



Country/Region/Global: Nigeria
Framework for Nigeria at 60 and “I am Nigeria”

Project Title:	Nigeria at 60 and I am Nigeria
Expected CP Outcome(s):	<p>Outcome: By 2022, Governments at all levels apply principles of good governance and rule of law in public service delivery</p> <p>Outcome: By 2022, Nigeria has an inclusive and diversified economic growth driven by science, technology, innovation, investment in infrastructure, and job creation</p> <p>Outcome: By 2022, Nigeria achieves environmental sustainability, climate resilience and food security through efficient management of its cultural and natural resources.</p>
Initiation Plan Start Date:	1 April 2020
Implementing Partner	UNDP

Brief Description

While policies are crucial for reforms and development in any country, it is through amplification of the psychology of progress using creative storytelling that we can aspire to becoming a generation that believes in themselves and inspire the visioning of future we want. Thus, shifting narratives that encourage citizens’ participation, engagement and consensus towards inclusive development pathways is critical to driving the national development agenda is critical.

UNDP through documentation inspiring stories that highlights Nigeria’s development progress at 60, aims to support Nigeria to reconstruct its narrative to reignite the reimagination of the county’s boundless potential particularly among young people. UNDP aims to work in close collaboration with the government to secure the gains and ownership of a progressive narrative – across all divides and create opportunities where citizens can see themselves as part and parcel of the Nigeria story influencing their participation in driving the national development agenda.

Capitalising on key moments: Nigeria at 60, UN at 75 and a start of Decade of Action for the Sustainable Development Goals UNDP aims to focus on evidence-based people centered stories that are hopeful, inspiring, forward looking and supports the Government of Nigeria to:

- **Tell the story of Nigeria:** highlight, celebrate and promote actions that have over the years contributed to Nigeria’s progress and growth
- **Rebrand and repackage Nigeria’s image:** promote narratives that shift perceptions of Nigerians nationally, regionally and globally; and, celebrate Nigeria’s positive contribution to the world and key milestones over the 6 decades
- **Leverage the power of data:** to document and highlight development trends, challenges and opportunities that could potentially inform Nigeria’s development agenda

Programme Period: CPD 2018-2022

Project Period: 1 March – December 2020

Atlas Project Number: _____

Atlas Output ID: _____

Gender Marker: _____

Total resources required _____

Total allocated resources: 500,000

- Regular (TRAC) 500,000
- Other:
 - Donor _____
 - Donor _____
 - Government _____

Unfunded budget: _____

In-kind Contributions _____

I. CONTEXT, PURPOSE AND EXPECTED OUTPUT

A. Context

Nigeria is one of Africa's largest economies with enormous reserves of natural resources and is a valuable geopolitical and socio-economic player in the West Africa region. Regionally, Nigeria plays a critical role in the UN, AU, and ECOWAS' Peace and Security Architecture (APSA) and a notable contributor to Africa's arts, culture and entertainment sector, and its entertainment and music industry - the fastest growing in the world, competes closely with America and India for the global market share. Nigeria also accounts for approximately half of West Africa's population, with a significant percentage of its population being youth. However, investment in human capital development lacks¹, as the country faces numerous challenges that hinder it from the attaining its development aspirations. The 2019 MTR highlights governance deficit as a root cause that impedes Nigeria's human and development growth.

As Nigeria marks 60 years of independence, its narrative dominated by negative headlines such as "[Inside Nigeria's Kidnap Crisis](#), [Nigeria overtakes India in extreme poverty ranking fantastically corrupt fraudsters/Yahoo Boys](#) [President Muhammadu Buhari office frown as Saudi Arabia hang Nigerian woman](#)" that have brought undesired perspectives and attention, fuelling stereotypes and perceptions that harm the brand of Nigeria - overshadowing the positive acts and contribution of Nigerians at home and abroad; and, what the country has to offer.

Fundamentally, 60 years after independence, safeguarding a positive and inspiring image remains essential in restoring a sense of unity and pride for Nigerians across all divides. Thus, building citizens' participation, engagement and consensus towards inclusive development pathways is critical to driving the national development agenda.

B. Purpose:

Capitalising on key moments of 2020 that coincide with Nigeria at 60 such as UN75 and the Decade of Action, through the project UNDP collaborate with creative sector and the government to scale-up public awareness and promote citizen engagement, by looking Nigeria's development trajectory and impact over the past six decades. The project aims at showcasing Nigeria using positive people centered stories and exploring its lesser known socio-economic offers; targeting local and international audiences including the diaspora.

Another key component of this project is documentation of Nigeria, using data visualisation to stocktake the country's development trends and achievements including contribution to the regional dynamics (trade, peace and security among others) over the last 60 years, to enable evidence-based policy planning, decision making and national priorities that are anchored by the SDGs.

Spearheaded by the Partnerships and Communications unit and working with programme units, the project will co-create content that will be anchored by government's showcasing activities planned for the Nigeria at 60 celebrations, under the office of the Secretary to the Government of Federation.

C. Expected output

Output 1: Nigeria's development progress is documented, highlighted and promoted

The indicative activities under this output are:

- **Co-create and support opportunities that amplify the story of Nigeria**, by highlighting, celebrating and promoting actions that have over the years contributed to Nigeria's progress and growth
- **Support enhancement of Nigeria's positive image** – showcasing some of the best offers of Nigeria, through its people and heritage - nationally, regionally and globally
- **Highlight and publicize Nigeria's** key milestones and its contribution to the world over the 60 years

¹ <https://www.worldbank.org/en/country/nigeria/overview>

II. MANAGEMENT ARRANGEMENTS

This project will be managed through UNDP's Direct Implementation (DIM) Modality. While UNDP manages the project, strategic partnership will be established or (and) strengthened with relevant government agencies, ministries and the creative sector to enable effective delivery of the project. Specifically, the management arrangements will include:

- *National and government ownership:* There will be regular consultation with Office of the Secretary to the Government of Federation which is the arm of government managing and coordinating government celebrations of Nigeria at 60. To ensure effective delivery of the project, that reflects the overall national objective of Nigeria celebrating its 60 years of independence.
- *Strategic guidance and policy direction:* UNDP Senior Management
- *Quality assurance and implementation:* UNDP Partnership and Communications team will collaborate with Programme Management Support Unit throughout the implementation of the project
- *Conceptualisation and Design of the project components:* UNDP Partnerships and Communications team; Programme Management Support Unit; Knowledge hub; Programme Team Leads; Senior Management; Technical experts contracted from the creative sector
- *Production, delivery, curation and dissemination of content:* UNDP Partnership and Communications team; UNDP Knowledge Hub team; Technical experts (creative sector); Private Sector (media); Government; UN system;

III. MONITORING

A Joint Monitoring Team (JMT) will be established, comprising, M&E Specialist, and Programme Specialists from each of the components and coordinated through the Partnership and Management Support Unit (PMSU). Joint monitoring visits will be organized on a quarterly basis and will include key government counterparts at both the national and state level. Monitoring, evaluation and reporting will be harmonized in accordance with standard UNDP Quarterly Reporting templates, which will summarize results at the project level. An effort will be dedicated to providing research evidence (with academic rigor) on cross practice areas and on how early economic recovery, peace and security, and humanitarian responses inter-link. In accordance with the programming policies and procedures outlined in the UNDP User Guide, the project will be monitored through the following:

Within the annual cycle:

- Monthly field reports against Annual Work Plan Activity Results, targets and indicators.
- On a quarterly basis, a quality assessment will record progress towards the completion of key results, based on quality criteria and methods captured in the Quality Management table below.
- An Issue Log will be activated in Atlas and updated by the Project Manager to facilitate tracking and resolution of potential problems or requests for change.
- Based on the initial risk analysis submitted (ANNEX I), a risk log will be activated in Atlas and regularly updated by reviewing the external environment that may affect the project implementation.
- Based on the above information recorded in Atlas, Project Progress Reports (PPR) will be submitted to the Project Board through Project Assurance, using the standard report format available in the Executive Snapshot.
- A project Lesson-learned log will be activated and regularly updated to ensure on-going learning and adaptation within the organization, and to facilitate the preparation of the Lessons-learned Report at the end of the project
- A monitoring Schedule Plan will be activated in Atlas and updated to track key management actions/events.

Annually:

- Annual Review Report. An Annual Review Report will be prepared and shared with the Project Board and the Outcome Board. As minimum requirement, the Annual Review Report will consist of the Atlas standard format for the QPR covering the whole year with updated information for each of the above element of the QPR as well as a summary of results achieved against pre-defined annual targets at the output level.
- Annual Project Review. Based on the above report, an annual project review will be conducted during the fourth quarter of the year or soon after, to assess the performance of the project and appraise the Annual Work Plan (AWP) for the following year. In the last year, this review will be a final assessment. This review is driven by the Project Board and may involve other stakeholders as required. It will focus on the extent to which progress is being made towards outputs, and that these remain aligned to appropriate outcomes.

IV. ANNUAL WORK PLAN

Period²: April 01, 2020 to March 31, 2021

EXPECTED OUTPUTS <i>And baseline, indicators including annual targets</i>	PLANNED ACTIVITIES <i>List activity results and associated actions</i>	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET		
		Q2	Q3	Q4	Q1		Funding Source	Budget Description	Amount
Output 1: Nigeria's development progress is documented, highlighted and promoted	Activity result: Co-create and support opportunities that amplify the story of Nigeria Associated Actions:								
	<i>a) commission production I am Nigeria content - infomercials/short stories showcasing Nigeria's human capital to the world.</i>	x	x	x	x	UNDP		Professional services to produce the content; media placement and dissemination; Travel and DSA costs	240,000.00
	<i>b) Produce high-level intergenerational development dialogue Being Nigeria at 60 in collaboration with media and government – broadcasted via television, digital platforms and radio</i>		x	x		UNDP		Professional services to produce the content; media placement and dissemination; Travel and DSA costs	70,000.00
	<i>c) Commission curation of radio programmes that focuses on conversations in key local languages reviewing and highlighting Nigeria development progress at 60</i>		x	x		UNDP		Professional services to produce the content; media placement and dissemination;	10,000.00
	Activity result: Document and highlight Nigeria's key milestones and its contribution to the world Associated Actions:								
	<i>a) Commission data visualization and mapping of Nigeria's development progress focusing on trends challenges and achievements (key milestones) over 60 years</i>		x	x	x	UNDP		Professional services to produce the content; creation of a digital interactive platform	25,000.00
	Activity result: Support enhancement of Nigeria's positive image Associated activities:								
	<i>a) Commission a pilot Travel documentary – showcasing and celebrating Lagos State as an economic, creative and cultural hub</i>	x	x	x	x	UNDP		Professional services to produce the content; media placement; Travel and DSA costs	100,000.00
	<i>b) Organise exposure visits for creative art industry eminent personalities to East, NE Middle Belt, and NW, South to inspire communities</i>	x	x	x	x	UNDP		Content production and dissemination; Travel and DSA costs;	20,000.00

² Maximum 18 months

	<i>c) Commission digital story tellers (bloggers/Vloggers) to travel to six geopolitical zones celebrating ingenuity, innovation and creativity of regular Nigerians changing their communities</i>		x	x	x	UNDP		Professional services to produce the content; Travel and DSA costs	20,000.00
	<i>d) Host a high-level gala event to showcase content from the project; as part of Independence Day celebrations</i>			x		UNDP		Professional event management services; coverage; venue; catering services	15,000.00
TOTAL									

Annex 1: Risk analysis and mitigation

Risk	Risk Description	Risk Mitigation Strategy
Misperception of the campaign's objectives	<p>UNDP works closely with the government. There is a high risk of the campaign to be perceived by other stakeholders and the public opposed to government policies as being a government propaganda tool promote the government agenda</p> <p>The government could perceive this campaign as being critical to government actions of dealing with dissent and those with opposed views</p>	<p>Put in place Clear project concepts with defined objectives accessible publicly</p> <p>Drafting of each component of the project and communications that clearly defines ways of working and</p>
Miscommunication between the audience and the representation of the campaign	Based on how the understanding of the campaign and persons featured in the project or working on the project perceive the messaging could have an impact on how project is perceived by the target audience.	<p>Clear key messages (song sheets) about of the project would be critical to help individuals to articulate the cause</p> <p>Extensive briefing prior to each engagement</p>
Competing brands within the campaign	In some cases, there could be possibilities that the people selected as part of the documentation of the project could have competing brand ideologies or how they perceived by the audience. Or could end up being bigger than the cause they are advocating	<p>Agreed terms of reference that to guide the engagement</p> <p>Define areas of interest/roles and responsibilities for the individuals engaged to avoid competition that could harm the campaign</p>
The bane of celebrity on the campaign	In some instances, the creatives based on their level of celebrity status could overshadow the campaign engagement	Defined ways of engagement to ensure that the campaign remains visible and at the messaging is at fore at all times
Conflict of interest	Conflict of interest could arise if individuals are known to hold certain public views that are contrary to the campaign or go against the ethos of UNDP	<p>Thorough background check of each proposed individual undertaken to rule out any possible actions that may be perceived not in line with UNDP policies or ethos</p> <p>Regular reviews of the public imaging of the individuals to ensure no actions may put the campaign in disrepute</p> <p>Avoid individuals known to have publicly known certain political leaning/interests</p>
Unbalanced representation within the campaign	<p>Some regions are more represented than others in the creative sector</p> <p>Gender balance could also be a factor to be considered</p>	Ensure as much as possible balanced representation of persons documented in the project

Annex 2: Implementation Framework

The implementation framework of this project will involve a number of stages:

- **Initialization of the project:** Discussions and conceptualization of ideas, **Request for Quotation:** reviewing proposals, vetting and shortlisting and selection of vendors; and contract awarding
- **Preproduction:** commissioning of the assignment; reviewing the concepts, mapping out tasks to be undertaken; drafting and approval of scripts; mapping of locations and confirmations of schedule
- **Production** – logging in of the content gathered and reviewing it for edit
- **Postproduction** – editing of content and review; signing off of final products
- **Content distribution** mapping out stakeholders for the official viewing of the content; mapping out of media channels, monitoring and analysis.