This focus on affordability and personal financial feasibility was even stronger among middle-income households (78%) than low-income ones (53%). This highlights the importance of affordability in building a home.

FIGURE 21: UNDERSTANDING OF AFFORDABLE HOUSING PERCEPTIONS AMONG INDIVIDUALS FAMILIAR WITH THE OPERATIONAL DEFINITION OF AH



The perception that affordable housing refers to building a decent home that fits one’s budget underscores the shared importance of affordability in building a decent home.

KNOWLEDGE OF AFFORDABLE HOUSING SOLUTIONS

In defining affordable housing solutions, contractors, foremen, and fundis typically view them as construction materials that offer cost and time savings in house building. This perspective underscores the importance of efficiency and affordability in building homes. TV (3 out of 4 interviewed respondents) and government sources (2 out of 4 interviewed respondents) emerge as the primary sources of information on affordable housing solutions. We discuss this finding in more detail in the sources of information section.

“Yes. I have heard of affordable housing solutions. There are some styles of materials that are now being incorporated into the industry. That maybe makes the works go faster or maybe saves on the cost of the project of doing the construction generally. Yeah.”

- KII – Male fundi, Kisumu

One is like the pre-casts. I know it’s part of affordable housing program.”

- KII – Male contractor, Nairobi

The contractors, foremen, and fundis associate affordable housing with innovative, cost-effective building methods and materials that reduce construction time and minimize environmental impact. This perception remained consistent even after exposure to the operational definition: *“This refers to building processes, materials, and tools that are cost-effective, safe, innovative, environmentally friendly, as well as acceptable to the climate, socio-economic conditions, and natural resources of an area.”*

“There are some styles of materials that are now being incorporated into the industry. That maybe makes the works go faster or maybe saves on the cost of the project of doing the construction generally.”

- KII - Male fundi, Kisumu

“The flat ones. Just block flat both sides but at this time they are making the interlocking ones very high up. This one it was not the idea, it's the client's idea. The client went to them and told them if you can make this perfect you can also do this and that's what they are making. In fact, their machines are the latest interlocking of which is very good, you know the interlocking wall if you have seen it is very much strong unlike the other, you know the other even if it is not dry. If you push it, it will fall. So, we want people to embrace the new technology. People don't stick to that tradition. Someone says that the house must be made of stone and nothing else. Another technology has been introduced, I don't know if it is Belgium or Germany. It is located in Naivasha. The outside of the house is galvanized but the inside is plastered with gypsum, it is very cold. One thing, if you see it outside you will think it is very hot. If you go inside, you will not believe it. It is when you get out, you will know that house outside, it is galvanized. But it is very good.”

- KII – Male contractor, Nairobi

Among household respondents, there is a diverse understanding of what affordable housing solutions constitute. While a third (33%) of respondents grasp it as a method for acquiring or building affordable homes, a slightly lower portion (27%) associate it solely with using cheap, locally available materials for construction. This finding also holds across other demographics, like age and geographical disposition (rural versus urban).

FIGURE 22: UNDERSTANDING OF AFFORDABLE HOUSING SOLUTIONS BY GENDER

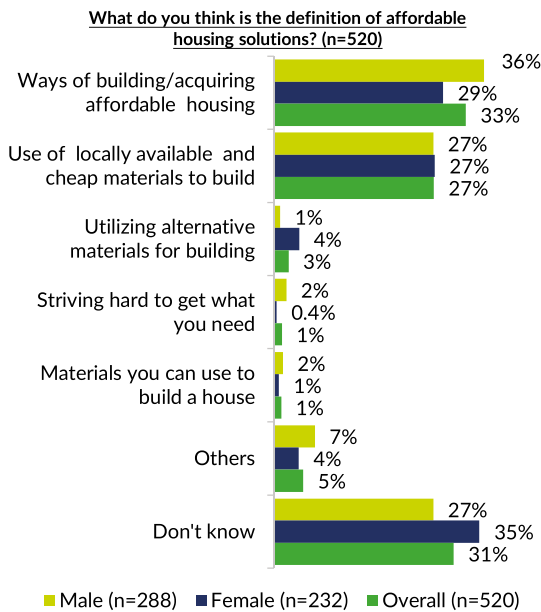
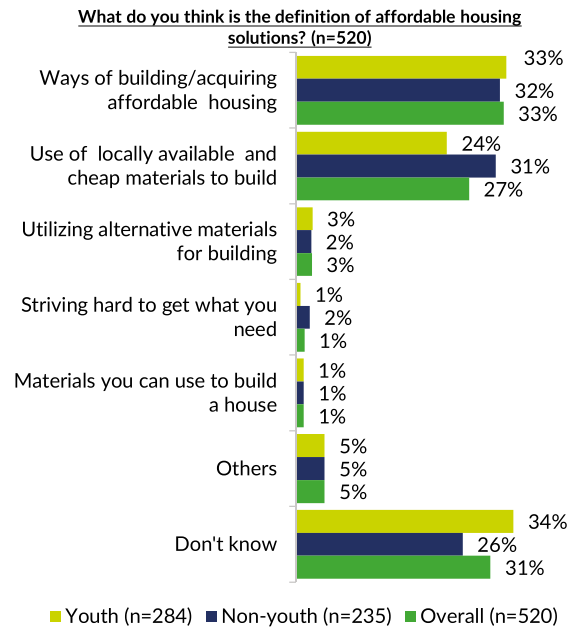


FIGURE 23: UNDERSTANDING OF AFFORDABLE HOUSING SOLUTIONS BY AGE



However, 31% of all household respondents were unfamiliar with affordable housing solutions. Low-income household respondents were even more likely (40%) to be unfamiliar with the concept compared to the overall average (31%).

FIGURE 24: UNDERSTANDING OF AFFORDABLE HOUSING SOLUTIONS BY LOCATION

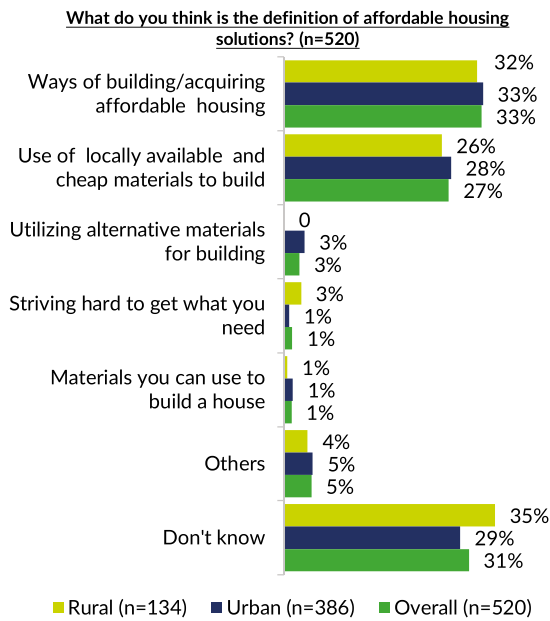
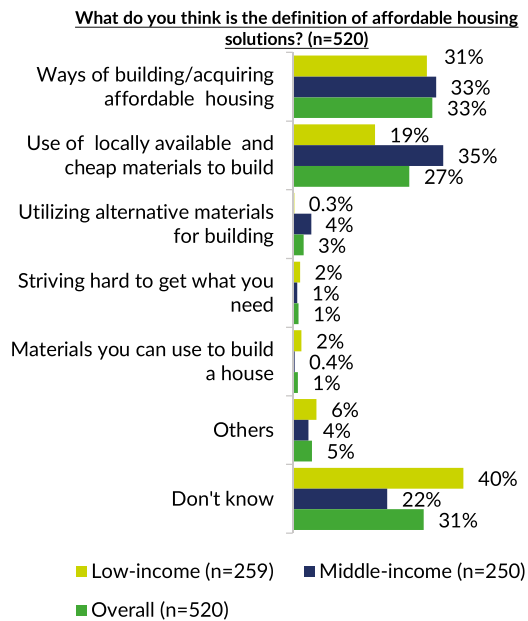


FIGURE 25: UNDERSTANDING OF AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUP

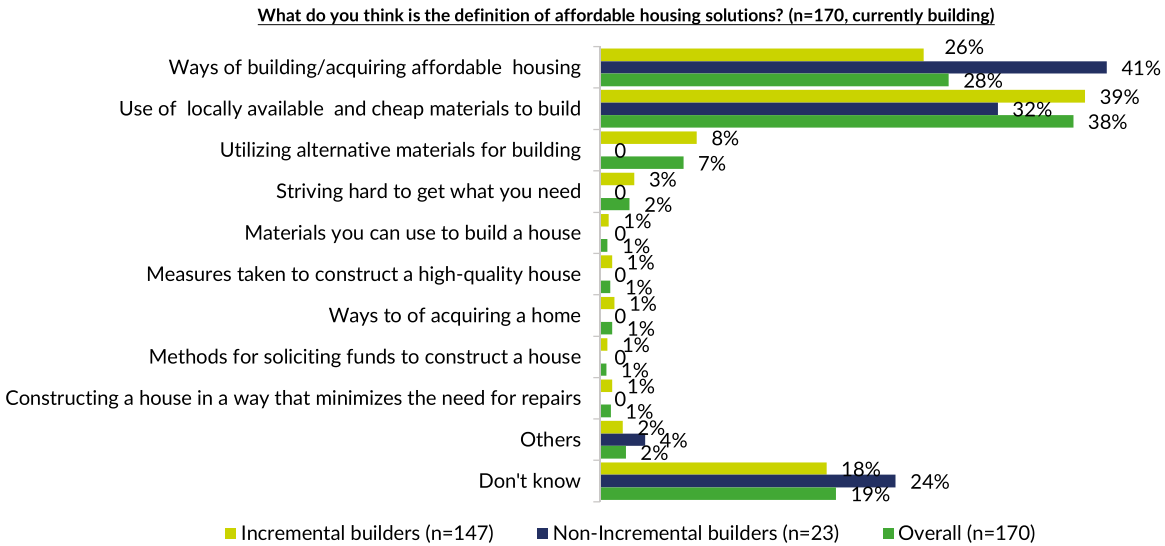


Interestingly, builders have a different perspective. A higher proportion (38%) associate affordable housing solutions with using local and cheap materials, with this view being even more pronounced among incremental builders (39%) compared to non-incremental builders (32%). This translates to the importance of affordability in construction, a phenomenon that incremental builders value as they build their houses.

However, non-incremental builders seem to have a more holistic understanding. A significant portion (41%) view affordable housing solutions as encompassing broader strategies for acquiring or building affordable homes, compared to only 26% of incremental builders. This implies that non-incremental builders might explore solutions beyond reduced construction costs.

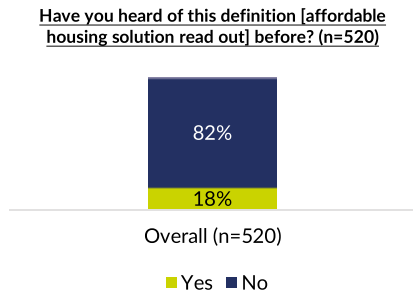
Only 19% of current builders (incremental and non-incremental) were unfamiliar with affordable housing solutions. This indicates a higher level of awareness among those involved in construction compared to those who are not.

FIGURE 26: UNDERSTANDING OF AFFORDABLE HOUSING SOLUTIONS BY CURRENT BUILDERS



Participants were also provided with the operational definition of affordable housing solutions⁷. Surprisingly, a low percentage (only 18%) of the total household respondents are familiar with this definition. Over half (54%) of those aware of the operational definition perceive it as using cheap and locally available materials, while 27% view it as a way of building affordable housing.

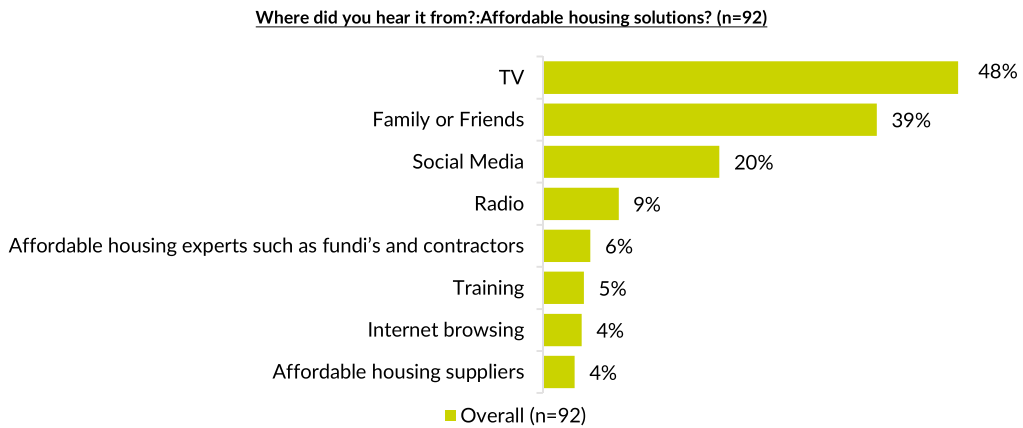
FIGURE 27: UNDERSTANDING THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING SOLUTIONS



Television (48%) was cited as the main source of awareness on the operational definition of affordable housing solutions, highlighting its effectiveness in reaching a broad audience.

⁷ This refers to building processes, materials and tools that are cheaper, safe, innovative, environmentally friendly as well as acceptable to the climate, socio-economic conditions, and natural resources of an area.

FIGURE 28: SOURCES OF AWARENESS ON AFFORDABLE HOUSING SOLUTIONS DEFINITION



There is, however, a significant gap in operational definition awareness by income level. Only 9% of low-income households understand the operational definition of affordable housing solutions, compared to a much higher 27% of middle-income households. This suggests that low-income earners, who arguably need affordable housing solutions the most, may lack the knowledge to access relevant resources and programs.

FIGURE 29: UNDERSTANDING THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUPS

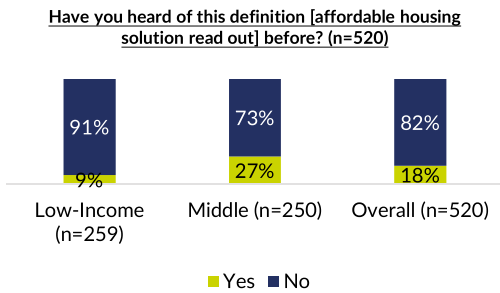
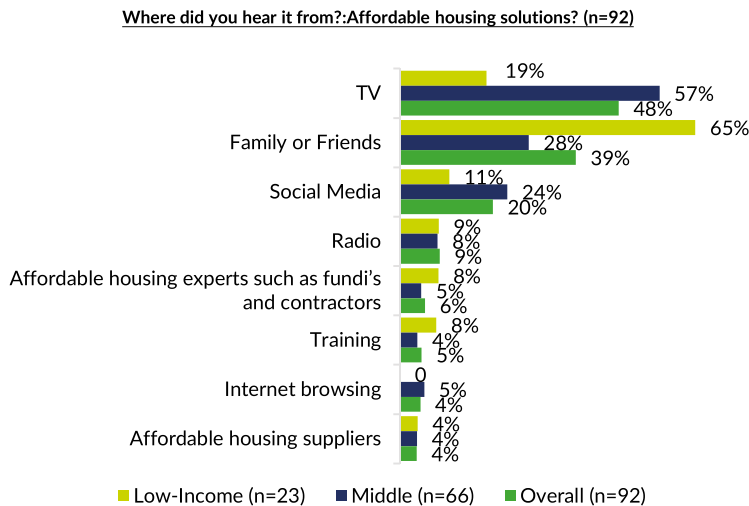


FIGURE 30: SOURCES OF AWARENESS ON AFFORDABLE HOUSING SOLUTIONS DEFINITION BY INCOME GROUP



The source of knowledge also differs across the different income groups. Middle-income households (57%) rely heavily on TV for information on affordable housing solutions, compared to a much lower percentage (19%) of low-income households. For low-income households, family and friends emerge as a crucial source of awareness (65%), significantly more than middle-income households (28%). This highlights the importance of social networks in knowledge sharing within communities, especially when traditional media access is limited. Interestingly, there are no significant differences in awareness by gender (17% male, 18% female), age (19% youth, 16% non-youth), or location (13% rural, 19% urban). This suggests that the need for more awareness about affordable housing solutions is widespread across various demographics.

FIGURE 31: UNDERSTANDING THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING SOLUTIONS BY GENDER

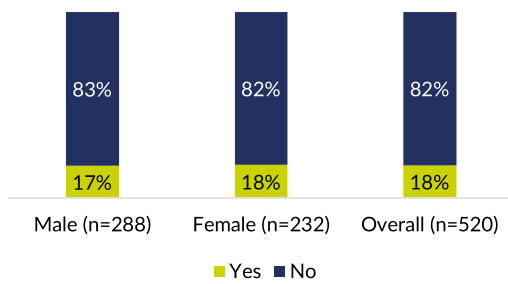


FIGURE 32: UNDERSTANDING THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING SOLUTIONS BY AGE Have you heard of this definition [affordable housing solution read out] before? (n=520)

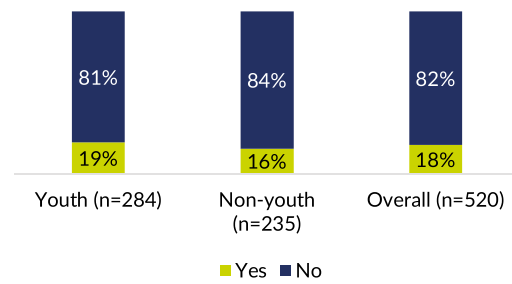
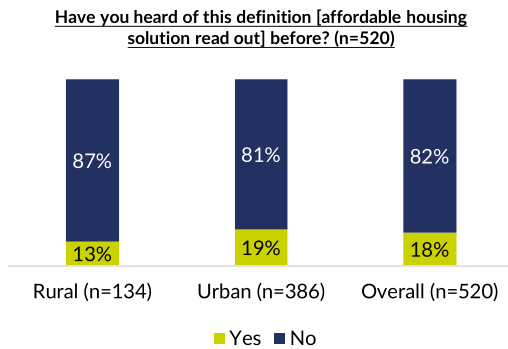


FIGURE 33: UNDERSTANDING THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING SOLUTIONS BY LOCATION



Those currently engaged in construction are more likely (28%) to be aware of the operational definition of affordable housing solutions compared to those not presently building (13%). Despite this, a higher proportion of current (72%) and non-current builders (87%) are still unaware of the operational definition. This highlights a potential knowledge gap in understanding what affordable housing solutions actually constitute. In the next section, we explore the impact of Tujenge: Build It Better on building this awareness.

FIGURE 34: UNDERSTANDING THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING SOLUTIONS BY CURRENT BUILDERS AND NON-BUILDERS

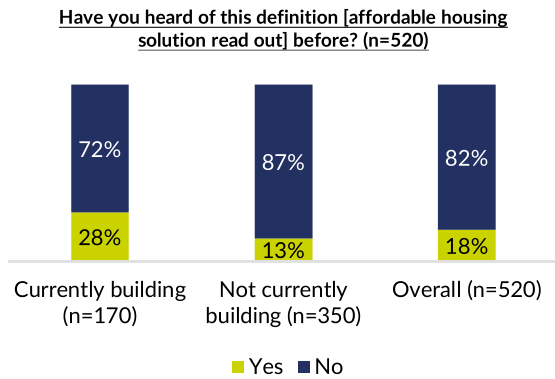
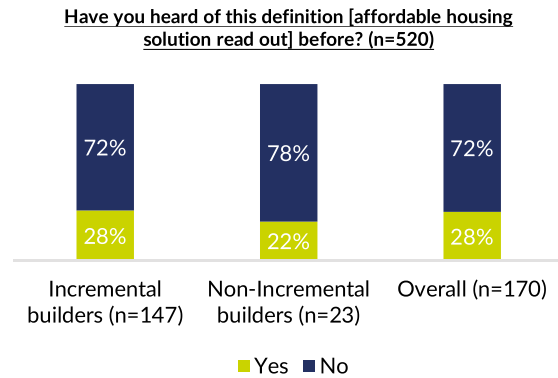


FIGURE 35: UNDERSTANDING THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING SOLUTIONS BY CURRENT BUILDERS



Knowledge of different affordable housing solutions

Examining the awareness of different affordable housing solutions among household respondents, we observe that respondents are highly aware of conventional affordable housing solutions. Renewable energy sources like solar home systems (96%) and non-mortar designs using iron sheets (95%) topped the list, reaffirming the existing knowledge and understanding of these solutions.

Practical knowledge of affordable construction methods, like selecting paint (84%) and using damp-proof membranes for slabs (81%), also showed high awareness, indicating familiarity with basic techniques for building cost-effectively.

There is a significant drop in awareness for newer solutions like mobile apps for sourcing materials and labor (13%), expanded polystyrene walls (17%), and plastic paving blocks (28%). This highlights a need for increased outreach and education regarding these potentially beneficial options.

Interestingly, rural residents showed a higher awareness (56%) of affordable housing financing options compared to urban residents (38%). This could be due to a greater need for such options in rural areas or less access to traditional financing methods.

Similar to the overall awareness trend, middle-income households displayed a higher awareness of various affordable housing solutions compared to low-income ones. This includes financing options (52% vs. 33%), water regeneration systems (65% vs. 37%), and specific construction techniques like ISSB (63% vs. 47%). This suggests a potential knowledge gap hindering access for low-income earners, who may need affordable housing solutions the most.

TABLE 6: AWARENESS OF DIFFERENT AFFORDABLE HOUSING SOLUTIONS

(Have you ever heard of... (affordable housing solutions	Monthly Household Income		Location		
	Low	Middle	Rural	Urban	Overall
Renewable energy (Solar home systems):	96%	96%	96%	96%	96%
Non-mortar housing designs	93%	97%	95%	95%	95%
How to select and paint your house	81%	87%	82%	84%	84%
Effective ways of laying a slab (dump-proof membrane)	76%	86%	87%	80%	81%
Everything you should consider when constructing your foundation	55%	73%	62%	66%	65%
Certification and accreditation of labour:	59%	64%	63%	61%	62%
Building using Interlocking stabilized soil blocks (ISSB)	47%	63%	54%	55%	55%
Residential units (Water regeneration systems)	37%	65%	42%	55%	51%
How to plan for your home construction and the best financing options	33%	52%	56%	38%	42%
Unique housing options: Hollow blocks such as the twist blocks	37%	38%	35%	38%	37%
Use of adhesive cement	28%	41%	28%	39%	36%
Using precast slab in construction	28%	40%	32%	35%	34%
Plastic pavers blocks	18%	38%	21%	31%	28%
Effective ways of constructing a wall (Expanded polystyrene walls)	13%	22%	16%	18%	17%
Sourcing for labour and materials for a quality home on mobile applications	11%		16%	13%	14%

* BLUE SHADING DENOTES A HEIGHTENED LEVEL OF AWARENESS, WHILE RED SHADING SUGGESTS A LOWER LEVEL OF AWARENESS. ORANGE SHADING, MEANWHILE, SIGNIFIES A MORE PRONOUNCED CONTRAST ACROSS VARIOUS DEMOGRAPHICS.

In summary, while housing sector actors associate affordable housing solutions with materials that offer cost and time savings in building a home, household respondents, on the other hand, associate them with ways of building an affordable home and using locally available and cheap materials.

Therefore, future initiatives promoting affordable housing solutions should leverage this existing understanding among both housing sector actors and households. The focus should be on showcasing technologies and materials that align with these pre-existing beliefs about affordability and sustainability.

The next section on "Impact on Knowledge" will delve deeper into how Tujenge: Build it Better influences awareness of these solutions among its audience.

ATTITUDES TOWARDS AFFORDABLE HOUSING SOLUTIONS

A significant majority (20 out of 24) of housing actors (suppliers, architects, and contractors) interviewed view affordable housing solutions as crucial in construction. Particularly, the use of affordable housing solutions is associated with cost savings (15 out of 24), followed by their benefits to the environment (5 out of 24). The environmental benefits are associated with the use of environmentally sustainable solutions and the benefits to the immediate environment. For example, the use of waste soil to make ISSB is perceived to be beneficial to the immediate environment due to its ability to recycle waste material.

In terms of cost effectiveness, housing actors emphasized the value proposition for their clients. Affordable housing solutions are perceived to reduce construction costs because the materials are pre-assembled, minimizing waste and overall material usage. In addition, it is perceived that using affordable housing solutions increases the predictability of the cost of construction, and the clients are also able to approximate the amount of materials that will be used, thereby predicting with higher accuracy the cost of construction.

Additionally, solutions such as interlocking blocks and precast slabs or walls are perceived to reduce construction time. This perception is because of their designs; they don't need a lot of time to overlay the blocks or bricks, and it also takes less time for them to dry. The reduced costs and cost predictability in turn ensure that low-income earners have a chance to own a decent house.

“They (affordable housing solutions) are important because as I have mentioned, they help save time. The construction time being precast solution. They help the costs, and this is, this includes labour costs from site. These are reduced because I mean, you do not have people, you know, mixing concrete doing this, carrying different materials to come to do concrete mix. You, save on labour costs because when they come, you just, all you do is install, install. And then, I have mentioned time and, apart from labour costs, you also have the overall construction costs because some of them tend to be cheaper than the conventional building materials we use.”

- KII – Female architect, Nairobi

Affordable housing solutions are also perceived by fundis and suppliers to be important in conserving the environment. For example, solutions such as precast slabs don’t require excavation of soil or cutting of trees, while others, such as renewable energy solutions, are also perceived to be energy efficient.

“They save on time. When we are using them, we conserve our environment. Because we are no longer cutting trees. We are no longer excavating; we are no longer using traditional stones. So, we conserve our soil. You know, the traditional method, we excavated those stones. So, we have those quarries. We are no longer using that method. We save time. That money is used elsewhere. So, I think it’s better. Compared to the traditional method.”

- KII- Male contractor, Nairobi

“Yes, from what I know about the environment friendly and also, they are safe to the environment or to the people who are using it. It will be more very economical to everyone, and it will be easy to afford a house. Yes. It is a pride for a local, wananchi. Yes. And it is a pride for every Kenyan or like every person to have their own place or their own houses whereby they are not paying rent, or they are just paying like small, amount of cash.”

- KII- Female supplier, Nairobi

The household respondents show an overwhelming consensus (93%) regarding the importance of affordable housing solutions in construction. This insight is consistent across incomes and ages, as shown in the figures below. This highlights the need to access good-quality housing that meets basic needs, and that people can realistically afford without financial strain.

FIGURE 36: IMPORTANCE OF AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUP

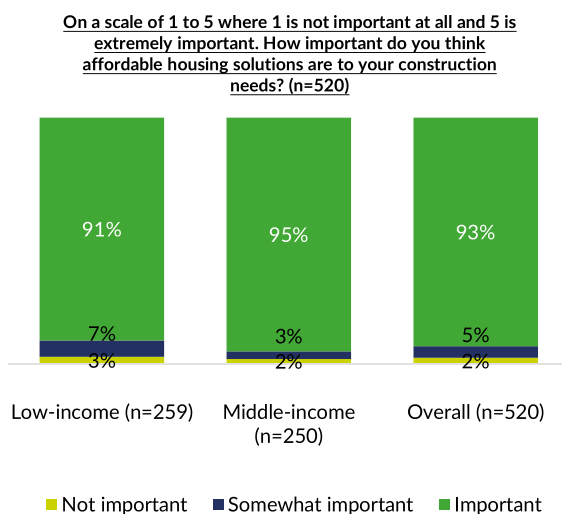
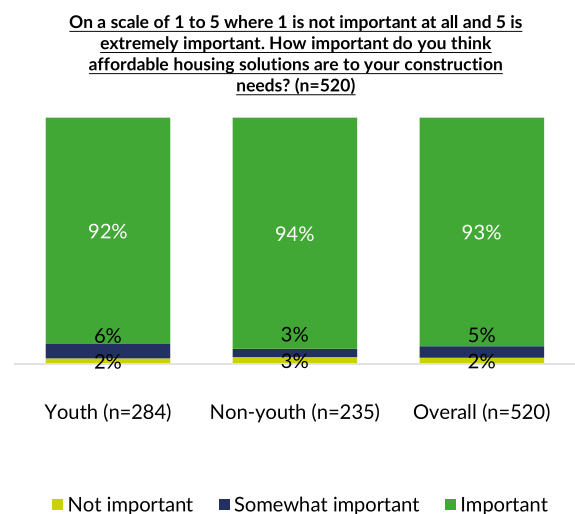


FIGURE 37: IMPORTANCE OF AFFORDABLE HOUSING SOLUTIONS BY AGE



The different solutions are considered as highly important.

TABLE 7: IMPORTANCE OF DIFFERENT AFFORDABLE HOUSING SOLUTIONS

Percent of those that consider it important	Location		Monthly household Income	
	Rural	Urban	Low	Middle
Affordable housing solutions				
Everything you should consider when constructing your foundation:	98%	100%	99%	100%
Effective ways of laying a slab (dump-proof membrane):	99%	98%	98%	99%
Certification and accreditation of labor:	97%	96%	95%	97%
How to select and paint your house:	98%	96%	95%	98%
Renewable energy (Solar home systems):	95%	96%	95%	96%
Use of adhesive cement	88%	94%	89%	94%
How to plan for your home construction and the best financing options	94%	85%	90%	86%
Residential units (Water regeneration systems):	82%	83%	81%	84%
Sourcing for labor and materials for a quality home on mobile applications	72%	84%	66%	91%
Plastic pavers blocks:	60%	86%	74%	84%
Unique housing options: Hollow blocks such as the twist blocks	43%	78%	43%	90%
Building using Interlocking stabilized soil blocks (ISSB):	59%	69%	60%	72%
Effective ways of constructing a wall (Expanded polystyrene walls):	58%	67%	56%	70%
Non-mortar housing designs:	61%	60%	59%	62%
Using precast slab in construction:	34%	66%	46%	67%

The majority of housing actors (suppliers, digital housing solutions providers, architects, professional bodies (AAK), *fundi's*, contractors, and foremen) interviewed (21 out of 24) cited confidence in the affordable housing solutions that they offer to their clients⁸. Suppliers expressed strong confidence in the affordability of these solutions for clients. They highlighted that the materials are cheaper than conventional options, leading to significant construction cost reductions-sometimes exceeding 30%.

The suppliers of affordable housing solutions, such as precast slabs, hollow stabilized blocks, and plastic pavers, also expressed confidence in the quality of their products. This is because of the receipt of certifications from organizations such as the Kenya Bureau of Standards (KEBS), which gives clients confidence about the quality of the solutions. To achieve such quality, they have employed a highly skilled labor force with deep expertise in their area of focus. This has led to client referrals, which is perceived as a stamp of approval for the solution's quality.

"We are very, very confident because we have been around for a while. We have done structures. As an organization, how we started because we lack expertise in this because like they say it is a new technology. How we started is by doing our own structure. And we said we are going to do it, make mistakes and learn from it. So, we are very, very confident because we have worked with the government, we have worked with the corporate sector, we have worked with the schools, various institutions, and we have offered solutions and we have received very encouraging feedback that, yes, we like your job, and your structures are still here, they are still standing. We can go and you will find structures that we have started with, they are there, and you can see, yes, five, six years later, it still looks new"

- KII – Male supplier, Nairobi

"I'm confident I can live in my own house. It is also qualified. First of all, I can live in one. The other one, it has received a KEBS. What are they called? Kenya Bureau of Standards, mark of quality. It is an acceptable building material. Those are the things I can say off of the top of my head."

- KII – Female supplier, Nairobi

"Yeah, 99% confident in providing a solution. Because of its nature, because of its construction model, because of the team that we have, a very dedicated team that we have, because of our structural engineering and our architectural engineering. So, it's 100%, if not 99%."

- KII – Male supplier, Nairobi

⁸ Compliance actors were not asked about confidence in affordable housing services they provided

The affordability and quality of affordable housing solutions are validated by the fundis, who expressed confidence in accessing these solutions due to these properties. In addition, government approval through the issuing of relevant permits makes them confident in the quality of the materials.

“One thing that I know, I'm technical so I know the required standards of each component. So, once I see the certifications from the relevant office and you know that these materials, this is what it can do. So, when you are designing, you know that this is what, this is the amount of load that the material can bear. So, once you know that the material will not fail, then definitely you must be confident and say we must use this.”

- KII – Male fundi, Kisumu

“Yes, I am very confident because the materials are effective. The materials will be effective in terms of the cost. So that's why the term affordability comes here.”

- KII – Male fundi, Kisumu

Among household respondents, a significant majority (84%) expressed confidence in accessing affordable housing solutions.

FIGURE 39: CONFIDENCE IN ACCESSING AFFORDABLE HOUSING SOLUTIONS BY LOCATION

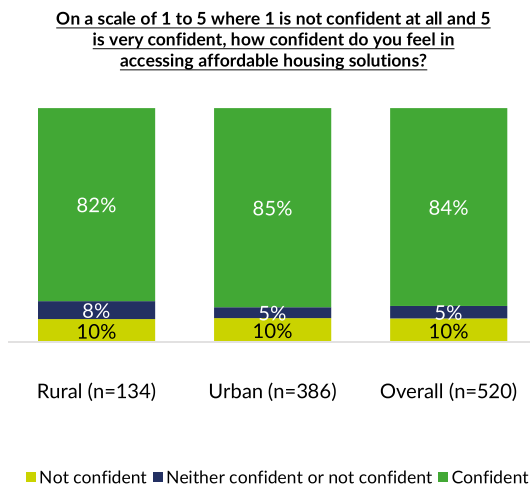


FIGURE 40: IMPORTANCE OF AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUP

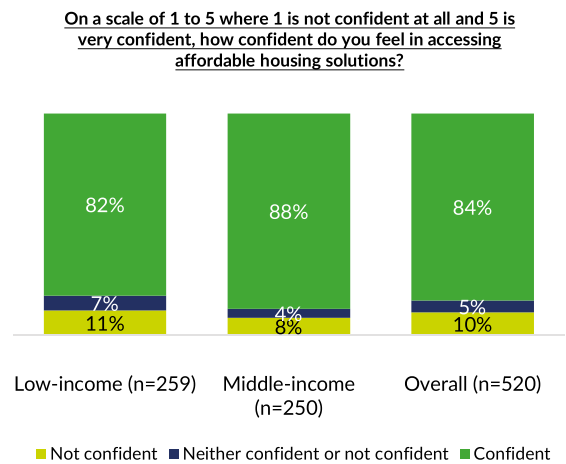
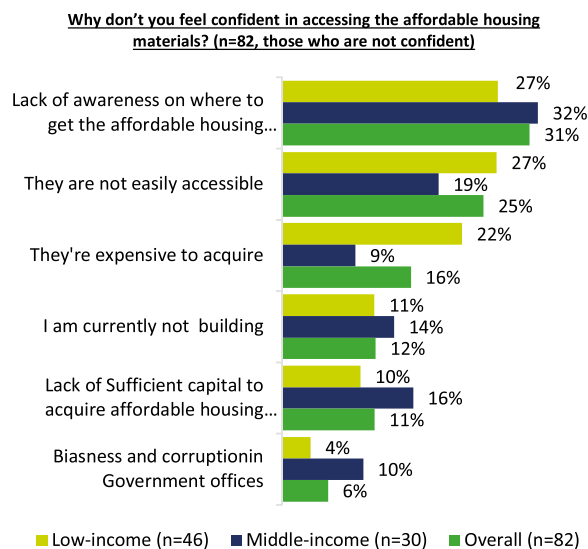


FIGURE 38: FACTORS CONTRIBUTING TO A LACK OF CONFIDENCE IN OBTAINING AFFORDABLE HOUSING MATERIALS BY INCOME GROUP



Among the 10% that cited a lack of confidence, the lack of awareness about where to source these solutions (31%), and the perception that these solutions are not readily available (25%), cast a shadow on overall confidence.

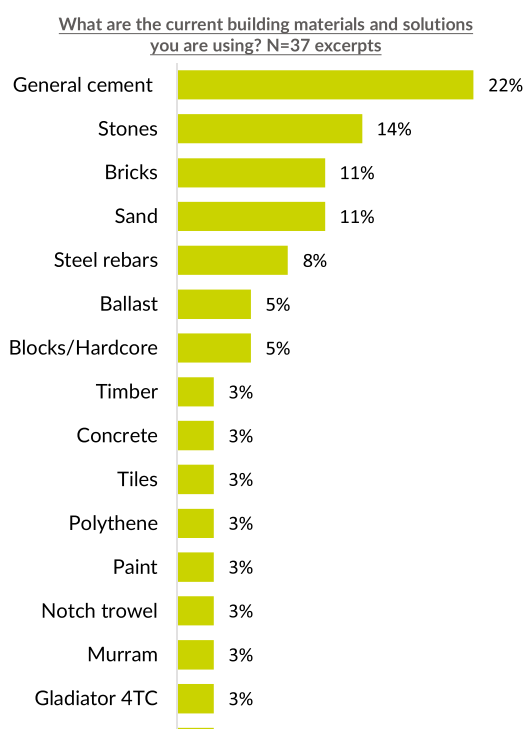
In summary, across both housing sector actors and household respondents, there is a general consensus regarding the importance of affordable housing solutions in construction. The perceived importance of these solutions is largely associated with reduced costs and time of construction.

CURRENT CONSTRUCTION PRACTICES (General and Affordable housingsolutions)

This subsection examines the current construction practices used, factors influencing their use, the profile of clients most likely to use affordable housing solutions, and the perceived benefits and constraints of using and accessing affordable housing solutions.

Fundis and contractors mainly cited using cement (22%), stones (14%), bricks (11%), sand (11%), and steel (8%) in their construction practices. The use of these materials is influenced by their experience using them, and their ability to achieve the desired outcome, their client's expectations, and influence from peers, the media, and training institutions such as NITA⁹ on which construction materials to use.

FIGURE 41: MATERIALS USED BY CONTRACTORS AND FUNDIS



“From the experience I got in the field of construction, I found out that when you use some materials to do the construction, the client will not be happy with the outcome because the construction won't be as you expected. So, you keep on changing the materials. So, you get these certain materials that fit with this certain type of construction.”

- KII – Male fundi, Kisumu

“First, I explained to you that before I became a builder, a builder who has done construction, I started this job as a handy man. I used to look for work every morning. I used to go to construction sites. At first, I didn't know. I used to think that construction was like carrying blocks. But later, I came to know that constructing is like a calculation. You have to have a calculation like the one that we learned in school. I realized that you would need this amount of cement and this amount of sand and this amount of concrete. So, I observed what my friends did before I became a builder. I was able to do that in a very long time. I also learned that if you take this amount of cement and this amount of sand, and this amount of concrete it will give you a strong building.”

- KII-Male fundi, Nairobi

“There are people in NITA. I used to train there. They trained me.”

- KII-Male fundi, Kisumu

“I'm still using the old materials, the bricks. Normally, the ones from Guggenheim... We are Darugo first.”

- KII – Male contractor, Nairobi

In addition, though cited by a minority (2 out of 10 interviewed fundis and contractors), existing building codes and government directives that define the characteristics of materials used in construction influenced the use of construction materials such as steel, bricks, and cement by fundis and contractors.

⁹ Gladiator 4TC refers to a drug used to prevent ants from damaging the frame after the slab has been put. Hardcore on the other hand refers to unshaped blocks.

“There are building codes. That entails the usage of those materials. Professionally they are characteristics that a material must possess. So, materials are always tested. So before choosing a material, you have to ascertain the characteristics and mostly it's the strength. That is required, that is always recognized.”

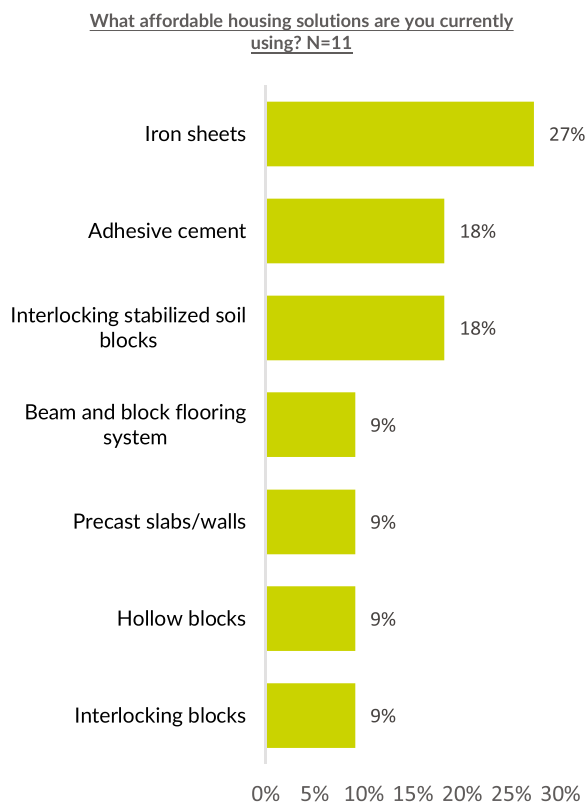
- KII – Male fundi, Kisumu

“So, the government is the one that controls some of the materials. It's not us who decides. It's the government that tells us what to use. Because whenever we build a house, the government will tell you we get a BQ, a base of quality and it specifies what to buy. So, we are controlled. Whereas, if I was given an opportunity to talk to the client, I would give him a scope of the various materials. Like now the EPS. Now the stones. We can get into wood. Yeah. Systems. But you see now, we are controlled by the government. So, we just have to follow the government's sense.”

- KII- Male contractor, Nairobi

With regards to the usage of affordable housing solutions, less than half (11 out of 33) of interviewed fundis, contractors, and architects in both Nairobi and Kisumu use these solutions. Iron sheets for roofing, adhesive cement, and interlocking stabilized soil blocks (ISSB) are the most used solutions.

FIGURE 42: AFFORDABLE HOUSING SOLUTIONS USED BY CONTRACTORS AND FUNDIS



“We have Mabati roofing... We have the roofing.”

- KII – Male contractor, Nairobi

“I used the Eurofix and I used the Notch Trail instead of the usual trail.”

- KII – Male contractor, Nairobi

“Yes, I am using beam and block flooring system.”

- KII – Male fundi, Kisumu

“One of them is precast concrete... We also have hollow blocks.”

- KII – Male fundi, Kisumu

“Now, what I know is the interlocking block. It can also last.... It's cheap because you don't use cement now. Because sand is also not used. Now it's just interlocking on its own.”

- KII – Male fundi, Kisumu

The main reasons cited for not using affordable housing solutions include **satisfaction with the traditional construction materials used, a lack of sufficient financial resources, and the perception that these solutions are not locally available.** In the subsequent sub-section, we expound on the perceived benefits and constraints of accessing and using these solutions.

“I think due to lack of resources. Yeah. Because I don't have enough resources. And then to access them is tricky. It's a challenge.”

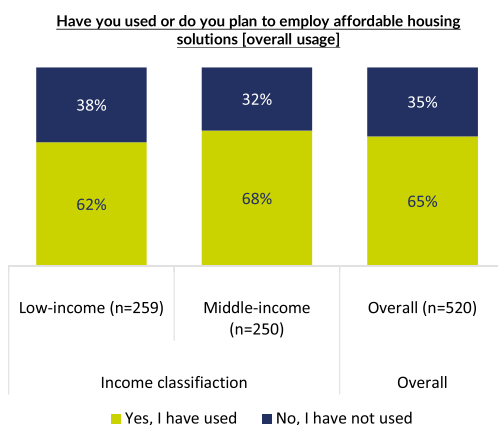
- KII – Male fundi, Kisumu

“So, the government is the one that controls some of the materials. It's not us who decides. It's the government that tells us what to use. Because whenever we build a house, the government will tell you we get a BQ, a base of quality and it specifies what to buy. So, we are controlled. Whereas, if I was given an opportunity to talk to the client, I would give him a scope of the various materials. Like now the EPS. Now the stones. We can get into wood. Yeah. Systems. But you see now, we are controlled by the government. So, we just have to follow the government's sense.”

- KII – Male contractor, Nairobi

Among household respondents, a significant portion (65%) reported having used affordable solutions in their construction projects, which indicates a clear demand for these approaches, particularly among low (62%) — and middle-income (68%) households. The higher proportion of middle-income household respondents using these solutions aligns with housing actors' perspectives. They believe builders in the middle- and high-income brackets are more likely to use affordable housing solutions because they can afford them. This also informs who these housing actors target with solutions. Low-income households, on the other hand, are not targeted because they are perceived to have low purchasing power. Hence, it would not be profitable for the suppliers and architects to provide these solutions to this segment.

FIGURE 43: USE OF AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUPS



“Sometimes it is hard. When you do the calculations, you may realize it's very expensive for them (low income households). So, you provide other options.”

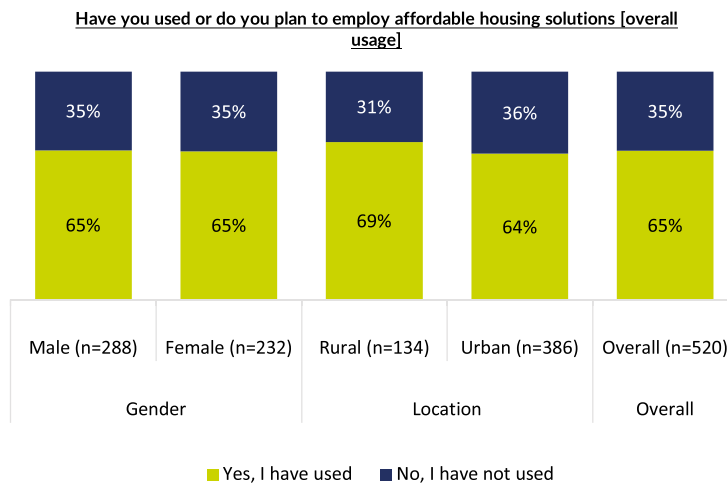
- KII – Male supplier, Nairobi

“Because as a private sector developer and with government support on land projects, just on financing and on optics, guarantees the numbers don't cancel out so yes, I would very much like to be much lower for the more basic percent above the cost of construction of these homes in a formal way. So, if we were doing it informally and legally maybe we could afford to get it a bit lower if we were getting given government support to enable us to know our cost of production which is the land and the cost of materials and maybe the unit prices to get lower.”

- KII – Female architect, Boston

Across geographical dispositions, we observe slightly more rural household respondents (69%) than urban household respondents (64%) using affordable housing solutions. This also contradicts the perception of housing actors who believe builders living in urban areas and those in the diaspora are more likely to adopt these solutions. This highlights a missed opportunity for individuals that suppliers, fundis, and contractors could target with these solutions.

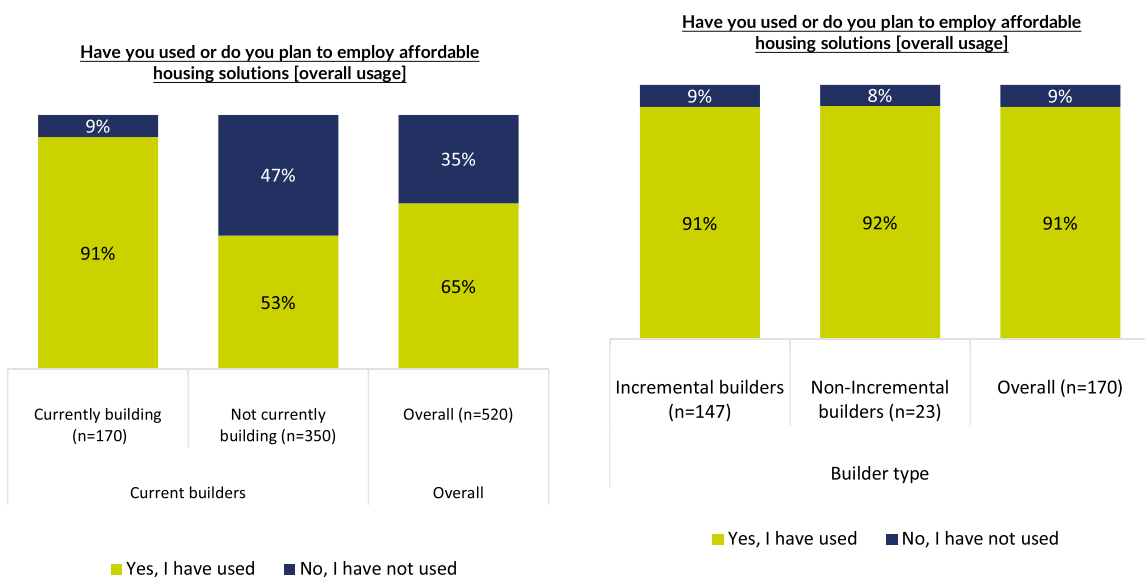
FIGURE 44: USE OF AFFORDABLE HOUSING SOLUTIONS BY GENDER AND LOCATION



“They are the urban people because they are more informed on the new housing solutions.”
- KII – Male fundi, Nairobi

“They are those clients who have exposure. They are the ones who are likely to use these materials. Like our clients who are outside the country. Because they are exposed. More than the clients in the country. They are likely to use these technologies. And even if you share those photos, they understand very fast and they approve.”
- KII – Male supplier, Nairobi

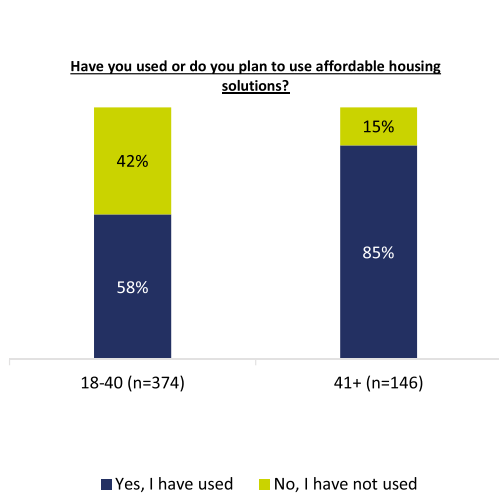
Interestingly, 91% of incremental builders have utilized affordable solutions, highlighting the potential cost-saving benefits perceived by those undertaking phased construction projects.



Across age groups, fundis, contractors, and architects believe that builders below 40 are perceived to be more open to adopting affordable housing solutions and have disposable income to purchase affordable housing solutions. On the other hand, those over 40 are more likely to experience the status quo bias as they prefer to use traditional construction materials such as stone and bricks.

This, however, contradicts the findings from the household respondents and suppliers interviewed. Older households above the age of 41 (85%) were more likely to use affordable housing solutions. This is in line with the traditional beliefs held by suppliers, and hence they comprise the target audience for their advertisements. This also highlights a potential missed opportunity to target a wide range of audiences with affordable housing solutions that traditionally would be perceived as unsuitable.

FIGURE 47: USE OF AFFORDABLE HOUSING SOLUTIONS BY AGE GROUPS



“MODERATOR: And in your experience, what type of clients are more likely to use affordable housing solutions?”
“RESPONDENT: As I have explained before, the under 40 age range of people. Those are the most likely targeted clients... There are people who prefer, like the elderly people, most of them prefer the old way. But mostly the age range that is inclined to this type of construction. These are the youth, the under 40 age range.”

- KII – Male fundi, Nairobi

“Young adults young professionals and young families with household income ranging from 27,000 to around 40- 50,000. There is also a lot of their income that would cover the rental payment at eleven thousand to around 30,000 for a home.”

- KII-Female architect, Boston

Across the various affordable housing solutions, solutions like dump-proofing membranes (50%) and solar home systems (41%) show high adoption rates. In contrast, solutions like expanded polystyrene walls (4%), mobile apps for sourcing materials/labor (3%), ISSB construction (3%), plastic paver blocks (2%), and precast slabs (1%) see significantly lower adoption rates.

TABLE 8: USE OF SPECIFIC AFFORDABLE HOUSING SOLUTIONS BY DEMOGRAPHICS

Affordable housing solutions	Yes, I have used						
	Age		Location		Monthly Household Income		Overall
	Youth	Non-youth	Rural	Urban	Low-Income	Middle	Overall
Effective ways of laying a slab (dump-proof membrane):	35%	67%	52%	49%	46%	53%	50%
Renewable energy (Solar home systems):	30%	56%	49%	39%	43%	39%	41%
Everything you should consider when constructing your foundation:	28%	55%	27%	45%	28%	49%	41%
Certification and accreditation of labor:	20%	49%	34%	33%	25%	41%	34%
How to plan for your home construction and the best financing options	21%	44%	32%	31%	26%	36%	31%
How to select and paint your house:	17%	43%	32%	28%	30%	28%	29%
Residential units (Water regeneration systems):	26%	20%	37%	20%	25%	23%	23%
Use of adhesive cement	8%	28%	21%	18%	14%	22%	19%
Non-mortar housing designs:	10%	14%	20%	9%	19%	6%	12%
Effective ways of constructing a wall (Expanded polystyrene walls):	-	8%	5%	3%	3%	2%	4%
Sourcing for labor and materials for a quality home on mobile applications	3%	3%	-	4%	-	5%	3%
Building using Interlocking stabilized soil blocks (ISSB):	1%	5%	-	4%	2%	3%	3%
Unique housing options: Hollow blocks such as the twist blocks	-	5%	2%	3%	-	4%	2%
Plastic pavers blocks:	-	5%	-	2%	-	3%	2%
Using precast slab in construction:	-	2%	-	1%	2%	1%	1%

The widespread use of dump-proof membrane speaks volumes about the perceived benefits of this technique, with users citing several key advantages, such as:

- **Waterproof fortress:** At the top of the list, a resounding 92% value indicates the membrane's ability to block water seepage into floors. This translates to dry, comfortable living spaces and long-lasting structures.
- **Strength in layers:** Not just a shield, 38% see the membrane as a contributor to overall floor strength and stability, providing an extra layer of protection for their investment.
- **Termite deterrent:** For 32%, termite-deterrent properties are a major draw, safeguarding their homes from these destructive pests and preserving their structural integrity.
- **Fundi-approved choice:** Notably, 28% credit their decision to their fundi's (local builder) recommendation.

FIGURE 48: REASONS FOR UTILIZING DUMP-PROOF MEMBRANE BY LOCATION

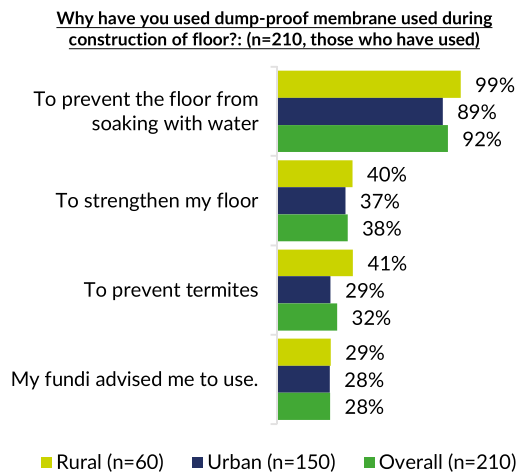
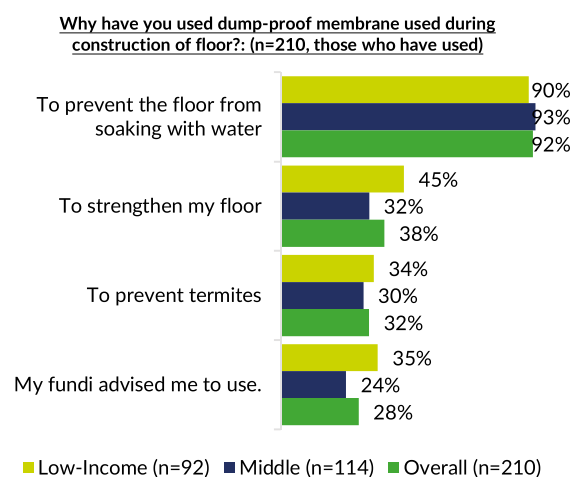


FIGURE 49: REASONS FOR UTILIZING DUMP-PROOF MEMBRANE BY INCOME GROUP



There is a significant preference for solar home systems in rural areas (49% of respondents) compared to urban areas (39%). This is attributed to the challenges of grid access. A substantial portion (77%) of the users rely on solar power as a substitute during grid outages, highlighting its critical role in rural areas with potentially less reliable grid infrastructure. Additionally, more than half (53%) of respondents find solar home systems highly reliable, promoting confidence in their ability to provide consistent power.

FIGURE 50: REASONS FOR UTILIZING SOLAR HOME SYSTEM (SHS) BY LOCATION

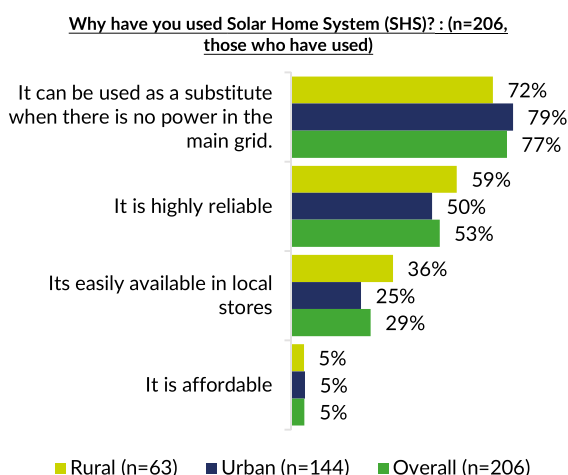
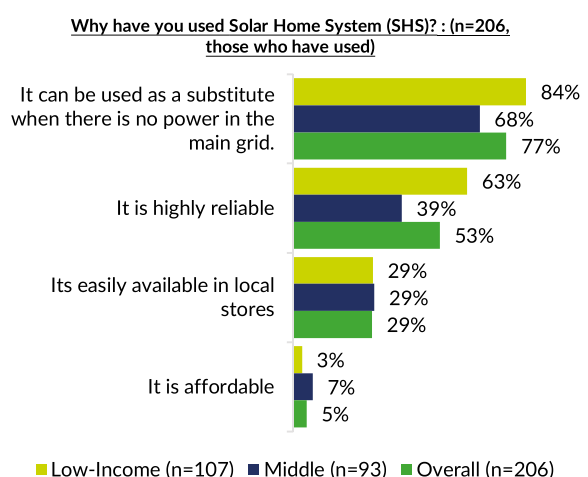


FIGURE 51: REASONS FOR UTILIZING SOLAR HOME SYSTEM (SHS) BY INCOME GROUP



Despite the potential benefits of mobile apps for finding affordable and reliable construction labour and materials, their adoption rate remains low (3%). A major obstacle is the lack of trust among the non-users, with 77% expressing skepticism. This concern is particularly high in rural areas and low-income households. Respondents worry about the platform’s security (data breaches, scams).

Additionally, 16% of the respondents voiced anxieties about supply gaps, fearing limited availability of materials and qualified workers within the app ecosystem. Filling these gaps by collaborating with a diverse range of reliable suppliers and vetted professionals will build trust and attract wider user adoption. By tackling these roadblocks, mobile apps can unlock their true potential as game-changers in the affordable housing landscape.

FIGURE 52: FACTORS HINDERING THE ADOPTION OF MOBILE APPLICATIONS IN SOURCING MATERIALS/ LABOR BY LOCATION

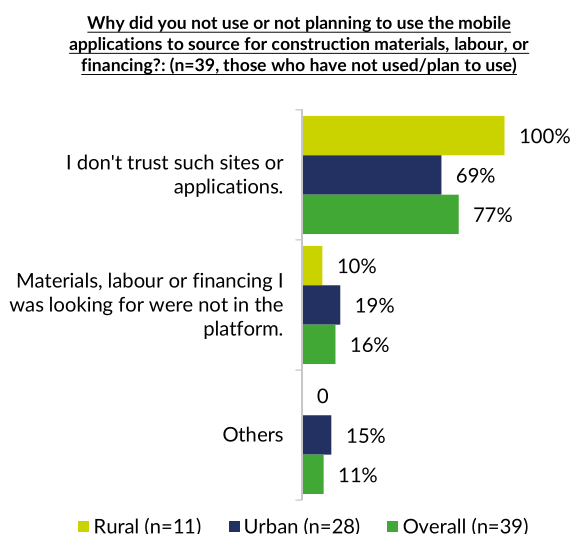
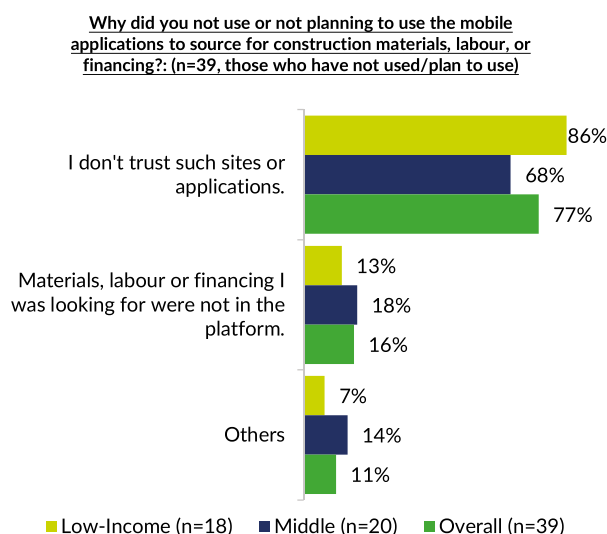


FIGURE 53: FACTORS HINDERING THE ADOPTION OF MOBILE APPLICATIONS IN SOURCING MATERIALS/LABOUR BY INCOME



On the other hand, using precast slabs faces roadblocks hindering wider adoption. Skepticism about their strength is a crucial barrier, with 48% of household respondents voicing doubts about precast slabs' ability to compete with traditional walls in terms of durability and structural integrity. Addressing these concerns through rigorous testing demonstrations and showcasing successful projects that utilize precast technology will be crucial for building trust.

Adding to the challenge, a significant barrier to the wider use of precast elements in affordable housing is the lingering perception of their high cost. Nearly half (48%) of all respondents believe precast elements are expensive, with this concern being even more substantial (56%) among low-income households.

FIGURE 54: FACTORS HINDERING THE ADOPTION OF PRECAST SLABS/WALLS BY LOCATION

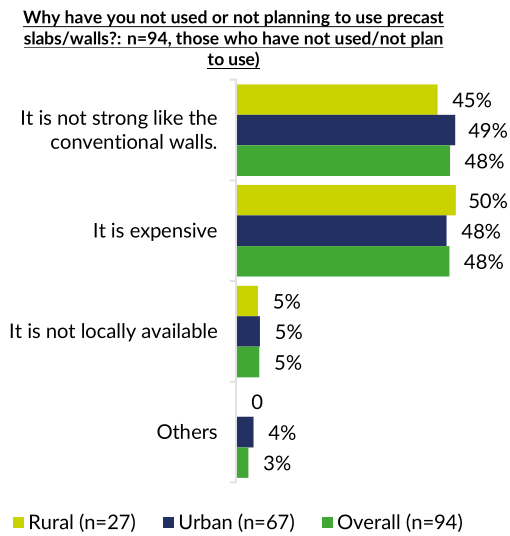
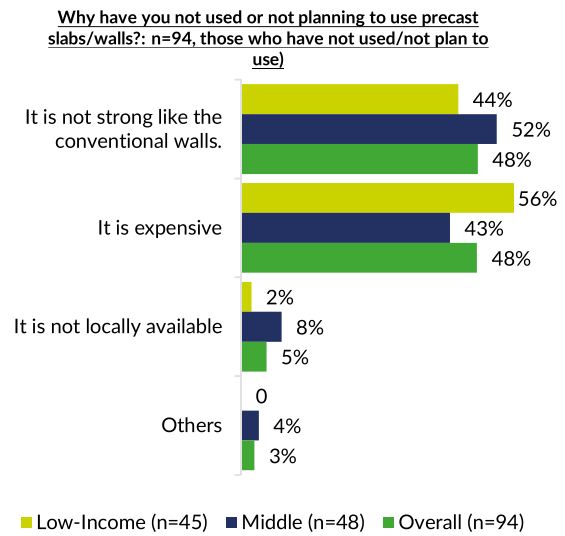


FIGURE 55: FACTORS HINDERING THE ADOPTION OF PRECAST SLABS/WALLS BY INCOME GROUP



Interlocking Stabilized Soil Blocks (ISSBs) represent a promising approach to affordable construction, but their adoption faces challenges. The primary obstacle is a lack of awareness about where to source them, as reported by 40% of respondents.

A quarter (24%) of respondents have reservations about the durability of ISSBs. Addressing these concerns through educational campaigns that showcase the longevity and structural integrity of ISSB construction can be beneficial.

Similar to precast walls, some (23%) perceive ISSBs as expensive. Aesthetics also play a role, with 15% expressing concerns about the appearance of ISSB construction. Showcasing visually appealing ISSB projects and design options can help address this issue.

FIGURE 56: FACTORS HINDERING THE ADOPTION OF ISSB BY LOCATION

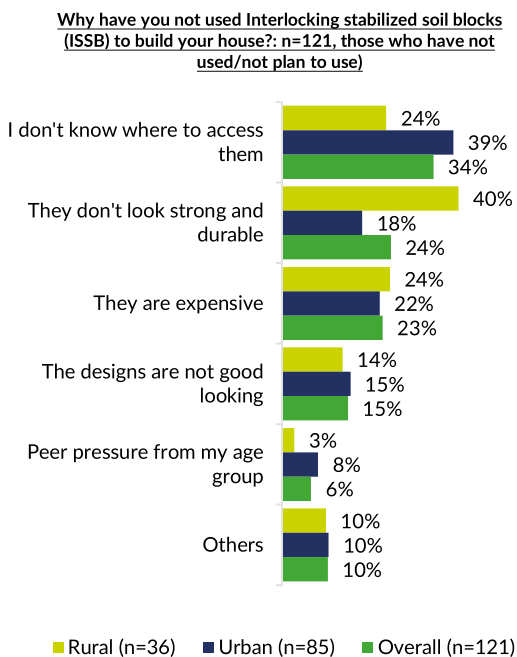
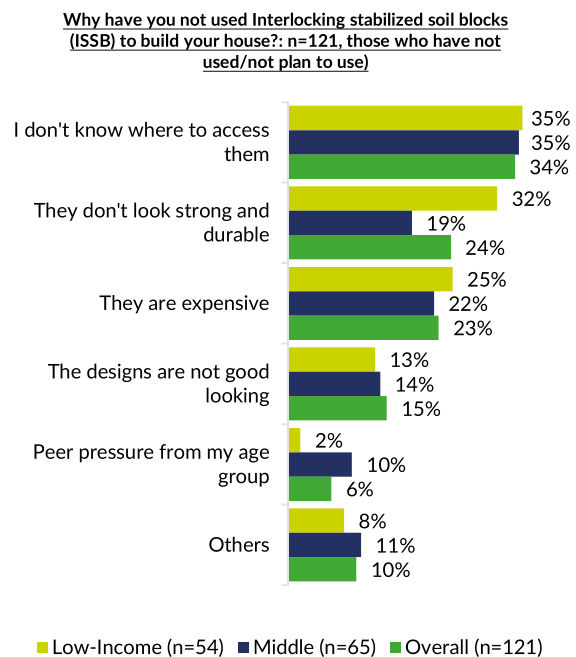
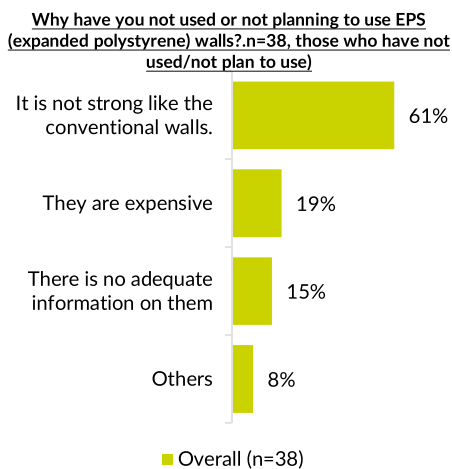


FIGURE 57: FACTORS HINDERING THE ADOPTION OF ISSB BY INCOME GROUP



A substantial majority (61%) of respondents cite the perception that expanded polystyrene (EPS) walls lack the strength of conventional walls as the primary hurdle to using EPS walls. While intended to be affordable, one-fifth (19%) of respondents perceive EPS walls as expensive. There is a lack of information about EPS walls, with 15% expressing inadequate knowledge.

FIGURE 58: FACTORS HINDERING THE ADOPTION OF EPS



On the other hand, when seeking cost-effective housing solutions, most households commonly opt for local stores when acquiring construction materials because of their proximity to home, eliminating the need for extensive travel to obtain necessary items.

FIGURE 59: WHERE TO SOURCE CONSTRUCTION MATERIALS BY LOCATION

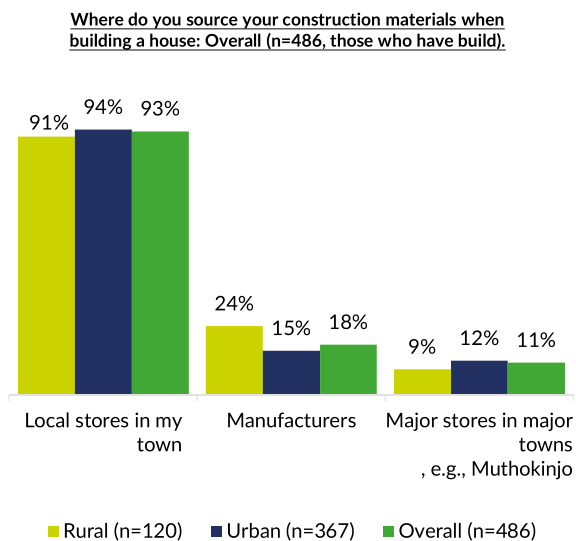
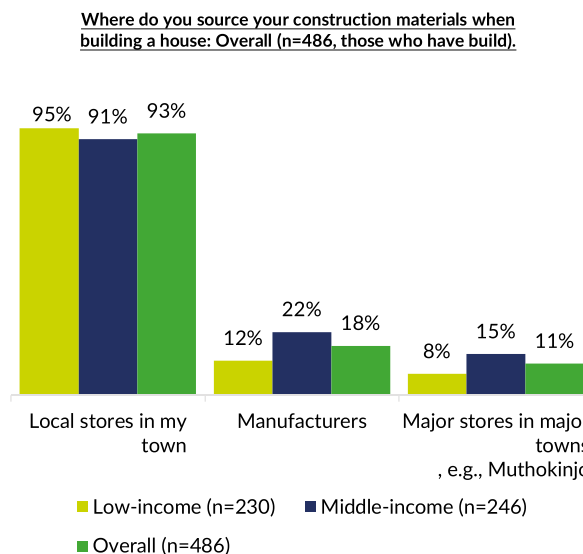


FIGURE 60: WHERE TO SOURCE CONSTRUCTION MATERIALS BY INCOME GROUP



When it comes to construction projects, a mix of financing approaches is preferred. Overall, loans are the dominant choice (69%) and are preferred for their favorable repayment terms (85%). This highlights the importance of flexibility when it comes to financing options.

Personal savings, a significant fallback option for 38%, are valued for quick access and debt avoidance. This underscores a desire for financial control and a strategic approach to minimizing long-term obligations.

Urban residents (80%) and middle-income households (81%) are significantly more likely to utilize loans, potentially due to better access to credit facilities. Conversely, rural residents (52%) and low-income households rely more heavily on personal savings for construction financing, likely due to limited access to loans or a preference for avoiding debt.

While alternative financing methods like partner financing and money markets currently hold a small share (1% each), their presence signifies a growing awareness and openness to exploring new avenues as financial literacy expands. It suggests a potential for these methods to gain traction in the future.

FIGURE 61: FINANCING OPTIONS UTILIZED FOR CONSTRUCTION BY LOCATION

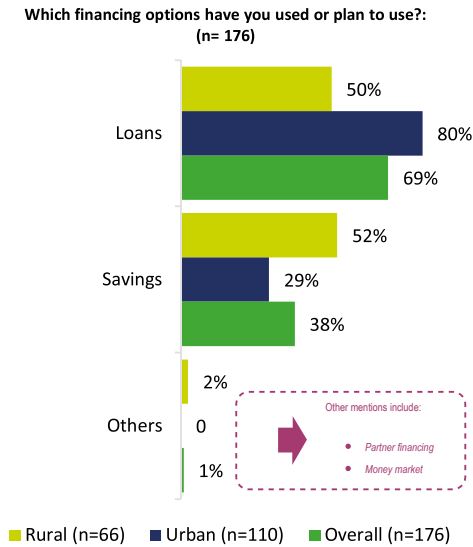


FIGURE 62: FINANCING OPTIONS UTILIZED FOR CONSTRUCTION BY INCOME GROUP

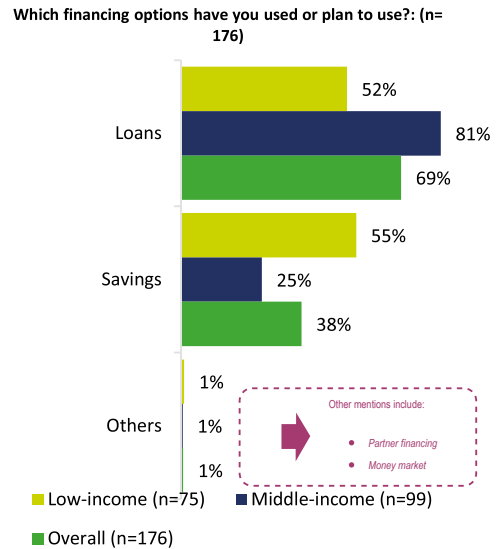


FIGURE 63: FINANCING OPTIONS UTILIZED FOR CONSTRUCTION BY AGE

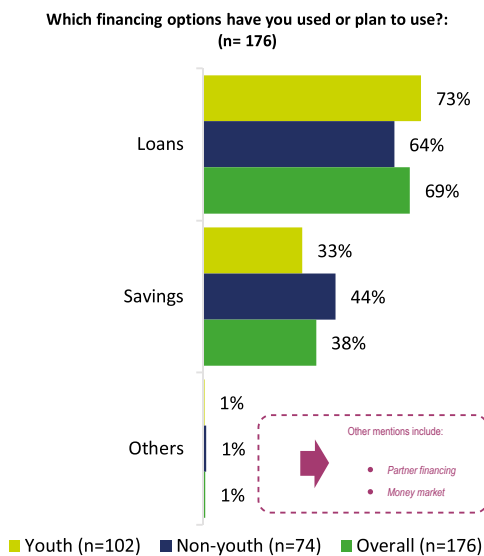
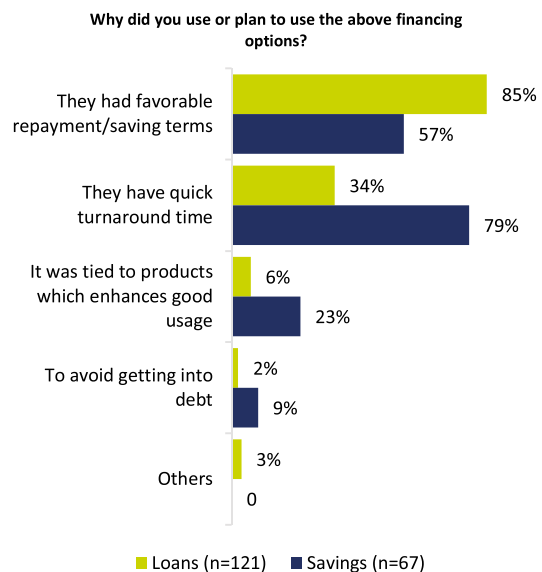


FIGURE 64: REASONS FOR USING SPECIFIC FINANCING OPTIONS



There exists a strong emphasis on financial planning during construction, with a significant majority (72%) highlighting that they create a budget for their construction projects. This trend is pronounced among middle-income households (78%) compared to low-income households (65%).

FIGURE 65: BUDGETING FOR CONSTRUCTION PROJECTS BY INCOME GROUP

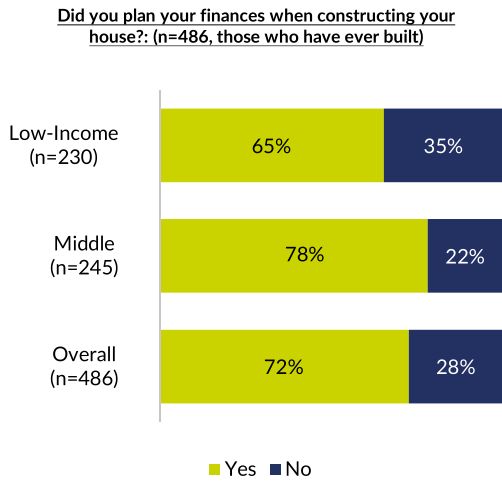
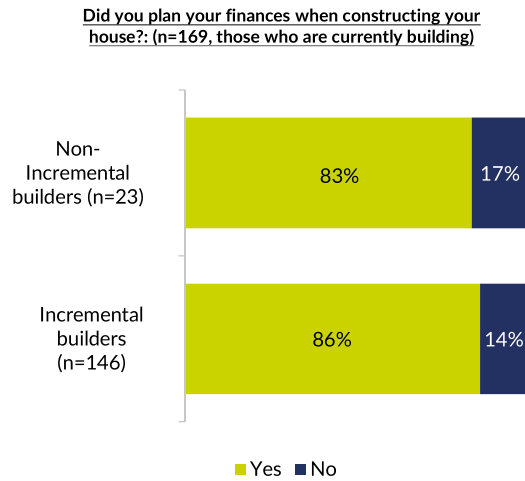


FIGURE 66: BUDGETING FOR CONSTRUCTION PROJECTS BY CURRENT BUILDER TYPE



The 'all-or-nothing' approach is largely abandoned in favor of a strategic, incremental approach (56%). This involves building 'brick by brick' based on available funds. This measured strategy not only allows for spreading out construction costs and minimizing financial strain but also inspires adjustments to plans and prioritization of needs as resources become available.

FIGURE 67: APPROACHES TO BUDGETING FOR CONSTRUCTION PROJECTS BY GENDER

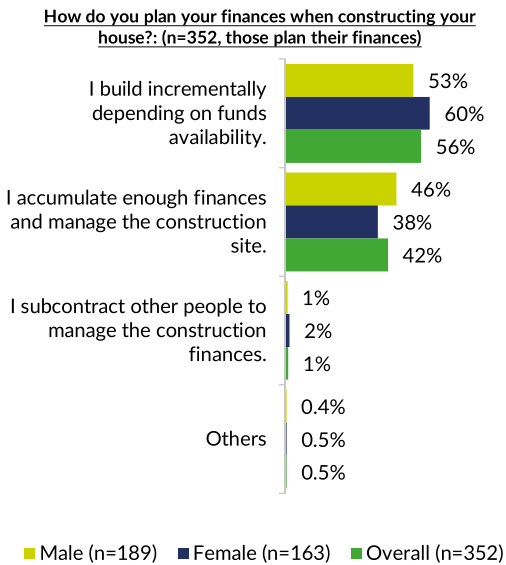


FIGURE 68: APPROACHES TO BUDGETING FOR CONSTRUCTION PROJECTS BY AGE

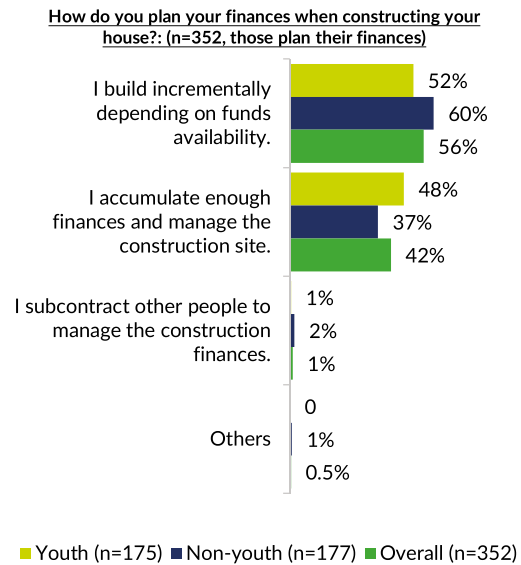


FIGURE 69: APPROACHES TO BUDGETING FOR CONSTRUCTION PROJECTS BY LOCATION

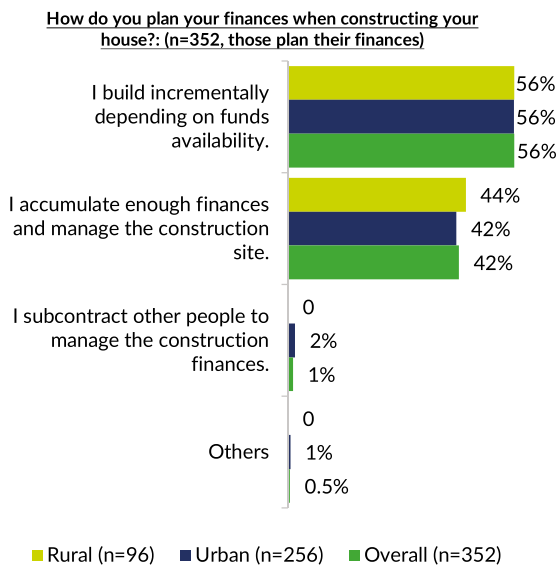
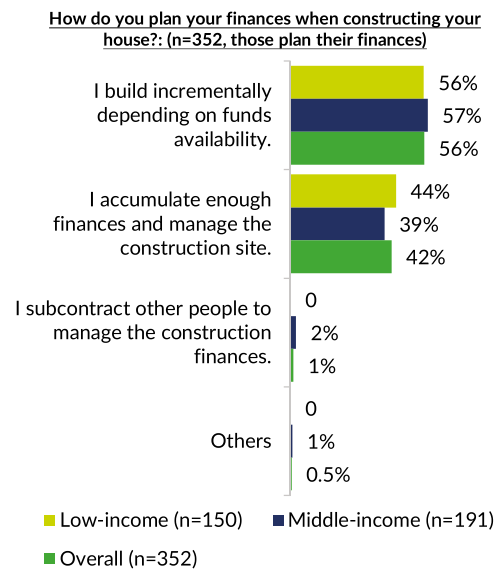


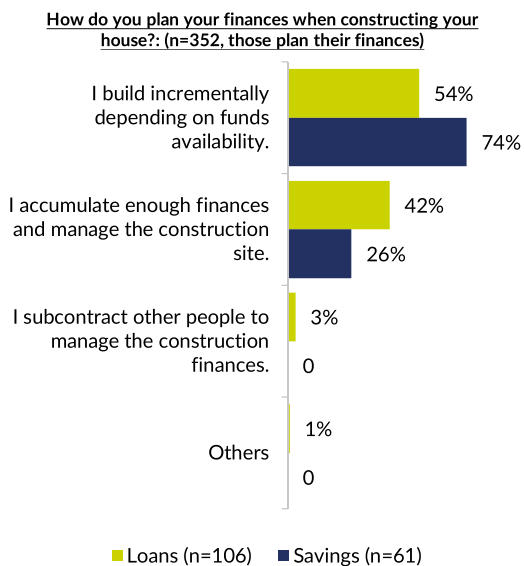
FIGURE 70: APPROACHES TO BUDGETING FOR CONSTRUCTION PROJECTS BY INCOME GROUP



The financing method chosen seems to influence the specific planning approach. A significant portion (74%) of those who rely on savings for construction financing build incrementally, which aligns with the slower pace of accumulating personal savings.

Those utilizing loans are more likely (42%) to accumulate funds upfront before construction begins. This might be due to the larger sums typically involved in loans and the desire for a more defined construction timeline.

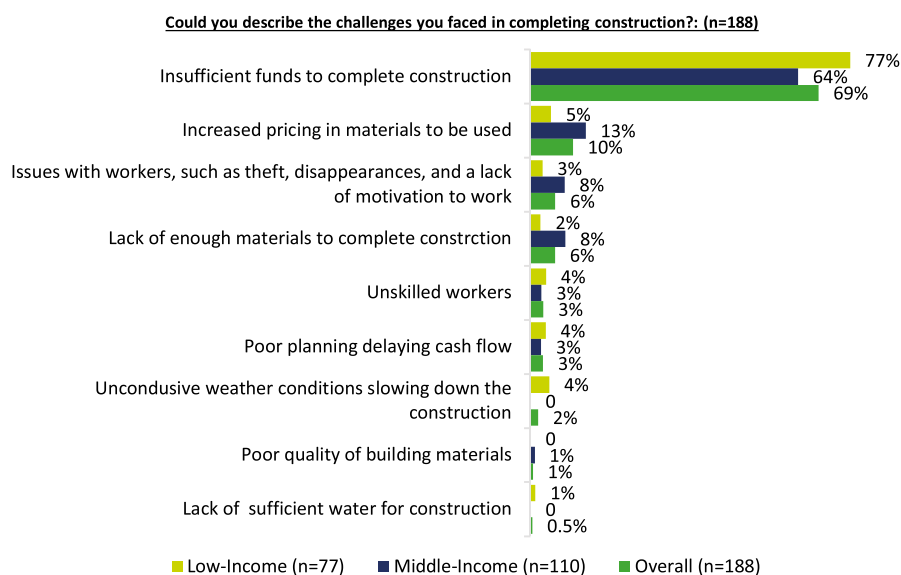
FIGURE 71: APPROACHES TO BUDGETING FOR CONSTRUCTION PROJECTS BY TYPE OF FINANCING USED FOR CONSTRUCTION



A staggering 69% of those who have ever built face financial difficulties, specifically insufficient funds to complete construction. This paints a concerning picture of widespread financial vulnerability within low- and middle-income households. While financial challenges take center stage, builders face a multitude of additional hurdles. Increasing material costs, unreliable workers (disappearances, thefts, lack of motivation), and material shortages add to the complexity and stress of construction projects.

These challenges paint a narrative of struggle and resilience among builders. They navigate a landscape fraught with financial constraints, unreliable labor, and unpredictable material availability. Yet, they persevere, fueled by the desire to build homes and livelihoods.

FIGURE 72: CHALLENGES FACED IN CONSTRUCTION PROJECTS BY INCOME GROUP



Perceived benefits of affordable housing solutions

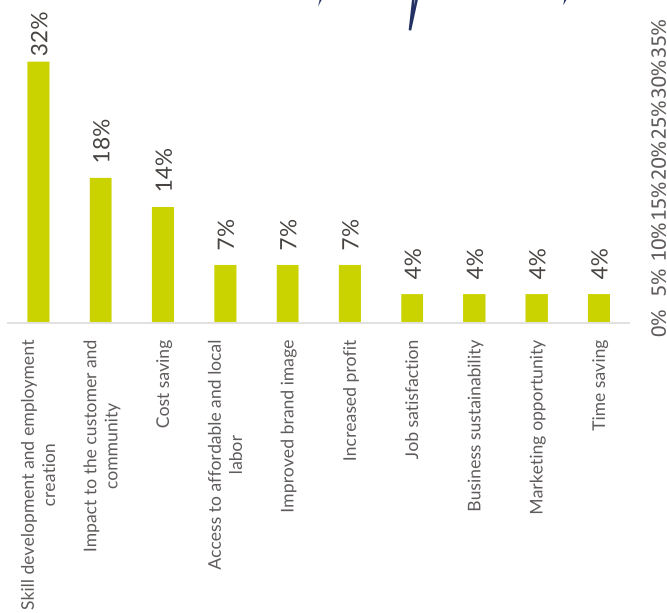
We also explore the perceived benefits of affordable housing solutions for both suppliers and builders.

Traditional brick-and-mortar is giving way to a wave of affordable housing solutions, and at the heart of this transformation stand the people who are embracing these new possibilities.

Overall, **skills development, employment creation, and impact on the customer and the community** are the main perceived benefits of suppliers providing affordable housing solutions. The graph below summarizes the perceived benefits of affordable housing solutions cited by the suppliers.

FIGURE 73: PERCEIVED ADVANTAGES OF PROVIDING AFFORDABLE HOUSING SOLUTIONS ACCORDING TO EXPERTS

What do you think are the benefits to your company for supplying these affordable housing solutions? N= 25 excerpts



"The benefits for us as a company are that... we are also creating employment and we are offering a safe environment. What I mean by that is that all our employees, especially who work at the factory for production, they are ordinary guys who would be working at a quarry but look at the risks that come with being in the quarry stones. Sometimes they collapse, people fall, and all that. So, we are eliminating that risk by giving people environments that is friendly for them to work in as employers, we create employment, and at the same time, we are giving our society, our community, solutions that are beneficial to them directly in terms of cost and in terms of preserving the environment." – KII, Male supplier, Nairobi.

"In terms of customers, we offer them security. We offer them a decent house. We offer them a stress-free environment because one of the things or one of the challenges people get, especially when they're in construction is that they are offered one price and by the time you're done. You pay three times. So, for us, we offer them convenience, speed, you pay for what you get and it's stress-free." – KII, Female supplier, Nairobi.

"We've tried as much as possible to look at solutions that have reduced construction costs eventually making the projects or rather the products affordable because the higher the construction costs the more the creativity to get, so we've been reducing this cost through this solution. As I mentioned ..., we have beam and block system, it's being supplied by matrix. We also have the twist block you are facing, the test block on some of the walls in the project so those are some of the solutions you are trying to explore to ensure that you are reducing construction costs. – KII, Female supplier, Nairobi.

"In the village, they charge 300. So even the way we do things because we want to put labor a bit cheaper, we always hire from the community. It is easier than taking labor all the way to where the project is." – KII, Female supplier, Nairobi.

"As a company, our brand as a champion of sustainability and an advocate of climate, you know, action that is, it gives us that prominence." – KII, Male supplier, Nairobi.

"There's that satisfaction of knowing that you have, problem solver. Yeah, there's that pride you feel. And then when a client comes here, we, I strike a deal with them. And then the customer sends me photos of a complete housing. I feel a lot of satisfaction." – KII, Male supplier, Nairobi.

"We're able to sustain the business. We're able to have cash flow into the business." – KII, Female supplier, Nairobi.

"We're also able to market the product when they purchase our products and when we do installation." – KII, Male supplier, Nairobi.

On the other hand, the allure of affordability is the main benefit perceived by the users of affordable housing solutions (household respondents, fundis, contractors, and the professional community). These innovative building materials and techniques offer a path to homeownership that was once unimaginable, chipping away at the affordability barriers. Fundis, contractors, and the professional community (10 out of 33 interviewed key informants) like that these solutions are affordable, reducing production cost. In addition, 69% of interviewed households cite low cost as the key benefit of using these solutions. (See figure 42 below).

“In terms of solutions I’ll refer to what we are using to ensure you know the housing the eventual cost of this product is low and to make the products more affordable we try and reduce costs as much as possible yeah so, we’ve looked at certain solutions which include the use of Kwangu Kwako construction panels which are precast panels. We have also explored the use of beam and block flooring systems. these are solutions that have helped in reducing construction costs because from our financial model most the largest cost of up to 30 to 40 percent goes to construction.”

– KII – Female architect, Nairobi

“The benefits are that it is cost effective. That is one of them. That is something that I’ve noted. It is cost effective... I say that because I have used the material for its purpose, and I have seen its value. And I have also used the interlocking blocks and I have seen their value... It is cheaper.”

– Male fundi, Nairobi

The table below summarizes the additional benefits of using affordable housing solutions, as stated by the housing actors.

TABLE 9: ADDITIONAL PERCEIVED BENEFITS OF AFFORDABLE HOUSING SOLUTIONS ACCORDING TO EXPERTS

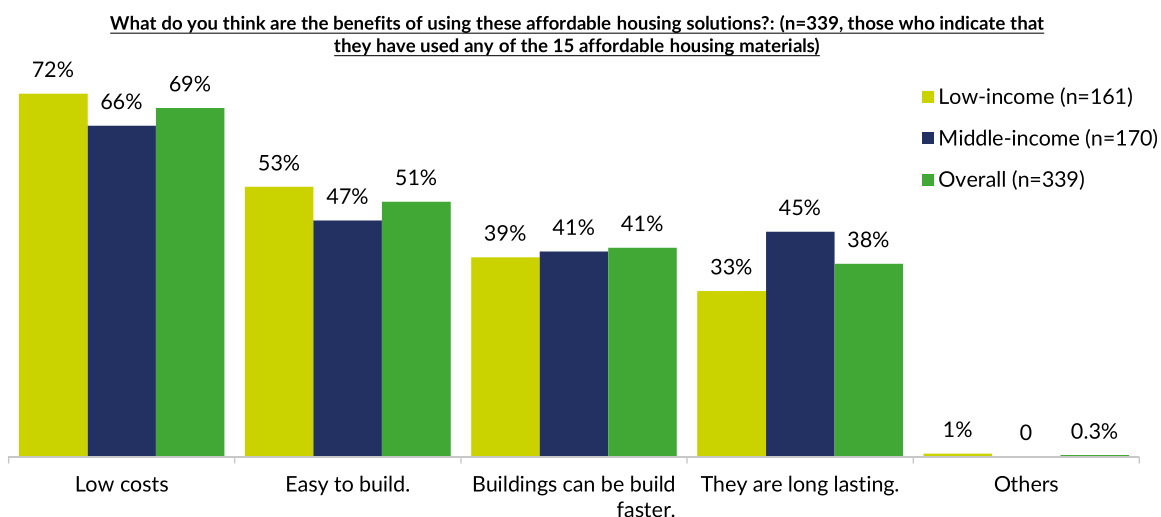
	Perceived benefit	Number of excerpts (Total N = 37)	Quotes
1	Environmentally friendly and safe. It is also widely believed that affordable housing solutions are environmentally friendly because they utilize locally available materials and are recyclable.	7	<p><i>“It’s also environmentally safe and it can be built in low-income areas. That means the guys in the informal settlement can be able to use it and create safe spaces rather than just staying in informal, let’s say, high-rise house. Environmental-wise, we would say, with the block that we are using, it doesn’t use water to do the interlock, to do the jointing, because the block itself interlocks on top of each other. So, you don’t need water also to do plastering. So, you ensure that you are reducing the carbon footprint. We have the material that we acquired. We are using natural materials, which is river sand. We have a coarse aggregate that is cut and used High-class cement to ensure that we reduce the amount of cement we use in our mixes. We use class 32.5 rather than class 32.5. That means you use less cement in your production.”</i></p> <p>– KII – Male supplier, Nairobi</p> <p><i>“The product that we have is eco-friendly. It is very safe for the environment. Talking about the climate. We are recycling the plastics from the dump site and other parts of the environment. So, we are making sure the environment is clean and also, we are conserving our environment. So, I can say that the product that we make is a solution to the building sector.”</i></p> <p>– KII – Male supplier, Nairobi</p>

	Perceived benefit	Number of excerpts (Total N = 37)	Quotes
2	Time saving. Affordable housing solutions such as precast slabs and interlocking blocks are perceived to save construction time because they are pre-made and only require installation.	5	<p><i>"I used to think that the work was flowing smoothly. When I started building with... Interlocking blocks. And they go fast. Because it's just taking the block and joining. Take the block and join."</i></p> <p>– KII – Male fundi, Kisumu</p> <p><i>"Time construction period because some of them being precast they save on time you don't wait for them to cure as you wait for the conventional concrete to do. So, they're delivered and installed on site within a few hours or even days and done. So apart from cost saving you're also looking at time."</i></p> <p>– KII – Female architect, Nairobi</p>
3	Improved quality of life. It is perceived that houses built using affordable housing solutions are of good quality, thus enabling households to live in quality homes. For example, solutions such as interlocking blocks are perceived to be soundproof, thus reducing noise pollution in the house.	5	<p><i>"Those who are living in mud-thatched buildings and maybe they are low-income owners. So, when they hear of a solution that enable them to have a better living condition or a better place to stay, they really run for it."</i></p> <p>– KII – Male fundi, Kisumu</p>
4	Durability. Affordable housing solutions such as adhesive cement and plastic pavers are perceived to be strong, waterproof, long-lasting, and don't wear out.	4	<p><i>"The products are strong because they are five times stronger compared to the others. Another thing is that the client can get any color that he needs because you also make color products. And the color does not get from the product it is inbuilt within the product. The product again does not wear out. So, it is a big solution to the problems they have at their site, or their home grounds, or their parking lot."</i></p> <p>– KII – Male supplier, Nairobi</p> <p><i>"What influenced me to use this type of cement (adhesive cement) is like is that they are more waterproof like they are watertight once you have used them you are sure that they there is no water seepage like maybe when you are working on the kitchen where there is a lot of water or in the water closet like the toilet so once you have this type of cement on the floor as a screed (a levelled layer of material (e.g. cement) applied to a floor or other surface) so you find that they are watertight so the water cannot seep."</i></p> <p>– KII – Male fundi, Kisumu</p>

	Perceived benefit	Number of excerpts (Total N = 37)	Quotes
5	The use of affordable housing solutions is also perceived to be resource efficient . This is because solutions such as pre-cast slabs are already pre-made, therefore using fewer construction materials. In addition, they are perceived to be reusable as they can be removed and transferred to other housing structures.	3	<p><i>“In the future, if the government needs to vacate you guys, you could save up to 85% of your blocks. Because they are easily deconstructable. You understand? Because they interlock. So, you can just deconstruct them from above and save at least 85% of your blocks.”</i></p> <p>– KII- Male supplier, Nairobi</p>
6	It is also perceived that using affordable housing solutions can be logistically efficient . This is especially the case when these solutions are sourced from suppliers that provide comprehensive services such as transport, installation, and professional services such as those of a quantitative surveyor.	2	<p><i>“We offer a 360-kind of a solution. With that, I mean we will provide the materials for you. We will transport the materials to your site. We will do the assembly or do the construction for you until you have a complete structure. Now what that does is that it gives someone confidence that yes, we are able to handle the stress that comes with the construction for me or on my behalf. So, there is the professional bit. For example, if you’re doing a construction today, you’ll be required to hire a site engineer at an extra cost, which now... we will provide. You will require services of a quantity surveyor (QS), which is paid for on a normal day ... We use a precast technology, which is concrete, ... we’ll give you a free quotation. You don’t pay for that service. You don’t pay extra for an engineer.”</i></p> <p>– KII- Male supplier, Nairobi</p>
7	Though cited by a minority, it is also perceived that the use of affordable housing solutions led to the profitability of commercial firms. This is because of reduced operational costs because of access to reliable energy supply.	1	<p><i>“There are running businesses also who can take up these solutions. And that means that, of course, their profitability goes up in that now the operating costs that they incur is reduced, the energy operating costs and the reliability of power. You know that power reliability is a big issue in this country. Recently, over the weekend, you know, we had a nationwide blackout again, although we have not been told what really happened. But so, people are looking at having reliable, you know, power supply. So that reliability means that they don’t suffer losses whenever such blackouts happen and therefore their businesses are able to run uninterrupted.”</i></p> <p>– KII – Male supplier, Nairobi</p>

Among the surveyed household respondents, unsurprisingly, affordability remains the primary motivator for a significant majority (69%) of users. Beyond affordability, both ease of construction (51%), and reduced construction time (41%), emerge as significant advantages. Affordable housing solutions are perceived as simpler to work with and streamline the building process, leading to faster project completion. Durability is another noteworthy benefit, with 38% of users praising the longevity of these innovative materials.

FIGURE 74: PERCEIVED BENEFITS OF AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUPS



In summary, suppliers perceive that the provision of affordable housing solutions is beneficial in terms of skills development, employment creation, and impact on the customer and the community. On the other hand, the affordability of these solutions is the main benefit perceived by the users of affordable housing solutions (household respondents, fundis, contractors, and the professional community).

Measurement of success in adopting affordable housing solutions

Adoption of the recommended affordable housing solutions by the clients was cited as the approach used to measure the success of adopting these solutions. This was, however, only cited by two contractors who keep records of affordable housing solutions adopted by the different clients.

“Yes. We have a record of our clients, and the projects we are engaged in, the ongoing, the completed projects. So, we have a small report on the type of technology we have used on different clients. So, we have files for different clients. But most of our clients, we have realized, they are listening so much because they want to save on time and money.”

- KII – Male contractor, Nairobi

“Yes, I will know the information I give to them. If he used it, that is, if he adopted. You see he changed his mind to adopt. So, it was good for him and then he went to refer another person. That’s when I see it was good for him.”

- KII – Male contractor, Nairobi

Constraints to selling affordable housing solutions.

FIGURE 75: CONSTRAINTS TO SELLING AFFORDABLE HOUSING SOLUTIONS



In exploring the challenges suppliers face when providing or selling affordable housing solutions, we find that these challenges are largely supplier, economy and customer driven.

Unfavorable economic conditions are the main constraints faced in selling affordable housing solutions. This is often a result of high inflation rates, high taxes, and the high cost of debt, which increases the production cost of these solutions. In turn, these costs are transferred to the customer, limiting their ability to afford them.

“The main challenges and this term from the construction cost mainly because really as much as we are providing affordable housing, we are also looking at servicing the loans and developers so the main challenge we are facing is the cost of construction which is being affected mainly being affected by inflation you know over the construction period.”

- KII – Female architect, Nairobi

“I can say at the moment ... the current economic situation is not encouraging people to invest. I would say that people are becoming poorer. That means even if you wanted to afford or you wanted to build a house, you'd rather rent one than build one. If you wanted to dispose of an asset, it simply means that you did. You can't dispose an asset at the price that you wanted because the buying power is not there. So, you end up. Disposing it at a cheap price.”

- KII -Female supplier, Nairobi

“We also have taxes which are currently affecting the construction cost.”

- KII – Female architect, Nairobi

Negative perceptions of affordable housing solutions by customers make it difficult for suppliers to sell these solutions. The novelty of these technologies and the lack of knowledge of their importance result in a lack of trust in these solutions. As such, most customers prefer to continue using traditional construction materials. In addition, it is also perceived, though cited by a minority (1 out of 33 interviewed respondents), that some contractors are discouraging their clients from purchasing affordable housing solutions. This stems from their intention to steal construction materials, such as cement and steel, from their clients because certain affordable housing solutions, such as precast slabs, are often pre-assembled upon delivery. In addition, the perceived job loss from using affordable housing solutions discourages contractors from recommending these solutions to their clients. This is because of the perceived reduction in construction time from using these solutions.

“Then another challenge is, the perception. This perception, of course, comes from funny contractors who want to make a killing from one client or who want to make a kill from their clients. Precast does not give you an opportunity to steal cement. It does not give you an opportunity for you to steal steel because our products come assembled.

So, we receive a lot of resistance from people who would have taken advantage from our clients because of what they stand to benefit if they go the traditional way or to lose if someone would go precast. A normal guy wants to come and build for you within four months. Precast will be able to build within half of the time. So, this guy is saying I would have been employed for four months. But now with precast my employment is only lasting for a month. So obviously you don't expect such a person to embrace this.”

- KII – Male supplier, Nairobi

“It's an education where people need to change their perception or change their behavior. Because to most people, even if something is a brick building, it's beautiful or something. It's just like, if you tell people that it's pressed earth, it's like, you're returning them to poverty. It's just something that is weird, but that is ... a behavior that ... needs to change. ... you tell someone, oh, this building is made of precast concrete. The wall is two inches thin. They're like, madam that wall is thin. So, to people, thickness of a stone has to have six feet, or it has to be four feet for it to be strong enough. It doesn't matter that it is concrete. It's reinforced. It's just as a perception that it has to be a stone for it to be a house.”

- KII – Female supplier, Nairobi

Additionally, the lack of permits and certifications, and the strenuous application process limit business operations. The process of applying for these permits and certifications is often perceived to be lengthy and complicated, making it difficult for suppliers to run their business operations easily without the appropriate permits. In addition, it is also believed that the speed of developing licenses for new technologies is slower than the process of developing these technologies. As such, selling the technologies without the appropriate permits and certifications becomes difficult.

“You know, now the legal ramifications, I think the government needs to streamline the processing of licenses. It has taken us ... almost two years, but now we are already certified. So, I think for any startup, it's a challenge.”

- KII – Male supplier, Nairobi

“There are different types. One is when technology does not match with the speed of licensing. There are various licenses. And not all licenses are lined up. So new technologies are not considered, especially because, or especially with the current licenses. We find that the technology is faster. You can build faster than you can get permits for.”

- KII -Female supplier, Nairobi

In summary, providing affordable housing solutions is an uphill battle. Suppliers struggle with unfavorable economic conditions, negative customer perceptions, and a lack of permits and certifications, which makes it difficult to bring these solutions to market effectively.

Constraints to accessing affordable housing solutions

While the allure of low-cost construction solutions beckons, access to the solutions remains a challenge

The majority of the interviewed household respondents, fundis, and contractors **struggled to navigate local suppliers, suggesting hurdles in sourcing these affordable housing solutions.** Among the household respondents (68%), a significant hurdle to wider adoption of affordable housing solutions is their accessibility. This challenge is even more pronounced in rural areas, where 76% of respondents cited accessibility issues compared to 66% in urban areas. Nearly half (48%) of respondents expressed concern about the limited number of professionals skilled in using affordable housing solutions.

FIGURE 76: CHALLENGES FACED IN ACCESSING AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUPS

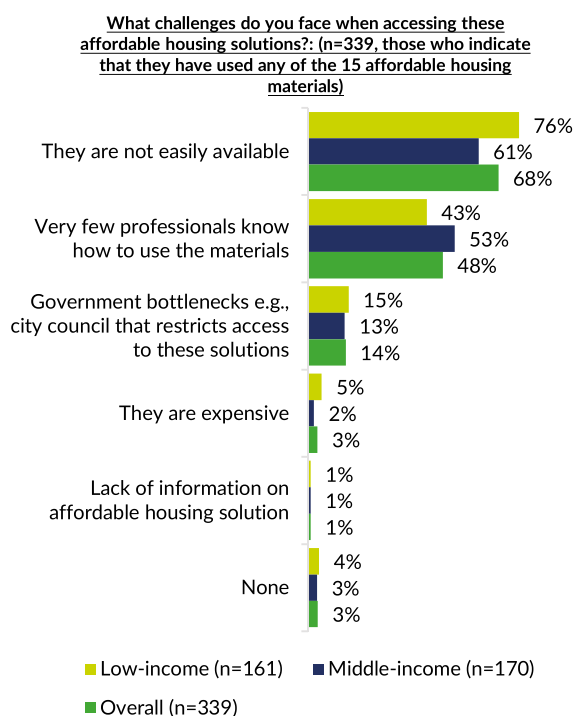
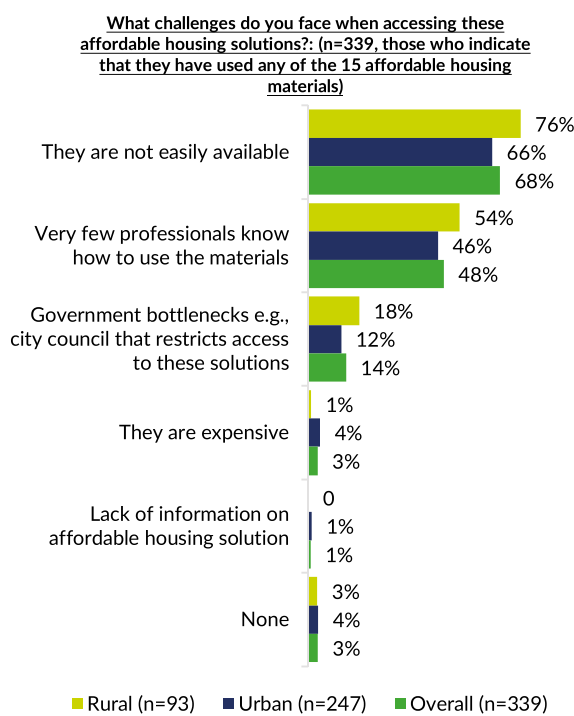


FIGURE 77: CHALLENGES FACED IN ACCESSING AFFORDABLE HOUSING SOLUTIONS BY LOCATION



In addition, fundis and contractors cited the need to travel long distances to access affordable housing solutions such as precast slabs, as they are not readily available within the project locations. This increases transportation costs, raising the project’s total construction costs.

“You know, for example, precast is not easy. if you are doing a project in Kitale and like I told you we are sourcing in Athi river and we are doing a project in Kisii or even Nandi or Eldoret there. You find it’s not that easy to access them.”
 - KII – Male contractor, Nairobi

“In our marketplace, it is not that rampant. I think it’s something that is developing and it’s an upcoming mode in the marketplace. So at least we are trying, but it’s not that relatively available.”
 - KII - Male fundi, Nairobi

The specter of bureaucratic bottlenecks also casts a long shadow, further restricting access for household respondents (14%), fundis, and contractors. Navigating complex regulations and permits can be daunting, adding another layer of difficulty to an already challenging process.

“Government regulations. Everything goes back to the government because of the standards. National Construction Authority has set standards for building. Unless they change the regulations, then affordable housing will not be affordable. Just the regulations have to be twisted or rather achieved so that other materials can be brought into play for everybody to be able to work with them. Like now the Makiga has not yet been certified by the government to be used.”
 - KII – Male contractor, Nairobi

While challenges abound, close to half, 42% of the household respondents interviewed that seek affordable housing solutions did manage to navigate them, with a higher inclination of 62% among rural respondents. We observe their ingenuity showcased through a variety of strategies employed.

FIGURE 78: ADDRESSING CHALLENGES FACED IN ACCESSING AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUP

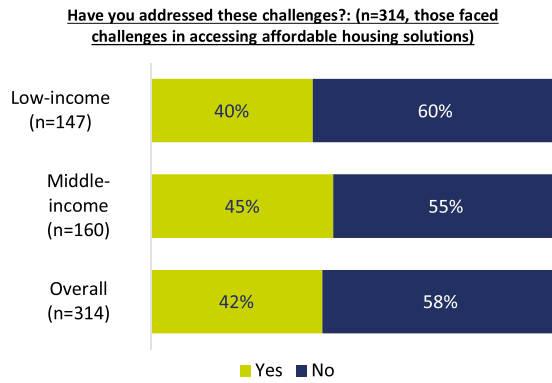
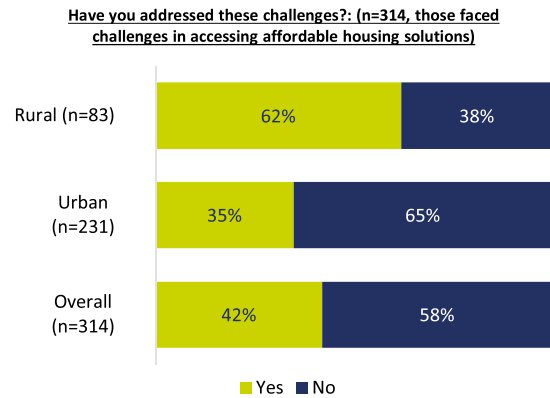
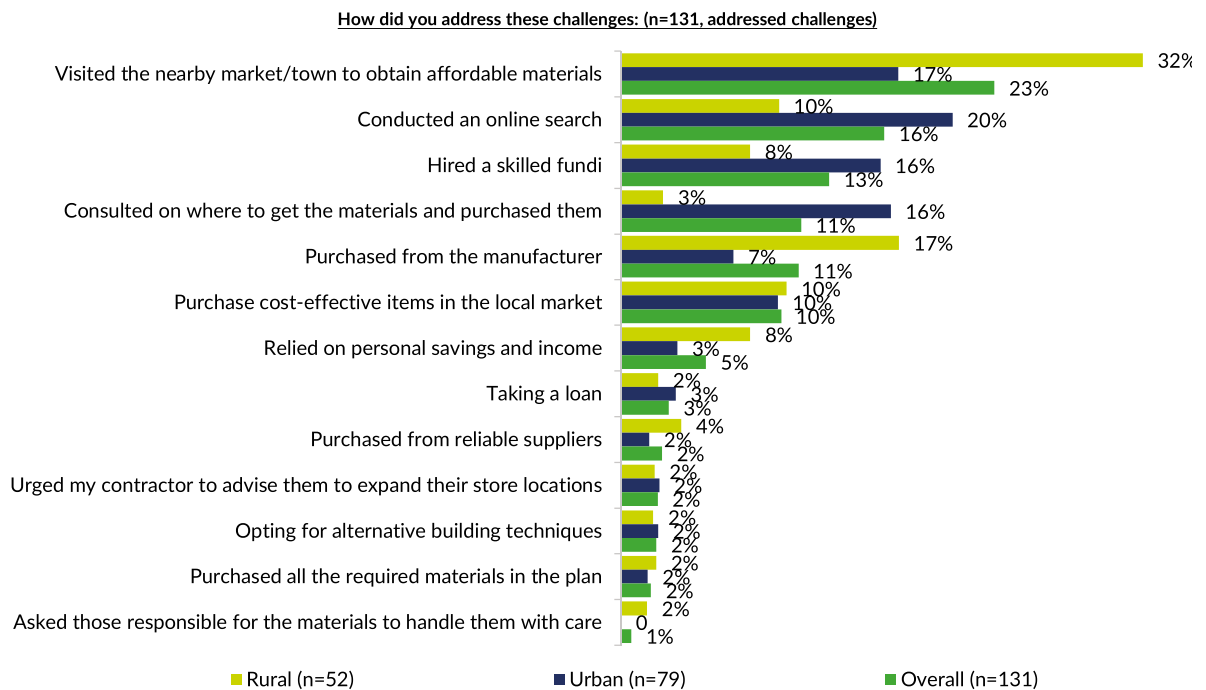


FIGURE 79: ADDRESSING CHALLENGES FACED IN ACCESSING AFFORDABLE HOUSING SOLUTIONS BY LOCATION



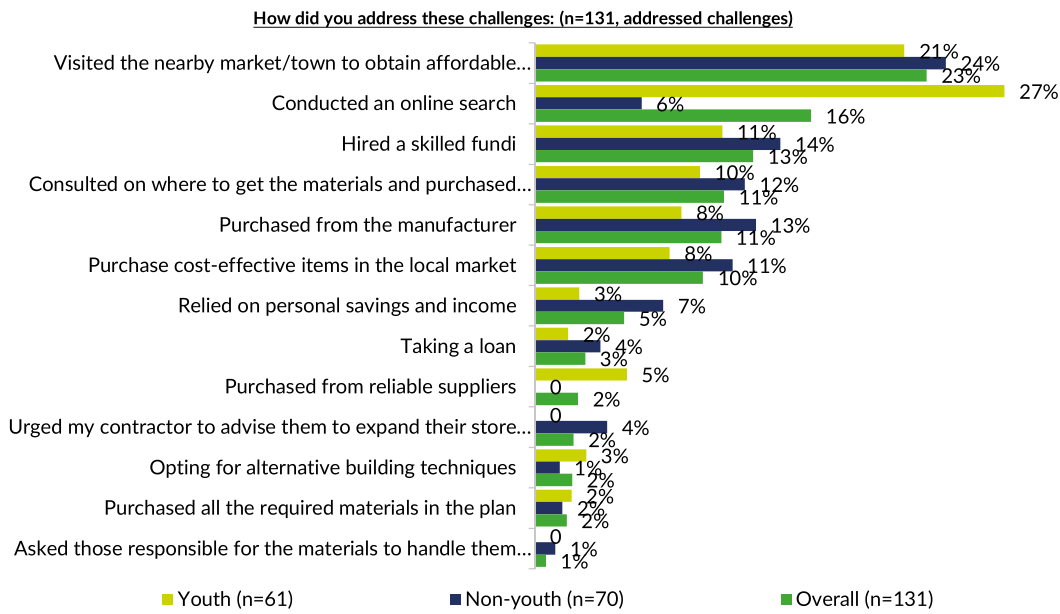
23% of the total household respondents, particularly those in rural areas (32% vs. 17% urban), sought affordable solutions in nearby markets and towns. This highlights the limitations of rural markets and drives residents to travel further for materials.

FIGURE 80: STRATEGIES FOR OVERCOMING BARRIERS TO ACCESSING AFFORDABLE HOUSING SOLUTIONS BY LOCATION



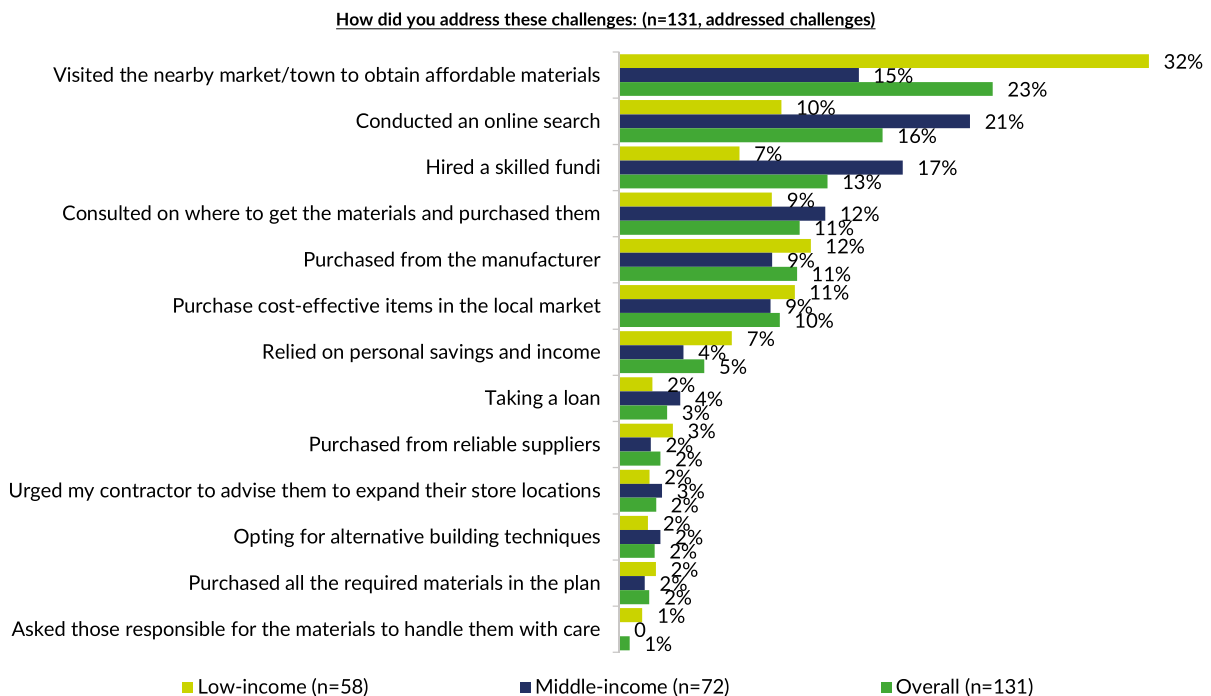
16% of respondents utilized online searches, with a significant generational gap. Youths (27%) were much more likely to leverage online resources than non-youths (6%), suggesting a potential digital divide that could limit access for some demographics.

FIGURE 81: STRATEGIES FOR OVERCOMING BARRIERS TO ACCESSING AFFORDABLE HOUSING SOLUTIONS BY AGE



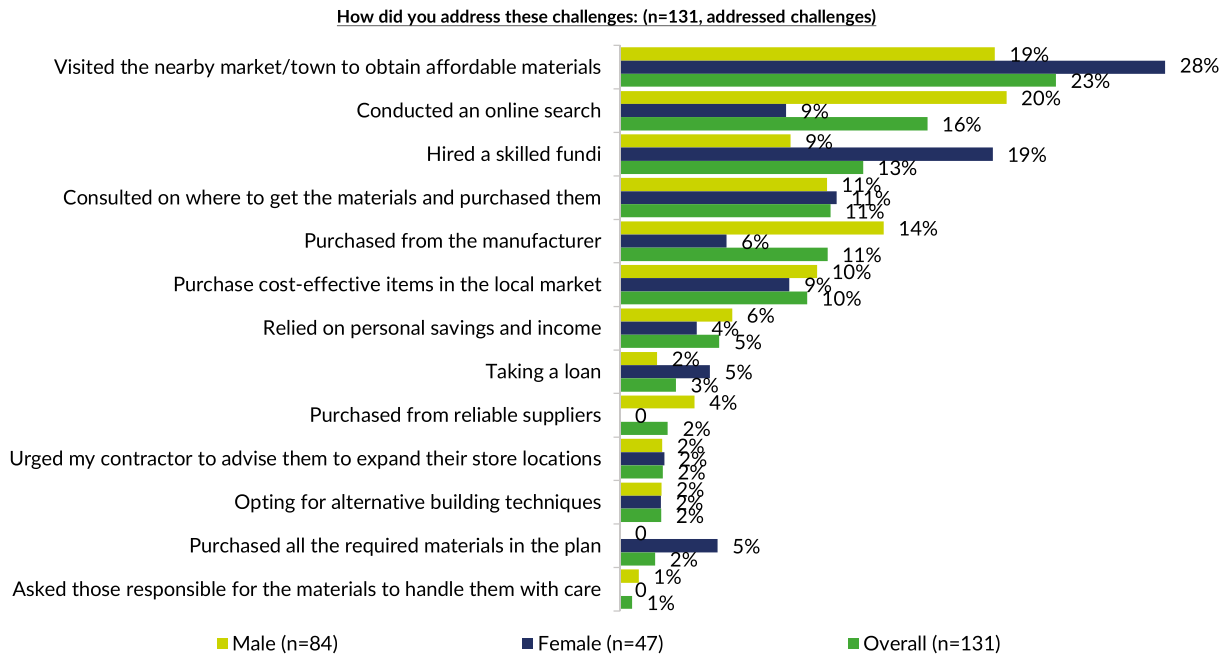
When it comes to online resource utilization, middle-income households (21%) outpaced low-income households (10%). This disparity could be attributed to the greater availability of technology among middle-income households, thereby reflecting the influence of socioeconomic factors on access to affordable housing solutions.

FIGURE 82: STRATEGIES FOR OVERCOMING BARRIERS TO ACCESSING AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUP



Interestingly, 19% of females preferred hiring skilled fundis (artisans), compared to 9% of males. This disparity might indicate a difference in comfort levels or a preference for professional help. Furthermore, middle-income households (17%) were more likely to utilize skilled labor than low-income households (7%), suggesting a correlation between income and access to skilled professionals. This could pose a barrier for low-income households in accessing professional help for affordable housing solutions.

FIGURE 83: STRATEGIES FOR OVERCOMING BARRIERS TO ACCESSING AFFORDABLE HOUSING SOLUTIONS BY GENDER



In summary, household respondents and housing sector actors report significant challenges in accessing affordable housing solutions. Households struggle to find these solutions, and a lack of trained professionals to implement them further restricts access. This suggests a need to improve both the availability of affordable housing options and the training of housing sector professionals. On the other hand, housing sector actors struggle with traveling long distances to purchase solutions such as precast slabs and bureaucratic bottlenecks like a lack of supplier certification that limit access to these solutions.

Constraints to using construction materials.

The preference to rely on traditional construction materials is a key barrier to using affordable housing solutions. Contractors and fundis cite their clients as not willing to use these solutions. As cited throughout this section, the novelty of these solutions and the lack of extensive evidence of their use in other construction projects make construction clients apprehensive about using them. This presents an opportunity to increase awareness of these solutions, including testimonials that outline the benefits of affordable housing solutions.

“The only challenge that you often face like most people are of the opinion of the conventional slabs so if you want to convince a client now maybe to use the beam and block it is something that very few people understand. So, convincing a client to use that technology at the onset it may seem to be mission impossible but as time goes by and you try to convince him, and you know you tell him that I’m here I’ll ensure that this thing really works. So, negotiating with the clan just to use the technology to use a new material it is always difficult but with the with the level of intelligence that I have is always convince my clients.
- KII – Male fundi, Kisumu

“Actually, the precast is just, you know, initially, we used to use stones, the precast comes like magic because you can actually do a whole floor within 2 or 3 days, right? So essentially the precast became like a new technology in the market. It’s only that it’s not, it’s accepted by the market. But it’s the best ... People you know let me tell you change is not easy. So, to change someone’s mind from the stone to precast, you will be forced to use a whip.”
- KII – Male contractor, Nairobi

Lack of skilled labor remains a persistent obstacle, echoing the earlier point. With 35% of interviewed households facing this challenge, it’s clear that simply making materials available isn’t enough. This insight is also echoed by the fundis and contractors interviewed. The lack of skilled labor is attributed to the novelty of affordable housing solutions and therefore the majority of fundis and contractors don’t have the knowledge on how to use them. For those interested in learning, the high cost of training is cited as a barrier.

“People are not yet impressed. I'm not sure. You know, people are used to traditional methods of construction. So, they have not yet impressed. Another challenge, I talked of cost. You know it's a new technology and if you are working with fundis are used to traditional they will need some knowledge on the same.”

- KII – Male contractor, Nairobi

“The challenges are there because it's a new product on the market. We also need to train ourselves. In the educational way, we need to train our workforces. So, there is always a challenge in the training sessions. It really needs an expense on that.”

- KII – Male fundi, Nairobi

Price points bite. While generally affordable, some materials within this category, like precast slabs, are considered expensive by a small percentage of interviewed households. This highlights the need for diversification within the "affordable" range to cater to different budgets and income levels.

Though less prevalent, a lack of adequate understanding of these solutions still affects some households. Concerns about material quality and the threat of counterfeits add complexity.

Other challenges cited by fundis and contractors, though by a minority, include **the susceptibility of theft of these materials and the possibility of breakage if not properly handled. Quantity surveyors' specifications that don't include the use of affordable housing solutions** are also seen as a challenge. Some contractors mention that they have limited flexibility to change the materials to be used if they were not originally included in the costing documents prepared by quantity surveyors. This presents an opportunity to provide information on existing affordable housing solutions to not only fundis and contractors, but also other actors involved in construction.

“RESPONDENT: Because they can easily be stolen. Unlike stones now. Yeah. You know, stones are bulky, so these ones are a bit light. And if someone gets them and there's not enough security, someone can likely steal.”

- KII – Male contractor, Nairobi

“Yeah, it's also, they need a lot of care because of breakage, you know when you have not handled them well, they are not like stones you know stones you can throw on top of each other, so they need proper handle.”

- KII – Male contractor, Nairobi

“No, the whole point is it will circulate at the quantity surveyors' point of view because for us we are given a document that has already been worked on by the quantity surveyors. Us is just to, it's like I give you a material and I'll tell you how you are going to stitch it. Why don't you give it to Onyango to stitch it? He will give you the price. What can I do with the material if you gave it to me? So, the affordable housing can only work when the quantity surveyors can give us now the specifications that are less. Because you know they will give us a lot of you know we don't use second hand or let me say second-hand materials we use premium materials.”

- KII – Male contractor, Nairobi

In summary, while there are constraints on accessing affordable housing solutions, there are also barriers to their use. Contractors and fundis mainly cite their client's preference for traditional construction methods due to insufficient evidence of using affordable housing solutions in other construction projects and a general aversion to change. On the other hand, household respondents cite a lack of skilled labor to implement these solutions and the high prices of precast slabs as key challenges to using them.

KEY INSIGHTS

Knowledge of affordable housing and affordable housing solutions

- There was a general awareness of affordable housing across both stakeholders and households.
 - Among stakeholders, there's a general understanding that it refers to housing accessible to low-income households, which aligns with the provided definition¹⁰. However, there are differences in perception about who is responsible for building these homes. While some believe (21 out of 31) that the government is responsible for building these affordable homes, (12 out of 31) believe that it is their responsibility to build these homes and (13 out of 31) believe that is the work of the private sector.
 - Among household respondents, while awareness is high, the perception of this definition is different among middle- and low-income households.
- Middle-income earners define affordability based on their financial circumstances, which contrasts with the operational definition, which focuses on housing specifically for those earning less than 50k.
- On the other hand, low-income households define affordable housing inclined to what is affordable to them, which aligns with the operational definition.

The shared understanding among stakeholders and households that affordable housing prioritizes low-income households provides a strong foundation for effectively socializing the diverse range of affordable housing solutions available.

- Encouragingly, both stakeholders and households demonstrated awareness of affordable housing solutions.
 - Fundis and contractors generally understood affordable housing solutions to be cost- and time-saving construction materials, in line with the operational definition provided. The source of this knowledge was mainly from TV (4 out of 10 interviewed respondents) and government sources (2 out of 10 interviewed respondents).
 - On the other hand, 69% of households across all demographics were aware of affordable housing solutions, with TV (48%) and family and friends (39%) being the main sources of this information. However, there is a diverse understanding of what they constitute.
 - 33% understood affordable housing solutions as a method of acquiring or building affordable homes, while 27% understood it as the use of cheap, locally available materials for construction.
 - A significant portion (31%) of respondents lacked familiarity with affordable housing solutions, with a majority belonging to low-income households. This highlights a potential knowledge gap especially among low-income households. In the next sub-section, we explore whether *Tujenge: Build It Better* addressed these gaps.
- Across the individual solutions
 - Fundis and contractors were more familiar with precast slabs/walls and interlocking mechanisms (ISSB, twist blocks) but reported no awareness of plastic paving blocks or EPS.
 - Conventional construction methods like solar home systems (96%), non-mortar designs such as iron sheets (95%), and paint selection (84%) enjoyed high awareness among household respondents across all demographics. Interestingly, family and friends emerged as the primary source of information for these solutions. This highlights the power of social networks in disseminating knowledge about affordable housing solutions.
 - While conventional solutions had high awareness, newer solutions such as mobile apps for sourcing materials or labor (13%), expanded polystyrene walls (EPS) (17%), and plastic paving blocks (28%) were less recognized. Interestingly, the primary source of information for these innovative materials was *Tujenge: Build It Better*, suggesting the show's initial success in raising awareness. We'll explore the show's further impact in the next section.
 - For solutions such as ISSB, we find higher awareness among middle-income households (63%) than low-income households (47%).

¹⁰ According to the Economic Times, affordable housing refers to housing that can be afforded by low-income individuals. In Kenya's context, this refers to housing that is affordable to individuals that earn a monthly median gross income of KES 50,000 or less.

These insights reveal a valuable opportunity. While conventional solutions like solar systems and iron sheets enjoy high recognition, focusing efforts on promoting less familiar solutions such as mobile apps, EPS, and plastic paving blocks can create a more balanced knowledge base for affordable housing solutions.

Attitudes towards affordable housing solutions

- There is overwhelming agreement among housing actors and household respondents across all demographics about the importance of affordable housing solutions in construction.
- The perceived importance of these solutions largely stems from two key benefits:
 - **Reduced cost:** These solutions are perceived as considerably more affordable, leading to lower financial burdens on builders and homeowners.
 - **Faster construction:** The use of these solutions is believed to expedite the construction process, saving valuable time and resources.
- In addition, housing and media actors further emphasize the importance of these solutions in the following ways:
 - **Budgeting:** They believe these options facilitate more meticulous planning and control over construction material expenses.
 - **Environmental impact:** They recognize the potential for these solutions to be more environmentally friendly, contributing to sustainable building practices.

Uptake of affordable housing solutions

- While most housing actors recognize the value of affordable solutions, their use remains limited, especially among *fundis* and contractors. This primarily stems from a strong reliance on and better familiarity with traditional materials like iron sheets, cement, bricks, and sand.
 - The choice of traditional construction materials is heavily influenced by personal experience, client expectations, and trusted sources like peers, media, and training institutions like NITA. To encourage a shift towards affordable housing solutions, we can leverage these very channels. Showcasing client testimonials through media outlets and professional organizations like NITA can serve as powerful success stories, influencing both individuals and industry practices. In the next section, we'll delve deeper into the impact of "*Tujenge: Build It Better*" as an example of this approach.
- Interestingly, household respondents (65%) have used affordable solutions, with both middle-income (68%) and low-income households (62%) reporting usage. Dump-proof membranes (50%) and solar systems (41%) emerged as the most popular choices.
 - The strength and waterproofing properties of dump-proof membranes, often recommended by trusted *fundis*, make them a compelling option. Similarly, solar systems' reputation for reliability, affordability, and offering an alternative to unreliable grid power drives their adoption. These findings highlight the importance of emphasizing the clear benefits of affordable housing solutions to encourage wider use.
- Survey results show that a substantial proportion of households across locations utilize affordable housing solutions: 69% in rural areas and 64% in urban areas. Interestingly, rural households prefer solar systems (49%) more strongly than urban areas (39%). This likely stems from solar systems' perceived value as an alternative to grid access, which may be less reliable in rural locations.
- A look at differences across age groups shows a potential disconnect in the target audience for affordable housing solutions. While builders over 40 are the primary users (85%), aligning with supplier focus, implementers like *fundis*, architects, and contractors believe younger demographics are also receptive. This insight reveals an opportunity to broaden the marketing approach and position affordable housing solutions to a wider range of age groups.
- However, users face significant challenges in accessing these solutions due to perceived limited availability and long travel distances. This is more pronounced among rural household respondents. To address this challenge, highlighting the relevant affordable housing solutions for the different locations would increase usage – for example, use of ISSB in rural areas due to the ease of accessing red soil.
- Other challenges to the supply of affordable housing solutions are more structural in nature. These include bureaucratic hurdles like complex regulations and permits, uncertain economic environment and debt costs, limiting their ability to offer truly affordable solutions.

Evaluating Tujenge: Build It Better on Knowledge, Attitudes, and Practices

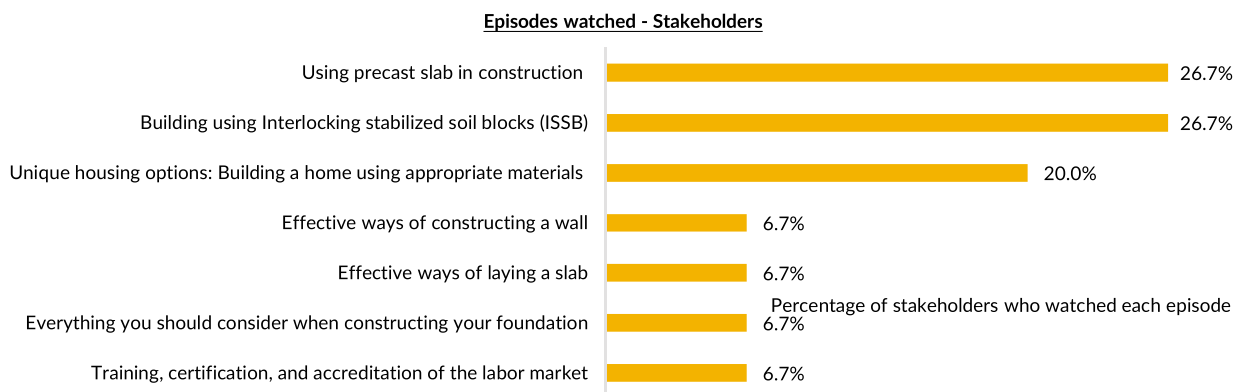
This section dives into the appropriateness of Tujenge: Build It Better in meeting the intended outcomes (objective 9). Specifically, it explores the extent to which the show built awareness, expanded knowledge, shifted attitudes, and motivated the uptake of housing solutions (objective 1). It also examines how the show shaped opinions and motivated behavior change among different actors (objective 2). We also explore the comparison of these outcomes on households that viewed and didn't view the show. Thereafter, we dig deeper into the viewers to understand the extent to which the show influenced these outcomes.

PROPORTION OF RESPONDENTS THAT WATCHED THE SHOW

Understanding viewership trends helps tailor future content to specific audience segments and maximize impact.

Seventeen of the 25 housing actors interviewed reported having watched the Tujenge: Build It Better show. All contractors and foremen watched the program, while more than half of respondents from other stakeholder profiles, excluding compliance actors, also reported watching it. Among these actors, episodes focusing on new technologies and innovative solutions like Interlocking stabilized soil blocks (ISSB) and interlocking blocks attracted the most views, particularly among contractors, foremen, and professionals from the Architectural Association of Kenya (AAK). This suggests a strong interest in practical information that can directly impact their work and improve construction efficiency and affordability.

FIGURE 84: TUJENGE EPISODES WATCHED BY STAKEHOLDERS



However, the interviewed actors did not watch episodes on sourcing labor and materials for a quality home, how to plan your home construction and the best financial options, feature on renewable energy, home construction planning, financing options, plastic pavers, how to select and paint your house, and residential units.

On the other hand, none of the media sector actors interviewed, other than Nation Media Group staff, had watched the show.

“MODERATOR: Okay. Have you heard of the Tujenge: Build It Better show?
RESPONDENT: No.”
- KII – Male media house, Nairobi

“Unfortunately, I haven't got to watch it.”
- KII – Male advertisers, Nairobi

“MODERATOR: Have you watched the Tujenge: Build It Better show?
RESPONDENT: No.”
- KII – Male digital content creators, Nairobi

Among the surveyed household respondents, 254 respondents had watched Tujenge: Build It Better, while 266 had not.

The Tujenge viewers sample included a rich mix of respondents, ensuring a broad representation of the show's audience.

- **Gender:** The sample was 58% male.
- **Age:** Over half (56%) were youth between 18 and 35.
- **Location:** The majority (74%) resided in urban areas.
- **Income:** Middle-income households made up 55%, with low-income households at 42%.
- **Employment:** Self-employed individuals comprised over half (52%), while full-time employed viewers were 20%.

The demographics of this group align with those of the Tujenge viewers, as per the TV viewership reports. This strong correlation underpins the reliability and validity of the survey results, ensuring they accurately reflect the opinions of the larger Tujenge audience.

The variety within the Tujenge viewer sample is not just important; it's crucial. It allows us to gain an insightful and impactful understanding of how the show influences knowledge, practices, and interest in affordable housing solutions across different demographics. Gender, age, income, and location can significantly influence people's behavior, and by considering this rich mix, we can infer the show's impact on a broader audience.

FIGURE 85: DISTRIBUTION OF INTERVIEWED VIEWERS BY GENDER

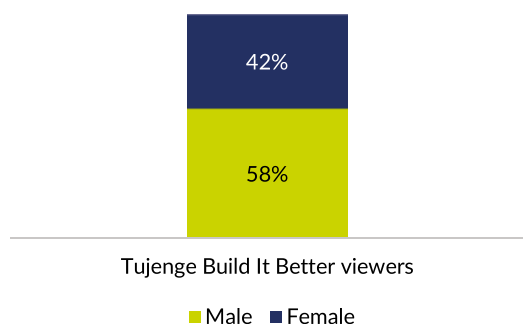


FIGURE 86: DISTRIBUTION OF INTERVIEWED VIEWERS BY AGE GROUPS

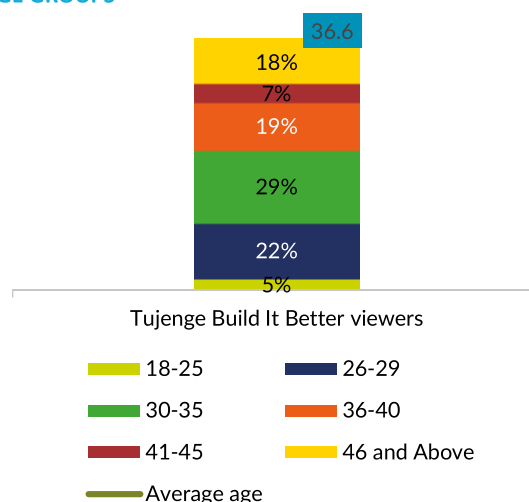


FIGURE 87: DISTRIBUTION OF INTERVIEWED VIEWERS BY INCOME GROUP

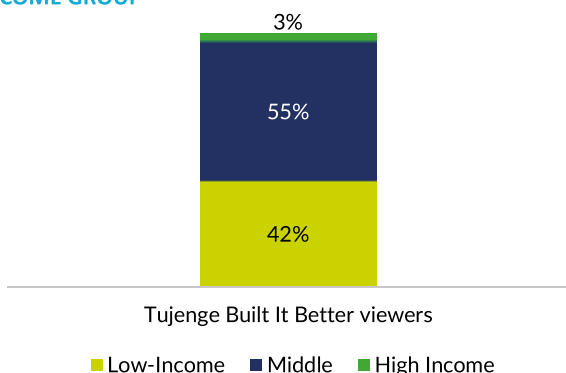


FIGURE 88: DISTRIBUTION OF INTERVIEWED VIEWERS BY LOCATION

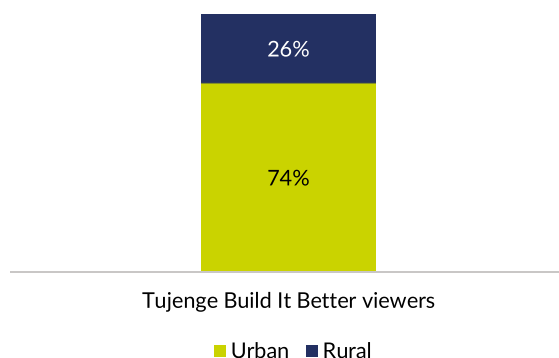
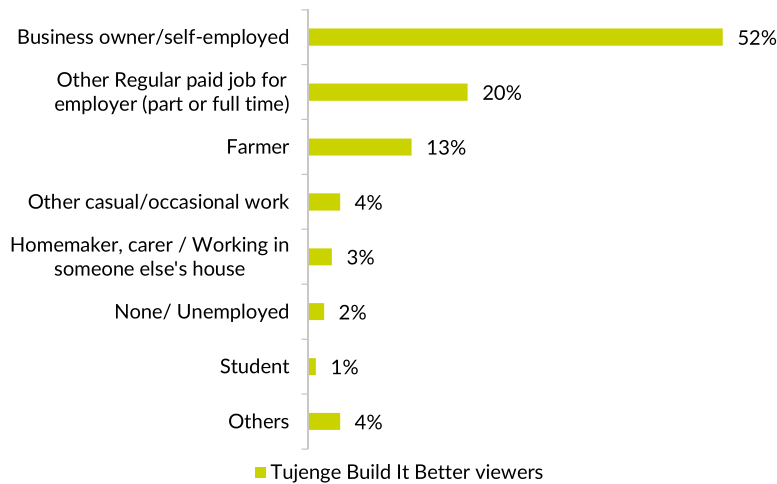
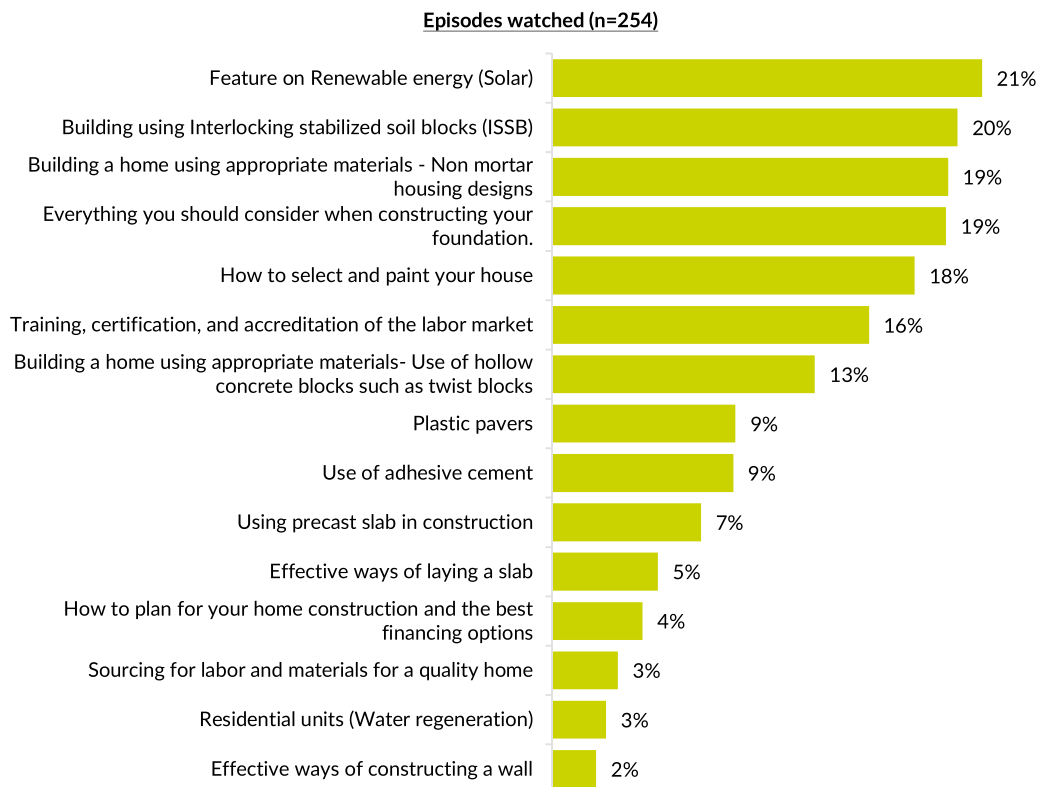


FIGURE 89: DISTRIBUTION OF INTERVIEWED VIEWERS BY OCCUPATION



For the different episodes featured in the show, a larger portion, 21%, had viewed the episode on renewable energy and 20% on ISSB. Conversely, the episode focusing on effective wall construction methods was the least watched, with only 2% of households tuning in.

FIGURE 90: TUJENGE EPISODES WATCHED BY THE INTERVIEWED HOUSEHOLDS



Despite the rise of digital alternatives, Tujenge: Build It Better remains firmly rooted in the living room, with 77% of viewers tuning in on TV. TV ads act as the main gateway, with 64% discovering the show through commercials, proving their effectiveness in reaching a broad audience.

However, the younger generation is carving its own path. YouTube emerges as a significant player, capturing 34% of viewers, particularly the tech-savvy youth (38% compared to 30% non-youth). While traditional word-of-mouth buzz (family/friends) remains strong (25%), with male viewers slightly more susceptible (32%), social media's 10% contribution hints at untapped potential channels for future awareness of similar shows.

FIGURE 91: PLATFORMS USED TO WATCH THE TUJENGE SHOW BY AGE

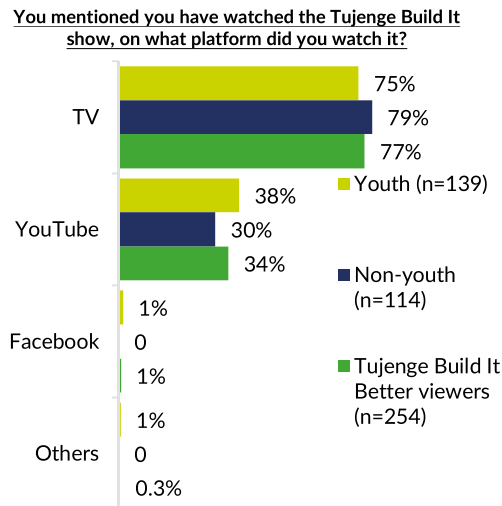


FIGURE 92: SOURCE OF AWARENESS ON TUJENGE SHOW BY GENDER

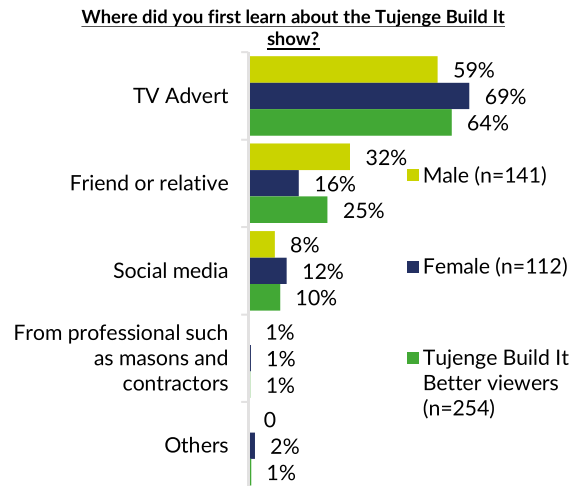


FIGURE 93: PLATFORMS USED TO WATCH THE TUJENGE SHOW BY INCOME GROUP

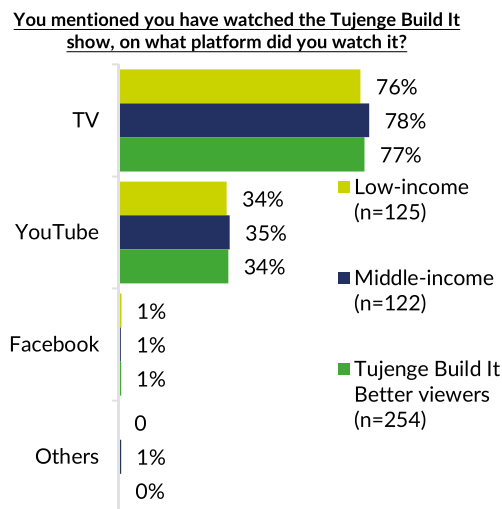
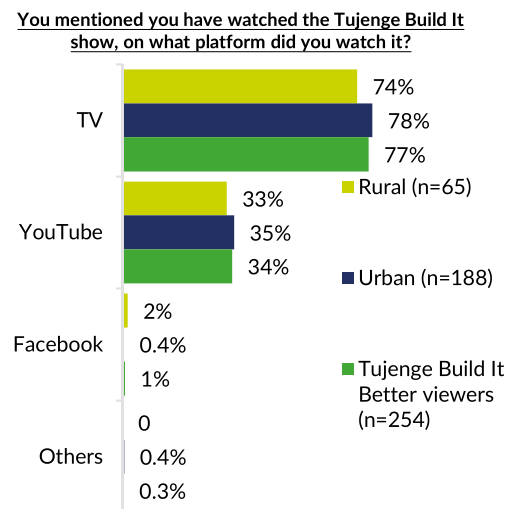


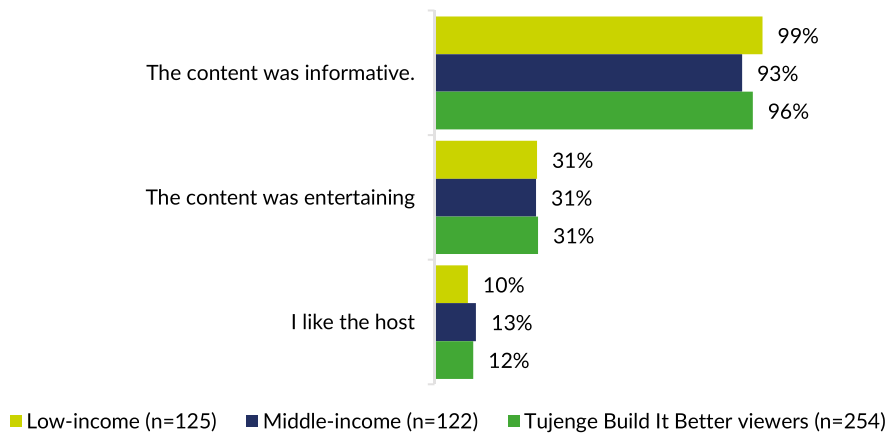
FIGURE 94: PLATFORMS USED TO WATCH THE TUJENGE SHOW BY LOCATION



Tujenge: Build It Better has also established itself as a reliable source of knowledge on affordable housing solutions, with a whopping 96% of households that have watched the show commending its informative content. This solidifies the show's role as a trusted educator, guiding viewers through affordable housing options. However, Tujenge isn't all textbooks and diagrams, as 31% of viewers also find the show entertaining, proving that it masterfully blends practical advice with light-hearted engagement, making the learning process enjoyable and accessible.

FIGURE 95: ASPECTS OF THE SHOW LIKED BY INCOME GROUP

What did you like about the episode(s) you watched?: (n=254, Tujenge Build It Better viewers)



In terms of viewer dissatisfaction, a significant portion of the audience (50%) expressed differing opinions on episode duration, suggesting a need to find a balance that caters to a wider range of preferences.

Non-youth prefer more content: 24% of viewers, particularly those in the non-youth demographic (30% compared to 18% of youth viewers), felt the episodes were too short. This suggests a desire for more in-depth information and a slower pace of content delivery.

Youth open to shorter episodes: Conversely, 14% of viewers, with a higher proportion among younger audiences (19%) than 9% of non-youth, felt the episodes dragged on. This points towards a preference for faster-paced content with focusing on key takeaways.

FIGURE 96: ASPECTS OF THE SHOW NOT LIKED BY AGE

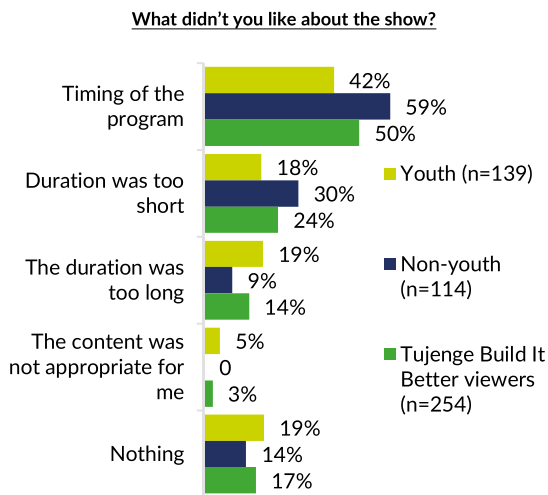
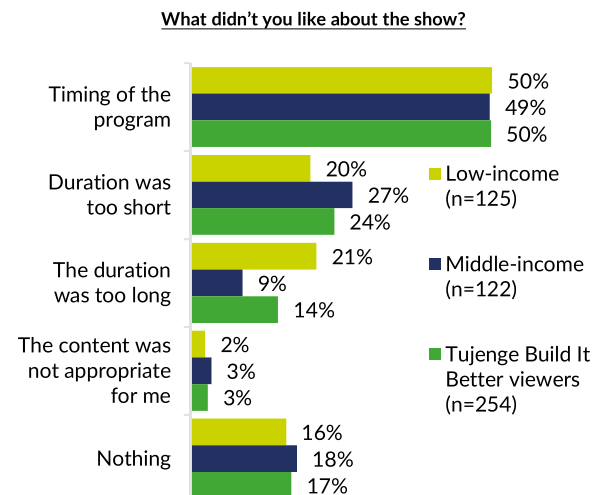


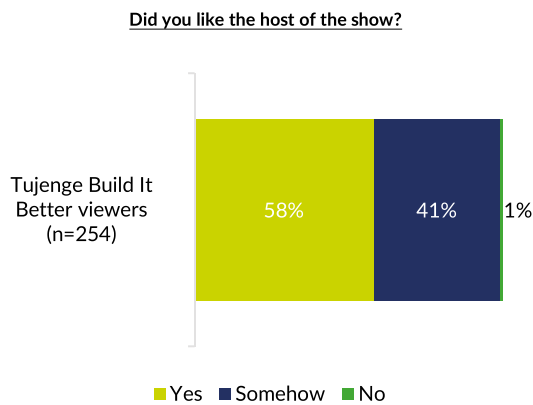
FIGURE 97: ASPECTS OF THE SHOW NOT LIKED BY INCOME GROUP



When gauging audience preferences and concerns regarding the show's host, Tujenge: Build It Better's host captivated 58% of viewers, thanks to his clear explanations (winning 53% over) and witty humor (charming 23%).

However, the remaining 1% don't resonate with this style, as they thought it contained occasional sprinkles of sarcasm or over-the-top enthusiasm. Refining this balance to something more universally appealing could be vital to expanding a similar show's reach.

FIGURE 98: ASPECTS LIKE ABOUT THE TUJENGE SHOW HOST



If yes, what did you like about them?: (n=146, those who liked the host)

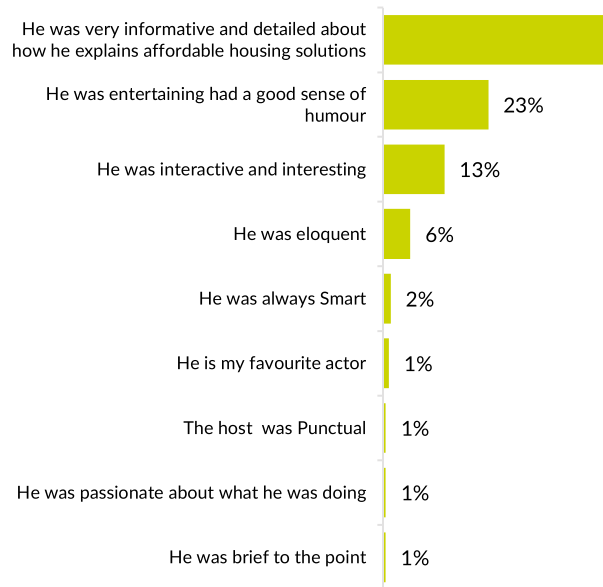
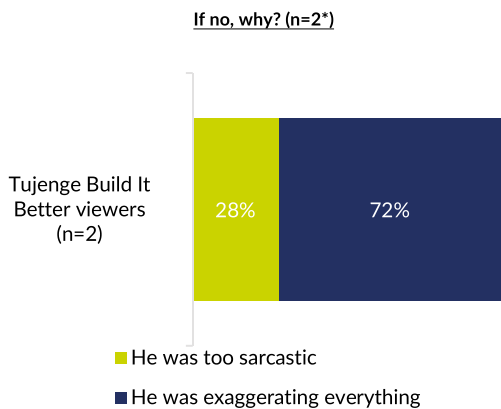


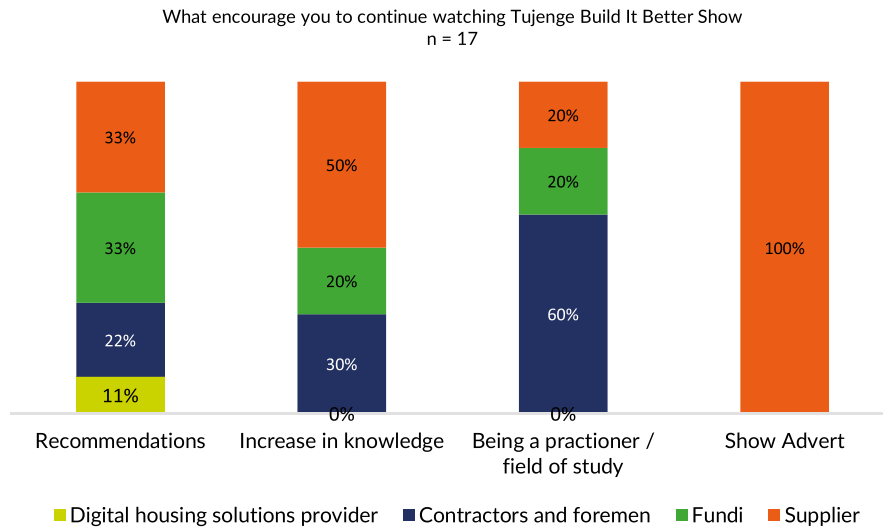
FIGURE 99: ASPECTS DISLIKED ABOUT THE TUJENGE SHOW HOST



Drivers of watching the show

Among the housing stakeholders (17/25) who watched the program, four primary drivers for tuning in emerged: recommendations from friends, colleagues, and family; a desire to increase knowledge; relevance to the housing actor’s areas of practice; and motivation from a promotional advertisement watched.

FIGURE 98: MOTIVATIONS BEHIND STAKEHOLDERS WATCHING THE TUJENGE SHOW



Desire to increase their knowledge

Housing sector actors from all the interviewed categories consistently cited a strong desire to acquire knowledge as motivation for watching the show. One supplier featured in the show mentioned that beyond the company’s exposure, he was intrigued to learn more about other available solutions, thus motivating him to continue watching the show. The belief was that such insights usually unveil opportunities and provide valuable information. The educational aspect of the show was also emphasized as a driver for watching the program, highlighting the show’s ability to offer new knowledge with each episode. Other stakeholders attributed their viewership to the program’s inherent educational value and diverse insights. Whether for professional growth or personal interest, the stakeholders viewed the program as a valuable resource for staying informed and open-minded.

“There’s a time we had our company was being featured on the show so that’s the time that’s the first time I watched it, and I kept on watching it actually over time from time to time I’d watch it at times maybe on YouTube because it’s in line with what our business does so I want to know what other business are doing in the construction industry that’s not our business.”

- KII- Male supplier, Nairobi

“**MODERATOR: And what encouraged you to continue watching the episodes in the show?** “**RESPONDENT: They are educative. Each and every time you look at them, you get something new.**”

- KII- Male contractor and foreman, Nairobi

“**MODERATOR: So, when he told you there is this show what encouraged you to watch it?** “**RESPONDENT: I wanted to grow the experience as a constructor, and I saw my studies and now I can understand to study with modes of entertainment You can use YouTube as a class.**”

- KII- Male fundi, Kisumu

Recommendation from colleagues, friends, clients

The housing actors also credited recommendations from various sources, particularly through word-of-mouth, as the main reason for their program viewership. Whether prompted by friends, colleagues, or clients, their motivation to watch the show is rooted in these personal endorsements. Recommendations from different stakeholders, including project managers and fellow constructors, were pivotal in sparking interest. The assurance of valuable content and, in some instances, physical visits from the show’s team further fueled their desire to watch the program. These firsthand recommendations played a central role in driving their decision to watch the show, highlighting the influential power of interpersonal connections in shaping program viewership.

“Okay. I heard it from my colleagues. I heard them say that there's a show that gives advice on the use of affordable housing to assist clients and rest.”

- KII- Male fundi, Kisumu

“A friend.”

- KII- Male contractor and foreman, Nairobi

“From Makiga. When I took the client there and I found the boss he told me that there's an episode they are making that will be aired on NTV. That is how I started watching.”

- KII- Male contractor and foreman, Kisumu

Relevance to the housing actor's areas of practice

The housing actors consistently cited their roles as practitioners or professionals in the featured fields as the primary reason for watching the show. Whether in the building industry or working as a contractor, their direct involvement in the field drove their interest in staying informed about the latest developments, alternative options, and best practices. The practitioners emphasized their intrinsic connection to affordable housing solutions as the key motivation for their program viewership.

“Of course, I'm a practitioner in the field. Therefore, we also want to position the company in a way that we can plug in the gaps that exist.”

- KII- Male supplier, Nairobi

“MODERATOR: And what prompted you to watch that show? “RESPONDENT: I'm in the building industry. So, anything in building industry, I'm there. I'm part and parcel of it.”

- KII- Male contractor and foreman, Nairobi

“I was still at school, and I knew at some point in time I would also be in the field and doing the same. So, I was eager to learn at least one or two from the show.”

- KII- Male fundi, Kisumu

Watched a promotional advertisement

One of the suppliers indicated that he learned about the Tujenge: Build It Better show through a promotional advertisement while watching regular programming. The promo immediately intrigued him, sparking a desire to watch the show. This initial interest led him to give the first episode a chance. After watching a few episodes, the informant felt a personal connection, finding resonance with the show and their community. This motivated continued viewership and a keen interest in being featured. The promotional advert played a pivotal role in drawing the stakeholder's attention.

“No, I think I was just watching the normal programming and then I saw a promo and I said, wow, that's a show I would like to watch.”

- KII- Male supplier, Nairobi

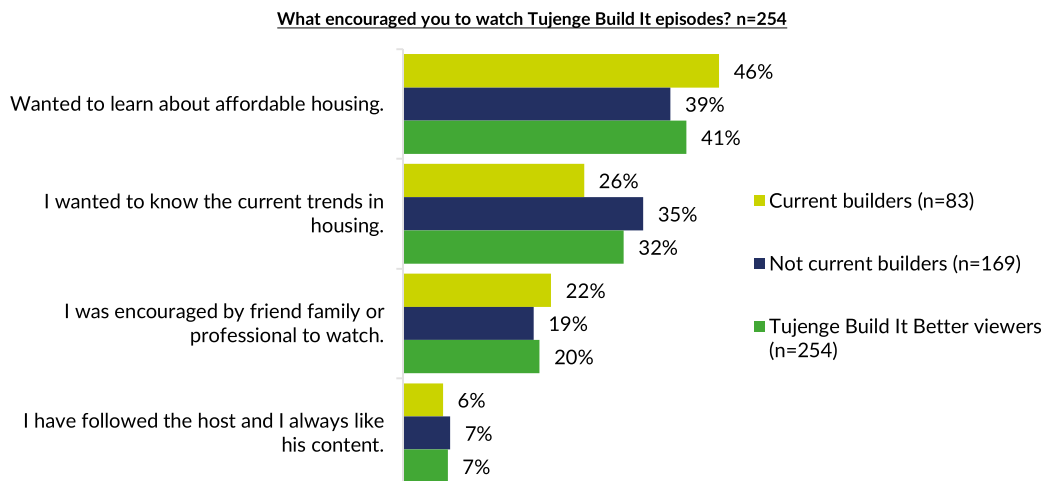
“I think I watched a few episodes and I said that's a show that I would like to be featured because I think it's talking to me, it's talking to my people. So, after watching a few episodes, I think I said yes, I would want to be in that show.”

- KII- Male supplier, Nairobi

On the other hand, the quest for affordable housing solutions drives Tujenge: Build It Better's viewership, with 41% of viewers tuning in to learn about practical options. Interestingly, this thirst is strongest among current builders (46%), suggesting they actively seek new construction approaches. The show's reach extends beyond immediate needs, as 32% watch for trend updates, led by non-current builders (36%). This hints at future aspirations and ongoing knowledge gathering within the construction community.

Remarkably, 20% of the viewers cite recommendations from friends, family, and professionals as their reason for watching the show, showcasing *Tujenge: Build It Better's* organic pull and its ability to spark vibrant conversations about housing within communities.

FIGURE 99: MOTIVATIONS FOR WATCHING THE TUJENGE SHOW BY CURRENT BUILDERS AND NON-CURRENT BUILDERS



In summary, *Tujenge: Build It Better* attracted viewers from both households and housing professionals for several reasons. The show's focus on practical solutions, its social network recommendations, and its direct relevance to the professionals' work all drive viewership. This suggests the program successfully sparked interest in learning more about affordable housing solutions.

IMPACT ON KNOWLEDGE

This sub-section explores the impact of *Tujenge: Build It Better* in building awareness and expanding knowledge of housing sector actors and households (objective 1).

The show played a crucial role in enhancing awareness, particularly for the top three episodes that garnered significant viewership. Contractors (3 out of 4) and architects (1 out of 4) who watched the episode on Interlocking Stabilized Soil Blocks (ISSBs) reported a significant increase in their understanding of affordable housing solutions. They specifically mentioned gaining valuable knowledge about using ISSB machines and construction techniques involving ISSBs.

These professionals also appreciated learning that ISSB construction minimizes cement use due to the interlocking design, directly reducing costs. Furthermore, the show provided valuable insights on acquiring both ISSB machines and blocks, and guidance on the procurement process. In summary, the show effectively contributed to an increased understanding of ISSB and its associated cost-reducing aspects among its viewers.

“After school my first project was a hotel in Meru a place called Kirwa. That was my first interaction with Makiga, but Makiga were a different design compared to what was in the show. The advantage is Makiga don't use mortar, and you don't use columns. There are two options, you either plaster or you do very a nice design. It makes it look very smart and very unique. So, when I saw this show, I was taken back to where I started, and it was my first time to see that engineer. I've been buying those machines, but I did not know what they were.”

- KII- Male contractor and foremen, Nairobi

“They (Tujenge) increased it. I knew one availability and accessibility.”

- KII – Male contractor and foremen, Nairobi

“Yeah, I think it was a good show in the sense that first, it gives people the confidence of using these ISSBs. And then, you're able to invest in the structure with the ISSBs. And people use that now, but I think that was the key thing. You know that you're building a house that is structurally sound using these ISSBs. And I think back to our culture”

- KII – Male architect, Nairobi

Additionally, contractors (2 out of 4) and architects (1 out of 4) who watched episodes related to interlocking stabilized materials, such as twist blocks, reported gaining knowledge about constructing unconventional housing designs. Examples include circular designs that are unachievable using conventional building materials. This unique approach adds aesthetics, making the houses more sophisticated. Furthermore, **viewers learned that they could reduce costs by utilizing these materials**, as building the structure doesn't necessarily require cement and plastering, further reducing the costs. They also discovered that **such materials exhibit considerable strength**, challenging common perceptions about their durability.

“To me, the twisted bar, twisted blocks, it was something very new to me. But I found it very interesting. Because I realized with the twisted blocks, you can do, something circular. and something very smart. Because I saw, a block. They had done a circular block. That was very, very smart. Yes, that's it.”

- KII- Male contractor and foremen, Nairobi

“After watching that, I came to see that if you use that, if you look at that house outside and inside, you don't need another cement to do plastering. That's one. Two, you see those blocks did not have holes inside, they act as a sound insulator. The sound cannot come out or come in. You can see that it is almost the size of normal blocks but that reduces the cost of production. It is cheaper than the others and they are stronger.”

- KII – Male contractor and foremen, Nairobi

Comparison of knowledge levels of affordable housing solutions among household respondents that watched and didn't watch *Tujenge: Build It Better*

A review of awareness of affordable housing solutions showcases that Tujenge viewers exhibited two times¹¹ greater likelihood of awareness compared to non-viewers, indicating the show's efficacy in educating households about affordable housing options. 23% of *Tujenge* viewers, compared to 12% of non-viewers, were familiar with the operational definition of affordable housing solutions, with *Tujenge: Build It Better* (54%) being the primary source of information. This indicates that the show effectively addressed and educated viewers about affordable housing options. For non-viewers, family and friends emerged as the dominant source of information (58%).

¹¹ To measure the extent to which Tujenge viewership is associated with awareness of affordable housing solutions, we performed a logistic regression following confirmation of significance through group membership (Tujenge viewers vs. non-viewers) analysis (p-value = 0.001). The results revealed that Tujenge Build It Better viewers are approximately 2.5 times more likely to demonstrate heightened awareness compared to non-viewers.

FIGURE 100: UNDERSTANDING THE OPERATIONAL DEFINITION OF AFFORDABLE HOUSING SOLUTIONS BY VIEWERSHIP TYPE

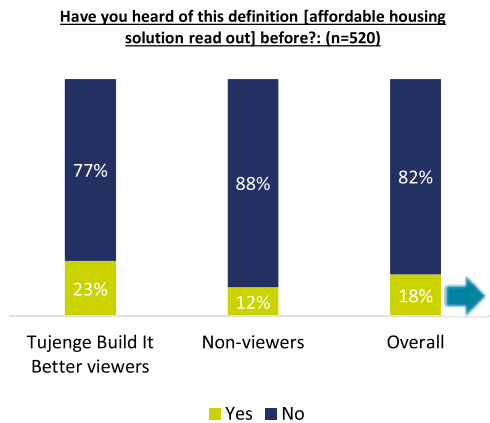
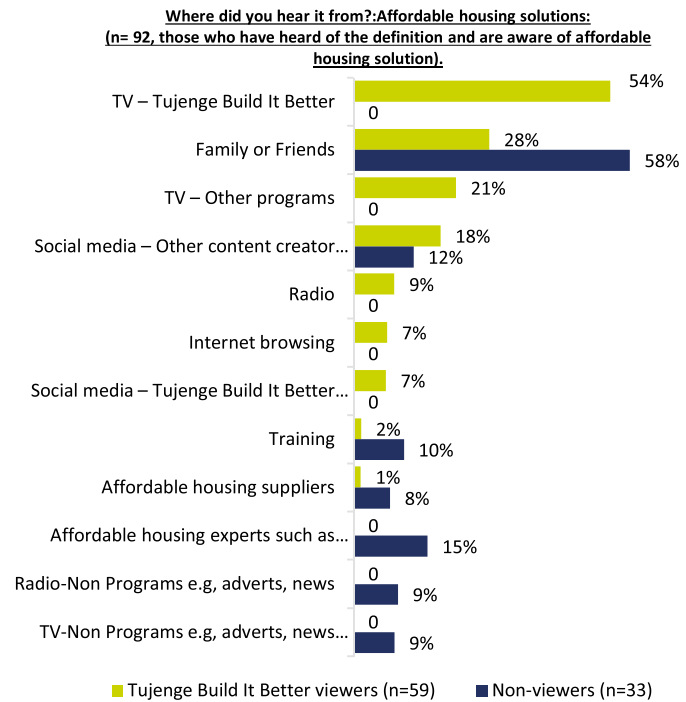


FIGURE 101: SOURCES OF INFORMATION ON AFFORDABLE HOUSING SOLUTIONS DEFINITION BY VIEWERSHIP TYPE



An examination of the awareness levels towards various affordable housing solutions among Tujenge program viewers and non-viewers unveils a notable contrast in their understanding. Viewers empowered by the Tujenge program consistently exhibited a significantly higher level of awareness across diverse categories, highlighting the show’s significant impact on their knowledge. The table below highlights the knowledge differences between viewers and non-viewers. We expound further on some of the solutions highlighted in grey as they revealed **statistically significant variances** between viewers and non-viewers.

TABLE 10: AWARENESS OF SPECIFIC AFFORDABLE HOUSING SOLUTIONS BY VIEWERSHIP TYPE

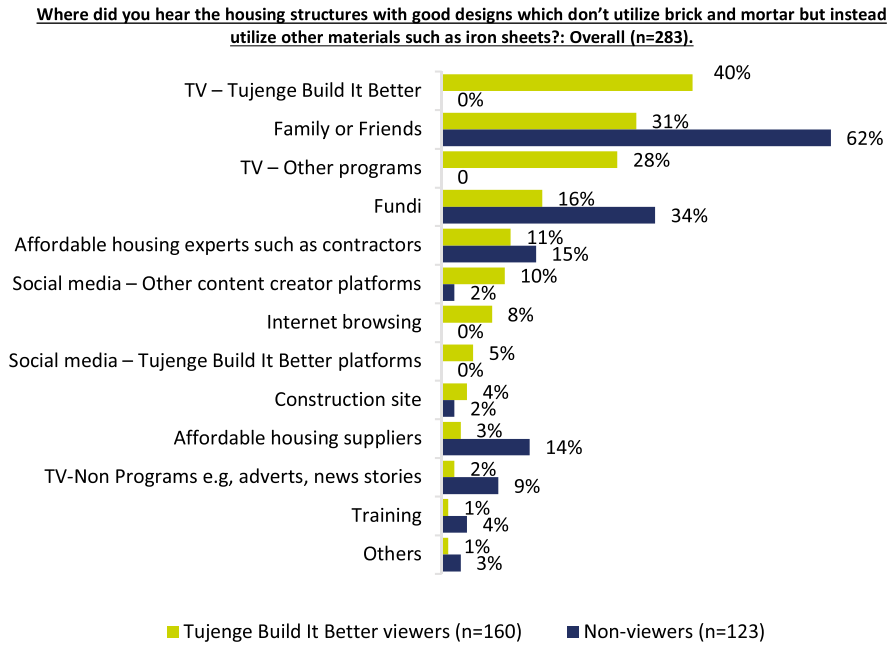
Have you ever heard of... (affordable housing solutions)	Tujenge Build It Better viewers	Non-viewers	Overall
How to select and paint your house:	89%	79%	84%
Certification and accreditation of labour:	71%	54%	62%
Building using Interlocking stabilized soil blocks (ISSB):	64%	46%	55%
How to plan for your home construction and the best financing options	51%	34%	42%
Unique housing options: Hollow blocks such as the twist blocks	47%	28%	37%
Using precast slab in construction:	43%	26%	34%
Plastic pavers blocks:	35%	22%	28%
Sourcing for labour and materials for a quality home on mobile applications	19%	8%	13%
Non-mortar housing designs:	97%	93%	95%
Effective ways of laying a slab (dump-proof membrane):	86%	77%	81%
Everything you should consider when constructing your foundation:	66%	64%	65%
Residential units (Water regeneration systems):	55%	47%	51%
Use of adhesive cement	41%	31%	36%
Effective ways of constructing a wall (Expanded polystyrene walls):	21%	14%	17%
Renewable energy (Solar home systems):	98%	93%	96%

The grey shading represents the scenario where the percentage contrast between viewers and non-viewers was statistically significant at a level of (p<0.01).

For innovative building materials such as hollow blocks, interlocking stabilized soil blocks (ISSBs), and precast slabs, viewers exhibited heightened awareness with significant margins of 47% versus 28%, 64% versus 46%, and 43% versus 26%, respectively indicating that Tujenge viewers were exposed to a broader spectrum of construction techniques, potentially leading to more cost-effective and sustainable housing solutions.

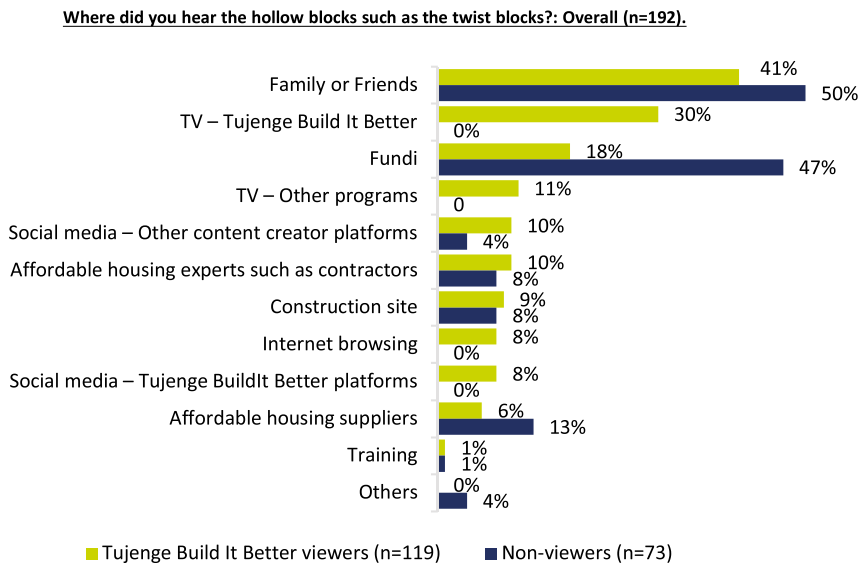
When it comes to awareness of Interlocking Stabilized Soil Blocks (ISSBs) for house construction, a significant portion of viewers (40%) credit the show as their primary source of knowledge about this innovative building material. This starkly contrasts to non-viewers, where the familiar channel of family and friends remains dominant, with a whopping 62% attributing their awareness to this traditional source of information.

FIGURE 102: SOURCES OF AWARENESS ON ISSBs BY VIEWERSHIP TYPE



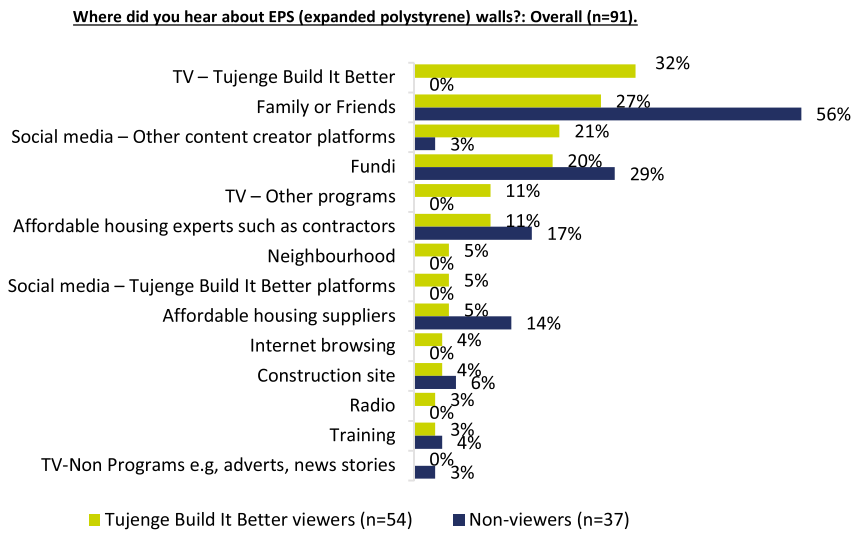
Understanding where viewers learned about hollow blocks like twist blocks reveals interesting dynamics. While social networks, particularly family and friends (41%), remained the dominant source of information overall, Tujenge also holds a significant percentage (30%).

FIGURE 103: SOURCES OF AWARENESS ON HOLLOW BLOCKS SUCH AS TWIST BLOCKS BY VIEWERSHIP TYPE



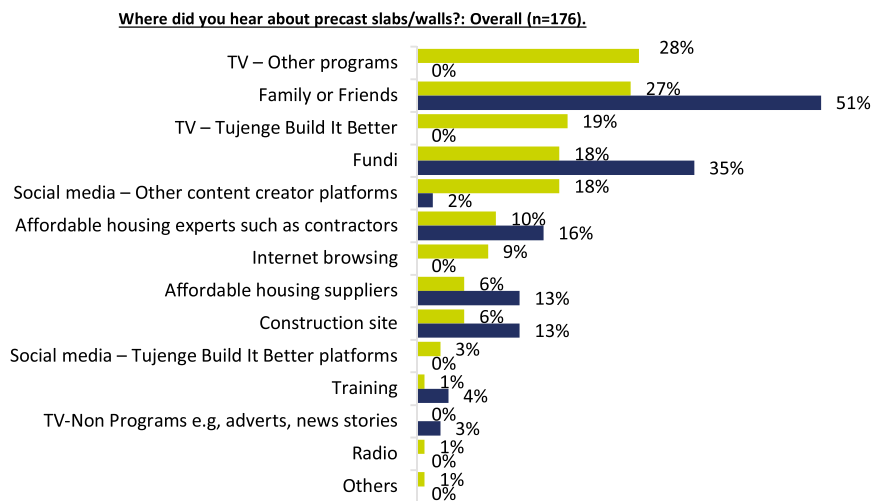
With regards to expanded polystyrene (EPS) walls, awareness of this solution as a construction method remains low, with only 21% of Tujenge: Build It Better viewers and 14% of non-viewers familiar with it. Interestingly, despite the overall low numbers, the Tujenge: Build It Better show emerges as the leading source of information for its viewers, with 32% crediting the TV show for their knowledge. In contrast, traditional channels like family/friends (56%) and fundis (29%) hold dominant sway among the non-viewers.

FIGURE 104: SOURCES OF AWARENESS ON EPS BY VIEWERSHIP TYPE



Interestingly, viewers primarily cited television programs other than Tujenge (28%) as sources of awareness of precast slabs/walls. Family and friends continue to be a significant source of information (27%), highlighting the importance of trusted connections for sharing knowledge about construction options. Tujenge does play a role, with 19% of viewers citing the show itself and 3% mentioning Tujenge's social media.

FIGURE 105: SOURCES OF AWARENESS ON PRECAST SLABS/WALLS BY VIEWERSHIP TYPE

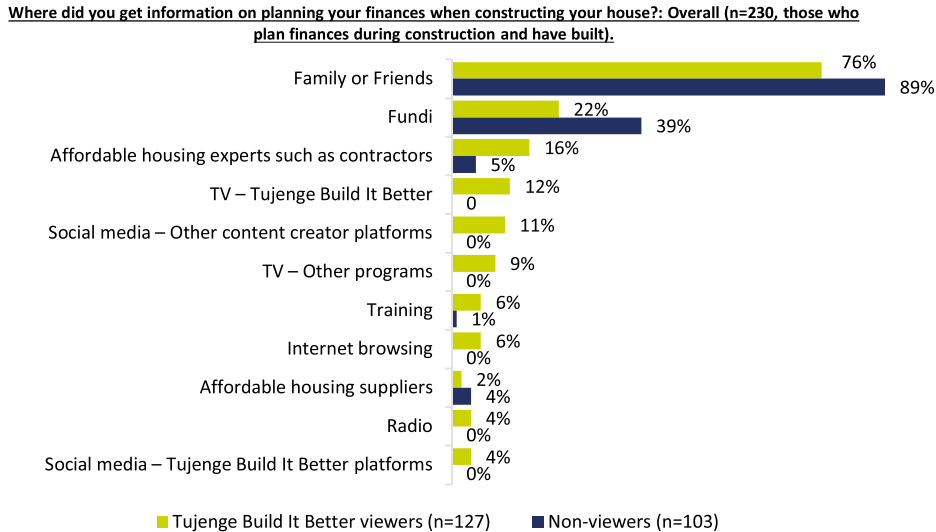


Viewers also showcased a deeper understanding of home construction planning and financing options, with 51% acknowledging these factors compared to 34% among non-viewers. However, personal connections play a pivotal role in relaying this information. It's not surprising that trust in these connections is paramount. Many Tujenge viewers (76%) and non-viewers (89%) rely on family and friends for guidance, underlining the importance of trust in acquiring financial planning knowledge.

Fundis, as trusted professionals, has emerged as a crucial source of information, particularly for non-viewers (39% compared to 22% of viewers). This suggests that people are seeking practical guidance from these experts. Fundis play a vital in bridging the gap between technical aspects and real-world construction costs, providing valuable insights for informed decision-making.

While personal networks and local experts dominate overall, 12% of viewers cited the show as a source of this information.

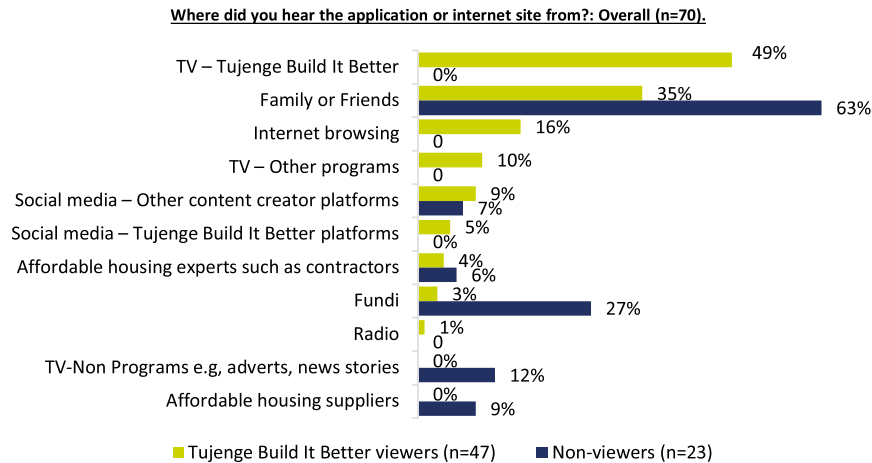
FIGURE 106: SOURCES OF AWARENESS ON FINANCIAL PLANNING BY VIEWERSHIP TYPE



Tujenge viewers also demonstrated a more pronounced awareness of utilizing mobile applications for labor and material sourcing, with a significant margin of 19% versus 8% among non-viewers. This cumulative evidence underscores the comprehensive impact of the Tujenge program in equipping viewers with knowledge and insights essential for navigating the complexities of affordable housing solutions, instilling confidence in its ability to provide comprehensive solutions.

While overall awareness of mobile applications for finding labor and materials might be relatively low, a significant portion (49%) of Tujenge viewers credited the show as their primary source of knowledge about these platforms. This suggests that Tujenge is crucial in introducing viewers to these innovative solutions within the construction industry. However, there is still an opportunity to feature these solutions further.

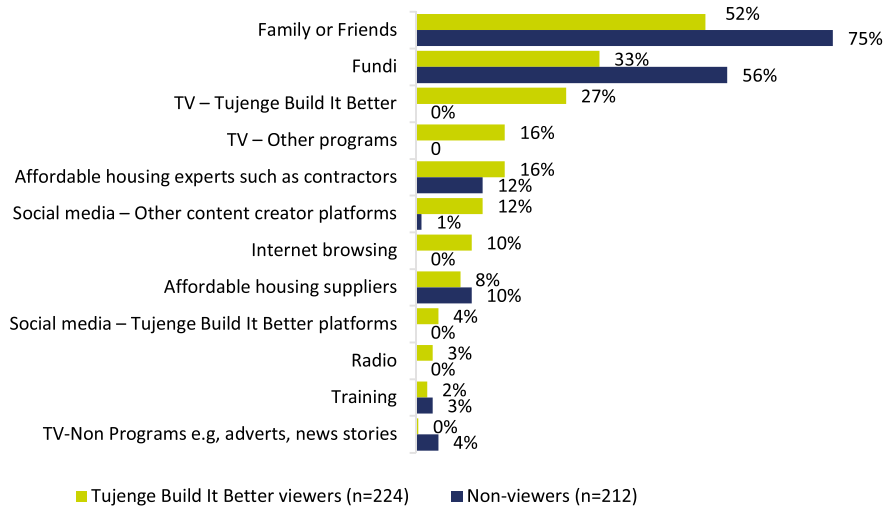
FIGURE 107: SOURCES OF AWARENESS ON MOBILE APPLICATIONS THAT ACT AS MARKETPLACES BY VIEWERSHIP TYPE



For conventional solutions such as paint selection, viewers maintained a slight advantage over non-viewers, with 89% displaying awareness compared to 79% among the latter group. Family and friends remained the primary source of paint knowledge for most viewers (52%), as did 75% of non-viewers. Similarly, fundis are another trusted source, cited by 33% of viewers and 56% of non-viewers. This suggests that people often turn to local experts for advice on paint selection. While social networks and local experts dominate overall, *Tujenge* does play a role in shaping viewers' knowledge. 27% of all viewers cited the show as a source of information.

FIGURE 108: SOURCES OF AWARENESS ON HOW TO SELECT APPROPRIATE PAINTS FOR EITHER INTERIOR OR EXTERIOR WALLS BY VIEWERSHIP TYPE

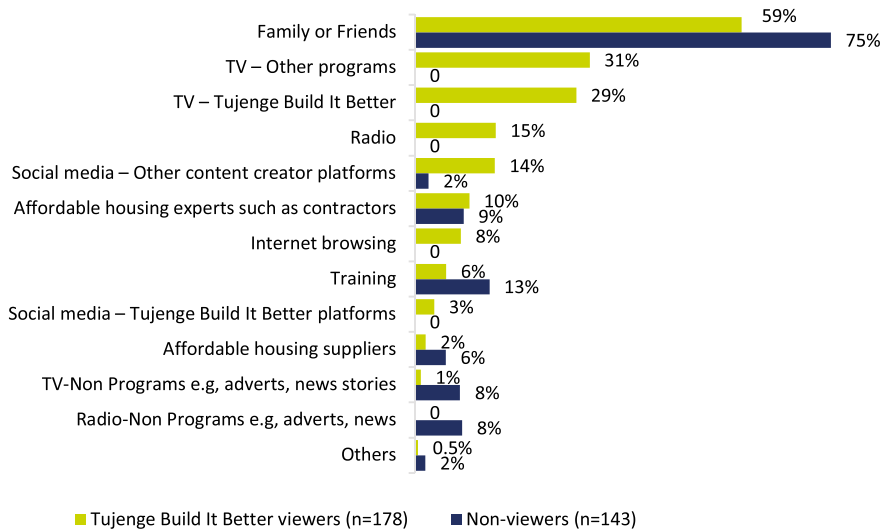
Where did you hear about using the appropriate paints for either exterior or internal walls?: Overall (n=436).



Interestingly, there was a striking divergence in comprehension concerning the significance of certified and accredited labor, with 71% of viewers recognizing its importance compared to 54% of non-viewers. This discrepancy underscores viewers' grasp of the correlation between skilled workers and housing quality, making them feel valued and integral to the affordable housing solutions. However, the source of knowledge for this information presents a slightly different picture. Among all viewers of the Tujenge show, family and friends (59%) were the primary source of knowledge on labor certification and accreditation, indicating a strong reliance on social networks for information dissemination. Television programs other than Tujenge (31%) also played a role, highlighting the potential influence of mass media. Interestingly, the Tujenge show itself was cited as a source by 29% of viewers.

FIGURE 109: SOURCES OF AWARENESS ON CERTIFICATION AND ACCREDITATION OF LABOR BY VIEWERSHIP TYPE

Where did you hear it from?: Programs/institutions that are meant to give certification and accreditation to construction workers?: Overall (n=321).



Impact of Tujenge: Build It Better in increasing awareness and expanding knowledge of viewers

When assessing the impact on knowledge, the Tujenge: Build It Better show demonstrably enhanced viewers' understanding of affordable housing solutions. A substantial 68% of viewers reported a significant increase in knowledge, transitioning from not knowing at all to gaining awareness, attributed to watching the show. This impact was even more pronounced among female viewers, with an impressive 81% acknowledging the show's positive influence.

This gender gap can be attributed to the show's success in addressing a pre-existing knowledge gap. Significantly, more female viewers (35%) had reported a lack of awareness of affordable housing solutions compared to males (20%). The show effectively bridged this gap for a larger proportion of females.

FIGURE 110: UNDERSTANDING OF AFFORDABLE HOUSING SOLUTIONS

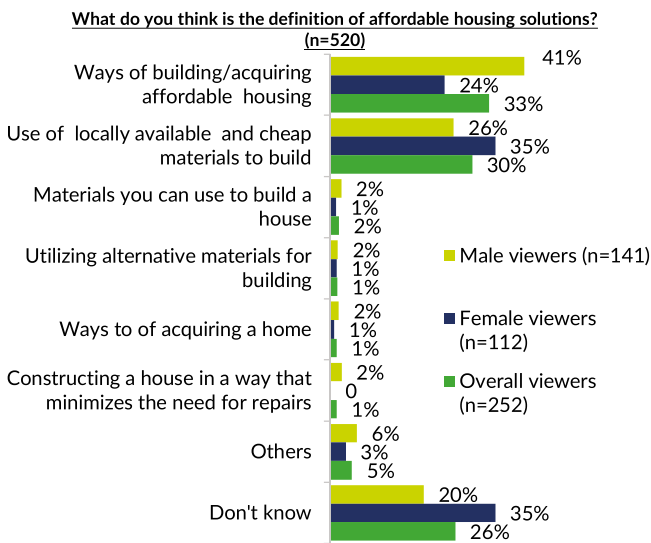
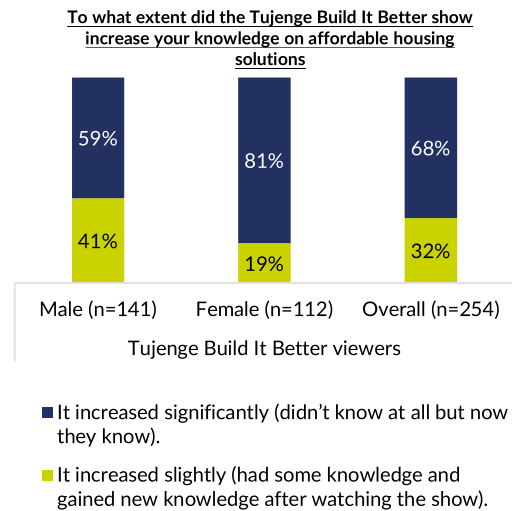


FIGURE 111: TUJENGE SHOW IMPACT ON KNOWLEDGE BY GENDER OF VIEWERS.



A larger proportion of the non-youth demographic (72%) reported a substantial increase in knowledge, transitioning from having no prior knowledge to a good understanding of the topic.

FIGURE 112: TUJENGE SHOW IMPACT ON KNOWLEDGE BY GENDER OF VIEWERS

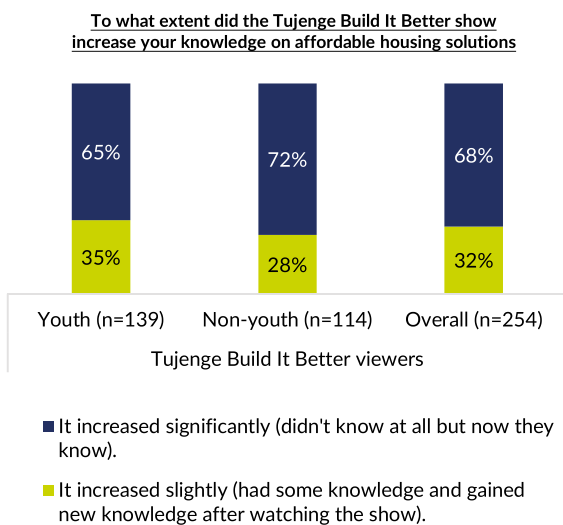
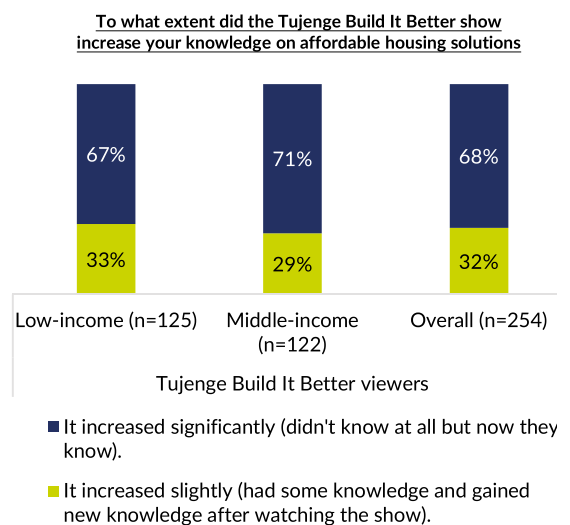


FIGURE 113: TUJENGE SHOW IMPACT ON KNOWLEDGE BY INCOME GROUP OF VIEWERS



Examining specific affordable housing solutions, viewers actively seeking twist block content on *Tujenge: Build It Better* witnessed notable gains in knowledge. Every viewer in this subgroup reported heightened awareness, with an impressive 72% noting a substantial increase in knowledge from having no prior knowledge. Even among those with some pre-existing understanding (28%), there was a discernible improvement, underscoring the show's effectiveness in providing targeted education and impactful learning experiences.

A similar trend was observed for those engaging with plastic paving block content on the show, where all viewers in this subgroup reported heightened awareness. A remarkable 75% experienced a significant knowledge boost, and even among those with some prior knowledge (25%), there was a clear enhancement in their understanding.

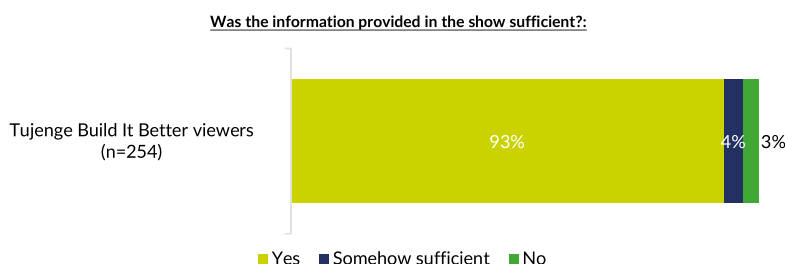
TABLE 11: IMPACT OF TUJENGE SHOW ON KNOWLEDGE OF DIFFERENT AHS

Affordable housing solutions	Tujenge Build It Better viewers			
	Those who watched specific episodes (sample)	It increased slightly (had some knowledge and gained new knowledge after watching the show).	It increased significantly (didn't know at all, but now they know).	Not increased at all
Renewable energy (Solar home systems):	53	49%	51%	-
Building using Interlocking stabilized soil blocks (ISSB):	50	42%	58%	-
Everything you should consider when constructing your foundation:	49	45%	55%	-
Non-mortar housing designs:	49	46%	48%	6%
How to select and paint your house:	45	42%	58%	-
Certification and accreditation of labour:	39	41%	59%	-
Use of adhesive cement	39	28%	69%	3%
Unique housing options: Hollow blocks such as the twist blocks	33	28%	72%	-
Plastic pavers blocks:	23	25%	75%	-
Using precast slab in construction:	18*	48%	52%	-
Effective ways of laying a slab (dump-proof membrane):	13*	23%	77%	-
How to plan for your home construction and the best financing options	11*	50%	50%	-
Sourcing for labour and materials for a quality home on mobile applications	8*	22%	68%	9%
Residential units (Water regeneration systems):	7*	34%	51%	15%
Effective ways of constructing a wall (Expanded polystyrene walls):	5*	22%	78%	-

* Indicated that the sample size is small to report a statistically significant outcome. The grey fill indicates the large percentage for larger sample sizes.

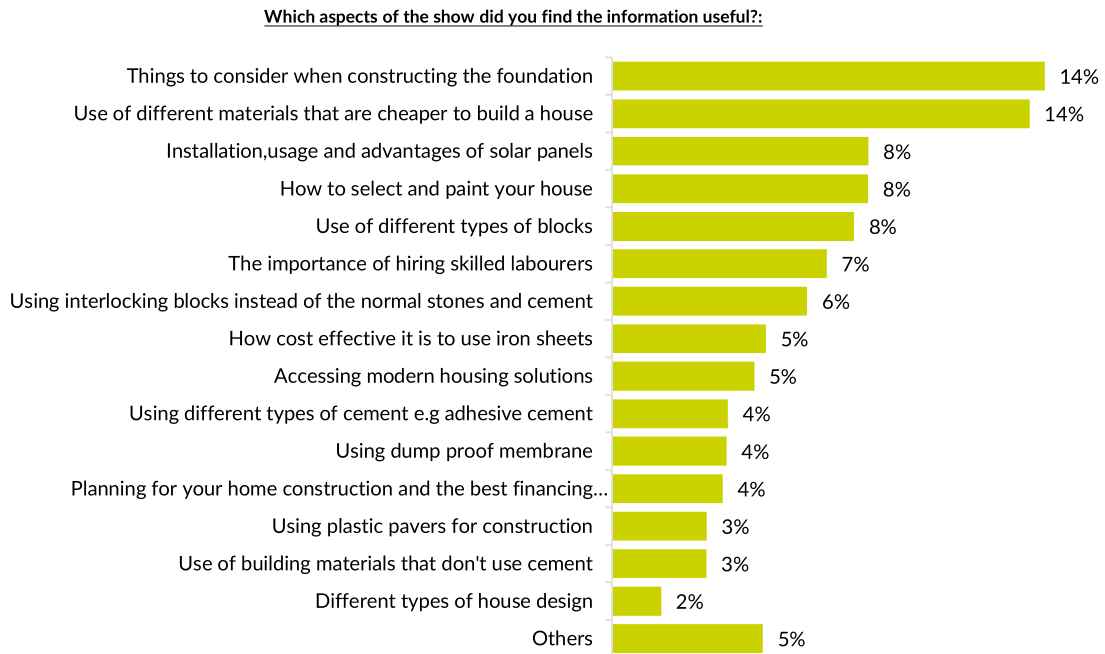
Tujenge: Build It Better excelled at informing and entertaining viewers, as indicated by 93% of the viewers, while a small voice of 3% remained unsatisfied with the content's sufficiency.

FIGURE 114: ADEQUACY OF INFORMATION IN THE SHOW



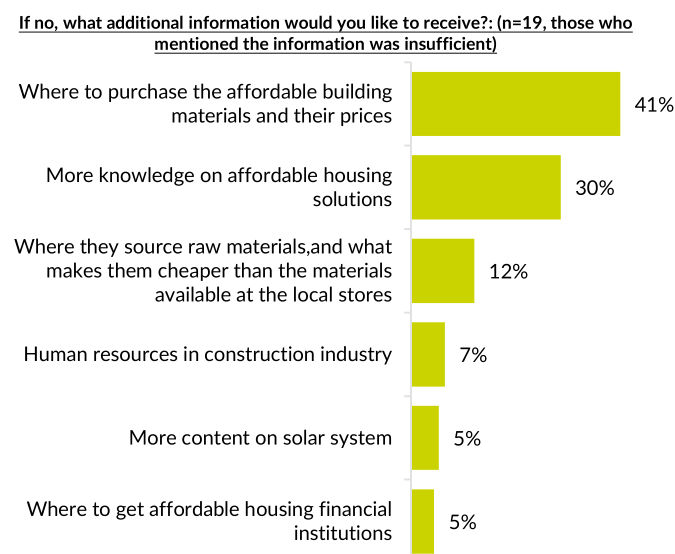
We also reviewed which aspects of the show the viewers found useful. We find that viewers of the show craved the crucial knowledge of building a strong foundation, demonstrating their priority of a sturdy base for their homes. Additionally, **tips on budget-friendly building materials resonated deeply**, showcasing the show's ability to empower viewers with cost-effective solutions.

FIGURE 115: INFORMATION FROM THE SHOW CONSIDERED USEFUL



Viewers who found the show lacking (41%) craved crucial practical information to bridge the gap between inspiration and action. They desperately needed guidance on where to buy affordable housing materials and their prices – the missing link between learning about these solutions and implementing them. **Additionally, 30% yearned for deeper dives into specific affordable housing solutions,** seeking detailed information on specific material inquiries (ISSB, EPS) to broader information needs ("materials access, fundi accreditation, housing funds"). They also sought knowledge encompassing the entire construction process, from foundation and roofing to complete finishing, highlighting their diverse needs and concerns. In addition, the desire for readily available resources, be it through mobile apps or sourcing guides, further emphasizes the need for practical and accessible information to empower their building journeys.

FIGURE 116: ADDITIONAL INFORMATION REQUIRED ON AFFORDABLE HOUSING SOLUTIONS BY VIEWERS



The *Tujenge: Build It Better* show wasn't just a passive stream of information; it's a vibrant community hub, igniting countless conversations and empowering viewers through shared knowledge; viewers are empowered by shared knowledge, with a significant 69% actively spreading the wisdom they glean.

FIGURE 117: SHARING INSIGHTS FROM THE TUJENGE SHOW BY AGE OF VIEWERS

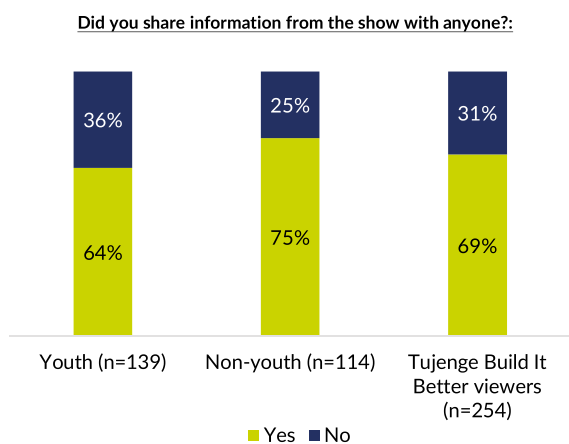
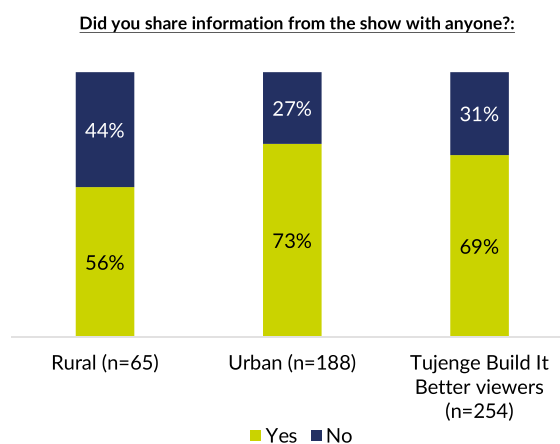


FIGURE 118: SHARING INSIGHTS FROM THE TUJENGE SHOW BY LOCATION OF VIEWERS



This knowledge sharing is particularly prevalent among non-youth viewers (75%), those residing in urban areas (73%), and those from middle-income households (73%). (97%) mainly shared this information with friends and family.

FIGURE 119: SHARING INSIGHTS FROM THE TUJENGE SHOW BY INCOME GROUP OF VIEWERS

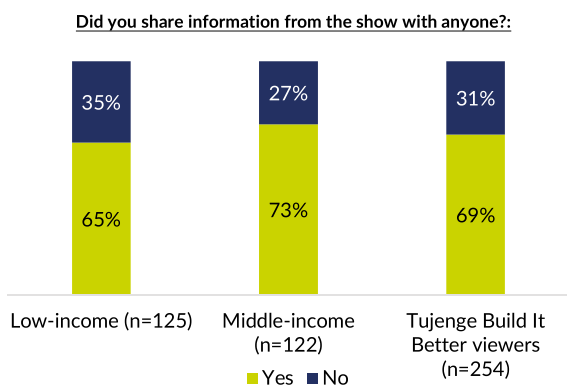


FIGURE 120: SHARING INSIGHTS FROM THE TUJENGE SHOW BY GENDER OF VIEWERS

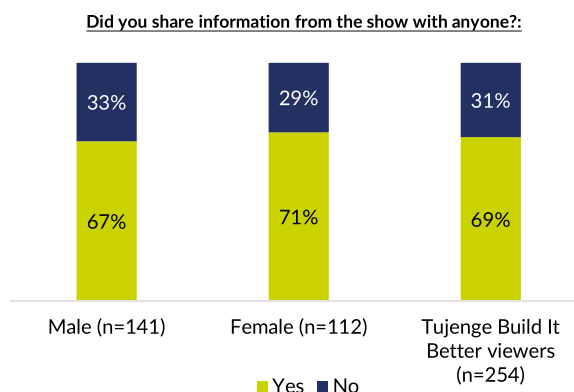
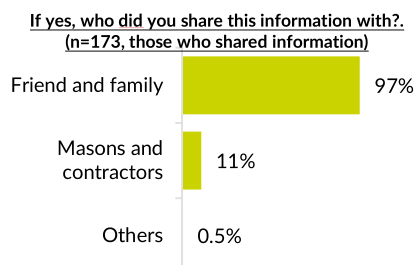


FIGURE 121: INFORMATION SHARED WITH



In summary, the show successfully built awareness and expanded knowledge of affordable housing solutions among housing sector actors and household respondents. Notably, the housing sector actors (contractors, fundis, and architects) appreciated the cost-saving abilities of using ISSBs and twist blocks. On the other hand, household respondents who viewed the show were twice as likely to be aware of affordable housing solutions than non-viewers. Viewers' knowledge also significantly increased for plastic paving blocks (75%), and twist blocks (72%), suggesting the show's potential to promote unknown but appealing solutions.

IMPACT ON ATTITUDES

This sub-section explores the impact of Tujenge: Build It Better in shifting attitudes (objective 1) and shaping opinions (objective 2) of housing sector actors and household respondents.

The program was critical in shifting the stakeholders' attitudes in various aspects such as costs and environment.

Impact of the Tujenge: Build It Better show on perceptions towards the cost of construction.

Interviewed housing actors cited the shows significance in influencing their perceptions around the cost-effectiveness of using interlocking stabilized soil blocks (ISSBs) in construction. The show was particularly critical in helping them understand that interlocking blocks offer a more economical alternative to conventional building materials. Notably, blocks that use the interlocking mechanism such as hollow concrete blocks, twist blocks, and ISSBs are considered more affordable than traditional blocks, thereby contributing to a potential reduction in overall construction costs.

Furthermore, the show has been instrumental in highlighting the impact of interlocking designs on labor requirements in construction projects. Stakeholders contend that using interlocking designs can lead to a more efficient utilization of labor resources. This is attributed to factors such as the ease of handling and the interlocking nature of these blocks, which streamline the construction process and reduce the workforce needed. The show is also seen as a catalyst for reshaping attitudes towards construction methodologies, emphasizing the dual benefits of cost savings and optimized labor utilization by adopting interlocking designs.

“After listening to the discussion, they improved my... Because the engineer explained something different from what I was understanding it. I realized you can even save more. So, if I get a client who want the interlocking blocks, I'm better position now to explain better. A different method of saving than the traditional method.”

- KII- Male contractor and foreman, Nairobi

“They are very important because first of all, they are looking at, issue of cost, and then they are now adhering to things to do then. They are very important because first of all, they are looking at, issue of cost, and then they are now adhering to things to do then. But, you know, you build a house you need to put up what are they called, air cons and what have you, which I call expensive. Yes, to regulate only free flow of air. So, to me, they are.”

- KII- Male contractor and foreman, Nairobi

Impact of Tujenge: Build It Better on perceptions of the efficiency of interlocking block mechanisms.

The program was crucial in enlightening housing actors on the efficiency of interlocking mechanisms in construction solutions, including hollow concrete blocks, twist blocks, and interlocking stabilized soil blocks (ISSBs). It was emphasized that these materials are designed with internal spaciousness, allowing for seamless integration of finishing work such as plumbing and electrical system installations. The inherent design characteristics enable the easy passage of water and electrical pipes through these blocks, demonstrating their practicality in enhancing efficiency during construction.

“They save on cost one I am saying this because I have those models. save on cost one I am saying this because I have those models. The models for preparing those blocks. they save on cost. Two they have sound insulation effect. Three after you place them there is no need of chasing the wall when you want to introduce the concrete for electrical and mechanical, they are hollow at the centre, so pipes pass inside you don't require timber because of the columns?”

- KII- Male contractor and foreman, Nairobi

Impact of the Tujenge: Build It Better show on perceptions towards affordable housing solutions being aesthetically pleasing and enhancing ventilation.

Additionally, the show had a transformative impact on the housing actors' perspective on construction solutions employing interlocking mechanisms by highlighting their capacity for natural ventilation. The housing actors now acknowledge that these solutions contribute to structural efficiency and enhance environmental considerations through adequate natural airflow. Furthermore, the program fostered an appreciation among stakeholders for the aesthetic qualities inherent in these interlocking solutions. It underscored the synergy between functionality and visual appeal, emphasizing the beauty and design versatility accompanying such construction methods.

“Beautiful, yeah. Beautiful, yeah. They are beautiful.”

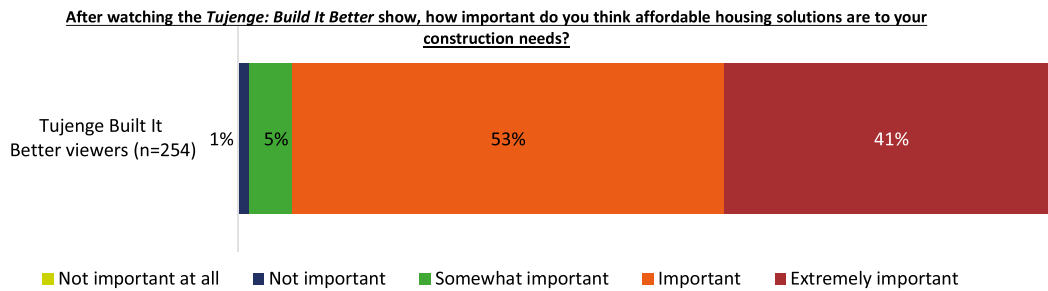
- KII- Male contractor and foreman, Nairobi

Yes, it is important. Because there are those clients who want to achieve that natural appearance. Because there are those clients who want to achieve that natural appearance. And the interlocking can really... Can help you achieve that. Yes.”

- KII- Male contractor and foreman, Nairobi

The impact of Tujenge on household respondents' perception of affordable housing solutions is undeniable. A staggering 94% of viewers (households) acknowledge the importance of affordability in construction after watching the show, signifying a remarkable shift in attitude. This widespread recognition speaks volumes about *Tujenge's* value in showcasing practical solutions and shaping mindsets towards accessible and budget-conscious building practices.

FIGURE 122: TUJENGE SHOW IMPACT ON ATTITUDE TOWARDS AHS



When it comes to specific solutions, such as eco-friendly choices, the spotlight on solar home systems has triggered a remarkable 100% shift in interest. Viewers (households) are no longer overlooking sustainable options but are actively considering them.

Similarly, the emphasis on foundation materials has had a resounding impact, with every viewer who watched that segment now prioritizing the right materials for building foundations. This commitment to quality and safety extends beyond the ground up, with a 90% shift towards using certified construction workers. Even seemingly mundane details like paint selection have been affected, with 100% of viewers reporting a more informed and nuanced approach. The show isn't just providing knowledge; it's empowering viewers to build better, safer, and more sustainable homes, one shift in attitude at a time.

Overall, *Tujenge: Build It Better* has demonstrably caused a remarkable ripple effect in the affordable housing construction landscape. This impact is evident in the significant shifts in attitudes reported by households that viewed the show.

TABLE 12: IMPACT OF TUJENGE SHOW ON ATTITUDE TOWARDS DIFFERENT AHS

Affordable housing solutions	Tujenge: Build It Better viewers					
	Sample (n)	Not important at all	Not important	Somewhat important	Important	Extremely important
Renewable energy (Solar home systems):	53	-	-	-	21%	79%
Building using Interlocking stabilized soil blocks (ISSB):	50	2%	9%	16%	37%	36%
Everything you should consider when constructing your foundation:	49	-	-	-	30%	70%
Non-mortar housing designs:	49	4%	23%	19%	23%	31%
How to select and paint your house:	45	-	-	-	33%	67%
Certification and accreditation of labour:	39	-	3%	7%	24%	66%
Use of adhesive cement	22	3%	-	18%	35%	44%
Unique housing options: Hollow blocks such as the twist blocks	33	-	22%	12%	26%	40%
Plastic pavers blocks:	23	-	15%	21%	23%	40%
Using precast slab in construction:	18*	-	9%	5%	58%	27%
Effective ways of laying a slab (dump-proof membrane):	13*	-	-	-	42%	58%
How to plan for your home construction and the best financing options	11*	-	-	-	60%	40%
Sourcing for labour and materials for a quality home on mobile applications	8*	-	12%	9%	42%	37%
Residential units (Water regeneration systems):	7*	-	15%	26%	10%	48%
Effective ways of constructing a wall (Expanded polystyrene walls):	5*	-	-	33%	37%	30%

* Indicated that the sample size is small to report a statistically significant outcome. The grey fill indicates the large percentage for larger sample sizes.

In summary, the show positively shifted the attitudes of housing sector actors and household respondents toward affordable housing solutions. Housing sector actors (fundis, contractors, and architects) appreciated the aesthetics and functionality of using these solutions. The housing sector actors particularly appreciated the aesthetic appeal, natural ventilation, and efficiency of interlocking block designs.

On the other hand, household respondents already perceived affordable housing solutions as important to construction before watching the show (94%). This attitude didn't change significantly after watching the show. This pre-existing belief indicates viewers were likely receptive to the solutions presented.

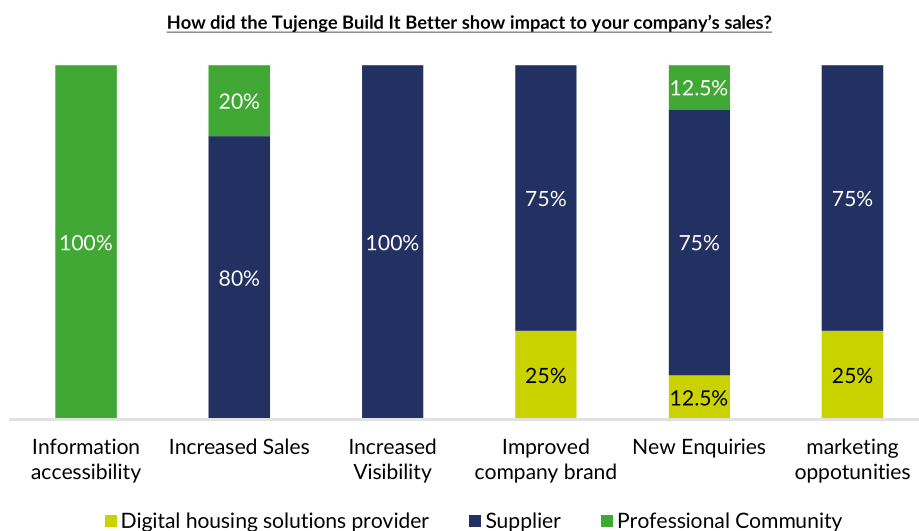
IMPACT ON PRACTICES

This subsection focuses on the impact of Tujenge: Build It Better on influencing the adoption of affordable housing solutions for households and housing actors not featured in the show (objectives 1 and 2). It also explores the show's impact on suppliers featured in various episodes.

Impact of Tujenge: Build It Better on suppliers featured in the show

The program had a widespread impact on new inquiries for products and services among all stakeholders: suppliers, the professional community, and digital housing solutions providers. In addition to increased inquiries, enhanced marketing opportunities, improved company brand name, and increased sales were noteworthy outcomes observed by at least two profiles of stakeholders. For the professional community, information on accessibility emerged as a niche impact due to the nature of their work, which is service-oriented. While the various impacts are discussed in detail below, it is evident that the program has effectively generated positive outcomes across a spectrum of stakeholders, contributing to increased success in different aspects of the organizations.

FIGURE 123: TUJENGE SHOW IMPACT ON SALES



Increased number of enquiries

The Tujenge: Build It Better show significantly increased the number of enquiries for those featured as suppliers, architects, and digital housing solutions providers. All the profiles featured noted a positive impact on customer engagement and confidence. While the effect was not immediate, the channels of communication, such as call centers, continued receiving calls and walk-ins, citing the show's influence. Referrals from friends who watched the program added credibility to the business.

“We still get inquiries from people who watched the show yes, so it was quite it was quite a big it had quite a big impact into the business. It did not immediately but from our call center we'd still get calls he gets people walking into the branches thing I watched you guys, so you guys were on NTV I got a referral from a friend who watched your show, so it gave us that confidence in people for us to for them to have confidence into the business and what we do.”

- KII – Female, suppliers, Nairobi

“Like I've mentioned earlier, we're engaged by the number of calls that we receive, we're engaged by the number of customers that walk in, we're engaged by the number of clients who develop confidence, because they saw you on the show. So those are the key parameters, because apart from friends and family, so business-wise. So once the show has run, you can see the calls coming in, you can see clients who are 50-50, you can see them making up their mind, and you can see customers coming in and saying, I saw you guys on the Tujenge show.”

- KII – Male, suppliers, Nairobi

“I think out of it, we got close to almost thirty expressions of interest people who call in, engage in out of it I think we have had close to almost, if not ten almost ten new projects created on our platform. and for our users who are contractors, uh, they felt better chances of them to get potential customers.”

- KII – Male, digital housing solutions providers, Nairobi

Created marketing platforms and strategies.

The Tujenge: Build It Better show significantly impacted the businesses of suppliers (1) and digital solutions providers (1), primarily in creating marketing opportunities. The exposure from the program allowed suppliers to reach their target market and prompted them to expand their social media presence on platforms such as TikTok and YouTube. This strategy led to heightened visibility, with a substantial portion of their target audience becoming aware of their business offerings. As a result, some featured suppliers plan to leverage this momentum further by opening social media platforms, such as YouTube, soon. The Tujenge: Build It Better show was not only a marketing tool but has also influenced strategic decisions, reinforcing commitment to expanding when additional funds become available.

The impact that they have on our business is mostly the marketing. Well, if you focus on marketing, because once they market you, and you've got a client, then you can expand as a company. So, it narrows, it expands from marketing to other impacts in the organization.”

- KII – Male, suppliers, Nairobi

“Yes, we are its only that now my strategy changed a bit so right now I am asking myself you know, that's more of an open market so right now I'm looking at it's a strategy if I get funds will push it but in the moment am focusing on what we call a push strategy. So, you are saying has it informed our decision? It has just reinforced it. Its only that we know when we get funds that is the place to go.”

- KII – Male, digital housing solutions providers, Nairobi

Enhanced brand image

The program significantly enhanced the brand presence of featured suppliers (4), including shaping a positive perception of their company. The program's impact goes beyond just improving their brand; it also provides a valuable steppingstone for them by elevating their status within the industry. Furthermore, the show offered a unique platform for validation, allowing people to test and give approval of the stakeholders' products and services further. Therefore, the program bolstered marketing endeavors and provided crucial validation and recognition of featured stakeholders' brand image.

“Of course, it improved our brand. Yes. Our brand as a serious company, a champion of sustainability, and a champion of climate action. Basically, it has positioned us in a positive way. Yeah. Improving our brand presence and creating a perception that we are a serious company and serious champions of sustainability and climate action.”

- KII – Male, suppliers, Nairobi

“I got positive feedback. And I think that's all I'm looking for as an entrepreneur or as someone who's trying to push a brand.”

- KII – Male, suppliers, Nairobi

“So, we realized that the Tujenge show gives you a steppingstone. Yeah. A company gives us that steppingstone in a way that elevates us a little bit. Yeah.”

- KII – Male, suppliers, Nairobi

Increased sales

Featured suppliers (4) indicated that the program led to a noticeable surge in their company's sales. Despite the delayed realization mentioned in one instance, the consensus among the featured suppliers was that sales went up following the show. The show served as a marketing tool, as indicated by customers citing the discovery of the company through the show on platforms like YouTube. This increased visibility and positive association with the program resulted in tangible business outcomes, demonstrating that the program played a pivotal role in driving sales.

“How it impacted our company sales? Yeah. Yeah, we've had quite a number of sales, I'd say, from the show itself. Because you might find someone coming in and telling you, I learnt you guys through YouTube, I was watching this and this show.”

- KII – Male, suppliers, Nairobi

“The sales went up. Because I did not... And again, I was not part. But I know that after the show we had increases in sales.”

- KII – Female, suppliers, Nairobi

Increased information access

Featured suppliers (2) indicated that the program played a crucial role in enhancing information accessibility for their businesses. This impact is twofold. Firstly, one of the stakeholders indicated that having information in a video format makes it more accessible to a broader audience, providing a valuable alternative to traditional catalogs and documents. Secondly, it served as a resource for clients who prefer seeing live demonstrations on video. This underscores how the program became a significant tool for disseminating information and educating clients, making crucial details about their products and services more accessible to a broader audience.

“I think it is always good to have information accessible by everyone in that kind of format yeah sometimes I share with my clients you know catalogues and documents but many times they prefer seeing something live like on video, so I think that's a useful alternative to share with clients.”

- KII – Female, architect, Nairobi

“It is educative. Because people would refer to it and say they saw this on this and after that on this. But as I have not watched it, people have learnt a lot from it. So, it was educative, yes.”

- KII - Female, architect, Nairobi

Impact of *Tujenge: Build It Better* on influencing uptake among non-featured housing actors

The program's impact on adoption varied among housing actors, depending on the affordable housing solution featured. There were higher levels of adoption and intention to adopt solutions utilizing interlocking mechanisms. After watching the show, fundis and contractors indicated that they were more likely to adopt the featured solutions if they were within proximity to the construction site and if the materials were available.

“MODERATOR: And maybe in future, do you plan to use these interlocking stabilized soil blocks?

RESPONDENT: Yes.”

- KII – Male, contractor and foreman, Nairobi

In addition, the episode featuring other interlocking block mechanisms, such as twist blocks and hollow blocks, has positively impacted recommendations. Housing sector actors reported actively suggesting these blocks to clients, demonstrating the show's potential to influence the adoption of innovative solutions. **However, perceived high costs emerged as a challenge for some clients, potentially hindering the wider adoption of these interlocking blocks.** This suggests a need for further awareness and education about these solutions' long-term cost benefits and potential affordability. There was also mention of recommending other types of interlocking mechanisms, such as hollow blocks, due to their availability.

Housing sector actors who watched the ISSB episode revealed that the show influenced them to recommend such blocks to their clients. They prefer to suggest ISSBs mainly to rural clients, citing the ease of obtaining red soil in such areas. However, some stakeholders indicated were willing to recommend ISSBs to both urban and rural clients.

“I've recommended to some, but no one has tried it...Maybe in cost. Its cost is a bit high.”

- KII – Male, contractor and foreman, Nairobi

“Yeah, I think it would. It is good and again, looking at the areas where you can actually put up such kind of structures, these are structures that can be best put up in homes around this rural and very urban areas. And it's a show that can be used to influence people to build using the ISSBs around these areas. Because first, space is not a big issue. Land is not the biggest issue. Waste is not the biggest issue in such areas. So it can be impactful.”

KII – Male, professional community, Nairobi

Conversely, low adoption rates of iron sheets were reported, especially among contractors. This is attributed to their client's lack of interest in iron sheets because they are deemed less fancy or the limited use of iron sheets especially in hot areas. In addition, these respondents cited that they would not recommend iron sheets to their clients. This is due to the perception that iron sheets are considered temporary structures, typically constructed as security personnel houses or temporary warehouses for storing construction materials.

I think it is because of the area at Voi the area is very hot there are less trees the trees because you need that formwork so formwork is a bit expensive so when you when you are given a project at Voi you must be allowed.”

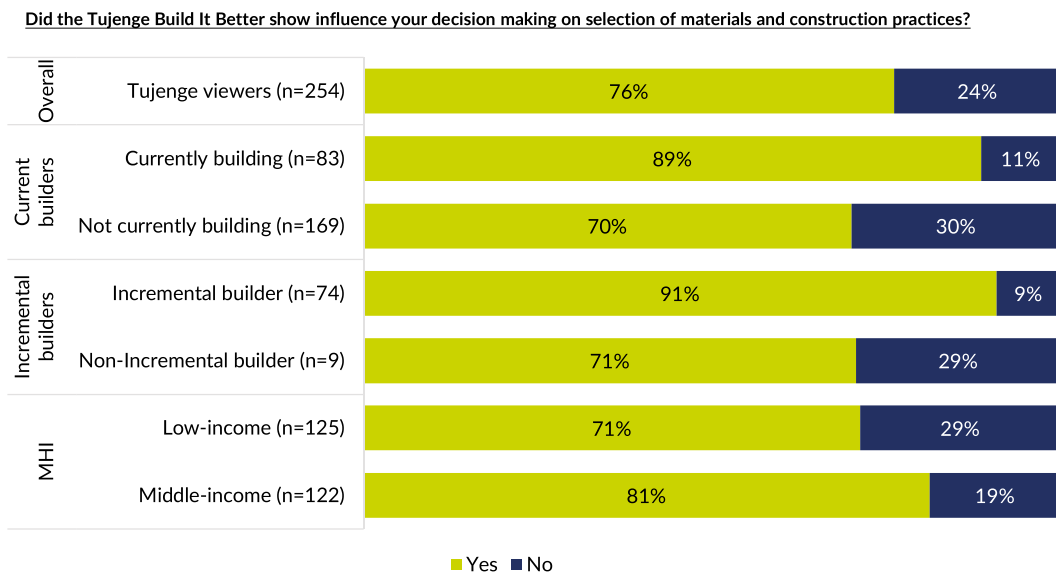
- KII – Male, contractor and foreman, Nairobi

“I have not met a client who has given us a brief that is close to A-frame plan.”

KII – Male, contractor and foreman, Nairobi

Among the viewers, the show's impact is evident with a positive shift in influencing viewers' selection of construction materials. A significant 76% report a change in their approach to construction materials, opting for more affordable options. This is particularly pronounced among those actively engaged in construction projects, with 89% of current builders and 91% of incremental builders embracing the change. Notably, the shift is also more marked among middle-income households compared to low-income families as they constitute more of those currently building.

FIGURE 124: TUJENGE SHOW INFLUENCE ON CONSTRUCTION MATERIAL SELECTION BY CURRENT/NON-CURRENT BUILDERS AND MONTHLY HOUSEHOLD INCOME.



A closer look at specific solutions featured by *Tujenge: Build It Better* reveals the show demonstrably influenced viewers' decisions on affordable housing solutions. A significant 83% of viewers who watched the solar home system (SHS) segment reported the show directly influenced their decision to plan to switch to solar power. An impressive 95% of viewers who saw the content on certified workers say the show played a role in their plan to hire skilled professionals. The high percentages of viewers directly influenced by the program underscore its effectiveness in not only informing but also actively shaping viewers' choices.

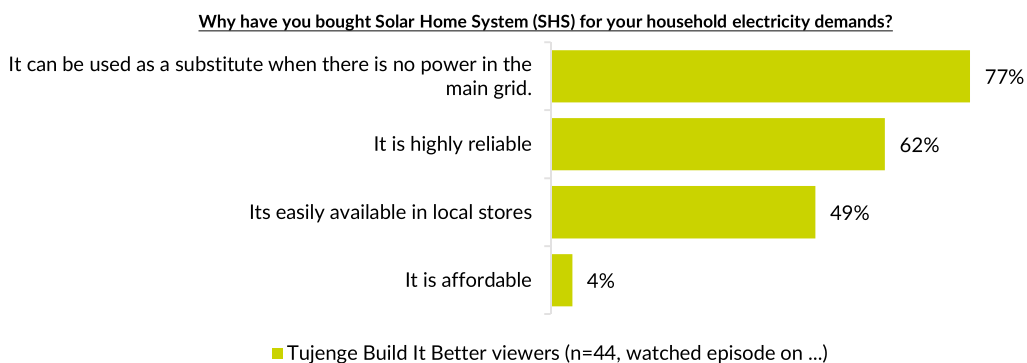
TABLE 13: TUJENGE SHOW INFLUENCE IN UPTAKE OF DIFFERENT AHS

Did watching <i>Tujenge: Build It Better</i> influence you to use...	<i>Tujenge: Build It Better</i> viewers		
	Sample (n)	Influence to use/plan to use	Did not influence to use
Renewable energy (Solar home systems):	53	83%	17%
Building using Interlocking stabilized soil blocks (ISSB):	50	34%	66%
Everything you should consider when constructing your foundation:	49	33%	67%
Non-mortar housing designs:	49	24%	76%
How to select and paint your house:	45	59%	41%
Certification and accreditation of labor:	39	95%	5%
Use of adhesive cement	39	73%	27%
Unique housing options: Hollow blocks such as the twist blocks	33	30%	70%
Plastic pavers blocks:	23	19%	81%
Using precast slab in construction:	18*	8%	92%
Effective ways of laying a slab (dump-proof membrane):	13*	73%	27%
How to plan for your home construction and the best financing options	11*	77%	23%
Sourcing for labor and materials for a quality home on mobile applications	8*	10%	90%
Residential units (Water regeneration systems):	7*	45%	55%

* The sample size is small to report a statistically significant outcome. The grey fill indicates the large percentage for larger sample sizes.

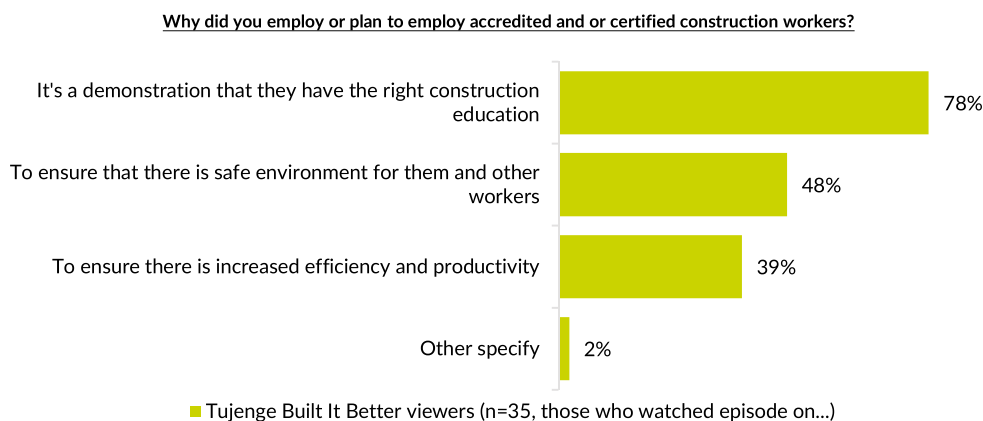
Looking at SHS, viewers are driven by a trifecta of benefits in using it: security, reliability, and convenience. In environments plagued by unreliable grids, 77% of households see SHS as a lifeline, a reliable backup providing peace of mind during power outages. For 62%, SHS is a welcome alternative to the frustrations of frequent grid disruptions, guaranteeing a consistent flow of energy for their homes. Finally, local accessibility makes SHS even more appealing with 49% of viewers easily finding them at local stores, which makes the logistical hurdles vanish, making adoption a smoother and more feasible option. These key factors paint a clear picture of why SHS resonates with viewers so strongly – they offer a reliable, readily available solution for powering homes in unpredictable environments. This is also underscored by the high proportion of households that watched this episode (See Proportion of Respondents that watched the show sub-section).

FIGURE 125: REASONS FOR USE OF SHS AMONG VIEWERS



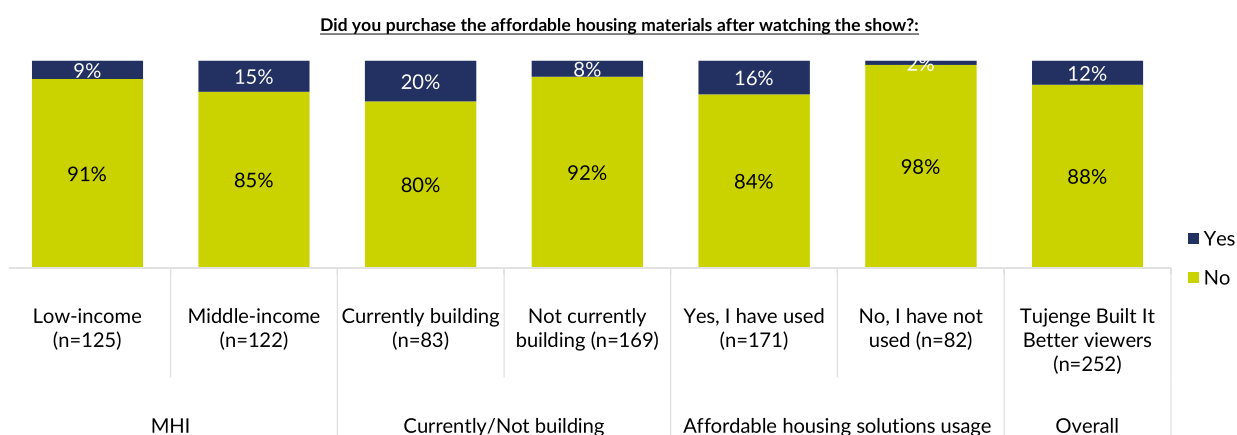
With regards to hiring certified construction workers, the main reasons cited by household respondents for using these construction workers are that viewers aren't just seeking any construction worker; they're prioritizing expertise and peace of mind when choosing who builds their homes. 78% value the confidence that comes with accredited or certified workers, knowing they possess the right education and skills to handle the job effectively, leading to smoother construction and reduced rework. Safety takes center stage for 48%, reflecting a growing awareness of potential risks and the desire for a secure environment on site. Notably, 39% see efficiency as a key benefit, recognizing that certified workers' expertise translates to faster completion times and reduced costs. It's clear that viewers are making informed choices, prioritizing competence, safety, and efficiency when selecting the hands that will build their dreams.

FIGURE 126: REASONS FOR USING/PLAN TO USE CERTIFIED CONSTRUCTION WORKERS AMONG VIEWERS



However, influence on choice of construction materials did not necessarily translate to purchase of the featured solutions. Despite its informative content, the show's impact on the uptake of these solutions remains limited. A modest 12% (30 respondents) of all viewers, inspired by the show's practical guidance, have taken tangible steps toward purchasing these solutions. This influence is somewhat more pronounced among current builders (20%), middle-income household respondents (15%), and among those that have been using these solutions (16%).

FIGURE 127: TUJENGE SHOW INFLUENCE ON AHS PURCHASE BY MONTHLY INCOME GROUPS, CURRENT AND NON-CURRENT BUILDERS, AND USERS OF AHS.



However, only 9% of low-income households cite purchasing the solutions after watching the show. The specific solutions mainly purchased include solar home systems and different types of paint. This could signify the need for these solutions among the household respondents.

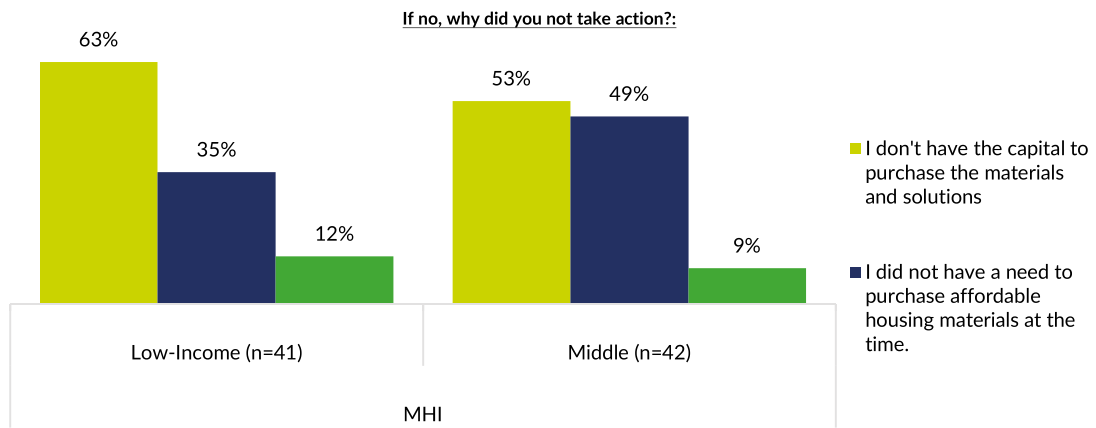
TABLE 14: AFFORDABLE HOUSING MATERIALS PURCHASED AFTER WATCHING THE SHOW BY MONTHLY HOUSEHOLD INCOME

	LiH	MiH
Affordable housing materials purchased after watching the show	Sample (n=11)	Sample (n=18)
Renewable energy (Solar home systems):	3	4
Building using Interlocking stabilized soil blocks (ISSB):	1	2
Everything you should consider when constructing your foundation:	1	4
Non-mortar housing designs:	1	1
How to select and paint your house:	3	3
Certification and accreditation of labor:	1	4
Use of adhesive cement	1	
Unique housing options: Hollow blocks such as the twist blocks	-	2
Using precast slab in construction:	-	1
Effective ways of laying a slab (dump-proof membrane):	1	1
How to plan for your home construction and the best financing options	-	2
Residential units (Water regeneration systems):	-	1

*Due to the limitations of a smaller sample size, we present the raw frequencies rather than percentages.

On the flip side, 91% of low-income households did not purchase the solutions after watching the show. A significant barrier to uptake, **especially for low-income households, is financial limitations**. A substantial 63% of this demographic specifically mentioned cost as a hurdle.

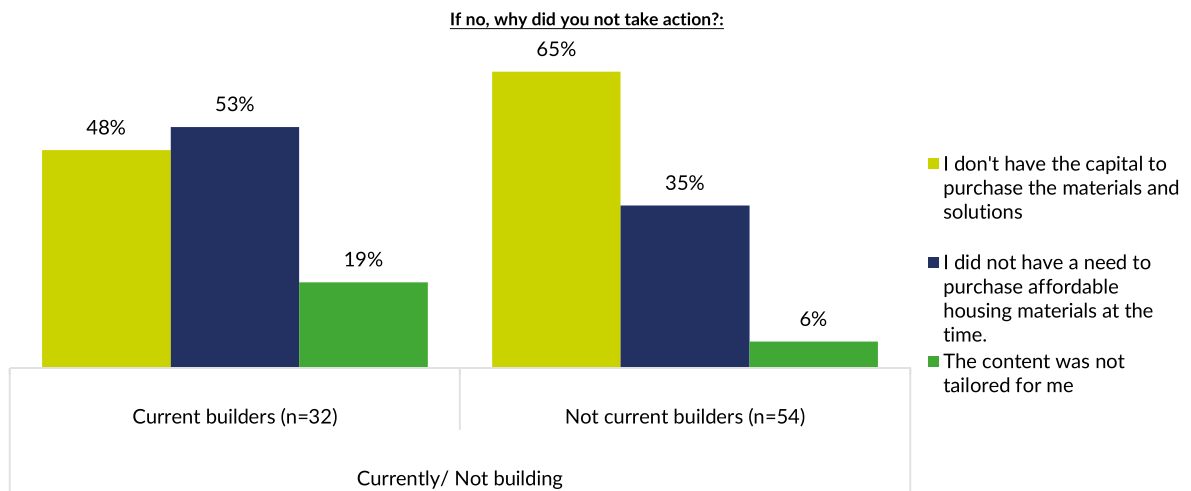
FIGURE 128: BARRIERS TO TAKING ACTIONS AFTER WATCHING THE SHOW BY MONTHLY INCOME GROUPS



Interestingly, from the graph above, 35% of low-income and 49% of middle-income households also expressed no immediate need to purchase the materials. **While some viewers may be inspired and ready to adopt these solutions, others may not be in need or are in a different life stage where they aren't a priority.**

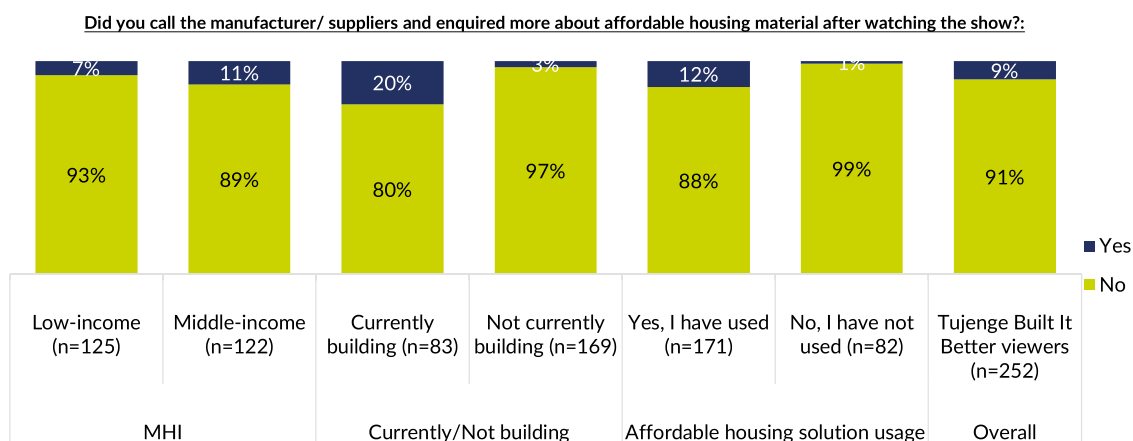
The data revealed a key difference in barriers to the adoption of featured solutions between current and non-current builders. Current builders (53%) cited a lack of immediate need, suggesting they already have what they need. In contrast, non-current builders (65%) were primarily hindered by a lack of capital, highlighting a financial barrier to entry.

FIGURE 129: BARRIERS TO TAKING ACTIONS AFTER WATCHING THE SHOW BY CURRENT AND NON-CURRENT BUILDERS



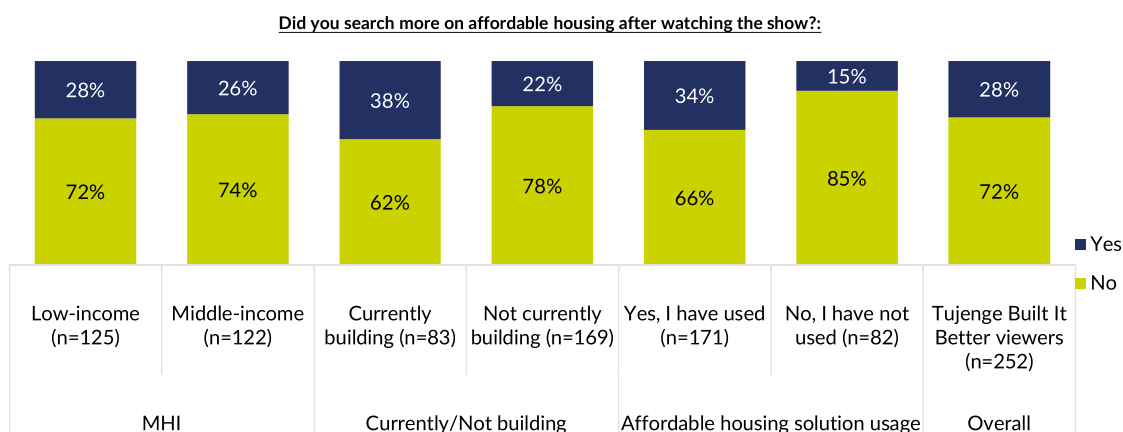
Beyond purchase, we also explore other actions the household respondents took after watching the show. Notably, 9% of total viewers (including low-income households) reported taking the initiative to contact manufacturers or suppliers to inquire further about affordable housing materials after watching the show. This tendency is slightly more prevalent among current builders, 20% of them, and among middle-income household respondents, with 11% exhibiting similar behavior.

FIGURE 130: TUJENGE SHOW INFLUENCE ON ENQUIRIES TO MANUFACTURERS/SUPPLIERS BY MONTHLY INCOME GROUPS, CURRENT AND NON-CURRENT BUILDERS, AND USERS OF AHS



Additionally, after watching the show, 28% of viewers turned to online platforms to conduct further research on affordable housing solutions. Intriguingly, both low- and middle-income household respondents, at 28% and 26%, respectively, engaged in this activity, with an even higher proportion among current builders, reaching 38%, and among those that have been using these solutions (34%).

FIGURE 131: TUJENGE SHOW INFLUENCE ON ONLINE ENQUIRIES BY MONTHLY INCOME GROUPS, CURRENT AND NON-CURRENT BUILDERS, AND USERS OF AHS



In summary, the show had a diverse impact on behavior change among housing sector actors and households.

For housing sector actors, the show significantly influenced fundis, contractors, and architects to recommend or plan to recommend featured solutions to their clients, such as interlocking block designs like twist blocks and hollow blocks. Interestingly, ISSBs were most likely to be recommended to clients in rural areas due to the ease of accessing red soil.

Among featured suppliers, the show increased inquiries and sales, enhanced brand image, and increased client interest, demonstrating the show's direct impact on businesses.

For household respondents, the show significantly influenced the choice of construction materials (76% of total viewers). Solutions that the show had more influence on include the certification and accreditation of construction professionals (95%) and solar home systems (83%).

However, the purchase of the solutions after watching the show was limited. Only 12% of total viewers purchased the solutions. This was more pronounced among current builders (20%), middle-income households (15%) and 16% among those already using these solutions.

On the other hand, only 9% of low-income households purchased the featured solutions, with solar home systems (n=3 out of 11 respondents) and different types of paint (n=3 out of 11 respondents) being the main solutions highlighted. The key barrier to uptake was financial constraints (63%), highlighting the significance of affordability to this income group.

This presents several opportunities for behavior change. In disseminating housing information, there is an opportunity to focus on the affordability of the solutions, including more case studies of successful projects and leveraging on housing sector actors to recommend the use of these solutions.

KEY INSIGHTS

Proportion of respondents that have watched *Tujenge: Build It Better*

- While the majority of the housing actors not featured had watched the show, none of the media actors had watched *Tujenge: Build It Better*. In section 4, we expound on the show's impact on the media landscape.
 - Episodes on building using ISSB (4 out of 25), interlocking hollow blocks (3 out of 25), and non-mortar designs (2 out of 25) had the highest viewership among the housing actors interviewed.
 - Conversely, episodes on plastic pavers, everything to consider when building a foundation, and water regeneration systems, had no reported viewership among the housing sector actors.
- Among the interviewed household respondents, 49% had watched the show. The profile of households most likely to have watched the show includes male respondents (58%), those between 26 and 29 years (29%), middle-income households (55%), current builders (36%) and households living in urban areas (74%).
- The most watched episodes among the interviewed households were those on solar home systems (21%), building using ISSB (20%) as well as non-mortar designs and strategies to consider in building a foundation (19% each).
- Conversely, episodes on precast slabs/walls (2%), residential water regeneration systems, and mobile apps used to source construction labor and materials (3% each) were the least watched.
- The show resonated with viewers on an informative level, with 96% of household respondents finding it informative, while 31% found the show entertaining.
- With regards to viewer dissatisfaction, 50% of the viewers expressed differing opinions on episode duration.
 - A significant portion of non-youth viewers (24%) feel that episodes lack sufficient content, while a smaller percentage of youth viewers (18%) share this sentiment. This suggests a desire for more detailed information and a slower pace of content delivery among non-youth.
 - On the other hand, a notable proportion of viewers (14%), particularly among the youth demographic (19%), feel that episodes are too long and drawn out compared to a smaller fraction of non-youth viewers (9%). This implies a preference among youth for shorter, more concise episodes focusing on key points.
- To address these differing perspectives on episode length, finding the ideal content length is crucial to maintaining audience engagement. This can be achieved through:
 - **Strategic segmentation:** Consider creating content with varying lengths to cater to different preferences. Offer shorter, more concise episodes alongside more detailed, in-depth versions.
 - **Flexibility through different formats:** Explore alternative formats like short explainer videos alongside longer documentaries to provide viewers with options and cater to diverse attention spans.
 - **Audience feedback integration:** Continuously gather viewer feedback on content length and adjust program structure to refine audience satisfaction.

Impact on knowledge

- The analysis clearly demonstrates **the positive impact of the “Tujenge: Build It Better” show on increasing knowledge and awareness of affordable housing solutions among both housing actors and the interviewed households.** Its focus on practical information, cost-saving techniques, and innovative solutions resonates with both housing actors and households.
- For the housing actors, exposure to the show led to a better understanding of affordable building methods like interlocking blocks and innovative materials like TwistBlocks.
 - The show increased their awareness of the affordability of these solutions, their use in making unconventional house designs such as circular houses, and their importance to the environment.
- For the interviewed household respondents, *Tujenge: Build It Better* had the following impact on expanding knowledge of affordable housing solutions:
 - **There was a significant difference in awareness:** Compared to non-viewers, *Tujenge: Build It Better* viewers were twice as likely to be aware of affordable housing solutions. The primary source of this knowledge for viewers was their viewership of *Tujenge: Build It Better* (54%). For non-viewers, the main source of this knowledge is from traditional sources such as family and friends (58%).
 - **Catering to different knowledge levels:** The analysis shows all the viewers gained significant knowledge of affordable housing solutions. 68% of household respondents transitioned from no knowledge to knowledge of these solutions, while 32% had prior knowledge, but the show still had an impact on increasing awareness of these solutions. This implies that the show **successfully catered to both beginners and those seeking deeper understanding.**
 - **Specific solutions with high impact:** The show significantly increased knowledge (from no knowledge at all) of solutions such as plastic paving blocks (75%) and twist blocks (72%). This emphasizes the show’s impact on expanding knowledge of housing solutions previously unknown to the public. Interestingly, in Section 1, we see that plastic paving blocks had the lowest awareness (28%), but the show still significantly increased awareness among viewers, with 72% reporting awareness. This highlights the show’s potential to introduce and promote innovative, affordable solutions that appeal to viewers.
- In addition, there was high viewer satisfaction and information sharing. This was evidenced by:
 - **Trust and value:** Most household viewers (93%) found the information presented to be highly valuable, particularly tips on building foundations and using budget-friendly materials. This suggests trust and satisfaction with the information provided.
 - **Amplifying reach:** A significant portion of household viewers (69%) actively shared information with family and friends, amplifying the show’s reach and impact. This highlights the potential for further encouraging information sharing.
- Beyond the show’s impact on increasing awareness of affordable housing solutions, additional areas of interest for both viewers and non-viewers include the cost of affordable housing solutions and more information on the benefits and practical ways of using these affordable housing solutions.

Impact on attitudes

- The analysis reveals **positive attitude shifts among both housing actors and household respondents regarding affordable housing solutions showcased in the *Tujenge: Build It Better* show.**
- For housing actors, there was an **appreciation for aesthetics and functionality.** The show positively influenced attitudes towards the aesthetic appeal, natural ventilation, and efficiency of interlocking block designs, highlighting their benefits beyond just affordability. This could encourage wider adoption of these techniques, help overcome potential biases, and encourage wider acceptance of innovative solutions.
- **Among households, 94% of viewers and 93% of non-viewers agree on the significance of affordable housing solutions in construction.**
 - We see that even after watching the show, 94% of household respondents still believe in the significance of affordable housing solutions. While the show may not have drastically altered viewers’

existing positive attitudes toward affordable housing solutions, it suggests a strong foundation for its message. This pre-existing belief in the importance of affordability indicates viewers were likely receptive to the solutions presented.

Impact on the uptake of affordable housing solutions (behavior change)

- **The analysis paints a detailed picture of the impact of Tujenge: Build It Better on various stakeholders' adoption of affordable housing solutions.** The show effectively promoted information-seeking and the intention to adopt affordable housing solutions.
- Overall, 68% of viewers compared to 64% of non-viewers reported using affordable housing solutions in their construction practices.
- **A deep dive into the viewers indicates that the show had a positive influence but varied uptake of affordable housing solutions:**
 - Of the total viewers (both users and non-users), 76% reported that **the show influenced their choice of construction materials towards more affordable options.** This highlights the show's impact beyond current users of these solutions.
 - The solutions where the show had a significant influence on household respondents' behavior include: 83% of viewers who watched the Solar Home System (SHS) segment reported the show directly **influenced their decision to plan (intention) to switch to solar power.** Additionally, 95% of viewers who saw the content on certified workers say the show played a role in **their plan (intention) to hire skilled professionals.**
- This data emphasizes the show's effectiveness in influencing potential homeowner's choice of materials based on exposure to housing content like *Tujenge: Build It Better*. The show had a high influence on solutions such as Solar home systems (83%), certification and accreditation of labour (95%), adhesive cement (73%), dump proof membranes (73%), and financing options (77%).
- However, while informative, the show didn't significantly impact the uptake of these solutions (behavior change). Only 18% of the viewers (users and non-users) reported purchasing affordable housing solutions. Current builders (20%) and middle-income households (15%) were more likely to highlight purchasing of featured solutions after watching the show.
- The show failed to achieve widespread adoption of its solutions among low-income households. A greater majority (91%) did not take up the solutions even after watching the show.
 - The main barrier to uptake was **financial constraints (63%)**. In particular, they lacked the capital to purchase the affordable housing solutions featured. This presents an opportunity for Habitat for Humanity to explore solutions with greater financial assistance and subsidies and communicate this to low-income households.
- Additionally, while an earlier section indicated high usage of affordable housing solutions (68%) among low-income viewers, we also find that despite exposure to the show, this segment expressed a lack of immediate need to purchase them (35%). However, there's a strong interest in acquiring these solutions in the future. This highlights an opportunity for sustained outreach. We can improve future adoption rates by continuously sharing information about these solutions and addressing the financial constraints faced by low-income households. **For the housing actors, the show had an impact in influencing professional endorsement in the following ways.**
 - **Majority recommendation:** Fundis, contractors, and the professional community that watched the show cited either recommending or planning to recommend solutions featured on the show, particularly interlocking block designs like twist and hollow blocks. ISSB was more likely to be recommended to individuals in rural areas due to the ease of accessing red soil. This implies the crucial role that professional endorsement plays in building trust and encouraging the adoption of showcased solutions.
- The significant influence of *fundis*, contractors, and the professional construction community presents a golden opportunity. By leveraging their expertise, we can empower them as advocates for affordable housing solutions. This collaboration can involve co-creating housing content and encouraging them to

promote these solutions to the public. This combined approach can significantly amplify the message and drive wider adoption of affordable housing options.

- **Location-specific considerations:** Supplier location influences recommendations, suggesting the need for geographically targeted marketing and distribution strategies. For example, highlighting affordable housing solutions available in the different locations as well as the supplier location makes it easy to access and uptake these solutions.
- Additionally, for featured suppliers and architects, the show had the following impact:
 - **Increased inquiries and sales:** Suppliers reported a surge in inquiries and sales after being featured, demonstrating the show's direct impact on their businesses.
 - **Enhanced brand image:** Participation boosted brand recognition and image, further solidifying their presence in the affordable housing sector.
 - **Increased client interest:** Architects experienced a rise in client inquiries, signifying the show's ability to connect them with potential customers.

In summary, while the show was informative, purchase of the featured solutions remains to be very low, especially among the low-income segment. This presents several opportunities to encourage behavior change and drive wider adoption of these solutions:

- **Continued outreach.** This is through continuously sharing content on affordable housing solutions to motivate future adoption of these solutions. There is also an opportunity to tailor content to different life stages and needs. This could be done by featuring projects relevant to those who are not actively building but might be interested, such as renovations using affordable housing solutions.
- **Focus on affordability to address financial constraints** faced by the low-income segments. This is through showcasing creative financing options solutions that can help budget-conscious viewers. These could be solutions with greater financial assistance and subsidies.
- **Bridging the gap between inspiration and action by** providing clear calls to action, like including contact information for suppliers specializing in these solutions. Additionally, there is an opportunity to include more examples of successful projects completed using these featured solutions.
- **Leveraging housing actors such as *fundis*, contractors, and architects as pillars to co-create and disseminate housing content.** This is due to the significant influence these actors have in the industry, as evidenced by their being a source of knowledge for solutions such as adhesive cement, materials used to build a foundation and dump-proof membrane.

Sources of Information on Affordable Housing Solutions

This section dives into the information-seeking and use behavior of households and construction actors (objective 3). It explores the current sources of information on affordable housing solutions, trusted and sources not trusted. Among the media actors, we also explore the type of media used to advertise affordable housing solutions, how the success of these advertisements is measured, and existing constraints and opportunities to leverage various media channels.

CURRENT SOURCES OF INFORMATION

Government sources and television emerged as the primary channels for sourcing information on affordable housing. Government sources such as the Kenya Bureau of Statistics' (KNBS) regular reports were predominant among fundi's, suppliers, and architects.

Television, on the other hand, was a significant source of information, especially among suppliers and fundis interviewed. Additionally, print media surfaced as a notable channel through which contractors and the professional community heard about affordable housing.

"I have heard of the affordable housing from the TV channels."

- KII – Male supplier, Nairobi

"First, I heard it from I would say from the government, the Kenya Bureau of Statistics and that is how they define because the government plays a big role in the big agenda, so they are they play a big part in affordable housing. That is when I first heard the definition."

- KII – Female architect, Nairobi

Beyond traditional mediums, stakeholders highlighted the importance of contemporary sources such as **social media, online searches (Googling), trade fairs, exhibitions, and physical site visits** in acquiring information about affordable housing.

"I have heard of something like that on social media."

- KII – Male fundi, Nairobi

"I'm a person who moves a lot. I've been to several places. And by the time you come to do this finishing work, there are houses built. There is this old one, just stone, not carved, but now there is this interlocking one. You are going to lay tiles for an interlocking house. There is now a place where you try to make a comparison, even you as a constructor have the appetite. you say, eh, even we as ordinary people or just technicians. We can too. Actually, everything is out of knowledge. The moment you walk, the moment you look, you have that passion."

- KII – Male fundi, Nairobi

"At the exhibitions when you attend exhibitions. So, you get to also meet guys who are advertising things on affordable housing, houses."

- KII – Male supplier, Nairobi

On affordable housing solutions, TV (4 out of 10) remains the primary source of information for most contractors, foremen, and fundis. Notably, two key programs, namely Tujenge: Build It Better (3 out of 4) and the Property Show (1 out of 4) were identified as significant sources of information. Additionally, government sources (2 out of 10) by institutions such as **the National Construction Authority (NCA) played a prominent role** through reports, press releases, and gazette notices published by NCA.

“I said KTN by Nancy. It's a property show by Nancy.”

- KII – Male supplier, Nairobi

There was this Tujenge program, of course. of course. I don't know whether they stopped airing it, but it's something that I've been watching. Citizen normally has topics on pollution, so they have various topics. So, if they have a topic on affordable housing, then they'll bring various experts to have a discussion on it. Then you listen. They bring various experts to have a discussion on it.”

- KII – Male supplier, Nairobi

“I used to watch when I was in college. On NTV. That was Tujenge, and there was an episode that I watched about beam and block.”

- KII – Male fundi, Kisumu

In regard to social media, platforms like Facebook, TikTok, and Twitter were acknowledged as valuable sources of information, with Facebook emerging as the leading social media channel. YouTube and Twitter closely followed suit. Additionally, print media, was cited by contractors and foremen as a source of information, while radio was highlighted by suppliers as a source of information on affordable housing solutions. This multifaceted approach ensures the comprehensive dissemination of information to stakeholders in the housing sector.

“And also, being very keen on what the social media, I think for Kenya, social media is very strong. We are talking about Facebook. We also do a lot of LinkedIn. And that is targeting business customers, social media. Facebook, you will be looking at individual customers.”

- KII – Male digital housing solutions providers, Nairobi

“The sources of information that I use to get information on affordable housing and construction practices are phones like this, Google and Facebook stuff.”

KII – Male contractors and foremen, Nairobi

“It's on YouTube, we have channels that handle that yeah. There's this guy known as well he's a construction noma or something.”

- KII – Male supplier, Nairobi

“Of course, you know on Twitter now you follow all these major channels. For news channels, the local and international ones but again like I told you these other government agencies also I follow them. I find it easy to work with Twitter mostly”.

- KII – Male supplier, Nairobi

Among the household respondents who have ever built, family and friends (58%) are the primary source of information on construction materials in general, followed closely by fundis highlighting the importance of social networks and personal connections in knowledge sharing within communities. Interestingly, this trend is consistent across both low- and middle-income households, as well as rural and urban areas indicating a common reliance on trusted circles for construction advice regardless of economic background or location

FIGURE 132: SOURCES OF INFORMATION ON WHICH CONSTRUCTION MATERIAL TO USE BY INCOME GROUP

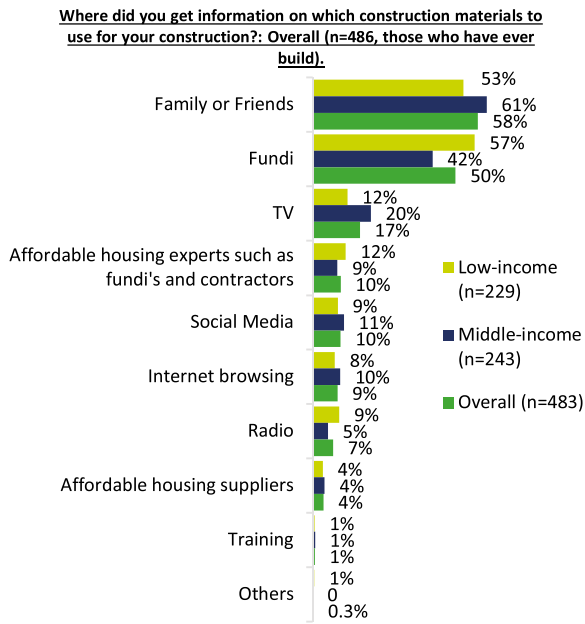
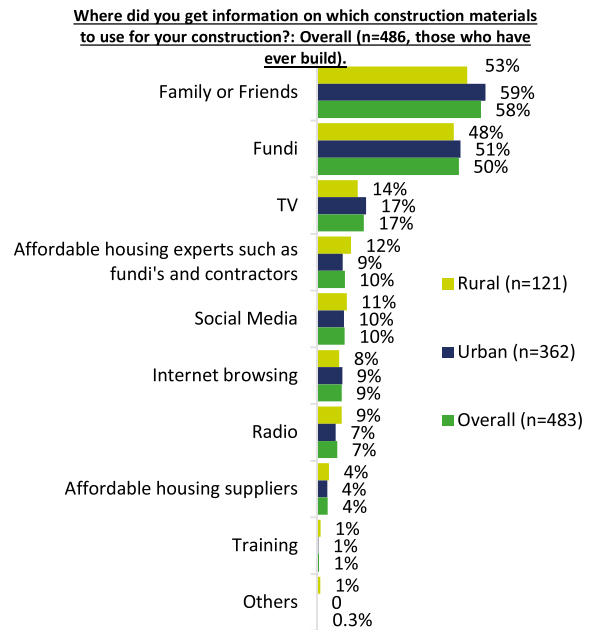


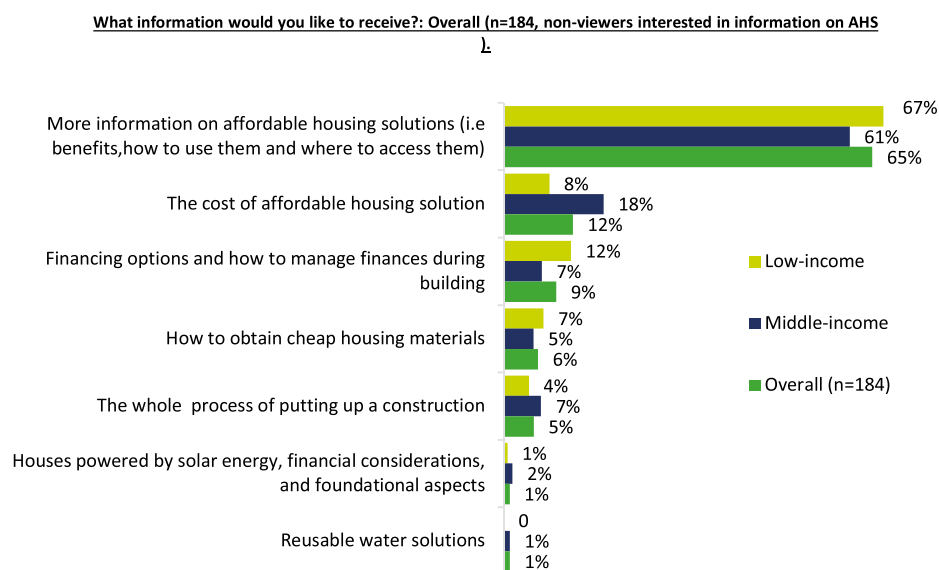
FIGURE 133: SOURCES OF INFORMATION ON WHICH CONSTRUCTION MATERIAL TO USE BY LOCATION



The report also investigated the interest in affordable housing solutions among those who didn't watch the show, along with their preferred channels for receiving such information. 65% of non-viewers express a keen interest in obtaining comprehensive information about affordable housing solutions, including where to procure them and their associated benefits. This indicates a widespread desire for detailed insights into the accessibility and advantages of such solutions. Additionally, 12% of respondents seek information specifically regarding the costs associated with these affordable housing options, underscoring the significance of financial considerations in decision-making processes.

Furthermore, 9% of respondents express a particular interest in understanding the various financing options available for affordable housing projects and in effectively managing finances during construction.

FIGURE 134: AHS INFORMATION NEEDS AMONG THE NON-VIEWERS BY INCOME GROUP



TV is the preferred source of receiving housing information. A significant 45% of non-viewers interested in information on affordable housing solutions expressed interest in receiving affordable housing content via television. This preference skews heavily towards the non-youth demographic (57%) compared to younger respondents (37%).

Social media emerged as another preferred channel, with 33% of non-viewers indicating this as their desired platform. Notably, this preference leans towards younger viewers (43%) compared to non-youth (19%). Additionally, social media was more prevalent in urban areas (37%) compared to rural areas (24%). This highlights the growing influence of social media as a source of information for younger, tech-savvy audiences, particularly those residing in urban centers.

Radio garnered 11% as a preferred source of information among non-viewers. While not the most popular choice, this suggests that radio remains a relevant platform for a specific segment of the audience, potentially those in rural areas with limited internet access.

FIGURE 135: PREFERRED SOURCES OF INFORMATION ON AHS AMONG NON-VIEWERS BY LOCATION

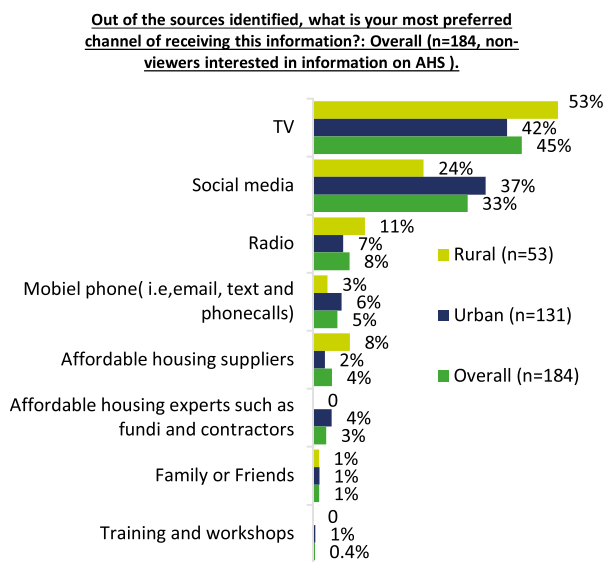


FIGURE 136: PREFERRED SOURCES OF INFORMATION ON AFFORDABLE HOUSING SOLUTIONS BY INCOME GROUP

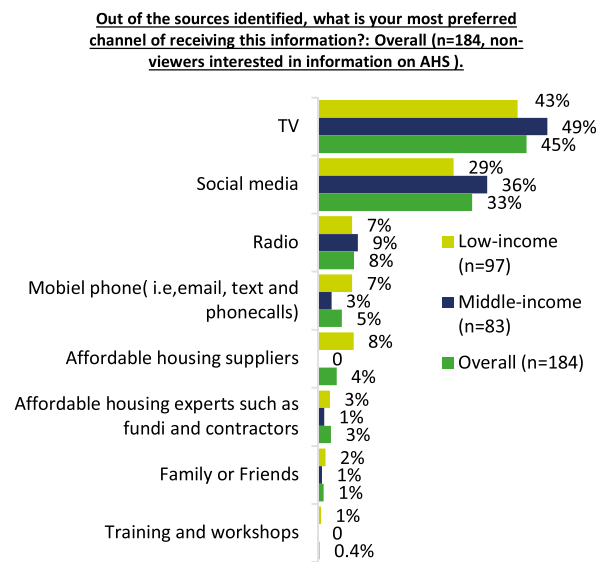


FIGURE 138 : PREFERRED SOURCES OF INFORMATION ON AHS AMONG NON-VIEWERS BY GENDER

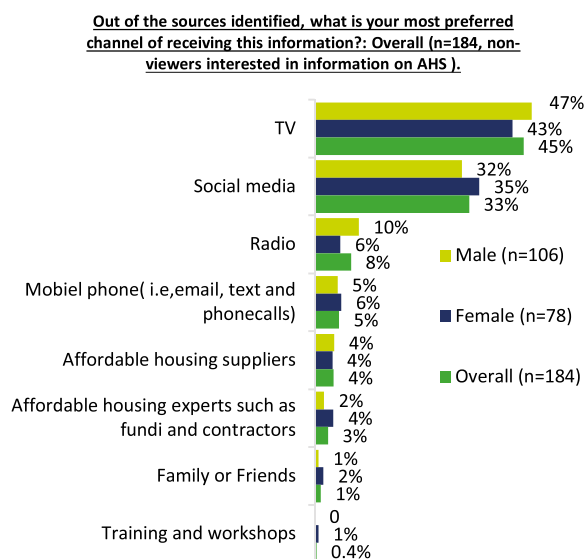
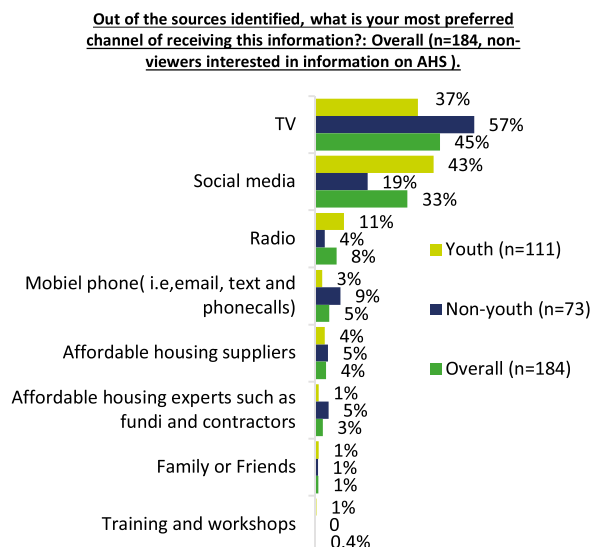


FIGURE 141: PREFERRED SOURCES OF INFORMATION ON AHS AMONG NON-VIEWERS BY AGE



In summary, TV, social media, and government sources emerge as the main sources of information on construction materials for housing sector actors while traditional channels like family and friends (58%) as well as fundi (50%) are the main sources of information for household respondents.

A closer look at household respondents who did not watch the show highlights TV (45%) and social media platforms (33%) like Facebook and YouTube emerge as the preferred sources of information on construction materials. This is because TV allows for detailed demonstrations while social media allows for easy reference to information.

TRUSTED SOURCES OF INFORMATION

Validation and verifiable sources are highly considered before trusting a source of information.

Sources such as Google, research, and experts' opinion/ advice were trusted because the authors of these information are either institutions, technocrats within the manufacturing, or the professional community who are well versed with different technologies in the affordable housing space. Suppliers also pointed out that they trust information that comes from experience where they can go to verify the quality and estimate the costs of affordable housing solutions and materials themselves, such as attending expos and trade fairs.

"I trust research that is backed by facts, by science."

- KII – Male suppliers, Nairobi

"I trust research that is backed by facts, by science and above all by seeing. So, if I need to introduce a new product today, I will get all the data, watch YouTube clips and all that. But for me, I'll have to take a point and interest and go, if it's that factory, I will go and see from the production bit to the final product. That gives me more confidence. That gives my site engineer, or my project engineer more confidence in terms of execution. We just don't take; you know research like that. Our research is backed by science, by facts, but above all by practicability. Now maybe to add on to that is that even when we started this company, this business, we had to hire, we had to import an expert who came, did the whole site, did the equipment, did the machinery, did the first production, but and trained our people. So, make sure that we get everything right and there are no gaps because construction can be very sensitive."

- KII – Male suppliers, Nairobi

Contractors and foremen also indicated that internet-based sources such as social media sites like Facebook, TikTok, and YouTube are their trusted sources of information, mainly because information can be accessed at any time and across different portable devices.

“Let’s say now I only trust TikTok. It is something I can see”

- KII- Male, contractor and foremen, Nairobi

“Because you can access it anytime. You only like, let’s say, Tujenge, you get the information there. Number two is Facebook. And then TikTok.”

- KII- Male, contractor and foremen, Nairobi

Experts, professionals, suppliers, and manufacturers of affordable housing solutions emerged as the most trusted sources of information for architects and compliance actors. Given their role, they believe it is crucial that they trust information sources from industry leaders because they have up-to-date information.

“The material suppliers are the ones I trust the most because they are the ones who feel the pinch of increase of taxes or any government impedances that they may be having. Therefore, I know it will impact the projects directly. As opposed to hearsay reports, which may be outdated at any one point.”

- KII- Male, compliance actors, Nairobi

First of all, these organizations that we’ve been working with for many years, we keep track of what they share that information with us. Because some of this information is technical information. And being a society or an association of experts, it’s easy for you to connect with the technical information that comes to us.

- KII- Male, architect, Nairobi

I also want to mention, maybe now the previous question is that we, of course, in our membership, we’ve got the academia. The persons who run the departments of architecture in the University of Nairobi and so on and so forth, these are people who are well-informed. They’re well-informed about the nitty-gritties of technologies. So, that is also a very useful source of information and validation source of information that comes from the industry.”

- KII- Male, compliance actors, Nairobi

For fundi’s, they trust information from government sources. Examples of these sources include standardization protocols by the Kenya Bureau of Standards (KEBS), Kenya Building Research, the Ministry of Housing, and the National Construction Authority. Information from these institutions is perceived to be credible since they mainly focus on developing standards and quality control measures in the construction industry. It is also perceived that information from government sources is less likely to be distorted.

“According to the source of information, for me personally, I have an attitude of deeply going into the sources and the copyrighted platforms that are entrusted with the governments. That’s where I mostly found myself comfortable having information. Because the, most of the government sites are regulated from, from scams. So that’s why I really trust the government initiative platforms.”

- KII – Male fundi, Nairobi

“The one that I trust, MyGov, the government gazette. Because that one, I am very keen on it, like every week. The reason I trust them, MyGov, it is from the government, so, and it comes like once per week. And from the time I started looking at the gazette, many things have been implemented from the, from what they advertise.”

- KII – Male fundi, Nairobi

“Because the, most of the government sites are regulated from, from scams. So that’s why I really trust the government initiative platforms.”

- KII – Male fundi, Nairobi

In summary, despite the using various sources to access information on affordable housing solutions, trust in these sources is crucial. Housing sector actors cite different trusted sources of information. Suppliers trust verifiable and trustworthy sources like Google and expert opinions, fundis trust government sources as they are perceived to be less prone to distortion, and architects trust experts in the housing sector. This suggests the need for a multi-channel communication strategy to meet the needs of the various actors.

SOURCES OF INFORMATION NOT TRUSTED

Despite the use of social media platforms such as Google, TikTok, and Facebook to access information on affordable housing solutions, some housing sector actors were reluctant to trust content disseminated through these channels.

This lack of trust in these sources is due to the perceived commercial agenda. The skepticism stemmed from perceived financial incentives to disseminate housing content that could potentially compromise the integrity of the information provided. This collective apprehension underscores the concern that financial motivations may influence the accuracy and reliability of affordable housing information, thereby prompting a general wariness towards information disseminated through channels where commercial interests are intertwined with messaging on affordable solutions.

“I cannot say really, but yes, sources that you cannot like, like you see on Facebook, someone may use like, duplicated, like page, to con people or to advertise fake things.”

- KII – Male supplier, Nairobi

“Especially TikTok, there’s a lot going on TikTok because you know most guys there, they do it for content. So TikTok, yes, you’ll see, this is how affordable this thing is, but then you will not trust it entirely unless you put it into practice.”

- KII - Male, supplier, Nairobi

“These bloggers, you find someone has written something, you follow it, if you ask, he tells you when did it happen? If it reads April, he tells you April was a false day. People can write anything.”

- KII – Male contractor and foremen, Nairobi

“Well, I may have mentioned this. I did mention earlier that there are some... Sources of information that are commercially driven. That, yes, they may... Of course, everyone wants to ultimately make a profit one way or the other, but we find that some of that information would not provide great value. So, I would say largely commercially driven. And... Information that has not been validated at college, again. By industry experts. So, that I would say. And there’s a lot of information. And that’s what I call misinformation. To the public about some of the solutions that are out there.”

- KII – Male architect, Nairobi

RESPONDENT: I cannot say really, but yes, sources that you cannot like, like you see on Facebook, someone may use like, duplicated, like page, to con people or to advertise fake things.”

- KII – Male supplier, Nairobi

USE OF MEDIA TO ADVERTISE AFFORDABLE HOUSING SOLUTIONS

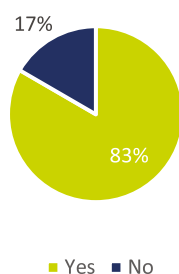
This subsection explores the use of media by housing actors to advertise affordable housing solutions, how impact of these advertisements is measured, existing gaps in the housing sector in developing housing content (objective 6), and the emerging opportunities for media engagement with housing actors (objective 7).

Suppliers and professional community perspective

Suppliers actively use the media to market their affordable housing solutions, indicating a growing awareness of the market potential and the need for effective communication. More than half of the suppliers interviewed cite using the media to advertise their technologies and solutions. On the other hand, architects use the media to promote their completed projects.

FIGURE 142: USE OF MEDIA TO ADVERTISE AHS

Have you used the media to advertise your affordable housing solutions N=12



“I support for mainstream media marketing that’s on TV, radio and for all the campaigns that we have for the company. Usage of media for advertising affordable housing solutions.”

- KII – Female supplier, Nairobi

“We have always been working through collaboration and getting those opportunities and riding on that. Yes, we have used, not once, we have done it more than four times. When we launched, we made sure that we had some media coverage in 2019. Made a lot of impact for us... So, media is very, very key in terms of engaging you with the public. We have taken advantage of some of the initiative that Habitat has prepared, like Tujenge. We have been in uh business news discussions about housing.”

- KII – Male digital housing solution provider, Nairobi

“Selling. We were selling affordable housing homes, so we needed media to advertise to our market.”

- KII – Female architect, Boston

The main marketing objectives include:

- 1. Brand building and visibility:** This is achieved by creating a recognizable brand presence and establishing authenticity in the affordable housing market.

“Of course, you want to create visibility... You want to improve on your brand. So, yeah. You are putting yourself out there so that people can know you exist. To know you are doing what you are doing.”

- KII – Male supplier, Nairobi

- 2. Technology awareness and education:** To generate interest in and understanding the specific technologies offered and their benefits.

“You also want to share knowledge... And creating knowledge on those specific items. People to learn about the benefits of such solutions. And more importantly, that they exist. And that they start to benefit when they adopt or take up such solutions.”

- KII – Male supplier, Nairobi

- 3. Project showcasing:** The objective is to highlight successful outcomes/projects while demonstrating the practical application of affordable housing solutions.

“Uhm, selling. We were selling affordable housing homes, so we needed media to advertise to our market.”

- KII – Female architect, Boston

4. Sales growth: To reach a wider audience and ultimately drive business through engaging advertisements.

“Uh advertisement is our main purpose because that's our main yes, we want our business to be known out their disability and also to drive sales into the business.”

- Female supplier, Nairobi

“The reason we use media is that we get to know many people. Many people get to know us. That is from Kenya and also from other countries. Like you see, someone needs to do a building. Because when clients come to us, I always ask them, how did you get to know us? Someone tells you; I was just on YouTube; I was watching something like that. Someone just searched an alternative for something from their website.”

- KII – Male supplier, Nairobi

The main target audience for these advertisements is individuals and companies involved in construction, particularly housing actors such as fundis, contractors, and developers. Regarding age, the target audience is individuals over the age of 40, as they are perceived to be interested in either building a home or making renovations to their current homes.

“Because one is an investor, the other one is a customer or an agent that facilitates others to actually access affordable housing. We also sell materials. So, any developer, people who are in construction, sell, they are in the same category.”

- KII – Female supplier, Nairobi

“We could also do companies.”

- KII – Female supplier, Nairobi

“Okay. So, most of them are, are the guys in the construction industry. Those are most of the clients and when we talk, like, about the age, most of them I can say between the age of forty to around 60, 60 years. Who are doing the construction at their home, who are doing construction at their home steads, or they are doing an improvement at their, in their home, home places. Yes.”

- KII – Male supplier, Nairobi

In terms of income, there is an equal divide between suppliers who target the low-, middle-, and high-income brackets. The middle- and high-income brackets are targeted because they are perceived to be more likely to afford and adopt these technologies. Additionally, they are also targeted because of their presumed smartphone ownership and tech affinity.

“Which income? The income? Okay. Between 50,000. Let's say 50,000 and above.”

- KII – Female supplier, Nairobi

“We were looking at basically the middle class. That is what we are targeting, the middle class. We look at these are people who are a little bit, okay, these are people in their normal closing of the day, then make sure they get updated on what is happening, what is in the news, something like that. So, we looked at them to be, from the homeowner perspective, that is our target market, and the way they get information from media, they take it differently, as opposed to any other source of, if it is social media, yes, good, but I think to that level, then it gives you some serious outlook.”

- KII – Male digital housing solution provider, Nairobi

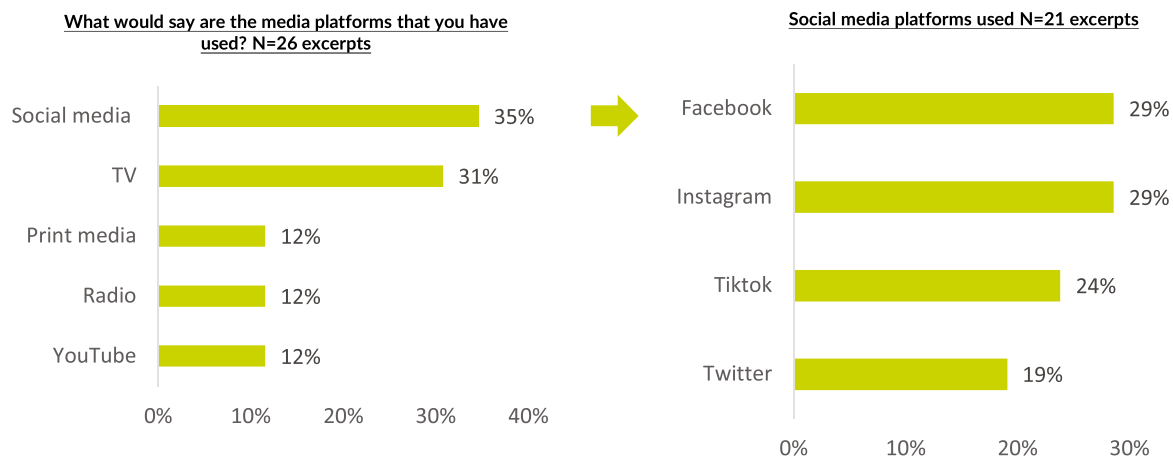
“As I said, these solutions are not cheap. So, you are looking at people who can afford them. So, the middle class mostly will take up these solutions immediately. The lower income earners probably will require support. And that support either will come from government or other entities that now come in to breed that gap. This is because they are dealing with a million of other issues. And some of these solutions become secondary to them. So, we target the middle and upper middle people who can take up these solutions.”

- KII – Male supplier, Nairobi

“Our solution is an app. Basically you are saying you are targeting this thing, this solution to people who have a smartphone. And people who are a little bit tech savvy. Now when you talk about low, whatever Low income. If you expand to that, you may realize you have people who do not have a smartphone. Then you are talking to them about high billing, they do not have a smartphone. So, it does not, you know, gel with them. So, it is just the nature of our solution. It means you need to look at people who are tech savvy. They have access to a smartphone if I can put it that way. They are a little bit tech savvy. And they are economically active from eight to five.”

- KII – Male digital housing solution provider, Nairobi

FIGURE 143: MEDIA PLATFORMS USED FOR ADVERTISEMENT



However, some suppliers and architects prioritize reaching low-income audiences to ensure their solutions benefit all income levels.

“Yes, and low-income households, you know? The people we want, we are providing the affordable housing solution for our target market, yes.”

- KII – Female architect, Nairobi

“Income bracket. We target, like you said, affordable housing, 50 downwards.”

- KII – Female supplier, Nairobi

In advertising affordable housing solutions and projects, a multi-pronged approach is used to disseminate this content. Social media platforms like Instagram and Facebook remain relevant alongside mainstream media like TV, suggesting an adaptation to diverse demographics and online trends. These channels are chosen based on their ability to reach target audiences and facilitate feedback from potential clients.

“We use media a lot and we use to, especially TV. That’s our source. We’ve been working with Citizen for the longest time. We’ve tried K24, but it’s TV. We prefer, for us, we prefer TV. Yeah. Normally that reaches more people. Two, we are trying to do a newspaper ad, but because for us, people have to see. They see an ad and then they start calling and then they want to see. But the radio ones, we don’t work with them because people don’t understand, or they still want to see so that they can ask a question. Okay. And of course, we are big on digital marketing. That’s where the world is going. So, we are on all platforms. We are on Jiji, we are on LinkedIn. We tried Alibaba ... We are on Pinterest. We are on Twitter, Instagram, Tik Tok. Okay. All these things that are coming up.”

- KII – Female supplier, Nairobi

“It’s (TV) a quicker way of marketing for us. And if we’re not able to get you on mainstream, then 70% of the chances are we are going to get you on digital... Especially mainstream media. We’ve done TV a couple of times.”

- KII – Female supplier, Nairobi

“Billboards were good for branding. Yeah... I also think Nation Media. I think those ones were in the newspaper.”

- KII – Female supplier, Nairobi

Advertising agencies' perspectives

On the flip side, there are existing gaps among advertising agencies in advertising affordable housing solutions (objective 6). This is mainly because of the absence of advertisers specifically focused on promoting affordable housing solutions. As such, suppliers and architects have relied on a proactive approach to advertising their solutions.

The reasons highlighted for this gap include:

1. **Perceived expertise gap:** Advertising agencies don't feel knowledgeable enough about affordable housing solutions to effectively create compelling ads.

"Yeah. Because we are not experts in that area. And that's the main reason we don't create advertising on that specific niche."

- KII – Male advertising agency representative, Nairobi

2. **Limited supplier engagement:** Lack of interest by suppliers of affordable housing solutions in approaching advertising agencies further limits advertising opportunities.

"Well, we haven't got customers from that industry because of our agency, we let customers contact us. They find us online. They get to see the solution we offer. Then they contact us. So, we haven't had from companies who are selling affordable housing solutions or offering those services, directly contacting us. Yes. So, that is the reason, the main reason we haven't worked with them."

- KII – Male advertising agency representative, Nairobi

3. **Low consumer demand:** The perception that low-income consumers aren't willing to purchase housing content discourages agencies from investing in its development. However, real estate investors are believed to find this information interesting and would be willing to purchase it. This is because it provides awareness of what construction materials to use in their practices and what solutions to provide to their clients.

"Yeah. I think maybe organizations, real estate investors are the people who maybe can consume the content. But for the common, ordinary people, the low-income earners, I don't think they can buy a content because of the perception that is there already, yeah. So, they want to get it for free and then maybe they can act on it. Maybe they can believe in it. Yeah, maybe investors can buy that content. They could be able to learn how well they can provide that solution to the people. Maybe what construction, for instance, what construction materials they can use. What type of housing they can construct? What people are looking for, the budgeting and all that. Yes. Those could be the most consumers or the people who are willing to purchase that type of content."

- KII – Male advertising agency representative, Nairobi

In summary, affordable housing solutions are gaining traction, with suppliers increasingly marketing directly through social media and TV. They target construction professionals and middle/higher income earners, perceived as having greater buying power. However, advertising agencies, with their expertise in targeted marketing, are largely untapped. This is due to a perceived lack of demand and supplier disinterest. This creates an opportunity for collaboration between suppliers and agencies to develop housing content for behavior change (objectives 6 and 7). This is achieved by developing compelling campaigns that effectively reach the audience most in need: low-income households.

Measurement of success in utilizing media

The analysis highlights the positive impact that various media channels have had on suppliers and architects promoting affordable housing solutions in Kenya. Examples of this positive impact include:

1. **Increased sales and profitability:** Increased sales are directly attributed to the success of media advertisements, demonstrating their effectiveness in reaching potential customers and driving commercial interest.

“Anytime we get on media, our user acquisition spikes up in the research that we have been already doing. You go to social media, yes, you can do it. But if I go to TV, if I get mentioned on TV, my spike in signup goes up.”

- KII – Male digital housing solutions provider, Nairobi

“Yes, increase in sales for sure. You know, more, more people hear of it, they ask, they call, and then that amounts to an increase in sales.”

- KII – Female architect, Nairobi

2. **Enhanced client outreach:** Expanding client base showcases the ability of media to attract new customers, vital for business growth and market penetration.

“Yeah, the advertisement has had quite a few impacts. For instance, on TikTok, we've had quite a number of clients coming through that platform. Reaching on to us, writing emails to our bosses. We can partner together, build together, build for them and such. Because with what we have, it's quite unique. And people are more interested nowadays on doing modern walls that are kind of unique. They stand out.”

- KII – Male supplier, Nairobi

“We've received a lot of we've got a lot of clients because those who watched us can reach out to us, and we provided solutions to that.”

- KII – Male supplier, Nairobi

“Like I was telling him we partnered with Habitat, and we did a show Tujenge show and the person who built for the Malindi house said you know what I was seated in the office I was just thinking how I have an affordable house then I was googling, and I saw that show, I watched it and I decided that for her, that was it.”

- KII – Female supplier, Nairobi

3. **Brand recognition and credibility:** Increased public awareness and understanding of affordable housing solutions, as seen with the suppliers featured in Tujenge: Build It Better, builds trust and establishes brand presence.

“It was strategic. We were new, doing something new. We wanted to be known. So as much as you are doing what you are doing, you wanted to have a scenario where the public know you from a legitimate source of information. So, it was a strategic decision.”

- KII – Male digital housing solution provider, Nairobi

“MODERATOR: So, what impact did the advertisement have?
RESPONDENT: It brought visibility to the brand.”

- KII – Female architect, Boston

4. **More inquiries and engagement:** A rise in inquiries and engagement with clients reflects strong interest generated by media advertisements, leading to further sales and project opportunities.

“Good impact. We have gotten a lot of inquiries. I have conducted meetings here because people watched it. Others watched it from, they are from the US, they came, they wanted to meet us. But because also we made sure that it also gets to, I think that whatever it is on YouTube, then we made sure we put it on social media.”

- KII – Male digital housing solutions provider, Nairobi

“When we get a lot of inquiries on emails, on walk-ins, we just have visitors. Like there's a flock here. We have calls. Then we have lots of inquiries on social media, like all our pages. Normally we think that has been an effective marketing strategy. I feel like when we market on Facebook versus Google CSEO, that's where we get more inquiries.”

- KII – Male supplier, Nairobi

5. **Wider audience reach:** The ability to reach a broader audience beyond traditional networks is crucial for affordable housing solutions promotion, and diverse media channels effectively cater to varied demographics and geographic locations.

“Through the media, we are able to reach out to as many people as possible. As compared to digital marketing, where we're able to reach out to only people who are on digital. You'll find most of the people who are doing TV, mainstream media are in our clients mostly between 30 years and 45 years. So, these are guys that in most cases they're not on digital. So, that's why from time to time we consider having mainstream marketing that's on TV and radio. Okay.”

- KII – Female supplier, Nairobi

Measuring the impact of media advertisements is crucial to understanding their effectiveness and optimizing future strategies. There are diverse strategies suppliers and architects use to measure the impact of their media campaigns, moving beyond simple sales and inquiry metrics. This demonstrates a nuanced understanding of marketing effectiveness and a commitment to tracking meaningful outcomes.

The techniques employed include:

1. **Digital engagement:** Tracking new sign-ups for digital affordable housing technologies reveals interest in specific solutions and potential future sales.

“We track every new sign up through our backend. So, I can just be able to query that, and I see. If I was today on TV, chances are today night and tomorrow, I will look at my signups, they will go up.”

- KII – Male digital housing solutions provider, Nairobi

“The marketing team has some metrics that they measure against, and they report on the number of clips, number of downloads, and then converted sales.”

- KII – Female architect, Boston

2. **Client interaction:** Monitoring the number of interactions and responses from clients through various channels shows active engagement and potential conversion opportunities.

“Okay, with the impact, we measure it with the number of responses we get. Because we've had a rising curve in the responses and in the potential clients and potential projects that you've been at.”

- KII – Male supplier, Nairobi

“Like social media, you find people being more interactive. I would say media, social platforms, people are more interactive. They DM you, they ask you questions, you respond back. So, I would say they are more interactive, the ones who use especially social media, yes.”

- KII – Female architect, Nairobi

3. **Call tracking:** Recording and analyzing calls from potential clients provides valuable insights into customer interest, concerns, and decision-making processes.

“The number of calls, which is an impact. The information you give, the number of quotations you give out, that is information. At least you're giving out information.”

- KII – Female supplier, Nairobi

4. **Developing sales reports** to track changes in sales as a result of the advertisement.

“But what we do when we are running an ad, we get a report for that particular ad. So, if we decide, say, we are running an ad the whole of November, we will do a report. We will see the sales. Because normally our sales reflect sales after three months.”

- KII – Male supplier, Nairobi

In summary, suppliers are getting creative in measuring the success of their affordable housing adverts. By tracking sign-ups, calls, and sales, they've seen positive results like increased inquiries, stronger brand recognition, and a wider reach. This data-driven approach ensures they're targeting the right audience and effectively promoting their solutions. However, the study did not access the financial and sales reports to validate the feedback on increased sales and income.

Constraints faced in leveraging the media to advertise affordable housing solutions.

However, despite the impact of using media, challenges still exist (objective 6). A crucial challenge faced by suppliers and architects in their media strategies for affordable housing solutions is the balance between cost and effectiveness. The high cost of using media platforms, particularly TV, significantly hinders its utilization for marketing affordable housing solutions. This barrier limits reach and visibility for smaller players in the market.

Some suppliers also perceive past media campaigns as lacking the desired impact on reaching their target audience. This can lead to discouragement and a shift towards alternative marketing strategies.

“No, we don't advertise. The reason being before you build the capacity you require time. So, in our process of growth, we have never tried to advertise, and it was not the impact was not good because actually you have like 100 clients on the queue. Some are coming just to check the products some are just coming to... So even if you advertise you don't get the target client.”

- KII – Male supplier, Nairobi

“The cost of us going on TV, it is too expensive. Then we looked at, let us push it on social media. We've prepared content, we've wherever, we even made some shoots. We've But the cost of putting it on...If they give me a quote of 2.5 million as a startup, I am asking myself, should I spend that money on something else, or I can put it on TV? You are getting. So, the question is, as a business, makes a lot of sense. But as startups, you realize that how do you push? Because many of those innovations are startups. So, it is either you have a big investor, or you are making sure that you are using the little resources that you have. So, it is always, it is a desire to have, but can you afford it?”

- KII – Male digital housing solution provider, Nairobi

Two additional challenges faced by suppliers and architects using media to advertise affordable housing solutions include negative comments and misinformation. These issues can significantly impact a brand's reputation and trust thereby hindering marketing efforts and potentially harming consumers.

Suppliers experiencing negative comments on media platforms can arise from various factors, including unmet customer expectations after seeing promotional content, deliberate online trolling or attempts to damage the brand's reputation.

Additionally, there is perceived misinformation shared by contracted media houses or agencies, which can have serious consequences, including misleading consumers about product features or benefits and eroding trust in the supplier and affordable housing solutions.

“If it is misinformation then you just address it there and then you correct it. If someone is probably trying to talk negatively about your product, then you can address that immediately you don't have to ignore it or you don't become rude to them you just focus on the issue and stick to that by challenging or responding to it appropriately.”

- KII – Male supplier, Nairobi

To address these challenges, the following strategies are employed:

1. **Word-of-mouth and/or direct marketing** emerge as preferred options for some suppliers who find it more cost-effective and potentially more targeted. However, this approach has limitations in scale and reach compared to media platforms.

“So, the best way is just developing your product then the best advertisement is word of mouth. Not the media because actually the media at some point everything will come to crash. That's my experience.”

- KII – Male supplier, Nairobi

“Also, once we get a contact of people who are interested in our solutions then we request to meet with them basically and yeah so that we don't just transact virtually.”

- KII – Male supplier, Nairobi

2. **Utilizing local/vernacular TV stations and social media platforms** demonstrates recognition of their effectiveness in reaching specific target demographics potentially neglected by mainstream media.

“We have with some of the media houses that we have a good relationship with. But in most cases, we end up withdrawing. That's why we actually don't do so much of TV. The only TVs we do are local TVs like vernacular TVs. Because that will easily get into our target market. That's homeowners, families. It's quicker. It's easier. That's why we have branches within the central region.”

- KII – Female supplier, Nairobi

“Sometimes you take the same budget, social media works perfectly, and you say you'd rather do social media because it's still something that has a good uptake currently as we speak.”

- KII – Male supplier, Nairobi

3. **Conducting client due diligence and actively engaging with clients on social media** highlights the importance of building trust and promptly addressing concerns.

“Yeah of course you be vigilant you must do due diligence yes. So, for example if there are people probably who you must be cautious as you are dealing with people especially those who like messaging and they know how to call they know how to give their lines I mean you must always be careful when you're dealing with people on social media.”

- KII – Male supplier, Nairobi

“Yeah, I'd say the team has really tried in addressing those challenges. For instance, the negative comments. Because they try to actively engage them in a nice way. So that those people get to understand what you are doing. Because unless they have understood, then we couldn't force them.”

- KII – Male supplier, Nairobi

4. **Negotiating with familiar media houses leverages existing relationships and understanding to potentially reduce costs associated with media usage.**

“So, from these media houses that we have a good rapport with, we're able to talk to them and we're able to work something out. But for the other media houses that we've not worked with, for a long time, then it becomes a challenge. Because you already have not built on a long-term relationship with them. So even them working something out for you, it really takes time and becomes a challenge.”

- KII – Female supplier, Nairobi

5. **Sending senior personnel for live interviews** tackles the issue of misinformation by providing transparent and accurate information directly from credible sources.

“Yes, number two is we make sure that we give a clear, proper brief that is in black and white in writing. We don't give someone a chance to guesswork. We tell them if it's maybe a radio brief, we tell them this is what you need to say. We don't give room for guesswork. If it's the TV, we have a very clear communication. Now if it's probably in form of an interview, we make sure that we are sending a professional. Most of the times it will be either me or our other directors who will not misrepresent the products and the brand.”

- KII – Male supplier, Nairobi

In summary, while media advertising shows promise, challenges remain (objective 6). High costs, particularly for TV, limit its accessibility for affordable housing solutions. Negative customer comments and media agency misinformation further complicate matters. Fortunately, suppliers are getting creative. Utilizing word-of-mouth marketing, social media engagement, and media partnerships can potentially reduce costs and counter misinformation. Sending senior personnel for live interviews also helps ensure accurate information reaches the public. These proactive steps demonstrate a commitment to overcoming advertising hurdles and effectively reaching their target audience.

Existing opportunities to leverage the media.

Despite the challenges identified, the analysis highlights the sustained interest of suppliers, architects, and contractors in utilizing media to advertise affordable housing solutions and services.

These opportunities include:

- **Leveraging alternative marketing platforms:** To overcome the high cost of media platforms like TV to advertise affordable housing solutions, there is an opportunity to utilize more affordable advertising channels such as Google ads and social media platforms like Facebook, WhatsApp and TikTok. These platforms offer a lower cost of entry and are perceived to have a broader reach.

“I think now the world is shifting to a different advertisement and maybe solutions. And those are the ones that we may consider in the future. I can pay for a Google ad as opposed to pay for an advertisement on TV or radio.”

- KII – Male supplier, Nairobi

“If maybe you are on a Facebook page, you also search or you get a pop-up advertisement. So how many times do you access Facebook and maybe TikTok and WhatsApp? You access like 80%, out of 100% you use a gadget. 70% you use the social media and things like Google and all those internet services contributes almost 70% of your phone usage. So why would I advertise on media that doesn't even take 5% of your time? Because, actually, like where I am now, I'm at home. Last time I watched TV, I think it's over a month ago. So how does it work for me to advertise my product on a TV? And my target market is the person who may be glued to TV most of the time is in a rural area somewhere. When will he buy my product? So, I would never consider advertising on a TV or a radio.

- KII- Male supplier, Nairobi

- **Leveraging partnerships** with other organizations, such as the Architectural Association of Kenya, to advertise affordable housing solutions is particularly important for housing sector actors because these organizations have a wide reach of housing actors, like architects, they can easily reach out to.

“Do you know through media I will learn a lot. I will meet different people, with different ideas at different places? you will learn from them. You can't have, you see, every day is a learning process. So, when you have that platform, you meet different people.”

- KII – Male contractor, Nairobi

“Well, brand visibility, just to make sure that when someone mentions precast, they are there. Now, all those episodes that we've done, most of them are on YouTube or they are on Google. So, if someone probably is looking for solutions, then it helps our CEO, because someone will be able to search and then they'll be able to see the content about global precast.”

- KII – Male supplier, Nairobi

KEY INSIGHTS

Sources of information on affordable housing solutions

- Overall, TV, social media, and government sources emerge as the most common sources of accessing housing information, highlighting an opportunity to leverage them to relay housing content.
- **TV remains the primary source of information on affordable housing solutions by housing actors.** This underscores the importance and value of partnerships with NMG in coming up with TV programs like “*Tujenge: Build Better*” and “*The Property Show*”, as they were identified as the main TV programs watched for such information. Therefore, continuing with similar programs could yield further benefits.
- **In addition, it would be important to leverage social media platforms, as they are emerging as an alternative or complementary source of information for affordable housing solutions.** Platforms such as Facebook and YouTube emerged as key platforms for accessing information on affordable housing solutions for housing actors.
- **Housing actors also source information on affordable housing solutions from government sources.** This can be attributed to the desire to validate whether the information from other aforementioned sources is approved by government agencies.
- For household respondents, family, or friends (58%) emerge as the main source of information for construction materials¹². This is followed by *fundis* at 50%. While the media is an important source of housing information, there is still an opportunity to leverage family, friends, and *fundis* to create awareness of existing construction materials, particularly affordable housing solutions. This could involve leveraging these networks as influencers in disseminating housing information and driving behavior change.

Trusted sources of information on affordable housing solutions

- However, trust in these sources is critical to driving behavior change. Some of the considerations to bear in mind when selecting a source of information for the different housing actors include:
 - **Suppliers** seek verifiable and trustworthy sources of information such as Google, research publications, expert opinions, and site visits to ensure information accuracy.
 - **Fundis** primarily trust government entities like KEBS, NCA, and the Ministry of Housing. They perceive this information as less prone to distortion.
 - **Contractors** favor social media platforms like Facebook, TikTok, and YouTube due to their easy accessibility across various devices. Despite the accessibility benefits of social media, concerns exist on potential to spread unreliable or misleading information.
 - **Professional Community** trust experts and other professionals within their field, valuing their knowledge and expertise in affordable housing solutions.
- **When communicating the different affordable housing solutions that exist, it is important to be wary of over-advertising the cheapness of the solutions (on any platform) and instead focus on the benefits of using them.**

In summary, traditional media channels alone may not be sufficient to reach target audiences and drive the adoption of affordable housing solutions. There is a need to develop a multi-channel communication strategy that leverages established media (TV, radio) alongside high-impact digital platforms (YouTube, social media)

¹² This insight refers to construction materials in general, regardless of whether they are classified as affordable housing solutions or not.

and trusted community voices (government, experts, and other housing professionals) to disseminate housing information. There is also a need to tailor messaging to address specific concerns and highlight the benefits most relevant to different income groups.

Use of media to advertise affordable housing solutions

- Suppliers and architects primarily advertise solutions and projects themselves, rarely relying on advertising agencies. This is due to a lack of knowledge by advertising agencies on affordable housing solutions and low consumer demand for such content.
 - This presents an opportunity to identify advertising agencies that focus on advertising housing content and fostering collaboration with suppliers and architects. These could be agencies that focus on the property/real estate sector.
 - There is also an opportunity to leverage advertising agencies' strength in positioning brands and creating targeted and impactful marketing campaigns to disseminate housing content that resonates with specific audiences, particularly low-income households. These campaigns can leverage the show's content and established media channels while expanding reach through high-traffic digital platforms like YouTube and social media.
- Channels such as Facebook, Instagram, and TV are the most commonly used platforms for brand awareness, technology education, and showcasing completed projects. However, the use of TV is associated with high costs, thus discouraging its use. This, therefore, provides an opportunity to leverage digital advertisement platforms such as paid Google ads and social media platforms like WhatsApp, TikTok and Facebook. This is because they have a lower entry cost and have a wider reach.
- Other challenges suppliers face in advertising their solutions include negative online comments from clients and misinformation shared by contracted media agencies, which negatively impact brand reputation and trust. To address this challenge, some proposed recommendations include:
- **Fact-checking and transparency:** This is through establishing rigorous fact-checking procedures for all information disseminated via contracted media agencies. It also involves maintaining clear communication channels to ensure accurate messaging.
- **Building brand advocacy:** This involves cultivating a community of brand advocates by providing excellent customer service and fostering positive online interactions. It also involves encouraging satisfied customers to leave positive reviews and testimonials.
- **Developing a crisis management plan** that enables suppliers to proactively address and mitigate risks arising from negative comments from customers.

Affordable Housing Solutions Content and *TUJENGE: BUILD IT BETTER'S* Influence

This section dives into the current landscape of affordable housing content. We explore existing content on affordable housing solutions and how the impact of these solutions is measured. We also explore the impact of Tujenge: Build It Better on influencing the media landscape and encouraging the development of similar content (objective 5), existing gaps/constraints and opportunities within the media sector in developing housing information (objective 6), the emerging opportunities for more engagement with media (objective 7) and the enabling factors that will support scaling of the media intervention (objective 8).

Existing content targeting low- and middle-income households.

This subsection explores existing content targeting low- and middle-income households in general.

Media houses interviewed prioritize low- and middle-income households when making content and dissemination decisions because this group is seen as comprising the majority of Kenyans and their listeners/viewers. This therefore drives their desire to ensure inclusion when developing and disseminating their content.

“Actually, our main focus, our station, you know there are classes of audiences. And I'm sure you know that. Yes. We target low class because we see those are the majority of Kenyans and they are the majority of listeners.”

- KII- Male media house representative, Nairobi

“MODERATOR: Does your station produce content targeting low or middle income?”

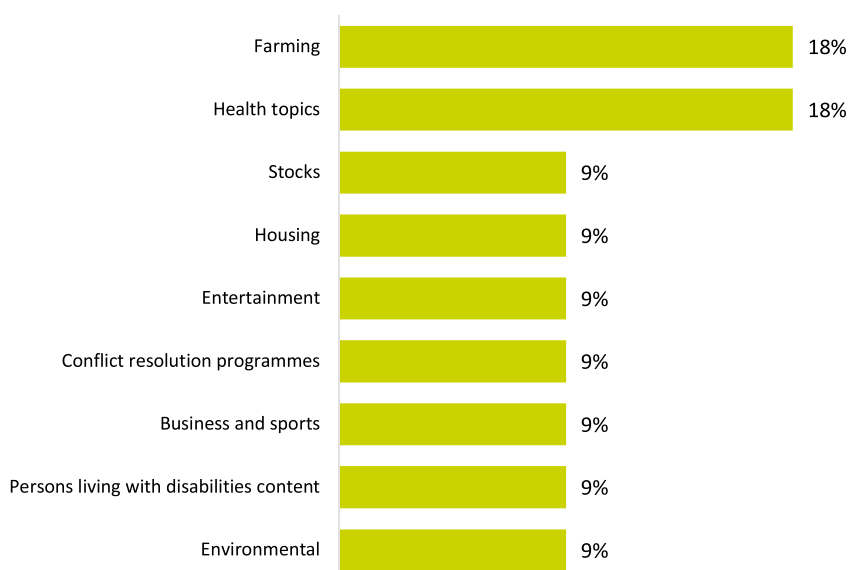
RESPONDENT: A lot. Yeah.”

- KII – Female media house representative, Nairobi

The main type of content developed targeting these income groups is on **farming and health-related topics with TV, and radio being the main channels used to disseminate this content.** This is due to the perception that this content best resonates with low- and middle-income households, especially those living in rural areas. In particular, the media house representatives interviewed cited leveraging vernacular stations to reach their target audience with this content.

FIGURE 144: CONTENT CREATED TO CATER FOR LOW- AND MIDDLE-INCOME HOUSEHOLDS BY MEDIA HOUSES

Do you create any content targeting low and mid low income in general? If yes, what is the name and nature of the content created? N=11 transcripts



“We target low class. Because see those are the majority of Kenyans and they are the majority of listeners. So that is why when you do a farming program, for example, somebody will talk about, for example, their chicken... So those are low-income earners. And those are the people that we are targeting, mostly.”

- KII- Male media house representative, Nairobi

“One of the most important programs that we have are the medical shows. Yeah. Because, you know, even when you go upcountry and your aunties will be telling you, “Hey, I was just watching Dagetare. The doctor advised us to stop eating this.” You know? They believe in what we tell them, and what the people we call on our shows, what they tell them.”

- KII – Male media house representative, Nairobi

“We talk about shows like Sauti ya Mkulima or on Inooro, it's called Mugaboa Murimi. For both radio and TV. You talk about Pugio Hala. That is on Ramogi. You, see? So, we are talking about the farmer and with the farmer. We're having conversations with them.”

- KII – Female media house representative, Nairobi

However, a minority of media houses (1 out of the 3 media houses interviewed) cited measuring the success of the general content developed targeting low- and-middle-income households. Only one media house mentioned measuring the success of their content through weekly and monthly ratings. In addition, they also mentioned relying on a research company to conduct surveys to measure the success of their content. Given the gap in measuring the impact of developed content, there is an opportunity for media houses to create a more data-driven approach to evaluating their content to ensure success. These data-driven approaches could include conducting regular surveys with the viewers of the disseminated content to get feedback on the show's impact.

“Yes, we do. We normally do weekly and monthly ratings ... we normally have a third party who does for us our surveys. I think they do the mobile response. It's a research company.”

- KII – Female media house representative, Nairobi

In summary, while media houses are actively developing content targeting low-income households, most of this content is focused on farming and health topics due to perceived viewer demand. In the next subsections, we explore the housing content disseminated, channels used and the demand for this content.

Existing content on affordable housing solutions - housing sector actors' perspectives

This subsection explores the engagement by housing sector actors with content on affordable housing solutions and the drivers for this engagement.

The majority of the suppliers interviewed (5 out of 9) have come across content on affordable housing solutions, indicating a strong interest in this topic. Specific shows mentioned include the Property Show, Family Home Ownership, and the Big Five Construct Kenya. These shows cover a wide range of content, such as alternative construction materials like precast panels; they showcase different construction projects and/or general market trends and innovations. These shows were mainly viewed on TV and YouTube. The target audience of these shows is stakeholders in the real estate industry, such as suppliers and the professional community, as well as homeowners and potential homeowners¹³.

¹³ <https://www.big5constructkenya.com/why-exhibit/>, <https://www.facebook.com/NTVPropertyShow/>

“On Property Focus it was basically on alternative methods, alternative solutions because it does not exist.”

- KII – Male supplier, Nairobi

“They talk about more of affordable housing. Whatever, painters and contractors use the property show. They talk about what you can use on a day-to-day basis. Like where to get products. Because they were doing a show recently with Crown Paint. And they were highlighting where you can get products from Crown Paint. What products does Crown Paint offer on a, like, from time to time? What are the varieties of what Crown Paint offers? Yes. So, they discuss more of whatever other companies are doing companies in the building industry building and construction.”

- KII – Female supplier, Nairobi

“I've also heard, like currently, we have the big five construct... That is a very, very big platform on affordable housing in Kenya. Where most companies that offer affordable buildings, they register them, showcase their projects. And potential clients learn more on how they could maybe improve their technology. You understand? So, they start the big five. It's happening, as you are speaking now, at Sarit Center. It's an expo. It began on 8th. It's ending tomorrow. So tomorrow I'll be heading there. So that we can see what we can do there.... I watched it online. That is on YouTube.”

- KII – Male supplier, Nairobi

Several factors drive suppliers to watch these shows, including:

1. **Professional relevance:** The content directly relates to their work and helps them stay informed about new materials and technologies.

“Because I'm in that industry so it's of my interests.”

- KII – Female supplier, Nairobi

2. **Market awareness:** These shows educate them about emerging trends and potential customer preferences in the affordable housing market.

“Well, as someone who's in this business I know they talk about mostly the properties and the new trends and market trends and what's happening around. So, it's a show that I would want to know from a point of information. I want to know what the players are doing or what is happening around. So, from a point of information for me being one of them.”

- KII – Male supplier, Nairobi

3. **Self-education:** Suppliers utilize the shows to broaden their knowledge of construction techniques and solutions.

“First, the affordability aspect. First, the affordability aspect. Because in that we have a lot of affordable techniques.

Then another thing, different ways of doing your modern building. Because people are shifting from the conventional building forms. They are coming new technologies. So, the technology itself is what thrilled me. When I go and experience new things, new ways of constructing.”

- KII – Male supplier, Nairobi

Additionally, shows like The Property Show were liked because of their interaction with the audience, the detailed information provided, and the usefulness of the information shared.

“The fact that it's a platform. The fact that it's a platform. The way it (Property Show) is presented. There is that interaction, the presenter. You know, they use catchy images. So of course, they'll never bring something like a shoddy building.”

- KII – Male supplier, Nairobi

However, there are gaps in the current affordable housing content, with the two main gaps mentioned being low frequency of dissemination and lack of tailoring for the target audience. Suppliers cite that content on affordable housing solutions is not shared frequently; often, it's a one-time event. This infrequent dissemination causes potential participants to miss crucial information, while the lack of continuity hinders efforts to educate and change their behavior.

“Anything I didn't like about it is probably the frequency. Frequency I mean you will hear about global precast, or you hear about precast today. My show will run, let's assume it's on a Sunday. You have it posted on YouTube and that's the end. So, there is no continuity. If there is a repeat, probably it's a few days after, it might not have an impact.

How about if this episode can be played later? Let's, talk of six months from today to give a chance to someone who didn't watch the show.”

- KII – Male supplier, Nairobi

Additionally, the existing affordable housing content fails to consider the specific needs and circumstances of low-income households, making it irrelevant and unrelatable. The content creates the impression that affordable housing solutions are only accessible to wealthier individuals. This discourages low-income households who may feel excluded due to a perceived lack of financial resources.

“There is a time that you would make it look like you must have money to have a particular house. Yeah. It was for the rich.”

- KII – Female supplier, Nairobi

Overall, housing sector professionals are eager for informative housing content on current trends. However, there is an identified gap in the existing content designed to drive behavior change (objective 6). Suppliers point to two key issues: infrequent content updates and a lack of tailoring for specific audiences. This presents an opportunity to develop housing content that's aired more frequently and targeted to specific audiences for better educational impact. For example, there is an opportunity to consider re-airing the show during the weekdays to increase its reach. Additionally, there is an opportunity to conduct audience research and actively engage with the target audience before developing housing content to comprehend their unique needs and aspirations.

Existing content on affordable housing solutions – media sector actor perspectives

This sub-section explores media sector actors' exposure to content on affordable housing solutions and any proactive steps taken to develop and disseminate this information.

Among the media actors, there is limited awareness of existing content on affordable housing solutions beyond the content they develop. Only a small portion of media actors (2 out of 6) are aware of existing content on affordable housing solutions. For some, this knowledge is acquired through their own research to guide the development of their own content. This suggests a potential gap between available information and its dissemination through media channels.

“I’ve seen several, but I can’t remember their names... You know when you see this passage and because you are not very interested in it. I’ve seen several, but I can’t remember their names... You know when you see this passage and because you are not very interested in it. Yes. Because you think they are trying to sell something.”

- KII – Male advertiser, Nairobi

“Yes, yes, of course I've come upon it because, you see, if you're doing programs, then you have to get materials in one way or the other. That is why I gave an example earlier that when you want to do something like that, you see, like using simple materials to build a house, for example... Even when we invited the PS for housing, Hinga, to the studio, you have to do research for the presenter to ensure that they give out the right materials. And they seemed to understand the topic. Like, if you want the presenter to do the interview as well,

You have to do your research as a producer.”

- KII – Male media house representative, Nairobi

However, there is growing attention to this issue. Despite the limited awareness of existing content, the majority of the media actors (3 out of 5 interviewed respondents) are actively developing their own content on affordable housing solutions. This highlights a growing recognition of the importance of this issue and a potential shift in media priorities. Digital content creators are particularly active, with both interviewed respondents producing such content. In comparison, only one traditional media house reported developing content on affordable housing solutions.

The emergence of shows like Boma Yangu, Land and Property Diary, and others developed by media houses and digital content creators seek to bridge the gap in affordable housing content. These shows cater to this need by educating audiences on various aspects of affordable housing.

Perceptions of **media house** representatives

Specifically, media houses develop content focusing on:

1. **House construction strategies:** They provide guidance on efficient building plans and processes to empower individuals to make informed decisions and potentially save costs.

“So, we started Land and Property Diary, which has three segments. So, one takes people through, let's say, like, we are in Kitengela, and we want to know why people build houses in this way. Yeah? What informs where a door should face? You know, those kinds of things.”

- KII – Female media house representative, Nairobi

“Then, the other thing is how to create efficiency in whatever it is that you're doing. If you're putting up a kitchen, what is the most efficient way to utilize your water? You know. You know, how do you, for example, create a drainage from your sink into your small garden?”

- KII – Female media house representative, Nairobi

2. **Interior and exterior design:** Showcasing creative, locally available, and affordable design options within budget constraints, expanding possibilities for comfortable and aesthetically pleasing living spaces.

“So, then, and the other segment is a segment called Pambo. This show airs, by the way, on Sundays at 6.30. So, Pambo deals with interiors and exteriors. How people, what kind of material are people using for interiors and exteriors? And we have featured a number of people who, I think, fall in the category that you have defined, where they are trying to see with what is available in the, you know, in their locality, how can they make interiors and exteriors that are attractive and long-lasting, bearing in mind sustainability. So, I think that is the most we have done.”

- KII – Female media house representative, Nairobi

3. **Celebrating construction materials developed by Kenyans.** The intention is to showcase locally developed or produced construction materials.

“We’ve done something with on Boma Yangu, which, I mean, it can be tailor-made. You know, one of the things that we do at production, in the production department, is tailor-made according to a client’s need. For example, we took a program like Now Boma Yangu, and we wanted it to be enticing, so that the uptake is, you know, improved. We wanted to show people that you and I can own, actually own a two-bedroom or a one-bedroom. And we wanted to show that this process, or this project, is actually employing Kenyans. If it is the windows, they’re being made by Kenyans, using locally available material, and all that.”

- KII – Female media house representative, Nairobi

4. **Focus on the dos and don’ts in land acquisition:** Beyond focusing on the construction materials and processes, media houses also disseminate information on the processes of acquiring land for construction.

“Land and. Number one, it’s very informative. It’s giving people information that is not easily available. We are talking to lawyers. We are talking to land surveyors. We are talking to architects. We are talking to... So, it’s just making. It’s making sure that. For example, as you start to put up your house, you know all the do’s and don’ts. We know there has been a history, many cases in Kenya, it’s rampant, being conned, being told your land is legit. Only for you to find out, the person selling was not the original owner. So, we are educating people and empowering them so that by the time they put their money and their emotions into such project yeah, they are well equipped.”

- KII – Female media house representative, Nairobi

Some media houses focus on housing information for everyone, while others tailor their content to low-income audiences. This shift for some media houses comes from the realization that their content resonates with a broader range of people than they initially expected.

“So, we target the low class ... if you want to be very specific.”

- KII – Male media house representative, Nairobi

“We say we are very Kenyan centric. So, we target the whole family. We are very general, you know, in terms of, we don’t like defining that, you know, we don’t like defining that this is for this category. Because you’ll be surprised. Let’s say like now on air, on Ramogi, you have something called Mbak Ndala. You would think we are targeting the young people. But when you go upcountry and you’re having a conversation with the elderly, they will be talking about Mbak Ndala. So, we are very family centric. We say, our content, most of it, up to 10pm is for general public viewing.”

- KII – Female media house representative, Nairobi

Media houses leverage a variety of channels, including TV, social media platforms like TikTok and Twitter, and radio, to broadcast housing information. This approach maximizes reach and caters to diverse content preferences. Additionally, some media houses broadcast housing content on local or vernacular TV stations to reach a wider and more specific audience.

“So, of course normally it’s radio.”

- KII – Male media house representative, Nairobi

“Sources we... this is on ... Television. Yeah. So, we do have some social media snippets... These days, it’s mostly on TikTok and on Twitter.”

- KII – Female media house representative, Nairobi

“Inooro TV has something called, Wojoria, meaning business. Ramogi has something called Pokopogore. Pok opo gore. So, these two also, feature local solutions Pokopogore just means, celebrating people who are using their talent to excel. You know? And you know, like, Luos are very good in terms of furniture. You know? So, how do they use what is around, locally available. to excel, to uplift their standards of living? So, you’ll find the craftspeople... You know, we’re speaking to the common Kenyan down there. There’s a way vernacular is very attractive to the local Kenyan citizen.”

- KII – Female media house representative, Nairobi

In developing content on affordable housing solutions, some media houses rely on housing experts and field visits to relay this information. Due to a lack of in-house expertise on affordable housing solutions, media houses leverage housing experts to create informative content. Additionally, field visits ensure the credibility of the reported solutions and construction processes for affordable housing.

“So, if I want to get information, then I'll go to a resource person that has a know-how on what we mean exactly. I'm getting affordable materials for housing. So, I can just go to anybody. Yes, because that individual will be able to advise me or the listener, for example, that if you go somewhere, this place and this place, then you are able to get these affordable materials. These materials, this and this is friendly to the environment.”

- KII – Male media house representative, Nairobi

“And also, for us as journalists, it is also important that we visit places that are doing the same. Because if I've been told that there is a house that has been set up somewhere and they use these materials that are affordable, for example, then it is my responsibility to go and see. So why should I be told? Because the best way to get materials for journalists is visiting an area.”

- KII – Male media house representative, Nairobi

Perceptions of digital content creators

On the other hand, **digital content creators** mainly develop housing content based on **building materials and technology**. Materials and technologies such as EPS, precast slabs, interlocking stabilized soil blocks, and beam and block technology have been featured with the intention of addressing the confusion around choosing optimal materials and construction methods for cost-effective housing.

“I see what technologies exist and then where the current ongoing projects which I have access to, I record the building process and share it with people, and I also answer questions online which people might raise. So, it is basically an infrastructure. Information dissemination platform.”

- KII – Female digital content creator, Nairobi

“Yeah, so as I've done more and more, I've realized people are particularly keen on precast concrete panels. Yeah, so that's if you like maybe to research my channel you will see that's the biggest topic. Yeah, my channel is known mostly because of precast concrete panels than all the other materials that I've talked about. Yeah, because it seems people see it as an affordable solution.”

- KII – Male digital content creator, Nairobi

In developing this housing content, the digital content creators interviewed rely on a creator-driven approach. More specifically, they rely on self-inquiry and a systematic breakdown approach when developing housing content. This combination of self-guided research and systematic presentation positions these creators as credible and reliable sources of information. They are effectively filling the knowledge gap with relevant and practical content tailored to the needs of their audience.

The reliance on self-inquiry by digital content creators suggests a proactive and driven approach to content development. They are actively seeking out knowledge gaps and identifying areas where information on affordable housing solutions is lacking. This ensures that their content addresses relevant and pressing needs.

“I ask myself, how do I, for example... if I'm building, a slab. So how would I build a slab based on the current economy? How do I ensure that I build a slab that is safe but something that won't stretch my budget.”

- KII – Male digital content creator, Nairobi

On the other hand, the systematic approach involves breaking down the house-building process into individual phases and focusing on each one. This highlights a structured and detailed approach to content creation. This enables creators to delve deeper into specific topics, providing comprehensive and actionable information for their audience. The structured and detailed approach also allows creators to demystify the process and make it more approachable for those with limited experience or knowledge. This fosters confidence and encourages individuals to actively find solutions for their housing needs.

The content creators also emphasize using affordable materials and permanent solutions in their content, demonstrating a deep understanding of the audience's priorities. They cater to individuals striving for cost-effective and durable housing options, which align perfectly with the overall aim of affordable housing initiatives.

“Housing, I try to break down the components of setting up a structure. So, I would ask, for example, if you're building a house. A house consists of many parts brought into one. So, I would say there's the foundation. So how would you, would you build a foundation in an affordable way, but ensure that it is strong enough for the house. Then we have the walling. We have what kinds of materials can someone use? Yeah, that will help them build their walls most effectively but strong and permanent. This is because, you know, people can use Mabati for walling, but it seems like it's not a permanent solution. So, are there other permanent materials that someone can use apart from stone blocks? To help them achieve something affordable and cost-effective. And then we also have roofing. Are there materials out there that someone can use? Or roof designs that can help them to build a cheap but safe roof? So, I would say, that is usually how I break it down. I try to ask questions based on components of a house or a structure. Yes, and then I try to create content. I usually use the views as a metric to see if people are interested in the topic or not.”

- KII – Male digital content creator, Nairobi

Digital content creators primarily target viewers interested in housing and construction topics. Interestingly, one content creator discovered that their content resonates particularly well with women and older audiences.

“My target audience? I would say at the moment... It has been Kenyan market and everyone. But now, with the introduction of the green building and sustainability bit, I try to make sure anyone in basically the world can read it. But where there's information on costing, the costing is just Kenyan ... The prices, if I say it is this amount per square meter, that can only be Kenyan... So, I remember when I was thinking about this at first, I tried so much to say, oh, maybe I am targeting people who are twenty-five and above. Maybe I am targeting men. And then it was my brother who told me, you just put your content out there and see who responds. So yes, based on that, ... you get data. It comes back and then now I can tell you that there is an age between 18 to 25. So, I am guessing that the guys that are in school, there's high uptake there. And then 25 to 30. Not so much. And then from thirty-five to... From 30 to 45, there is a big uptake. Funny thing, women are also very interested in construction, so it is good. Yes.”

- KII – Female digital content creator, Nairobi

“My target audience is majorly people who are interested in housing. So, I'm interested in developing houses either for commercial reasons or for personal reasons like building their home. And in the process, they need to they need information in terms of building materials and what materials are out there that can help a person to build not only an affordable house but a safe one at the same time. So that is my target audience. People who are building any sort of projects, be it a house, be it apartments, be it office blocks. But they are not engineers, they are not architects, they are not from the built environment.”

- KII – Male digital content creator, Nairobi

Digital content creators mainly use YouTube, social media sites such as TikTok and Instagram, and websites to disseminate housing content. YouTube serves as a platform for in-depth housing content, while social media thrives on bite-sized pieces of information. However, websites and TikTok have been identified as having the highest traffic, suggesting their effectiveness in engaging these target audiences.

“I have a YouTube channel... But I try not to convert the blogs to videos. It is a bit harder because I do not have a background in that. And YouTube videos are a bit longer, so I am working on that. And then I have Instagram, TikTok. And for those ones, it is Shorts. Even YouTube has Shorts. I have seen the highest uptake in Shorts on TikTok. I have seen good uptake on written information on the website. Because with that one, you are able to see how people are looking for two bedrooms. You can see how the content... If you post on one bedroom, two bedroom, and three bedrooms, you will notice two bedrooms has more traction to see. So, there is that. And then the YouTube one is really good for long videos. But I am working on that one. That one is not as well developed. But it still has some traction.”

- KII – Female digital content creator, Nairobi

In summary, media sector actors are interested in developing additional content on affordable housing solutions (objective 7). However, the motivations differ. Digital content creators are intrinsically driven to develop housing content, while traditional media houses are more responsive to audience demand and sponsorship opportunities. This is evident in the limited number of media houses mentioning housing content creation and relying on experts for information. However, digital creators have a wider reach and a more systematic approach to content. This creates an opportunity for a strategic partnership. They can create high-quality, informative content with greater reach by combining their strengths.

We explore how this partnership could be established in the subsequent sub-sections.

Measurement of the success of the developed content

Measuring impact is crucial for content creators to refine their strategies and maximize their outreach.

The majority of the media actors highlight measuring impact of the housing content disseminated. They rely on varied approaches, which include:

- 1. Focus on content engagement:** The majority of the media actors (3 out of 5 media actors interviewed), including both digital content creators and media houses, prioritize measuring engagement with their housing content via comments and viewer numbers. This provides valuable insights into audience interest and helps them tailor future content accordingly. This is evidenced by viewers sharing recommendations of what products or experts to feature in subsequent shows.

“I use views as a gauge to see the interest of a topic. So, if something gets a lot of views or gets a lot of engagement in terms of comments. It seems that this is a particular topic. That people are following. Let's say if I talk about, a precast panel. It gets, a lot of views. It means people were waiting for this kind of video.”

- KII – Male digital content creator, Nairobi

“So, so even the feedback that we get, if you look around, you'll see all our stations have a feedback system. There's a 22480. There's a 23600. There's. You know? So, the people send information, and they also give us pointers. You know? Why don't you call this person? They are doing this amazing stuff.”

- Female media house representative, Nairobi

- 2. Qualitative feedback and testimonials:** The digital content creators interviewed go beyond simple metrics, citing user testimonials about successfully utilizing the materials highlighted in their shows. This offers real-world evidence of the content's impact and motivates further content creation.

“A good thing about the emails, you also get positive reviews. They are like, I saw this simple plan and then I took it to my architect to build with it. The house costs 1.2 million or yes, 1.5 million. And if you go back to the professional rates, they will tell you it is this amount of money, but if they go and build it somehow, it is cheaper. So, people say, this information helps me do this. This information helps me do that. Honestly, it keeps me going at some point because you know, you have energy and motivation all days. And you require consistency to make, to keep it working.”

- KII – Female digital content creator, Nairobi

“I work, most of the projects that I'm documenting are mostly fans of the channel. If I find someone watched my video maybe last year, and they are now building something, and then they contact me to show the process. And also share. So it is, I have feedback. I get feedback from my audience.”

- KII – Male digital content creator, Nairobi

3. **Impact on featured businesses:** The interviewed digital content creators also measure impact through inquiries and walk-ins experienced by businesses featured in their shows. This indicates a direct economic impact and showcases the potential of content to promote affordable housing solutions.

“**MODERATOR:** Since you mentioned the Kingdom Precast, the company... “**RESPONDENT:** Yes, yes, yes. They also built their office using their technology. So, people, I usually direct people to go and see that office as an example of a precast panel home. So, there's been a lot of interest, a lot of people who go to make inquiries, people who order. Their uptake has surged exponentially.”

- KII – Male digital content creator, Nairobi

“Where I have featured technologies that are offered by companies, they have mentioned that they have been getting more walk-ins because they saw the technology on our platform. So ideally there is some impact, but it has not been measured.”

- KII – Female digital content creator, Nairobi

The varied approaches used here highlight the importance of both quantitative and qualitative metrics. This combination of data and anecdotal evidence can attract potential partners and sponsors, further enabling creators to deliver valuable content to a wider audience.

Barriers to developing content on affordable housing solutions.

However, despite the content creators' proactive efforts and the reported impact, they face significant obstacles in their mission to provide valuable information on affordable housing solutions (objective 6). Examples of challenges faced in developing housing content include:

1. **Logistical difficulties:** Distance to construction sites and suppliers can hinder filming and content creation, impacting content quality and publication timelines.

“So, for me, I would say it's the location. Because I have to go to that site, make videos there. So that it's my time to do now the creative part of editing the video and coming up with the creator storyline. So, it hits up my publishing time, my publishing schedule for videos here. Uploading videos on the channel.”

- KII – Male digital content creator, Nairobi

2. **Financial constraints:** Lack of sponsorships and dependence on personal funds can limit the production of resources and content quantity. It also impacts the willingness to develop additional housing content.

“If I had my way, I would probably almost focus on Jenga Nami, but I actually cannot do that. It is because I need to make a living... So obviously it means I have to inject my own money to make sure it runs. That is why I am saying at the moment it is more like a diary. So, right now I am trying to get the channel to appear so it is stable so that it can run itself.”

- KII – Female digital content creator, Nairobi

“And again, as you just mentioned, the station that you talked about was sponsored by Habitat for Humanity. Or Habitat for Humanity was sponsoring that program. Obviously, many stations are commercial. So, if they don't have a sponsor, they won't do it... But in short, stations don't do those programs because they are focused more on entertainment. And they are not doing programs that probably may improve lives of people because there is no sponsorship.”

- KII – Male media house representative, Nairobi

3. **Tech and skill gaps:** Insufficient skills in video editing and other technical aspects can compromise content quality and audience engagement.

“And tech. I am not a video editor. I am not a writer. So, I have had to improve, broaden my skills from website to video editing to, but it is okay. It is a growth curve, I guess.”

- KII – Female digital content creator, Nairobi

4. **Time commitment:** Balancing content creation with other responsibilities limits the output and consistency of content.

“So that was a bit hard for some time...There was time I was trying to juggle between work and that.”

- KII – Female digital content creator, Nairobi

5. **Commercial abuse:** This is the perception that there are suppliers featured on the show that are not willing to pay for the feature, thus discouraging media houses from disseminating housing content.

“I also think that kind of content can be very prone to, you know, it can be very prone to commercial, let me just say it as it is, commercial abuse. Because for example, what is an advert and what is content, you know. You want for example to showcase a property that has been done so well in line with what you're talking about, but the person there does not want to pay. We are a commercial station. You see. So, it's a balance. How much content, how do you balance between commercialization that does not bring amount to monetization of your airtime. And you see for us, our airtime is our currency. So, looking for partners is priority. Yeah. So that as we showcase, you're also, you're also looking for partners. You're also giving us some money for it.”

- KII – Female media house representative, Nairobi

In addition, the content dissemination challenges identified include:

1. **Low adoption rates:** Solutions presented may not appeal to all audiences due to preferences for traditional construction materials, budget limitations, or lack of awareness.
2. **Resistance to Innovation:** Traditional building practices and skepticism towards new materials can hinder the adoption of affordable housing solutions.

“Yeah, the challenge, I would say, is adoption. Initially when I started the channel, people were not really there was a negative perception. Because when you say something is affordable, a few people feel like you've given something. Maybe you've done some shortcuts, yeah, so there's some negative perception, and also because to achieve affordable housing, maybe use of alternative building technologies is also not appealing to everyone. Change is not easy for everyone to adopt. So, we find the perception is there.”

- KII – Male digital content creator, Nairobi

To overcome the barriers faced in developing housing content, as mentioned earlier, there is an opportunity for a strategic partnership between digital content creators and traditional media houses. This offers a win-win scenario in the following ways:

- **Benefits for digital creators:** Media houses can provide resources and technical expertise to address limitations faced by creators, such as financial constraints and tech skills.
- **Benefits for media houses:** Digital creators offer access to a pre-existing audience base and a fresh, engaging content style, allowing media houses to broaden their reach and connect with new demographics.

Impact of *Tujenge: Build It Better* on influencing the business case.

In this subsection, we explore the impact of the *Tujenge: Build It Better* on Nation Media Group and whether the show has built a business case to develop similar content (objective 5).

From Nation Media Group's perspective, the show's target audience was the **“general” public, especially those interested in construction. However, the station faced initial challenges in sourcing relevant stakeholders and navigating the unfamiliar terrain of affordable housing solutions.** Despite this challenge, their proactive approach to researching and understanding the topic before content creation demonstrates commitment and a responsible approach.

“The intended audience was, I think, generally, I think, the public, not just the low income and the... People. I think everyone wants to know where they can save their backyard there and just to be all help, environmental conscious, and everything. So, it's just, I think anyone who's actually building or is in the building industry or, you know, or in the interior design industry, I think that's the intended audience. It's not just about creating low-income housing. It's about affordability. It's about being environmentally conscious and stuff. Like that. So, I think it's, everyone is the intended audience.”

- KII – Female NTV representative, Nairobi

“Oh, wow. I think also, just maybe locking down the participants. Like I said, we worried about building the company. So, I think the start of building is just what you need to have a lot of energy. actually, getting all these people, you know, channelling down. I think we worked well with the habitat, but for us it was new, it was a new thing for us. So, I think first of all, understanding the topic, you know, know what it's all about, how to do it better. So, I think, yeah, that was a big challenge because maybe just having a good GP for not affordable housing is all about before and would have been good.”

- KII – Female NTV representative, Nairobi

In addition, the show is perceived to have been a success as it had a multi-level impact. The show's perceived success stems from its positive impact on both personal and organizational levels.

“Yes, I think it was a success.”

- KII – Female NTV representative, Nairobi

At the personal level, **the show increased knowledge about affordable housing options and construction processes**, thus empowering individuals to make informed decisions and increasing interest in the topic.

“I mean, it's opened my eyes. It opened my eyes to just see that what's out there is not what I really knew. You know? So, the building process is much deeper than just putting up a structure. So yeah, building is not easy. You've got a bit of learning before you dive into it.”

- KII – Female NTV representative, Nairobi

At the organizational level, both the featured organizations and Nation Media Group experienced potential benefits. **The featured organizations experienced increased inquiries from viewers about their solutions.**

“MODERATOR: Yeah, you've said the show was a success, so why do you say so?”

RESPONDENT: I think also if I do remember correctly. One of our partners up to date is still receiving a bit of you know, inquiries about the, I think, the blocks that they were using, or the blocks that they were creating. And also judging by the views that the show had when it was on TV.”

- KII – Female NTV representative, Nairobi

For Nation Media Group, the *Tujenge: Build It Better* show had the following impact:

1. **Reputation:** The show enhanced viewers' perceptions of Nation Media Group as an organization delivering meaningful impact, not just entertainment.

"Well, I think for us it just widened or broadened our portfolio in terms of the partnerships that we're able to have with Habitat and other partners that are on board that we are here to serve both the audience and the customer. So, I think it also just solidified our position as a nation that, yes, we are not just for fun. We work with you on your agendas and try to push and educate the population."

- KII – Female NTV representative, Nairobi

2. **Audience engagement:** Increased viewership for the show, which indicates an appetite for affordable housing content.

"Also still judging by the interest that it's still getting to date online. It shows, yes, there's an appetite for, you know, that kind of information."

- KII – Female NTV representative, Nairobi

3. **Partnerships:** The show led to new collaborations with organizations keen to showcase their construction materials.

"Well, I think for us it just widened or broadened our portfolio in terms of the partnerships that we're able to have with Habitat and other partners that are on board that we are here to serve both the audience and the customer."

- KII – Female NTV representative, Nairobi

While *Tujenge: Build It Better* demonstrably achieved a positive impact, **Nation Media Group's hesitance to create similar content due to high production costs highlights a crucial tension between social impact and financial sustainability.** This is because, despite the desire to develop housing content that reaches those who need it most, it must also generate revenue for the business.

"Definitely would be putting down the production costs. Yeah, because we might have all these grand ideas on how we want to take the show out to the one each. Do this and do that. But then at the bottom line, we're still running our company. So as much as it is creating impact to the society and pushing the agenda forward, we also have to see the bottom line at the end of the day."

- KII – Female NTV representative, Nairobi

Emerging opportunities for more engagement with the media and scaling up media intervention.

This subsection explores the existing opportunities for developing housing content that promotes behavior change (objective 6), more engagement with the media (objective 7), and enabling factors to scale the media intervention (objective 8).

Overall, there is interest among sector actors and interviewed household respondents in receiving additional content on affordable housing solutions.

Housing actors needs

All housing sector actors interviewed express interest in receiving additional information on affordable housing solutions, mainly because this content is perceived to be relevant to their practices and they desire to stay informed on current trends. As such, the existing opportunities and enabling factors to scale up *Tujenge: Build It Better* to ensure the housing content meets the needs of housing sector actors include:

1. **Featuring additional affordable housing solutions:** There is a desire for *Tujenge: Build It Better* to feature additional solutions such as lighting, painting, and the EPS technology.

“They were not giving all the solutions there. They didn't tell us about lighting, painting. They would bring in all the stakeholders until the house is finished, but I came to realize that the house is finished without paint. without plaster.”

– KII – Male contractor, Nairobi

2. **Localize the content aired:** This could include using local references or case studies of solutions used in different locations.

“Like that Makiga house in Kirinyaga. You see he can come out again with the same content and say we had this in Nyeri, we had this in Kisumu, we had this in Busia, you see these are different climates like in western there is a lot of rain. He should Test all those areas.”

– KII – Male contractor, Nairobi

“If you are talking about affordable housing, can you just bring affordable housing to the context of How can you use locally available material? What do people use in Nyanza? What do people use in... That kind of opening up people understand.”

– KII- Male digital housing solution provider, Nairobi.

3. **Adopt a stage-by-stage approach:** Focus on showcasing affordable housing solutions that can be used at each stage of constructing a home.

“Housing is a process. He needs to get time to talk about designs. Get an architect in part of the discussion. Get how do you manage costs from the designs. How do you manage quality? How do you manage the backfires of the sites? There is a lot of content to that. So, he was just highlighting what is out there.”

– KII - Male digital housing solution provider, Nairobi

In disseminating housing content, various housing actors prefer different channels of receiving this information, as highlighted in the previous section. For example, suppliers value verifiable and trustworthy sources such as research publications and expert opinions, while *fundis* value government sources such as the Ministry of Housing and NCA. Contractors, on the other hand, value social media platforms such as Facebook and TikTok due to their accessibility across various devices. This creates an opportunity for a differentiated approach to disseminating housing content.

NMG's needs

Despite NMG's hesitance to develop additional housing content, opportunities exist to improve upon *Tujenge: Build It Better* and create a business case to develop additional content (objectives 6, 7, and 8). These opportunities include:

1. **Diversifying Stakeholders:** This involves integrating a local focus and diversifying the stakeholders featured in the show.
 - a. **Local focus:** This includes featuring regional materials, construction techniques, and success stories relevant to specific communities.
 - b. Beyond builders and suppliers, **include other stakeholders in the construction industry to ensure a holistic view of the housing ecosystem.**

“I think this is our first time actually doing a show on affordable housing. So, the opportunities I think are there, they're endless depending on how you want to look at it. It's just a matter of sitting and brainstorming, saying what else can we pull, can we pull in? Is it the paint guys, is it the interior guys, is it the, you know, landscaping stuff? So, it's why it's because it's not just about the building itself, you know, there's other things that get into buildings, not just the structure. So, from architects all the way to buying land and stuff. So, I think the opportunities are wide. Environmental, you know, climate change, all these factors have to do with building, so. There's quite a bit.”

- KII – Female NTV representative, Nairobi

2. **Embracing Flexibility:** This is done by experimenting with different formats to present housing content.

“I guess there's no limit to what can be done. ... this I'm thinking in terms of whether it's a topic or whether it's a production style or not. I mean, we can always tweak the shows. In terms of tweaking, I'm thinking, whether the production style, the format of the show, you know, if this format is not working, we can work with a different format. We can always engage different partners within the show, different, you know, interviewees. So, yes, it's always so you can always adjust a show, yes.”

- KII – Female NTV representative, Nairobi

3. **Content Diversification:** This could be done by developing bite-sized content on construction tips, which is then disseminated to the public to ensure a wider reach.

“So, it's not just about talking heads. How else can we preach the gospel? So, it's a matter of sitting down, being creative, being... Do we do, you know, two-minute, three-minute sketches or five minutes sketches on building better tips and stuff like that? So, yeah. Well, there are quite a number of opportunities.”

- KII – Female NTV representative, Nairobi

4. **Taking the show to the ground:** This involves reaching the users that need housing content the most and demonstrating practically how to implement these solutions. This also involves ensuring that the target audience of the housing content can see these solutions physically.

“So, it's not just about talking heads on screen. You know, people like touching, feeling, and seeing with their eyes. Like they say, seeing is believing. So, how then do we take, you know, all these nice things to the people themselves? Yeah. And then also, we don't want to sit down and say, like, we are just lecturing or talking about something. How do we make it a little bit more interesting? Yeah. And then also, we don't want to sit down and say, like, we are just lecturing or talking about something. So, that it becomes top of mind. For everyone, yeah.”

- KII – Female NTV representative, Nairobi

“I think, for me, the gaps that existed in the show was maybe taking the show on ground. You know, to show how practical it is to the people who actually want to implement it. So, how do we find this solution? How do we take this solution to the people who are people on the ground and show people that this is exactly how it's done?”

- KII – Female NTV representative, Nairobi

KEY INSIGHTS

Existing content on affordable housing solutions excluding, *Tujenge: Build It Better*

Housing actors' perspectives

- **Among the housing actors, there is a strong interest in consuming housing content among suppliers, driven by a desire to stay updated on market trends and technologies.** However, gaps in the current content landscape limit its effectiveness in educating and motivating stakeholders (objective 6). Examples of these shortcomings include:
 - **Low frequency of dissemination:** Content on affordable housing solutions is not disseminated enough as it's often a one-time event. This leads to missed opportunities to educate and change the target audience's behavior. To address this gap, there is a need for:
 - **Increased content frequency:** This can be achieved by developing a content calendar to ensure regular sharing of affordable housing information.
 - **Creating a systematic housing content schedule:** This involves breaking down the building process and developing content related to each process in line with audience needs. This ensures consistency of available content on the building process and the use of affordable housing solutions in each step.
 - **Content repurposing:** This involves repurposing existing content into shorter clips, bite-sized information packets, or social media posts to maintain audience engagement.
 - **Lack of audience tailoring:** The content creates the impression that solutions are only attainable for wealthier individuals. This discourages low-income households from even considering the possibilities. This highlights the importance of:
 - **Understanding the target audience:** This could be achieved through conducting research and actively engaging with low-income households to comprehend their unique needs, aspirations, and financial limitations related to housing.
 - **Tailored messaging:** This could involve using relatable language, showcasing success stories from similar economic backgrounds, and focusing on practical steps and resources for achieving affordable housing solutions.
 - **Leveraging on preferred channels of information:** As highlighted previously, there is a preference among the interviewed participants to leverage TV and social media to disseminate housing content.
 - **Financial accessibility focus:** This is achieved by clearly emphasizing the affordability aspect within the content. This could involve highlighting cost-saving strategies, financing options, and government support programs.

Media actors' perspective

- **Among media actors, there is limited awareness of existing content on affordable housing solutions.** This low awareness is driven by the lack of prioritization of housing content, as most media houses mainly focus on farming and health topics which are perceived to be of more interest to their target audience, particularly low-income households.
- However, there is a growing interest in developing housing content on affordable solutions, with 3 out of 6 of the interviewed media actors having actively developed their own content.
- Digital content creators are leading the charge, with both interviewed respondents developing content. They develop content on building materials and technology such as EPS, precast slabs, and interlocking stabilized soil blocks, demonstrating a deep understanding of the audience's priorities.
 - The main target audience for their content is individuals interested in construction. They use channels such as YouTube, which serves as a platform for in-depth housing content, while social media thrives on bite-sized pieces of information. However, websites and TikTok have been identified as having the highest traffic, suggesting their effectiveness in engaging these target audiences.
 - In developing housing content, digital content creators rely on self-guided research and systematic presentation by breaking down the building process and disseminating content on each step. This positions them as credible and reliable sources of information as they can address their audience's pressing needs. This approach inspires an opportunity to grow the content ecosystem by not only focusing on affordable housing solutions but linking these solutions to the entire building process and displaying how they can be used at various stages.

- On the other hand, media houses focus on content on efficient construction practices, interior and exterior designs, celebrating local designs, as well as the dos and don'ts of affordable housing solutions. The main target audience for their content is the “general” public, and the main channels used are TV and radio.
- However, despite the development of housing content by both digital content creators and media houses, their motivation differs. Digital creators are passionate about housing content and have a systematic approach to reaching a broad audience. On the other hand, media houses focus on content driven by what audiences want and what sponsorships are available, often relying on experts for information. This presents an opportunity for collaboration and more engagement between traditional and digital media to leverage each other's strengths and maximize reach.
- In measuring the impact of disseminated content, **user engagement remains a central indicator, while incorporating testimonials and business performance feedback provides a more holistic understanding of the content's real-world impact.**
- **However, the content creators still face significant obstacles in developing and disseminating housing content for behavior change** (objective 6). These challenges include:
 - Long distance to the construction sites, thus negatively impacting content quality and publication timelines. This suggests the need for:
 - **Alternative content creation strategies:** This is done by outlining different types of content to be collected and identifying the different touch points needed to collect this information. This would therefore lead to not only relying on site visits but also creative solutions like leveraging user-generated content and conducting remote interviews via video conferencing.
 - **Strategic partnerships:** Partnering with local organizations in areas with high concentrations of suppliers of affordable housing solutions can provide valuable access and logistical support.
 - Financial constraints, tech and skill gaps, and time commitments limit their mission to provide valuable information on affordable housing solutions. This underscores the need for collaboration between digital content creators and traditional media houses to share expertise, resources, and the production workload. This would involve Habitat for Humanity identifying potential digital content creators to work with and making the connection to traditional media houses for collaboration in developing and disseminating housing content.
 - Commercial abuse: This is a concern because some of the suppliers featured are unwilling to pay for the exposure.
 - **Transparency and open communication:** This is achieved by offering clear guidelines and expectations regarding sponsored content and product placement. This can help build trust between media houses and suppliers.
 - **Exploring mutually beneficial partnerships:** Developing creative collaborations where suppliers support content creation in exchange for brand awareness or targeted marketing opportunities within the affordable housing audience.
- In summary, digital content creators boast a significant reach and possess a systematic approach to content development, making them a valuable asset in creating and disseminating housing content. A strategic partnership between digital creators and traditional media houses offers a win-win scenario.
 - **Benefits for digital creators:** Media houses can provide resources and technical expertise to address limitations faced by creators, such as financial constraints and tech skills.
 - **Benefits for media houses:** Digital creators offer access to a pre-existing audience base and a fresh, engaging content style, allowing media houses to broaden their reach and connect with new demographics.

Impact of *Tujenge: Build It Better* on influencing a business case

- This subsection mainly focuses on the impact of *Tujenge: Build It Better* on Nation Media Group, given that the other interviewed media actors had not watched the show. This could be because housing content is not a priority for other media houses, as highlighted previously.
- **The analysis highlights the positive impact of *Tujenge: Build It Better* on Nation Media Group (NMG), but also reveals their hesitation to develop further content due to cost barriers and the initial challenges in sourcing relevant stakeholders.**
 - The show is perceived to have had a multi-level impact (objective 5). At a personal level, the show increased awareness of existing affordable housing solutions among NMG staff.
 - On the other hand, organizational benefits include:

- Increased inquiries and sales for featured suppliers.
- Enhanced NMG’s reputation for delivering impactful content.
- Increased viewership and new collaborations for NMG.
- *Tujenge: Build It Better* has also influenced NMG to recognize the potential positive impact of content on affordable housing solutions. However, they are hesitant to develop more content due to concerns about generating sufficient business revenue from such content. This suggests a need for:
 - **Increased collaboration and commercial agreements with suppliers.** This is through identifying an anchor sponsor for the show. This could involve encouraging suppliers to sponsor an episode or a show.
 - **Targeted advertising with suppliers to be featured on the show.** This could involve NMG incentivizing suppliers with free advertising space to sponsor an episode or the entire show.
- Additionally, NMG is hesitant to develop additional housing content due to the initial difficulty in sourcing relevant stakeholders. This was due to a lack of familiarity with the affordable housing solutions landscape. This made it challenging to identify the most impactful individuals or organizations to feature in their content. To address this challenge and to support the scaling of the media intervention to drive systemic change, we recommend:
 - **Diversifying stakeholders** by including other stakeholders in the construction industry to ensure a holistic view of the housing ecosystem. Beyond suppliers and architects, include other actors, such as quantity surveyors, to explain how to plan one’s construction funding.
 - **Audience insights:** This involves incorporating audience suggestions, by conducting surveys or social media polls to understand which types of stakeholders viewers would find most informative or interesting.
 - **Audience research:** There is an opportunity to invest in data collection and insight generation to inform the content pipeline, identifying stakeholders and key voices in the affordable housing landscape and other intersecting topics such as finance, land rights, and regulations among others.

Affordable Housing Solutions Regulations

This section examines the existing construction regulations in Kenya and the importance of compliance with them. It explores the extent to which *Tujenge: Build It Better* expanded knowledge and shifted the attitudes of compliance actors toward developing content on affordable housing solutions. It also explores the emerging opportunities for more engagement with the media to develop housing content for behavior change (objectives 6 and 7).

Existing regulations in the Kenyan construction industry

Regulations play a crucial role in promoting accountability, safety, and quality in the construction industry. The findings highlight the significance of regulations in shaping the Kenyan construction industry and influencing the behavior of housing actors. This underlines the need for efficient regulatory frameworks and effective enforcement mechanisms to ensure a thriving and responsible construction sector.

Currently, a diverse range of regulations govern the Kenyan construction industry, such as the National Construction Authority (NCA) licenses, construction project registration and accreditation of construction workers, taxes, certification of construction materials such as beams and blocks, and National Environment Management Authority (NEMA) certifications and licenses.

“For example, we have NCA, which gives licenses. As I told you, we have a startup and we have things called, NCA. that is national construction authority? Yeah. You're given those licenses based on you have your capability. Like for us we have NCA seven which is almost second last because they start from NCA one two up to eight. So, you are given according to your capacity like capital manpower. Another project if for you have to add that project may be costing a 1 billion. You need to prove that you have that capacity in terms of capital, manpower, the expertise you have for you to get that. So, for us, we are being a startup. We are complying.”

- KII – Male contractor, Nairobi

The housing sector actors unanimously stress the importance of complying with these regulations.

“That is important. We are keen on following each regulation as required by the government or any other institution and make sure we are within the stipulated load. That is very, key.”

- KII – Female architect, Nairobi

The reasons cited include:

1. **Market access:** Licenses and certifications build trust and credibility, enabling participation in construction projects.

“Having the right document and documentation also helps in terms of let's say there is a contract you got for things like this for parastatals where you work for the government, they are building a hospital, you see the person who has the document yes, you have experience and there is another one there who has the practical skills, the theoretical skills now even if you look at which client will go to? He will go to someone who has the documentation. yes, he knows that this person has qualified things and to follow the right procedure, yes, you may have the practical skill, but maybe you don't have the documentation, it will be a big challenge. So, the awareness also even the NCA people apart from pressing try to reach our brothers who are in this construction industry that's all actually I can say.”

- KII – Male contractor, Nairobi

2. **Risk mitigation:** Non-compliance can lead to denied insurance claims in case of accidents.

“In terms of insurance, you know most of our sites we insure the sites. You cannot ensure a site that is not compliant. In case of any injury and it's not compliant, they will not pay you. In case of any collapse, you see houses going down. If it is not insured and it's not compliant, somebody gets hurt between the two of them. So, we do it in case something happens, you are safe. Safety comes first. And then also the government is aware that David is working on a certain project at a certain policy. Because I have the documents that the government has given me to be able to present to anybody who comes to the check.”

- KII – Male contractor, Nairobi

3. **Financial access:** Banks are more likely to finance certified and licensed projects and construction actors.

“Some of our clients, are financed by banks. So, banks will always recommend you give them the documents. If you are not registered, if you are not compliant, there is no way you can get that project. Three, clients are looking for professionals. People who are recognized by government so that they can work for them. Another thing, they are looking for security. They need to be sure whoever they are working with, whoever they are giving that job, is somebody who is licensed, somebody who really knows what is supposed to be done.”

- KII – Male contractor, Nairobi

4. **Technology adoption:** Certifications facilitate market entry for innovative materials like beams and blocks.

“The government compliance. For a case where we have the beam and blocks, they are always tested and there are certifications from the government agency that when, like for the block, they are normally carrying out a crushing test to test on the compressive strength of the beams. So, they have to achieve the required standards as well as the beams. The beams also are being pre-tensioned. They do pre-tensioning to the steel tendons. So, the beam also has to acquire the required standards.”

- KII – Male fundi, Kisumu

5. **Quality assurance:** Compliance ensures projects meet required standards and avoid closure by the National Construction Authority (NCA).

“It is very important. Like, lately, you have found many construction sites like the NCA, they go, and they put a cross on those sites because they are not compliant to the regulations that are put in place by NCA. So, it is very important. It will make you build a house according to the standards that are there.”

- KII – Male fundi, Kisumu

The findings also highlight the importance of client awareness and compliance with construction regulations in Kenya. While regulations primarily target construction professionals, the findings emphasize the crucial role clients play in ensuring project quality and compliance. There are several benefits for clients when they comply with regulations which include:

1. **Informed decision-making:** Knowledge of regulations helps clients conduct due diligence on land purchases and construction expectations.

“It is very important for them to also realize a standard thing or project so that they need to comply. For example, whether they want to put up ... maybe some houses, rental housing and you want to do it along, what is it called? Riparian. You know, that's against the law... So, it's just very important for them to do the diligence. And that is why even us as the contractors, we try to advise clients before maybe getting a space for a construction. They need to do due diligence.”

- KII – Male contractor, Nairobi

2. **Quality assurance:** Client compliance with project registration, building plan approvals, and NEMA/NCA certifications help guarantee project continuity and adherence to safety standards.

“We normally have to advise them. Let me just give a good example. I wanted to know if they were compliant. And they told me they were compliant. But when the city council guy came, I found they were not compliant. And that's why I was having a discussion with the city council people. Now telling them, can you not give me the procedure so that I can be compliant? Because I don't like working where there are issues.”

- KII – Male contractor, Nairobi

3. **Financial access:** Compliance also opens doors to financing from financial institutions for construction projects. Additionally, it conveys the client's ability to pay for the construction services contracted.

“Now, when the clients comply and bring, they say those documents to us, we can secure the documents. We have a guarantee that the clients we are working with are ready to pay. We are able, we know that once we complete that project, maybe you can give those documents to a bank, or you can give them to a friend. I think it's something really good when you have those documents.”

- KII – Male contractor, Nairobi

4. **Material guidance:** Construction professionals can confidently advise clients on compliant materials when they are knowledgeable about regulations.

“It really helps because there are maybe clients whose knowledge is not broad. But then the compliance helps us in the essence that you will tell him, maybe there's a client who wants to use a weaker material or maybe a weaker component material. So, when you tell him that the compliance requires that as you do a specific scope in a construction, these are the limitations. So, where these are the required standards for each material.”

- KII – Male fundi, Kisumu

5. **Quality construction:** Client compliance contributes to projects meeting required standards, minimizing the risk of disruptions and delays.

“It is very important. In that, when they build a house, they (client) will see that their house has been built according to the standards that have been certified by the engineers. So, in case of, maybe, things like disasters, you will find, you will find, like, other houses, you will find that they are crumbling, but here, because they have been built according to the standards, it is, it is stand-by. So, it will be very important.”

- KII – Male fundi, Kisumu

From the above findings, shifting the focus to client responsibility highlights the importance of collaborative compliance for a robust and thriving construction sector. As such, educating clients about their role and offering resources for understanding regulations can empower them to become more active participants in ensuring safe and sustainable construction practices. This shared responsibility promotes transparency and accountability and, ultimately, improves the quality and affordability of housing solutions in Kenya.

Use of media to disseminate policy information

Overall, none of the compliance actors interviewed had watched *Tujenge: Build It Better*¹⁴. However, interestingly, compliance actors such as the National Industrial Training Authority (NITA) leverage the media to communicate compliance measures in the housing sector. NITA actively collaborates with government ministries to utilize media channels to disseminate information about compliance measures. This recognizes the power of media in reaching a wider audience and raising awareness.

“We do collaboration with the team from the ministry of infrastructure you see now for the constructions that are going on there's a committee there's a team that's working together and we have a point person for example like now when we are going for the assessment the person was able to bring on board the media so that they can capture what we are doing other on our own we have a corporate communication department who also take it up from there and they inform and out of that we have received other people who are seeking in other kinds of construction for that assessment and we have taken it up okay, so the answer is yes.”

- KII – Female compliance actor, Nairobi

The target audience for this information is fundis and other artisans working in the construction industry. This demonstrates a clear understanding of who needs to be informed about regulations and the importance of certifications. The content aims to **create awareness about the importance of getting certified, indicating a focus on fostering a culture of compliance rather than simply enforcing regulations.**

“Mostly the fundis or the artisans who are working in the construction industry who have no certificates and those who may want to be assessed for them to upskill themselves. It's good to note that the fundis may not understand, they do not know that they don't have to go to school to acquire the skills which they are already using to earn a living. That they may only require to maybe upskill themselves a bit or apply for assessment as they are. They also don't know that there is assessment in certain trades. So that is the kind of information that we would like them to have. Including prospective. Where can they go with such trade?”

- KII – Female compliance actor, Nairobi

¹⁴ The lack of compliance actors that have watched the show is as a result of difficulty in locating actors that have watched the show as well as difficulty in scheduling time to interview potential participants.

NITA uses media platforms like WhatsApp, flyers, and vernacular radio stations to disseminate policy information. This highlights the importance of tailoring communication channels to specific audience preferences and accessibility, which ensures a broader reach and potentially higher engagement. Additionally, the preference for vernacular radio stations demonstrates cultural sensitivity and recognition that information in local languages can be more effective in reaching and resonating with target audiences.

“What I have seen right now for myself, I was not on TV for quite some time, for some months. But I did watch on my phone, on my iPad. And there's always WhatsApp. Like now, I am just talking, to you about what I have captured from Kisumu? It is a flyer that is coming through WhatsApp. And then the vernacular stations. The radio stations work for us, especially when we are seeking to assess people.”

- KII – Female compliance actor, Nairobi

However, there are still gaps in disseminating policy information (objective 6). These gaps can undermine the effectiveness of regulations and hinder their positive impact on project completion and affordability. These gaps include:

1. **Presence of 'hidden information':** The existence of «hidden information» that does not reach the intended audience creates a knowledge gap that can lead to confusion, non-compliance, and potentially harmful practices. This is attributed to inadequate communication channels that do not effectively reach all target audiences, particularly those outside Nairobi.

MODERATOR: Okay. So, do you think that whatever channels you have used, if it is the vernacular and all, do you think they have been effective in reaching the target audience?

RESPONDENT: Not completely. I think a lot has been more negative. And I am not sure we have completed any sites so far for people to occupy. For example, there was a time I had a fundi who was working on my vehicle electricals outside Nairobi. I was asking the person; how much rent are you paying? And the person was saying, I am paying this much. In this kind of a house and because this person is based in Nairobi, I was like, if you were to rent in Tala, you would rent and the money would still be yours, the house would be yours, it would be rent to own. So that information has not really hit. Because ... of hidden information.”

- KII – Female compliance actor, Nairobi

2. **Lack of transparency:** Perceived lack of transparency, particularly around construction costs and timelines, can erode trust and discourage project initiation or completion. This can lead to project abandonment, where clients might feel misled or unprepared for unexpected expenses or delays, leading to project discontinuation.

“MODERATOR: Okay. So, do you think that whatever channels you have used, if it is the vernacular and all, do you think they have been effective in reaching the target audience?

RESPONDENT: It is good for the information to be open. Okay. To come out. You see, like, for example, we have gone to the site and been told we must clear within two years. We are looking at hours of 4.4 million. I may not afford four million within two years. If another person who is not in a position like mine goes there and is told that, and that is what goes out there, you can see how difficult, how dangerous it will be. It will kill it. But I had to call again to the people of Affordable housing, they told us that was a developer.”

- KII – Female compliance actor, Nairobi

Despite these gaps, NITA still has a strategic interest in leveraging media partnerships to promote affordable housing solutions and attract potential construction workers, particularly those facing challenges in traditional academic paths (objective 7).

“MODERATOR: Okay. Would you be interested in partnering, say, with media actors to curate and disseminate content on affordable housing?

RESPONDENT: I believe the authority would be fine with that. Yes.”

- KII – Female compliance actor, Nairobi

The content NITA is interested in disseminating includes:

1. **Benefits of affordable housing solutions:** Educating viewers about the growing demand and potential opportunities in the affordable housing sector.

“One of it is the advantage of somebody working in the affordable housing site, what the government has put in place for such a person.”

- KII – Female compliance actor, Nairobi

2. **Construction program awareness:** Promoting existing training programs, emphasizing the certification process and its benefits for career advancement.

“The other advantage is that there are programs which people are doing, for example, I will give you the cloud. There is scaffolding which has been there but not fully assessed. There is a course we had done previously but we had not been able to assess it. It is called the structural fabricator. If you look at a building now, a storey building, before the slab is laid, there are those metal pieces which are all joined together and laid there. The metal, the slurry is poured on there. Do you see that? And previously, nobody has been assessing that in the country. And if you look at that assignment it takes a lot of time.

It is not anything. It requires a lot of skill, and it is a critical component.”

- KII – Female compliance actor, Nairobi

3. **Vocational training advocacy:** Challenging negative perceptions about vocational training and showcasing its advantages. These advantages include:

- a. **Faster job entry:** NITA perceives apprenticeships as offering a quicker route to employment compared to traditional academic paths such as obtaining degrees.

“And they have more jobs. Why go for a degree for the name of it when you're not going to get a job anytime soon and it is going to take you four years and above, when you can come do a course for a year or two and then you get a job that you still pay more than that degree.”

- KII – Female compliance actor, Nairobi

- b. **Higher potential income:** The perception that construction jobs offer higher salaries than other alternatives can be a strong motivator for this audience.

“And I am confirming to you right now that most degree, most artisans, most artisans in whichever scale are earning more than degrees.”

- KII – Female compliance actor, Nairobi

“I will give you an example. Yes. As far as government is concerned, if I am going to take, I am not very sure right now how much the degree is earning, but I know for the future. But for example, somebody has been in the university for four, five years. They are going for internship for another one year. They will be earning 25,000. A welder who has gone through a nature program for six months, including a class, or just one year, will be earning the same 25,000. So, recently, again, I got some mechanics. They are going into a company which is going to be paying them 45,000. One thing I will tell you for sure is that it is extremely hard for a degree person to get a job today. And they do not get that money. And most of these people, they are hot. They are looked for. They are sought after. And, over and above that, they can also employ themselves.”

- KII – Female compliance actor, Nairobi

- c. **Job availability:** The perception of the construction industry having ample job opportunities further incentivizes students to consider this career path.

“And again, when they are now assessed that way, there is the opportunities which are coming up even with the international, going international, going abroad, going to the country. A NITA certificate is a very, very well-recognized certificate. It is understood out there as an assessment that ensures that somebody or that confirms that somebody has the skills.”

- KII – Female compliance actor, Nairobi

The target audience for this content would be:

1. **Students with lower grades:** NITA recognizes the significant population of students who might feel limited by academic performance and seeks to provide alternative pathways to success through vocational training and apprenticeships in the construction sector.

“MODERATOR: Okay. All right. So, all this content that you would like to curate, I want to know who do you think would be the target audience for this content?”

RESPONDENT: We have a varied audience. For example, 690,000 scored less than 690,000 100,000 scored less than C +. They are not joining a university. Okay. And yet, the bulk of the work is normally done by is not normally done by the degrees. It is normally done by the people below the degree because a degree is a supervisor. If you look at other countries, especially Europe and countries like Australia, New Zealand and Korea, there are more of apprenticeship than the degrees. So, we are looking at taking our country into apprenticeship more than even the degrees themselves.”

- KII – Female compliance actor, Nairobi

2. **Informal sector workers:** Reaching out to "Juakali" workers and offering certification opportunities can formalize their skills and open doors to better career prospects.

“Number two, so we are targeting the audience of those people who never scored the C plus. That is number one. Number two, we are targeting those who already have skills and they have nothing to show for the skills. For example, somebody is a painter but right now the government is already negotiating with other countries for artisans and for people to go to work out. What can the person show to say that I am skilled, can I apply for that job? So, we have a lot of youth out there they have skills, they have no certificate. NITA does assessment. Then we have people like now the Juakali, these are the Juakali people, the ones who are older in the job. Some of them may have acquired certificates a long time ago or have no certificate. We can recognize their skills through the recognition of prior learning.”

- KII – Female compliance actor, Nairobi

TV, radio, and newspapers are the preferred media channels to disseminate this information. These traditional channels still hold significant reach and influence, particularly in targeting a wider audience, including those with limited internet access.

“MODERATOR: And which media actors would you be interested in partnering with?”

RESPONDENT: Like we said, we would want to do the radio stations and the TV. You know, TV is expensive. A feature in the newspaper would also be very good occasionally. Yes.”

- KII – Female compliance actor, Nairobi

In summary, despite the interviewed compliance actors not watching the show, there's an opportunity to deepen content on affordable housing solutions by focusing on policy information. This is because compliance with construction regulations promotes informed decision-making, quality assurance, and financial access, all crucial for the construction of a quality and affordable home.

As such, further partnering with compliance actors like NITA could leverage their expertise. This goes beyond raising awareness of the importance of certified housing professionals; it also shifts attitudes among potential homeowners towards the value of regulation compliance in achieving affordable and quality housing.

KEY INSIGHTS

- **Compliance actors such as NITA also highlight the use of media to disseminate policy information.** This is through collaborations with government ministries to utilize media channels to disseminate information about compliance measures.
 - The main channels used are WhatsApp, flyers, and vernacular radio stations with *fundis* and other construction artisans being the target audience for this information.
 - However, gaps exist in disseminating policy information. The presence of ‘hidden information’ and lack of transparency particularly around construction costs and timelines erodes trust and discourages project initiation or completion. Additionally, it leads to this information not effectively reaching all target audiences, particularly those outside Nairobi.
- **Despite the challenges faced, there is still interest in leveraging the media to disseminate policy information.** The areas of interest include:
 - Benefits of using affordable housing solutions.
 - Promoting existing training programs emphasizing the certification process and its benefits for career advancement.
 - Vocational training advocacy by highlighting the benefits of acquiring apprenticeships in the construction industry.
- The target audience for this content would **be students who might feel limited by their academic performance. The intention is to provide alternative career pathways. Additionally, workers in the informal sector are offered certification opportunities which would be useful in upskilling them.**
- The main channels of interest for disseminating are **TV, radio, and newspapers. This is because they are perceived to hold significant reach and influence, especially among those with limited internet access.**
- This presents an opportunity for Habitat for Humanity and NMG:
 - **Deepen the content featured on the show** by leveraging NITA’s interests and positioning construction as a sector with opportunities through increased capacity building.
 - **Increase collaborations with compliance actors such as NCA and training institutions like NITA to create and disseminate content on existing regulations and the importance of compliance with these regulations.** These collaborations could also involve leveraging on these organizations’ established media platforms to create more awareness of affordable housing solutions content.

Conclusion

Affordable housing solutions are defined as building processes, materials and tools that are cost-effective, safe, innovative, environmentally friendly and acceptable in areas of climate, socio-economic conditions, and natural resources. As such access to these solutions is important for constructing decent homes. However, low-income households accessing these solutions often face a myriad of challenges, such as, a lack of awareness of existing solutions, lack of trust, and the perceived high cost of these alternative building materials. Additionally, they mainly rely on unskilled laborers/fundis or referrals from friends to get information on available housing solutions. To address these challenges, the media plays a key role in educating households and housing sector actors on the importance of affordable housing solutions to construction.

On this premise, the Tujenge: Build It Better show was developed and aired with the aim of increasing knowledge and attitudes towards affordable housing solutions. It was also aimed at increasing access to information on affordable housing solutions as well as motivating the uptake of these solutions. Beyond this, the show also sought to build a business case for other media outlets to produce similar content focusing on affordable housing solutions. This is because of the limited content on affordable housing solutions in Kenya. This research, therefore, sought to understand the show's impact on achieving the above outcomes among households, housing sector actors (such as fundis, contractors, and the professional community), and media sector actors (such as media houses, digital content creators, and advertisers).

The research reveals that the show successfully increased awareness and positively shifted the attitudes of households and housing sector actors toward affordable housing solutions. The majority of the interviewed participants transitioned from precontemplation to contemplation (from no knowledge to having some knowledge). In particular, the show increased awareness of solutions such as plastic paving blocks and twist blocks, showcasing the show's potential in promoting unknown solutions.

The show not only raised awareness of affordable housing solutions but demonstrably influenced participant construction choices. Viewers expressed the intention to shift towards solar home systems and hire certified construction workers. This concrete evidence underscores the power of housing content in shaping decisions about materials and skilled labor.

However, immediate adoption remained limited due to financial constraints and a lack of urgency for the solutions. Less than one in five households reported purchasing these solutions. This highlights the need for a multifaceted approach. Going forward, continuous content dissemination should delve deeper into cost breakdowns, highlight solutions with financial assistance, and showcase practical applications of these technologies. This comprehensive strategy can bridge the gap between awareness and adoption in the future. While immediate purchases were limited, the show sparked further engagement. Households actively sought information by contacting manufacturers and researching online after viewing the program. This enthusiastic curiosity suggests the show's success in planting seeds for future adoption. By nurturing this interest through ongoing content that addresses cost concerns, financial aid options, and practical applications, the program can significantly increase the long-term uptake of affordable housing solutions.

In addition, the show also influenced housing sector actors to recommend the featured solutions. For example, fundis and contractors began recommending the featured solutions, especially twist and hollow blocks, to their clients. This also highlights an opportunity to leverage these networks to co-create housing content and encourage adoption.

From the media perspective, despite not having watched the show themselves, media professionals, particularly digital content creators, show an interest in creating content on affordable housing solutions. Their passion for educating viewers about permanent solutions translates to high viewership, positive reviews, and testimonials. This presents a golden opportunity for media houses to collaborate with these creators for co-created and widely disseminated housing content.

This research also reveals two key insights: limited housing content from media houses and an untapped opportunity for Tujenge: Build It Better to engage audiences online. A collaboration with digital content creators could address both. These creators can generate pre-show buzz and boost audience engagement, while media houses can offer valuable skills like video editing. Ultimately, this partnership could significantly boost audience engagement and amplify the impact of Tujenge: Build It Better's message.

Additionally, the show successfully sparked Nation Media Group's interest in content on affordable housing solutions. However, there's room to solidify their commitment. Investing in data collection and stakeholder identification can bridge this gap. By collaborating with key figures in housing, finance, land rights, and regulations, Nation Media Group can address sourcing challenges and establish a long-term content pipeline for affordable housing solutions.

Recommendations

This section explores the emerging opportunities for more engagement with media (objective 7) and the enabling factors that will support the scaling of the media intervention (objective 8).

OPPORTUNITIES AND RECOMMENDATIONS ON IMPROVING TUJENGE BUILD IT BETTER

In this section, we explore opportunities to improve *Tujenge: Build It Better* and identify enabling factors that will support the following:

- **Increasing awareness of the show through advertisements.** Our observation showed that *Tujenge: Build It Better* had limited advertisements to create awareness of the show. This was evidenced by the difficulty in identifying the treatment group to interview for this study (an average of 5 attempts before identifying a treatment participant). To create awareness of the show, the following opportunities exist:
 - o Creating continuous content to advertise the show, leveraging digital platforms like paid ads
 - o Influencer marketing with a significant following to create awareness of the show.
- **Use of digital platforms to disseminate housing content.** The media landscape analysis revealed *Tujenge: Build It Better* underutilized digital platforms for direct audience engagement. There was minimal activity to spark conversation with viewers before and after the show, limiting its potential impact. This presents an opportunity to:
 - o Partner with digital content creators to generate pre-show buzz and boost audience engagement, leveraging their large number of followers. This collaboration could involve exclusive sneak peeks, behind-the-scenes content, or discussions about the upcoming season to build anticipation and excitement for *Tujenge: Build It Better*.
 - o Featuring these content creators to create content that explores the user perspective on how affordable housing solutions have impacted their lives.

To achieve this Habitat for Humanity would need to identify potential digital content creators to work with and connect to traditional media houses for collaboration in developing and disseminating housing content.

- **Show host:** While the viewers appreciate the show host's informative explanations and engaging humor, those who didn't like the host provided feedback on aspects like occasional sarcasm or overexaggeration. The recommendations to improve the user experience include:
 - o **Educating and sensitizing hosts:** This involves equipping show hosts with a deeper understanding of audience preferences, enabling them to tailor the content and presentation style to resonate better with viewers.
 - o **Introducing guest hosts:** Incorporating guest hosts alongside a permanent anchor narrator will bring fresh perspectives and voices to the show.
 - o **Recruiting an industry expert host:** Recruiting a new charismatic host with expertise in construction can provide valuable insights and credibility to the show. However, ensure the host also possesses strong communication and engagement skills to make technical information accessible and engaging for viewers.
 - o **Digital influencer partnerships:** Collaborate with popular digital content creators passionate about affordable housing solutions. They act as a suitable pillar in creating housing education content that targets low-income households. This is due to their existing audience base, and their informal style can attract new viewers and foster a sense of connection and relatability.
- **Timing of the show:** The show's timing was cited as a key obstacle by the households and housing actors. The suggested solution is to:
 - Diversify the time when the show is aired to meet viewing preferences of the target audience. This could be airing the show twice a week or after the news from 7 p.m. to 10 p.m., which are considered prime times.
 - Consider re-airing the show during the weekdays to increase the audience's popularity.
- **Episode duration:** There exists a generational divide regarding episode duration. A significant portion of non-youth viewers (24%) feel that episodes lack sufficient content, while a smaller percentage of youth viewers (18%) share this sentiment. This suggests a desire for more detailed information and a slower pace of content delivery among non-youth. On the other hand, a notable proportion of viewers (14%), particularly among the youth demographic (19%), feel that episodes are too long and drawn-out compared to a smaller fraction of non-youth viewers (9%). This implies a preference among youth for shorter, more concise episodes focusing on key points. To address this challenge, finding the ideal content length is crucial to maintain audience engagement. This can be achieved through:

- **Strategic segmentation:** Consider creating content with varying lengths to cater to different preferences. Offer shorter, more concise episodes alongside more detailed, in-depth versions.
 - **Flexibility through different formats:** Explore alternative formats like short explainer videos alongside longer documentaries to provide viewers with options and cater to diverse attention spans.
 - **Audience feedback integration:** Continuously gather viewer feedback on content length and adjust program structure accordingly, to refine audience satisfaction.
- **Content and show format.** Our analysis of the content revealed areas for improvement to enhance audience engagement. Viewers perceived the show didn't showcase the full range of construction solutions, and the increased use of English might have alienated some viewers. The lack of location-specific and climate-appropriate affordable housing solutions wasn't addressed. Moving forward, we need to:
- **Boost audience engagement and solidify their understanding of affordable housing solutions through interactive segments.** We propose incorporating regular contests where viewers answer questions about the show's content, with prizes awarded for correct answers. An invited expert could then provide in-depth explanations of the solutions at the show's end, reinforcing key learning points.
 - **Use of Kiswahili,** which is mostly spoken by most low-income households, on how to implement these solutions. This was also most preferred by rural participants.
 - **The use of clear, step-by-step instructions and visuals to empower viewers to implement solutions themselves.** This is through taking the viewers through the different solutions used at different home construction stages. Examples of solutions that the respondents were interested in a deep dive include:
 - Where to purchase these affordable housing solutions and their prices.
 - Practical illustrations of using mobile technology to source for materials and labor.
 - Deep dives into specific affordable housing solutions such as ISSB and EPS
 - Where to source accredited and certified *fundis*
 - Where to get financing for their construction projects
 - Highlight the relevant affordable housing solutions for the different locations and climatic conditions.

OPPORTUNITIES TO CREATE ADDITIONAL HOUSING CONTENT IN GENERAL

In this subsection, we explore emerging opportunities for more engagement with the media by households, market actors, and other media platforms to disseminate housing content for behavior change (objectives 6 and 7) beyond *Tujenge: Build It Better*. It also explores the enabling factors that will support the scaling of the media intervention to drive systemic change in the Kenyan housing market (objective 8). These opportunities include:

- **Building partnerships:** There is an opportunity for Habitat and NMG to collaborate with suppliers, digital content creators, advertising agencies, compliance actors, and training institutions such as NITA to develop and disseminate housing content. Examples of how these collaborations and partnerships could be structured include:
 - Leveraging established media platforms used by these organizations to create more awareness of affordable housing solutions content to increase viewership.
 - Identify advertising agencies focused on the property/real estate sector. The objective is to leverage advertising agencies' strengths in positioning brands and creating targeted and impactful marketing campaigns to develop compelling campaigns that attract the desired audience to learn more about existing affordable housing solutions.
 - Leveraging suppliers, *fundis*, contractors, and the professional community to create housing content by highlighting the affordable housing solutions they mainly use in their practices. These housing actors can also be used to recommend affordable housing solutions to the general public, given the significant influence they have in the construction industry.
 - **Extended content pathways.** Additional housing content of interest by respondents includes:
 - There's a potential goldmine in raising awareness of less-known affordable housing solutions such as mobile sourcing apps and expanded polystyrene walls, which still had low awareness even after exposure to the show. Educating households can significantly increase their interest in and, ultimately, their adoption of these cost-effective options.

- Focus on the cost, benefits, and practical applications of affordable housing solutions.
- Provide policy information such as required permits, certifications, processing times, and application procedures. This information can encourage compliance and foster a more informed and responsible approach to affordable housing solutions.
- Leverage information on areas of interest by NITA to educate housing actors further. These include existing training programs and vocational training advocacy by highlighting the benefits of acquiring apprenticeships in the construction industry.
 - **Increasing frequency of disseminating housing content** beyond it being a one-time event through:
- **Creating a systematic housing content schedule:** This involves breaking down the building process and developing content related to each process in line with audience needs. This ensures consistency of available content in the building process and the use of affordable housing solutions in each step.
- **Content repurposing:** This involves repurposing existing content into shorter clips, bite-sized information packets, or social media posts to maintain audience engagement.
 - **Leveraging preferred channels for disseminating housing content:** Traditional media channels alone may not be sufficient to reach target audiences and drive the adoption of affordable housing solutions. There is need to develop a multi-channel communication strategy that leverages established media (TV, radio) alongside high-impact digital platforms (YouTube, social media) and trusted community voices (government, experts, and other housing professionals) to disseminate housing information. There is also a need to tailor messaging to address specific concerns and highlight the benefits most relevant to different income groups.
 - **Emphasis on audience tailoring of housing content** is needed to ensure the relatability of this content by low-income households by shifting perceptions around the use of affordable housing solutions being limited to wealthier individuals. This can be achieved through:
 - **Conducting audience research** and actively engaging with low-income households to comprehend their unique needs, aspirations, and financial limitations related to housing. Research can also be used to inform the content pipeline, identifying stakeholders and key voices in the affordable housing landscape and other intersecting topics such as finance, land rights, and regulations, among others.
 - **Using relatable language, showcasing success stories** from similar economic backgrounds, and focusing on practical steps and resources for achieving affordable housing solutions.
 - **Leveraging preferred channels of information** such as TV and social media to disseminate housing content.
 - **Financial accessibility with a focus** on emphasizing the affordability aspect of the content. This could involve highlighting cost-saving strategies, financing options, and government support program

everyone
needs a place to call home



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