



PARTY NAME
UNITED PATRIOTIC MOVEMENT

NAME ABBREVIATION
(UPM)

PARTY SLOGAN
True to my Country... True to myPeople

APPROVED PARTY SYMBOL
Face Mask

APPROVED PARTY COLOURS
Orange, Black and White

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STATEMENT OF IDEOLOGY

Introduction

The United Patriotic Movement (UPM) is a Social democratic movement in the Republic of Kenya seeking registration and legal recognition as a political party dedicated to advancing social democratic ideology and liberal ideals.

Article 1: Ideology

Our ideology is rooted in the belief that every individual deserves equal opportunities and rights, regardless of their background or circumstances. We advocate for policies that foster inclusivity, equality, and compassion in all aspects of society.

The provision of the statement of ideology of UPM is in accordance with existing legal and policy framework of the constitution of Kenya 2010, the Political Parties Act Cap 7b, the Political Parties registration regulations, political parties membership regulations, the constitution of the party (UPM), the nominations and elections rules of the party (UPM) and any other applicable laws in the Republic of Kenya.

Our political party's ideology shall at all times be guided by the following core principles:

- (a) **Social Justice:** We believe in addressing systemic inequalities and fighting against discrimination based on race, gender, sexual orientation, religion, or socioeconomic status. Our party is committed to creating a more just and equitable society where everyone has the opportunity to thrive.
- (b) **Equality:** We advocate for equal rights and opportunities for all individuals, irrespective of their background. This includes advocating for gender equality, and economic fairness. We believe in dismantling barriers to success and ensuring that no one is left behind.
- (c) **Liberalism:** We uphold the principles of liberalism, which prioritize individual freedoms, civil liberties, and the protection of human rights. We advocate for policies that respect personal autonomy, promote tolerance, and encourage diversity of thought and expression.

(d) Progressivism: Our party embraces progressive values and seeks to address contemporary challenges with innovative solutions. We believe in progress through positive change, and we are committed to advancing policies that improve the well-being of all citizens, protect the environment, and promote sustainable development.

(e) Inclusivity: We believe in building an inclusive society where every voice is heard and every perspective is valued. Our party is committed to fostering dialogue, cooperation, and consensus-building across diverse communities to achieve common goals.

UPM party's guiding principles and values, aims and objectives are in line with the tenets of social democracy and comply with the constitution of Kenya 2010, the Political Parties Act and the constitution of the party which advances social justice for all, equality, liberalism, progressivism, inclusivity and not discriminatory to any individual.

Article 2: Approved Party Particulars

United Patriotic Movement (UPM) applied for the reservations of the following party particulars on diverse dates and secured their approvals for the party use;

- a) Reservation of the party name(United Patriotic Movement) abbreviated UPM and the approval was granted.
- b) Party slogan reservation (True to my Country...True to my People) approval was granted.
- c) Party colours (orange, black and white) approval was granted.
- d) Party symbol (Face Mask) approval was granted.
- e) The party was requested to acquire a postal and physical address and formal address of the party website which the party provided.

NB: Copies of all the above issued certificates from ORPP herein attached for your perusal.

Article 3: Development Plans

The Party envisages a free, secure, all inclusive, just and prosperous society and country in order to foster justice, democracy, public participation for political, socio- economic development, equitable distribution of national resources and devolution.

We believe in integrity, justice, equity, democracy and good governance, transparency, accountability, tolerance, dialogue and negotiated or shared Democracy as our principles and values.

Having been founded on the ideology of Social Democracy and its tenets of social justice, fair and equitable distribution of resources, services and opportunities civil liberties, human dignity and human rights, functional literacy and education, quality and adequate health care, social welfare and social security for all citizens, the rule of law and the due process as well as constitutionalism, we come into existence with the aims to secure political, social and economic emancipation of the People of Kenya, promote, protect and defend their fundamental freedoms and liberties; assure socio-economic justice; constantly promote and advance economic development and the wellbeing of all the people of Kenya, irrespective of their ethnic origin, gender, cultural background, marital status, health status, place of origin, religious persuasion or on any other ground and shall have the following specific aims and objectives to be implemented:

(b) Implementation strategies

(iv) Short term implementation strategies:

- To establish structures of the Party at the International, National and County levels and perform all such other things and acts as may be necessary for the attainment of the aims and objects of the Party.
- To identify, create and nurture transformative leadership in all governance structures, including fielding of candidates in all National and County elections.
- To protect and promote the fundamental rights and freedoms enshrined in the Bill of Rights of the Constitution of Kenya and general rules of International Law.

(v) Medium term implementation strategies:

- To formulate and advocate for legislations of policies that are just and improve quality of life for all Kenyans
- To conduct public education and awareness among citizens on social, economic and political issues.
- To protect and promote full participation of women, the youth, persons with disability, ethnic minorities and other marginalized groups in the conduct of public affairs. To protect and promote the right of all Kenyans to quality education and equal opportunities for employment and entrepreneurship.

- To promote and implement responsive citizen-driven economic policies in order to achieve rapid growth and sustainable development through the establishment of independent and democratic trade unions, cooperative movements, interest and pressure groups, professional organizations and welfare associations.
- To protect and promote the right to adequate and quality healthcare services including reproductive healthcare.
- To protect and promote the rule of law, liberty, justice, pluralism, and accountability in governance.

(vi) **Long term implementation strategies:**

- To enhance the cultural life of Kenyans in all spheres of national development by recognizing, respecting, preserving and promoting diverse progressive cultural beliefs and practices.
- To ensure that all national resources of Kenya are conserved and only responsibly exploited and equitably distributed in a sustainable manner.
- To protect, conserve and improve the management of the environment and ensure viable efficient and sustainable use.
- To promote Science and Information Communication Technology.
- To promote regional integration and partnerships across the continents and the globe.
- To protect and promote the principle and practice of devolution in governance.
- To protect and promote the functioning of commissions and independent offices.
- Protect and strengthen the principle of separation of powers, checks and balances among the organs of government.
- Whenever it will dim fit to do so, enter into coalition with other like-minded political parties with similar philosophy with a view to acquiring or retaining power for the purpose of advancing its aims and objectives under this Constitution as sanctioned by the highest decision making organ of the Party.
- To enter into co-operation so as to enhance its aims and objectives with other like- minded political parties and organizations as sanctioned by the National Executive Committee.

- To promote and protect all initiatives aimed at promoting national, regional and global peace.
- To protect, defend and promote the national values and principles of governance, sovereignty of the people and supremacy of the Constitution of Kenya and its objects.

Article 4: Communication of the ideology

United Patriotic Movement (UPM) shall communicate its ideology to the members and the general population using the following ways;-

- (i) Public barazas- Assistant chiefs, chiefs, village elders or any other baraza held within the community.
- (ii) Public rallies- UPM will request for required permits to hold public rallies in accordance with the law.
- (iii) Party website to sell party agendas.
- (iv) Social media spaces.
- (v) Other integrated communication approaches such as posters, banners, branded materials, radio, television, printed newspapers, word of mouth etc
- (vi) Party publications-printed party journals, flyers and brochures.

Conclusion

The United Patriotic Movement (UPM) is a political party dedicated to building a more just, equitable, and inclusive society. We are committed to advancing social justice and promoting liberal ideals through progressive policies and principled leadership. Join us in our mission to create a better future for all. Together, we can build a brighter tomorrow based on equality, liberty, and compassion.