

# GEN Z AND MILLENNIAL DIGITAL WARRIORS AGAINST IMF AUSTERITY AMID UNPRECEDENTED CLIMATE FINANCE DEFICITS



## INTRODUCTION

Kenya faces a dual crisis characterized by stringent IMF austerity measures and an escalating climate crisis. The IMF's fiscal consolidation strategies, designed to reduce national debt and stabilize the economy, have resulted in severe cuts to public spending.



## GEN Z RESPONSE TO IMF AUSTERITY MEASURES

Millions of Gen Z and Millennials in Kenya used digital activism to resist IMF austerity measures and advocate for gender-sensitive policies effectively.

## REGULARLY REVIEW AND ADJUST

IMF austerity measures in Kenya have led to cuts in essential services like healthcare and education, disproportionately affecting vulnerable populations. These measures have exacerbated inequalities and limited the government's ability to address climate challenges.



## FINDINGS

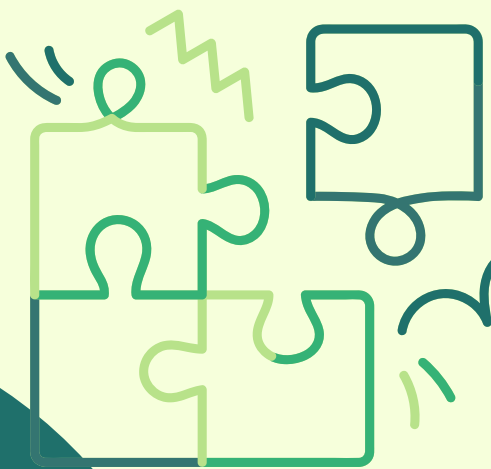
IMF austerity and the climate crisis in Kenya created a challenging environment. Austerity cuts have limited climate resilience efforts, exacerbating vulnerability to disasters.



Reduced funding for agriculture and water management has led to decreased productivity and food insecurity. The financial shortfall hinders sustainable development initiatives, perpetuating environmental degradation and economic instability.

## PUBLICATIONS

Over **70** articles covered the protests and related events, generating an engagement of **975**, encompassing shares, likes, and comments.



## SOCIAL & MAINSTREAM MEDIA

The protests against IMF policies in Kenya have received extensive global media coverage, with **2,096,792** journalists reporting on the unrest



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