



African Activists for
Climate Justice

EAST AFRICA: OUTCOME HARVESTING FOR COMMS DOCUMENTATION TRAINING

Theme: Strategic Storytelling for Lasting Impact



23–25 JUNE 2025



BAHARI BEACH HOTEL
MOMBASA, KENYA

CONCEPT NOTE AND AGENDA



Ministry of Foreign Affairs of the
Netherlands



Oxfam



NATURAL
JUSTICE



The African Women's
Development and
Communication Network



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Background and Rationale

The African Activists for Climate Justice (AACJ) project has been a transformative force in the climate justice space, both across Africa and globally. Through its inclusive structures and diverse platforms, AACJ has mobilized grassroots movements, empowered frontline communities, and elevated African-led climate solutions at national, regional, and global levels.

Over the past five years, the project has particularly been instrumental in driving people-centered climate action and reshaping the climate justice narrative from the ground up. While a number of the project's achievements have been captured and communicated, much of the storytelling to date has centered on outputs—highlighting activities, events, and deliverables—rather than the deeper, outcome-level shifts in systems, behaviors, and policy dynamics. This is in part because the data that speaks to these broader changes—such as evidence of community empowerment, policy influence, or shifts in gender dynamics—is often embedded in Monitoring, Evaluation, Accountability, and Learning (MEAL) frameworks and tools. Unlocking the full potential of this data for storytelling requires stronger collaboration and alignment between evidence generation and communication strategies.

The alignment of evidence and communication strategies was strongly emphasized during the 3rd Global Coordination Meeting (GCM) of the AACJ Project. During this convening, consortium partners recognized that as AACJ enters its final phase, the stakes are high to capture and communicate its lasting impact. As such, MEAL and Communications teams were jointly called upon to collaborate more intentionally in this stage of the project. This joint effort is crucial not only for documenting outcomes, but for ensuring those outcomes are strategically communicated—through compelling, community-rooted narratives that reflect the full scope and significance of AACJ's work.

To that end, and in line with Article 5 of the GCM Communiqué, the consortium committed to documenting and communicating AACJ's five-year impact using gender-responsive storytelling, digital amplification, and an evidence-informed approach. It is in direct response to this commitment that the Project Management Unit (PMU) of the AACJ project will convene **the East Africa Outcome Harvesting for Comms Documentation Training**. Themed *Strategic Storytelling for Lasting Impact*, the workshop will be a critical step to bridge storytelling with evidence, and ensure AACJ's story is not only told, but told powerfully, accurately, and in ways that inspire sustained climate justice action.

Workshop Objectives

The *Outcome Harvesting for Comms Documentation* workshop aims to:

1. Build an understanding of Outcome Harvesting as a Methodology for identifying and communicating meaningful project outcomes.
2. Strengthen collaboration between MEAL and communications teams to co-create evidence-based, impact-driven content.
3. Improve the quality, credibility, and strategic value of AACJ's storytelling outputs.
4. Support the development of content aligned with AACJ's endline evaluation, exit strategy, and movement-building goals.

Expected Outcomes

1. Strengthened Collaboration Between MEAL and Communications Teams
2. Summary Outcome of AACJ's most impactful results across all pathways
3. Portfolio of Story-Worthy Outcomes and Stories
4. East Africa Documentation and Dissemination Plan

Approach

This workshop will take a vibrant and participatory approach that reimagines storytelling as a bridge between impact and influence. It will convene MEAL and Communications teams in an immersive, creative space, translating data into narrative. Rather than recounting what was done, the focus will be on excavating the deeper, human-centered transformations; where systems shifted, voices rose, and justice took root. Through interactive learning, peer exchange, hands-on exploration, and strategic reflection, participants will collaboratively unearth the most powerful outcomes from the AACJ project and explore how best to share them with the world. With storytelling as both compass and catalyst, this approach ensures the AACJ legacy is told not just accurately, but memorably thus fueling continued advocacy, visibility, and hope in the climate justice movement.

Agenda: East Africa Outcome Harvesting for Comms Documentation Training

Time	Session Title	Session Summary
DAY ONE: 23 JUNE 2025 THE LIGHT WE CARRY Day One Program Coordinator: Jephiter Tsamwi		
9:00-9:10AM	Registration	Registration
9:10-9:30AM	Welcoming Remarks and Agenda Setting <ul style="list-style-type: none"> Grace Alupo-HPMU 	
9:30-10:30AM	Tracing our Footprints: The AACJ Outcome Performance <ul style="list-style-type: none"> Stephen Muchami-PMU MEAL Coordinator 	A snap-short review of AACJ's most impactful outcome areas across all pathways—setting the foundation for strategic storytelling by revealing where our light shines brightest
10:30-11:00AM	Coffee/Tea Break	
11:00-12:00PM	Fundamentals of Outcome Harvesting <ul style="list-style-type: none"> Paul Omondi (TBC) 	An introduction of Outcome Harvesting as a transformative tool that goes beyond documenting activities to capturing how we have influenced systems, shifted power dynamics, and empowered communities. Participants will engage in a practical, hands-on immersion into the AACJ Outcome Harvesting tool, equipping them with the skills to accurately, consistently, and strategically document meaningful outcomes that reflect the true impact of the project.
12:00-13:00PM	Navigating the AACJ Outcome Harvesting Tool <ul style="list-style-type: none"> Stephen Muchami 	
13:00-14:00PM	Lunch Break	
14:00-15:00PM	Beyond the Data: Unearthing Outcomes that Matter <ul style="list-style-type: none"> Lilian Khalai Mulaa 	This session guides participants to identify the most significant and emotionally compelling outcomes within the broader project data. The focus is on selecting

15:00-16:00PM	Weaving the Threads: Crafting Our Story-worthy Outcome Portfolio <ul style="list-style-type: none">• Group Engagements	story-worthy outcomes that truly reflect AACJ's impact and resonate with target audiences and donors, ensuring our storytelling is meaningful and strategic.
16:00-17:00PM	Coffee/Tea Break and Networking	
DAY TWO: 24 JUNE 2025		
SHAPING OUR LIGHT		
Day One Program Coordinator: Lilian Khalai Mulaa		
9:00-9:10AM	Day One Recap	In this collaborative session, teams weave their selected story-worthy outcomes into a coherent and powerful portfolio. Participants will then present their portfolios for group validation and approval, ensuring alignment and readiness to move forward with impactful storytelling.
9:10-10:30AM	Weaving The Threads: Crafting our Story-worthy Outcome Portfolio <ul style="list-style-type: none">• Group Presentations	
10:30-11:00AM	Coffee/Tea Break	
11:00-12:00PM	Choosing your Medium: Matching Outcomes to Communication Outputs <ul style="list-style-type: none">• Jephiter Tsamwi	An engaging exploration of storytelling formats. Participants will discover the unique strengths of each medium and how to match narrative energy to the format that will best amplify impact and reach. Through hands-on creative stations, teams will match their selected outcomes to potential storytelling formats using mood boards, worksheets, and brainstorming to spark innovative ideas on how best to tell each story
12:00-13:00PM	Choosing your Medium: Matching Outcomes to Communication Outputs <ul style="list-style-type: none">• Group Engagements	
13:00-14:00PM	Lunch Break	
14:00-15:00PM	Choosing your Medium: Matching Outcomes to Communication Outputs <ul style="list-style-type: none">• Group Presentations	This session will equip participants with essential storytelling techniques tailored to different communication mediums. Participants will receive a standardized storytelling guide designed to ensure consistency and quality across the diverse consortium, enabling effective storytelling at
15:00-16:00PM	From Outcomes to Stories: Ethical Storytelling with	

	Harvested Change <ul style="list-style-type: none"> Jephiter Tsamwi 	various levels while maintaining a unified and impactful narrative.
16:00-17:00PM	Coffee/Tea Break and Networking	
DAY THREE: 25 JUNE 2025		
SHARING THE LIGHT		
Day Three Program Coordinator: Stephen Muchami		
9:00-9:10AM	Day Two Recap	
9:10-10:30AM	Co-Creation Lab: Building the Documentation & Dissemination Plan	Collaborative session to develop a clear plan for documenting and sharing AACJ's outcomes across the East Africa region.
10:30-11:00AM	Coffee/Tea Break	
11:00-12:00PM	Fine-tuning and Validation: The AACJ Documentation and Dissemination Plan	Collaborative session to develop a clear plan for documenting and sharing AACJ's outcomes across the East Africa region.
12:00-13:00PM		
13:00-14:00PM	Lunch Break and Networking	