

## National Anthem

Oh God of all creations  
Bless this land and nation  
Justice be our shield and defender  
May we dwell in unity peace and  
liberty  
Plenty be found within our borders

Let one and all arise  
With hearts both strong and true  
Service be our earnest endeavor  
And our homeland of Kenya  
The heritage of splendor  
Firm many we stand to defend

Let all with one accord  
In common bond united  
Build this our nation together  
And the glory of Kenya  
The fruits of our labour  
Fill every heart with thanksgiving.

## Wimbo wa taifa

Ee Mungu nguvu yetu  
Ilete Baraka kwetu  
Haki iwe ngao na mlinzi  
Natukae na undugu  
Amani na uhuru  
Raha tupate na ustawi

Amkeni ndugu zetu  
Tufanye sote bidii  
Nasii tujitoe kwa nguvu  
Nchi yetu ya Kenya  
Tunayoipenda  
Tuwe tayari kuilinda

Natujenge taifa letu  
Ee, ndio wajibu wetu  
Kenya istahili heshima  
Tuungane mikono  
Pamoja kazini  
Kila siku tuwe na shukrani



## What are values?

Values are practices, culture and traits that define a people. They are important and enduring beliefs or ideals shared by the members of a culture about what is good or desirable and what is not. Values exert major influence on the behavior of an individual and serve as broad guidelines in all situations. Traditional African practices were embraced in Kenya before independence and they played a role in shaping the ethics and character of the society at large. Our values help us articulate who we are, what we stand for as well as how we would like the world to view us.

## Our National Values

The change we desire for our country needs to come from within us. Each individual must be committed to a set of values that will become part of every day life for Kenyans. That is the only way we can enhance nationalism and promote social cohesion.

These national values are binding and are a composite from the Kenya Constitution 2010 and through consultative forums with the National Economic and Social Council held all over the country

*Honouring God:* Worship and full allegiance to God in all that we do. Every time we sing our national Anthem, we honour God- let us treat it with the respect it deserves.

*Being Patriotic:* Our Country is bigger than anyone else, we should put the

love and devotion for our country first no matter what challenges we face. We have only one Kenya, Let us be proud of that.

*Promoting National unity:* We all belong to one country Kenya and should strive to make it a better place. “United we stand divided we fall”. Let us celebrate our diversity and pull together in unity, in everything that we do for the good of our beloved Nation.

*Sharing and devolution of power:* for equitable allocation of resources and development.

*Championing peace:* Let us always look to peaceful solutions to issues and promote fairness in our relationships with one another.

*Respecting the rule of law:* Respect for the new constitution is paramount to the success of its implementation. It gives us hope for a better Kenya. Our laws are the guarantee for a just and orderly society let us always respect them.

*Democracy and participation of the people:* The power to elect able leaders who will put the interest of the Country first before the interest of self lies in our hands.

*Respecting human dignity and rights:* as the source of national purpose and action.

*Promoting social justice:* Let us all take advantage of the opportunities available in the country for economic growth and development.

*Non-discrimination and protection of the marginalized:* We are all equal, irrespective of tribe, culture or region. Let us stand up and be there for each other.

*Practicing good governance:* in the running of our institutions to give a competitive edge.

*Practicing integrity:* will ensure that we are truthful and honest in all our dealings and be our motivation in all we do.

*Promoting transparency and accountability:* in our work, our homes and our community.

*Promoting sustainable development:* for economic growth and the country's well being

## **Brand Kenya Board as a Custodian of National Values**

Brand Kenya Board is a state corporation established with the mandate of ensuring that an integrated national brand is created, harnessed and sustained in the long term. As a custodian of the "Brand Kenya", the Board is committed to building a strong country brand that earns global recognition and instills pride and patriotism in every Kenyan.

One of the functions of the Board is to unite Kenyans and provide them with positive information about the country in order to promote patriotism and national pride.

The Board undertakes initiatives geared towards creating a unique country identity and image that will make Kenya stand out as a wonderful place to visit, work, live and invest.

## **What is Country branding?**

Country branding is about creating a positive image, reputation and identity for a country. Countries engage in country branding in order to create a competitive identity which evokes the desirable image and enhances the country's competitiveness. This is based on the recognition that a country is like a product. It can be packaged and marketed to distinctive target audiences among them investors, visitors, tourists, businesses, corporations and its citizens.

Country branding can also correct a country's negative image, as it is formed from collective behaviour and attitude of its citizens. Like a jig saw puzzle, every citizen has a role to play.

The Kenya Brand incorporates our character as a nation. It's a collection of the people, the cultures, sets of beliefs, our history, and the beauty of the land.

Embracing national values will cement already existing brand personalities and brand values exuded by all Kenyans.

## **Brand Values**

These describe the beliefs and aspirations that are demonstrated in the behavior and attitudes of Kenyans. They are encapsulated in the peoples

**Minds** – how we think, the **Body**- how we behave and in the **Soul**- how we feel. These values are immortalized in our culture (beliefs, language, people's behaviours and products)

- **Generosity:** Our giving nature, kindness and hospitality pervade daily interactions among citizens from diverse cultures. Our generosity is also extended to visitors across the country whether in business or tourism.
- **Optimistic:** Kenyans demonstrate a competitive nature and a strong belief in their inner capabilities and potential. Because of this value, Kenyans have been on the forefront of numerous innovations in the African continent. Kenyans are ambitiously confident and forward thinking.
- **Character:** Resilient, independent thinkers, tenacious, are some of the key traits underlying the value of character. Kenya is a distinctively memorable place. It has a magnetic effect on people. No one encounters Kenya and remains unmoved. Many who visit never want to leave!

## Brand Personality

The Kenya Brand has a mind and soul as expressed by its citizens. These are the unique personality traits that define Kenyans. They are inherent in her people and are clearly reflected in Kenyans' way of life. The citizens are indeed the brand.

- **Entrepreneurial:** Kenyans are self-driven and independent, we are known to take any opportunities and turn them into commercial ventures. This is clearly depicted in the numerous award-winning entrepreneurs and savvy innovators who have continued to position Kenya as market leader.
- **Resilient:** We are known to be fighters never giving up in times of adversity. From the fight for independence by our mashujaa to the transition the country is going through; Kenyans are known for their confidence and optimism in looking towards a brighter future.
- **Brave:** Fearless and courageous in dealing with external aggressions and protecting the country, Kenya is recognized as the regional peace keeper. The recent mission into Somalia has cemented the position Kenya holds as a brave nation. Kenya has bravely proved to be the leader and trend setter in leadership and governance and the heroic performance in sports, entrepreneurship, innovation, environment conservation and academics is a show of total agility and prowess.
- **Respectful:** Kenyans are able to live in harmony with people from different cultures, religions and races. This trait is very well expressed in our reputation as hard workers who are committed to delivering quality. The democratic systems allow for different religions, beliefs and cultural diversity.

- **Open:** The will to embrace new ideas, innovations, cultures and advancements in ICT makes Kenya a top investment destination. Complimented by the business savvy workforce, the openness makes it easy for businesses to thrive. Kenya plays host to scores of multinationals and is the anchor to regional offices and top international agencies tapping into the African continent.
- **Warm:** Kenya has a beautiful picturesque scenery, conducive climate, hospitable and generous people that visitors fall in love with. This has made Kenya one of the top tourist destination worldwide.

## Who is responsible for country branding?

Every single Kenyan is responsible. Be it business people, political leaders, civic leaders, artistes, religious leaders, students, media owners, journalists, professionals etc.

Country branding cannot be left to a single individual or institution. You can start improving our country's reputation now by living a value driven life, being a good neighbor, a better worker, a better parent and generally a better you.

## National Values vs. Country Branding

Embracing national values will:-

- Unite Kenyans towards a common goal
- Create a national identity for Kenyans
- Develop a set of shared attitudes and beliefs
- Cultivate personal and collective responsibility
- Promote social cohesion among Kenyans
- Create a unified platform through which Kenya can compete internationally

## How do I play a part in country branding?

- By speaking positively about Kenya during interactions with outsiders
- By promoting Kenyan goods and products. Buy Kenya Build Kenya!
- By living in peace and harmony with my neighbors
- Being proud of the Country and aspiring to make it a better place
- Through conserving our environment and keeping our cities and towns clean
- Protecting nature and human resources
- In aspiring to attain the highest level of education possible
- By living our national values daily
- Celebrating each other

