

ENDLINE EVALUATION REPORT · AUGUST 2025

Powering Kenya's Creative Digital Generation

How 18 months of content-creation training, mentorship and community delivery equipped **7,837 young creators across all 47 counties** with the skills, confidence and income pathways to thrive in the digital economy.

7,837

YOUTH TRAINED · 112% OF
TARGET

47 / 47

COUNTIES REACHED

85%

NOW SKILLED CREATORS
— UP FROM 7%

3×

GROWTH IN AVERAGE
MONTHLY INCOME

Contents

01	Executive Summary	3
02	The Ganjisha Project	5
03	Reach & Scale	6
04	Evaluation Methodology	7
05	Relevance & Coherence	8
06	Effectiveness	9
07	Impact	10
08	Voices of the Youth	11
09	Sustainability	12
10	Learning: What Works	13
11	Lessons & Recommendations	14
12	Curriculum & Success Stories	15

ACRONYMS

ADMF Africa Digital Media Foundation • **DOT** Digital Opportunity Trust • **CBHO/CBO** Community-Based (Host) Organisation • **CL** Community Leader • **FGD** Focus Group Discussion • **KII** Key Informant Interview • **KYEOP** Kenya Youth Employment & Opportunities Project • **M&E** Monitoring & Evaluation • **OECD-DAC** OECD Development Assistance Committee • **PWD** Persons living With Disabilities • **TVET** Technical & Vocational Education and Training

Three organisations, one mission

Africa Digital Media Foundation

ADMF brought deep expertise in creative media and technology training — shaping the curriculum, technical skills modules and masterclass programme that anchored Ganjisha's quality. As the creative-industry engine of the partnership, ADMF ensured every participant learned from industry-grade content and established Kenyan creators.

Digital Opportunity Trust Kenya

DOT Kenya contributed its proven model of youth-led, community-based delivery — mobilising 135 host organisations and 34 community leaders to bring the programme to every county, and leading this independent endline evaluation.

Google.org

Google.org's support made the Ganjisha Content Program possible — an investment in Kenya's creative economy and in the conviction that digital skills can transform youth livelihoods at national scale.

Together, the partnership combined creative-industry excellence with grassroots reach — addressing the skills gap, fostering entrepreneurship, and preparing Kenya's youth for sustainable opportunities in the creative digital economy.

Executive Summary

The Ganjisha Content Program was an 18-month initiative to reduce youth unemployment in Kenya by equipping young people with practical digital content-creation skills — building confidence, capability and more sustainable livelihoods. Implemented by the **Africa Digital Media Foundation (ADMF)** and **Digital Opportunity Trust (DOT) Kenya** with support from **Google.org**, the project set out to reach 7,000 aspiring and established creators. It exceeded that goal in every county of the country.



A transformation in skills and confidence

At baseline, only **7%** of participants had intermediate or advanced content-creation skills and **93%** had basic or no digital skills at all. By endline, **85% demonstrated intermediate or advanced skills** — a **78-percentage-point gain** — and no participant remained without digital skills. Confidence in digital content creation rose from **46% to 75%**, nearly doubling, with the strongest transformations reported by young women.

From skills to income

Monetization grew more than fourfold: **28% of participants now earn from their content, up from 5% at baseline**, and average monthly income from content creation tripled from KES 2,500 to KES 7,766. Creators are selling digital products, earning ad revenue, freelancing, and winning brand and county-event contracts.

Momentum that lasts

73% of participants remain actively engaged in digital content creation; **90%** of these continue to use the skills gained, and **87%** have influenced peers to pursue content creation as a career pathway. Community organisations are adopting the model, and a new alumni digital platform — with refresher content, mentorship and access to the Vumi gig platform — extends support indefinitely.

“I could not make any video or take good photos, but currently I can confidently make a good article... I call myself an expert in digital content creation.”

— GANJISHA PARTICIPANT, ENDLINE FGD

78%

of participants rated the programme “Satisfied” or “Very Satisfied” — only 3% reported dissatisfaction. The evaluation finds Ganjisha highly relevant, coherent with national priorities, effective in delivery, and demonstrably impactful for Kenya’s young creators.

Findings at a glance — against OECD-DAC criteria

RELEVANCE

Highly relevant to target-group needs, anchored in a needs assessment and co-design process. Participants valued practical skills (video editing, graphic design, photography, Canva, CapCut, AI tools), financial literacy and monetization content. The free, inclusive, bias-free training reached youth from diverse backgrounds, with supportive facilitators creating a positive learning environment.

COHERENCE

Complementary to national initiatives — Ajira Digital, Ajiry and KYEOP — serving as a foundational bridge that prepares grassroots youth to participate in them. Strongly aligned with Kenya's Digital Economy Blueprint and Vision 2030, with distinctive value in reaching young women and rural, underserved communities.

EFFECTIVENESS

Delivery through county governments, established creators, community-based host organisations and graduate facilitators proved highly effective. Skills shifted decisively from basic to advanced; confidence-building was especially powerful for young women. Areas to strengthen: more hands-on practice, device access, and managing participant expectations.

IMPACT

Participants report transformed technical ability, self-reliance and online visibility. Many now see content creation as a viable career — several have won jobs, contracts and competition awards. Barriers of device and internet access limited impact for some, underscoring the case for tools and connectivity support.

SUSTAINABILITY

73% of participants remain active creators (80% of men, 64% of women); 90% of active creators continue using programme skills. CBHOs are adopting the model, community leaders continue mentoring, and the new ADMF-DOT alumni platform with Vumi gig-platform access institutionalises long-term support — reinforced by the ICT Authority's interest in incorporating the training into its programmes.

Six recommendations to build on success

1 · Remove access barriers

Affordable data bundles, devices, lighting and software licences during training.

2 · Structured follow-up

Mentor pairing, a post-training helpline, and regional peer meet-ups.

3 · Monetization pathways

Freelancing, e-commerce and platform-payout sessions; brand gig pipelines; seed grants and creator awards.

4 · Tiered, longer training

8-12 week progression tracks for beginner, intermediate and advanced learners.

5 · 70% hands-on learning

Live practice, peer demos, mock campaigns, and in-session access to CapCut, Canva Pro and more.

6 · Participation incentives

Childcare support, flexible/weekend hours, and psychosocial wellbeing support for youth.

The Ganjisha Project

Ganjisha supported the resilience and economic empowerment of aspiring and established content creators in all 47 counties through digital and content-creation skills and entrepreneurship. Within 12 months of engagement, participants acquired the skills to start and grow creative-economy enterprises — and the individual agency to shift social and cultural norms around the creative economy.

ADMf's creative-media and technology training expertise combined with DOT's experience empowering youth through digital solutions. The project concluded in March 2025 having exceeded its reach target by 12%, with near-perfect gender parity in enrolment. Over 95% of participants had completed secondary education or above at enrolment, and the baseline showed strong self-belief but shaky mastery — making practical skills training precisely the right intervention.

THE DELIVERY MODEL

County governments + 135 community-based host organisations + 34 trained community leaders + established creators and influencers delivering 8 masterclasses — a grassroots architecture that made training contextually appropriate, trusted and accessible, including in rural and remote communities.

THE PARTICIPANT JOURNEY



PARTICIPANT REACH	RESULT	TARGET
Content creators trained	7,837	7,000
— Women	3,937	—
— Men	3,900	—
— Persons living with disabilities	111	—
Community leaders (facilitators)	34	39

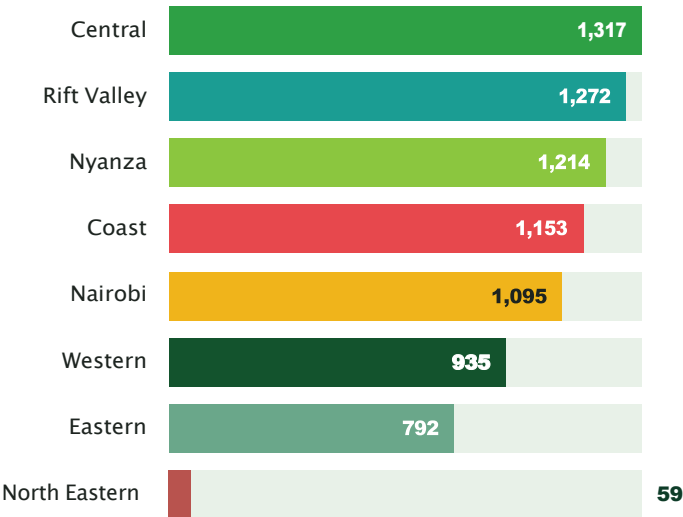
OUTCOME STATUS

ACHIEVED	Needs assessment, co-design & baseline completed — skills, confidence and livelihood benchmarks set.
ACHIEVED	Effective curriculum and in-person + online training materials developed.
ACHIEVED	7,837 youth received 40 hours of training across all 47 counties — surpassing the 7,000 goal.
ACHIEVED	Confidence, peer support and creator guidance delivered — confidence rose from 46% to 75%.
DELAYED	Stakeholder showcase to secure continued support for participating youth beyond the programme.

Reach & Scale – every county, every community

Ganjisha reached 7,837 creators across all 47 counties — a national footprint few youth programmes achieve. While Kenya is around 70% rural, every county contains both rural and urban communities, and the delivery model was designed to serve both.

CREATORS TRAINED BY REGION



Central (17%), Rift Valley (16%) and Nyanza (15.5%) together account for almost half of all creators trained; with Coast and Nairobi, the top five regions represent 77% of total reach. North Eastern's under-representation (<1%) signals an equity gap in outreach, device access and demand — a priority for future phases.

TOP-REACH COUNTIES

COUNTY	REGION	TRAINED
Nairobi	Nairobi	1,095
Kisumu	Nyanza	548
Nakuru	Rift Valley	520
Kiambu	Central	510
Mombasa	Coast	491
Kilifi	Coast	344
Kakamega	Western	295
Laikipia	Rift Valley	276

47/47

Counties with trained creators — full national coverage

50.2%

Of participants are young women — near-perfect gender parity

Inclusion by design. Free delivery across every county, training hosted inside trusted local organisations, near gender-parity in both facilitators and participants, and 111 participants living with disabilities: Ganjisha demonstrated that a national creative-skills programme can be genuinely inclusive without compromising scale.

How this evaluation was conducted

DOT Kenya and ADMF undertook this final evaluation using an inclusive, participatory, mixed-methods approach — combining qualitative and quantitative data with a thorough review of testimonials, success stories, case studies and project data collected between January 2024 and March 2025. The evaluation is structured against OECD-DAC criteria: relevance, coherence, effectiveness, impact and sustainability.

267 Endline surveys — 137 men (51%), 130 women (48%), representative of all counties	14 Focus group discussions with participants in 13 counties	10 Key informant interviews — 2 programme staff, 8 CBO & Community-of-Practice partners	2 + 5 Case studies plus stories of change & lessons learned
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Analysis approach

- **Gender lens throughout** — data disaggregated by gender, age and location to surface women's outcomes and gender-related barriers.
- **Triangulation** — findings verified for consistency across surveys, FGDs, KIIs and the desk review, mapped to a findings-conclusions-recommendations matrix per evaluation question.
- **Rigorous quantitative analysis in R** (Tidyverse, Janitor, Lubridate and more) to compute endline values for skills, satisfaction, confidence and income, including statistical tests of association.

FGD LOCATIONS

Nairobi · Kisii · Kiambu · Kisumu · Kakamega · Mombasa · Kilifi · Makueni · Machakos · Nyeri · Nakuru · Uasin Gishu · Busia

Limitations — read results with care

- **Non-response bias:** some participants declined enumerator calls, fearing they were government agents tracking influencers amid recent youth-led demonstrations.
- **Self-report, recall & social-desirability bias:** some respondents may have overstated engagement or benefits; probing revealed occasional inaccurate estimates.
- **Connectivity bias:** phone-based surveying under-reached rural participants with network or phone-access challenges, potentially tilting findings toward urban, connected youth.

These limitations were mitigated through triangulation across respondent types and methods — and are acknowledged transparently when interpreting the generalisability of results.

Relevance & Coherence

The right programme, at the right time

Rooted in a needs assessment and co-design process, Ganjisha answered a real and growing demand: content creation is a rapidly expanding field in Kenya, driven by YouTube, TikTok and Instagram and the opportunity to monetize. Participants prized the practical skills — video editing, graphic design, photography, Canva, CapCut and AI platforms — alongside financial literacy, monetization and peer learning that left them more confident and connected.

The project's flexibility and ongoing learning approach allowed content to be adapted during implementation, keeping it contextually relevant. Its free, inclusive and bias-free character opened doors for youth from diverse backgrounds, while friendly, supportive facilitators fostered a positive learning environment.



78% "Satisfied" or "Very Satisfied"; only 3% dissatisfied — evidence that the training met or exceeded expectations for most participants.

Coherent with Kenya's digital agenda

Ganjisha complements — rather than duplicates — national youth digital programmes. Where **Ajira Digital** and **Ajiry** connect youth to digital work, Ganjisha is the foundational bridge: building the skills, mindset and confidence underserved youth need to participate in them at all. It also complements **KYEOP**, and aligns squarely with the **Kenya Digital Economy Blueprint** and **Vision 2030**.

ECOSYSTEM PARTNERSHIPS & SYNERGIES

County ICT hubs

Accessible community venues with infrastructure and local ownership.

Public & private TVETs

Training embedded in existing structures, extending continuity.

Ajira Digital & Ajiry

Co-implementation and formal partnership linking youth to online work, gigs and self-employment.

8 creator

masterclasses

Established Kenyan creators on branding, audiences and the creative economy.

Distinct value-add: a deliberate focus on young women and delivery in rural, remote and grassroots communities — through local institutions with limited prior access — extended the reach of national efforts and helped close the urban-rural digital divide while advancing gender equality.

Effectiveness — a decisive skills shift

DIGITAL CONTENT-CREATION SKILL LEVELS, BASELINE → ENDLINE

Intermediate + Advanced skills



Basic or zero skills



A 78-point gain in higher-level skills and a 77-point reduction in low/no skills. **No participant remained without digital skills after training.**

OUTCOME INDICATOR	BASELINE	ENDLINE	Δ
Confidence in content creation	46%	75%	+29 pts
Avg. monthly income (KES)	2,500	7,766	+5,266
Content monetization	5%	23%	+18 pts
Digital skills for content creation	7%	85%	+78 pts

Enablers

Masterclasses and showcase events where established creators shared their journeys inspired participants and modelled success.

What made delivery work

Working through county governments, established creators and influencers, community-based host organisations and university-graduate facilitators was critical to effectiveness. Community engagement kept the programme contextually appropriate, hosted training, and mobilised recruitment. Blending theory with hands-on practice proved effective — and confidence-building was especially impactful for young women, whose soft skills gains translated directly into putting technical skills into action.

How creators are earning

- **Selling digital products** — posters, designs, templates (most cited)
- **Advertising** — sponsored content and paid partnerships
- **Online marketing** of small businesses — salons, photography, crafts
- **Freelance & consulting** — social-media management, design gigs, editing
- **Affiliate, subscription & platform earnings** — TikTok gifting, YouTube and more

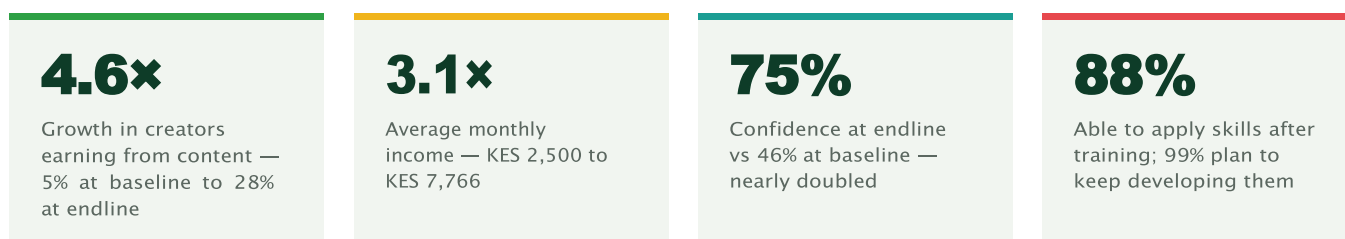
Creators in **Othaya and Kilifi** formed dance groups now contracted to perform at county events — a direct result of the online presence built through the programme.

Barriers to address

Limited access to smartphones, laptops, cameras, WiFi and affordable data constrained practice; some sessions were theory-heavy, and unmet expectations (devices, certificates) eroded trust in places.

Impact — skills, income and self-belief

Ganjisha significantly impacted participants' skills, confidence, income-generation potential and digital inclusion. The majority report improved technical ability, self-reliance and online visibility — several now describe themselves as digital creators and "gurus".



OUTCOMES THROUGH A GENDER LENS (Men · Women · Overall)

INDICATOR	MEN	WOMEN	ALL
Active digital content creator	80%	65%	73%
Access to tools & platforms	88%	81%	84%
Smartphone access	96%	96%	96%
Regular internet access	91%	82%	87%
Programme addressed their challenges	96%	95%	95%
Able to apply skills after training	92%	83%	88%
Influenced others into content creation	88%	86%	87%
Confidence after training	76%	73%	75%
Earned income since completing	34%	21%	28%

The most significant changes

- Proficiency in video editing (CapCut), poster and flyer design (Canva, Photoshop) and personal branding — plus new tools participants had never used before.
- Comfort being online and on camera, initiative to create independently, and a changed perception of content creation as a viable career — sparking interest in photography, videography and marketing.

Closing the gender gap

Men monetize at a higher rate than women (34% vs 21%) — a statistically significant association attributed to confidence and exposure gaps, access to tools, gendered responsibilities and platform or audience biases. The narrow confidence gap (76% vs 73%) shows the programme reached both genders equitably; targeted monetization support, mentoring and market linkages for women are the next frontier.

An honest note: a few respondents reported no significant change — mostly linked to incomplete attendance, lack of devices or practice, or platform setbacks. These cases reinforce the recommendations on tools, connectivity and follow-up support.

Voices of the youth

Behind every indicator is a young Kenyan whose story changed. The overwhelming sentiment at endline was gratitude, personal growth and a desire for continued learning – with many participants calling for a "Ganjisha 2.0".

“After the training I went for a competition on video editing and I managed to be number one.

SKILLS & RECOGNITION

“I appreciate being part of the program, it has helped me a lot in generating income. I got a chance to make a poster for the governor's event.

INCOME & OPPORTUNITY

“I have improved my income and I am employed full time due to the skills I got.

EMPLOYMENT

“I was able to build on the skills learnt and start out on academic writing. It has brought in a substantial income.

NEW LIVELIHOODS

“I was chosen as the treasurer for our church because they saw what I can do. I also educate my community using different platforms.

COMMUNITY LEADERSHIP

“When I started content creation before the classes, I was very down... but since I got the knowledge I see myself a hero.

CONFIDENCE

“I have conquered the fear of posting. I feel confident addressing the camera. I can now teach others.

SELF-EXPRESSION

“I highly appreciate the program... I have inspired many who want to be like me.

MULTIPLIER EFFECT

“Hoping for a Ganjisha 2.0 project.

— PARTICIPANTS & CBHO LEADS, ACROSS COUNTIES

Sustainability – built to outlast the project

73%

Remain active digital content creators (80% men · 64% women)

90%

Of active creators continue using skills gained through the programme

87%

Have influenced others to pursue content creation as a career pathway

99%

Plan to continue developing their content-creation skills

Adoption is already happening

Community-based organisations are adopting the programme — clear evidence of its value and their willingness to take ownership. Community leaders, upskilled through the project, continue mentoring young creators; host organisations such as **Othaya Youth Empowerment Centre** have formally requested that they keep engaging youth beyond the project cycle. Participants themselves are teaching peers, multiplying the programme's reach organically.

Devices determine durability

SKILLS APPLICATION BY DEVICE ACCESS



Skills retention and application go hand in hand with device access — without tools and connectivity, skills stagnate and momentum is lost. Some creators also face payout thresholds (e.g., TikTok), limited market connections, or fear of public scrutiny — especially women.

Institutionalising what works

The Ganjisha alumni platform

Responding directly to youth demand for ongoing community, ADMF and DOT built a digital platform offering refresher videos, mentorship, employability and life-skills support — plus complementary access to the **Vumi gig platform** for creatives. Alumni will access aftercare indefinitely.

Government tailwinds

Kenya's **\$390M Kenya Digital Economy Acceleration Project** (World Bank, from 2024) and a targeted US\$100M in private broadband capital are expanding the digital infrastructure youth need to sustain their skills. ADMF and DOT's engagement with the **ICT Authority** — which will incorporate this training under its programmes — anchors Ganjisha in national systems.

Livelihoods likely to endure

Creators now independently produce and publish quality content, earn through design and social-media marketing services, raise visibility for small businesses — salons, photography, Airbnbs — and monetize on TikTok and YouTube. Mindsets have shifted: content creation is now seen as a viable livelihood.

Learning — what works, straight from participants

The evaluation posed four learning questions. Participant and partner feedback converged on clear, actionable answers.

Most effective training methods

Practical, hands-on learning wins decisively: prioritise live practice in video editing, design and content creation; provide devices and software (Canva, CapCut, Adobe, Google tools) in session; run live feedback loops with peer review; and facilitate data bundles during and after training. An 8-12 week programme with beginner / intermediate / advanced tiers, refresher sessions, and flexible or hybrid delivery for adult learners emerged as the ideal format.

Supporting monetization

Add dedicated modules on monetization strategy, personal branding and analytics (Google Analytics, Meta Insights); integrate relatable case studies of successful digital entrepreneurs; bring in guest trainers, influencers and digital marketers; establish mentorship with professionals and alumni; run refreshers every 2-3 months; and stage paid collaborative campaigns — e.g., a "climate week video challenge" that rewards top content.

Fostering collaboration & networks

Create local digital content hubs — equipped physical spaces with cameras, computers, editing tools and internet — that become natural networking centres. Organise regular forums, exhibitions and showcase events for visibility, feedback and brand connections, and build an alumni portal or talent directory linking creators to opportunities.

Making participation equitable

Stipends or transport support — especially for women, single mothers and rural youth — plus childcare, community trust-building before rollout, outreach to interior grassroots areas, digital-literacy foundations, local-language instruction, and stronger data-protection, privacy and ethical-content training tailored to context.

THE HEADLINE LESSON

Skills stick when youth can practise. Every learning question points to the same principle: pair excellent training with the devices, connectivity, mentorship and market linkages that let creators keep creating — and keep earning.

Lessons learned & recommendations

SIX LESSONS FROM DELIVERY

01 Access to devices & connectivity is essential.

Devices, data bundles and stable WiFi are critical for hands-on learning; community studios and digital hubs are a sustainable answer.

02 Duration and frequency need to grow.

Training felt short and rushed; participants want 2-3 month programmes with refreshers every 2-3 months.

03 Training must be practical and skill-focused.

More hands-on sessions on Canva, Photoshop, analytics and cameras — taught by industry-experienced creators who can also teach monetization.

04 Financial & logistical support matters.

Transport, lunch, childcare and allowances enable consistent attendance for vulnerable participants; startup grants help creators launch.

05 Training centres must be accessible.

Long travel distances call for more localised CBHOs, sub-county digital support centres, and hybrid delivery for connected learners.

06 Follow-up, mentorship & showcasing are critical.

Ongoing mentorship, progress check-ins, and forums, exhibitions or competitions that build visibility for jobs and ambassadorial gigs.

RECOMMENDATIONS FOR THE NEXT PHASE

1 • Eliminate digital-access barriers

Affordable data bundles plus content-creation devices — cameras, lighting, software licences and tools — during training.

2 • Structured follow-up & mentorship

Mentor pairing in content and business fields; a post-training helpline; online and regional peer meet-ups.

3 • Connect youth to digital income

Sessions on freelancing, digital marketing, e-commerce and TikTok/YouTube payouts; brand partnerships for gig pipelines; seed grants, business kits and a "Top Content Creator Award".

4 • Tiered progression over 8-12 weeks

Training tracks matched to beginner, intermediate and advanced creators.

5 • Make 70% of every module hands-on

Peer-to-peer demos, live practice, mock campaigns, and in-session access to CapCut, Canva Pro and other tools.

6 • Incentivise participation

Childcare for single parents, flexible or weekend hours, and psychosocial and wellbeing support for youth.

The curriculum & the stories behind the numbers

Foundational skills

Self-awareness · Financial literacy · Vision & goal mapping · Intro to content creation · Niche idea generation · Social-media marketing · Business Model Canvas for creators · Ethical content creation

Technical skills

Photography · Videography · Graphic design — hands-on training with the tools of the trade, developed with ADMF's creative-industry expertise

Masterclasses

Content creation & platforms · Building audiences & algorithms · Digital pathways for sustainable development · Mental health & crisis management · Content & copyright · Ethical creation

Community leaders additionally completed a training-of-trainers learning programme (gender & local landscape, environmental awareness, 21st-century learning, experiential learning, participatory action research, facilitation skills, safeguarding and more) before delivering to youth.

SUCCESS STORIES ON FILM

Sarah Debra

A rising Kenyan content creator whose journey from trainee to recognised creator captures the programme's promise. ([HERE](#))

Moffat Ndambuki Mbugua

His growth through the Ganjisha Content Program shows how skills, mentorship and confidence compound. ([HERE](#))

Additional success stories captured in written narratives; video links available from DOT Kenya and ADMF on request.

THE ROAD AHEAD

Ganjisha proved that Kenya's young creators — in every county, rural and urban, women and men — will seize the digital economy when given skills, confidence and community. With the alumni platform live, the ICT Authority engaged, and a clear evidence-based roadmap, the Africa Digital Media Foundation, DOT Kenya and Google.org invite partners to help take this proven model to its next chapter.

“Thank you for the opportunity to learn — and keep giving the youth more opportunities.”

— GANJISHA PARTICIPANT

Ganjisha Content Program · Africa Digital Media Foundation · Digital Opportunity Trust Kenya · Supported by Google.org

