

# REPORT

Support for Stop Impunity in Nigeria  
Shehu Musa Yar'Adua Foundation  
August 1, to December 31, 2014



This report provides a comprehensive account of activities during period August to December 2014. It features content created, impacts made and recommendations for the initiative.

## Background

A major impediment to development in Nigeria is the culture of Impunity, which undermines institutions, destroys social values and encourages mediocrity.

To address this problem, four civil society organizations supported by the Ford Foundation, came together in the "Stop Impunity Nigeria" (S.I.N) Campaign. The main objective of the campaign is to awaken public awareness to the corrosive effects of impunity on prospects for development and galvanize public action with a view to combating impunity in Nigeria. The strategy is to use research, training, advocacy and media engagement to address issues based on SIN Network research.

The SIN Network, with support from Justice For All (J4A) has identified the use of infographics, illustrations and pictograms as critical to ensuring that a broad range of stakeholders can easily access and comprehend its advocacy messages. Subsequently, J4A engaged the Yar'Adua Foundation (SMYF) to support the SIN Network campaign through graphic content development and online stakeholder engagement to strengthen advocacy efforts and expand the network's reach and impact.

This progress report provides a detailed explanation of the role SMYF played in supporting the S.I.N Network campaign from August to December 2014.

## Activities and Engagements

SMYF has provided support to the S.I.N Network Campaign in a consultative and a collaborative manner through the development of advocacy content and citizen engagement.

### **Task 1: Improve quality and impact of SIN network anti-corruption/anti-Impunity advocacy campaign**

SMYF improved the quality and impact of the SIN Network anti-corruption/anti-Impunity advocacy campaign by developing a work plan of activities to guide the direction of support efforts; met regularly with the SIN network leadership and produced digital content for the 3<sup>rd</sup> and 4<sup>th</sup> week of action against impunity (WAAI).

#### **Review Meetings**

The SMYF team met with leadership of the SIN Network in Lagos, on September 12, 2014 to ascertain areas of collaboration as stated in the Terms of Reference (TOR), and define the overall direction for digital content creation. A second meeting held on November 7, 2014 to review progress of support efforts and discuss the 4<sup>th</sup> quarter

week of action against impunity. All implementing organizations were represented at the review meetings.

## Review Research Reports

SMYF reviewed SIN Network research reports and thematic areas were highlighted for content development angles. Thematic areas:

- The Bondage of Impunity
- Rule of Law
- Electoral Process
- Public Finance Management
- Ethics and Civic Responsibility
- Patriotism
- Justice and Impunity

## Content Development

Digital content was created for each of the identified themes. SMYF produced six (6) info-graphics and seven (7) flashcards. Four of the seven flashcards served as promotional materials used to increase public awareness about scheduled activities of the 3<sup>rd</sup> and 4<sup>th</sup> Week of Action Against Impunity.

**Free us from this bondage of impunity:** The info-graphic served as an overview, highlighting areas where impunity thrives at individual, national and international level.



- **Rule of lawlessness:** The info-graphic used three (3) case studies; street justice, law enforcement agencies and the judiciary to highlight how stakeholders undermine the rule of law in Nigeria.

# RULE OF LAWlessness

Case Studies - How Stakeholders Undermine The Rule of Law

## THE PEOPLE:

### STREET JUSTICE - ALUU 4



**October 5, 2012**

Four University of Port Harcourt students left campus for the village of Aluu, allegedly to collect a debt that was owed to one of them.

They were apprehended by the community, accused of robbery and lynched.

The lynching was captured on video and uploaded on YouTube.

In Nigeria, street justice and impunity undermines the rule of law.

## LAW ENFORCEMENT AGENCIES:

### EXTRA JUDICIAL KILLINGS - APO SIX

**June 8, 2005**

7 June: Six Traders were stopped at a road block.

8 June: Four were shot at the police roadblock and two at the station

11:00 Police try to bury the six in a cemetery near Apo

5 July: Police witnesses testify the six were slain in cold blood

6 July: Police armourer admits weapons were planted on the bodies

18 January 2008: Trial of police officers begins



The accused DCP was released on "exceptional and special" medical bail.

## JUDICIARY:

### ABUSE OF JUSTICE - THE JAMES IBORI CASE

**1991 - 2012**

1999: Elected Delta State Governor

2003: Re-elected

2007: Arrested in Nigeria on corruption charges

2009: Nigeria court dismisses charges

2011: Extradited to UK

2012: Pleaded guilty to money laundering in London court

2012: Sentenced to 13 years imprisonment



In Ibori's hometown, Asaba, 170 charges of corruption were dismissed on the basis of no clear evidence to convict.

#RuleOfLawlessNigeria Produced by

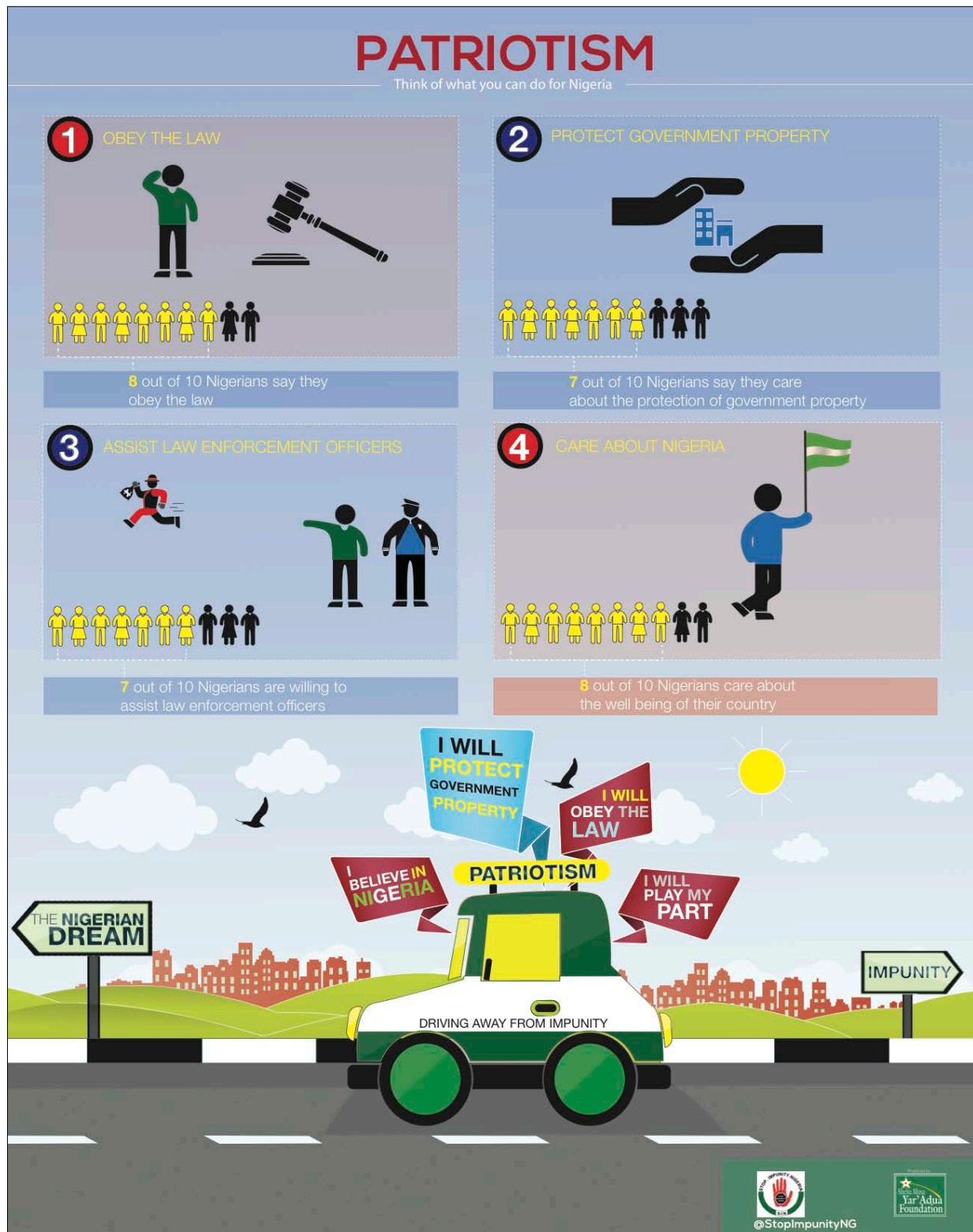


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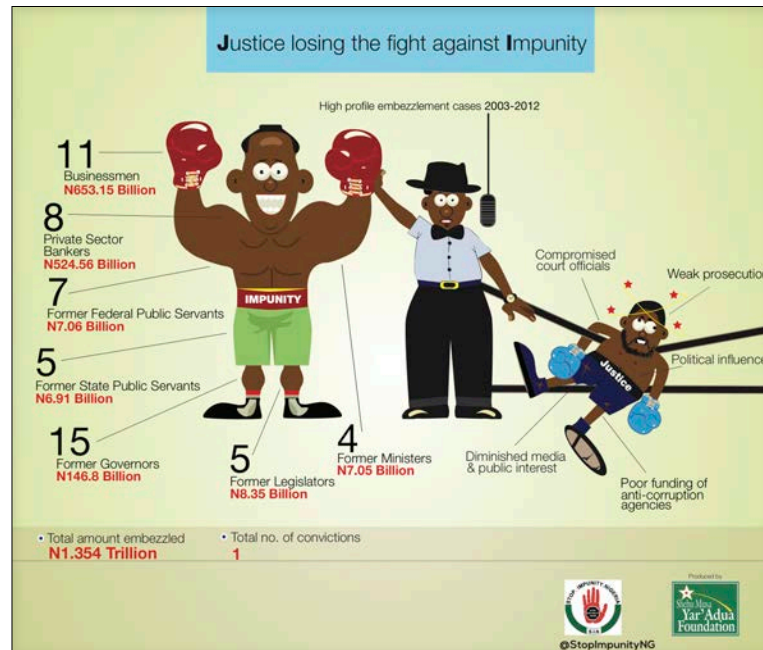
- Civic responsibility:** This info-graphic emphasized the nonchalant attitude of Nigerians towards civic duties such as voting and paying tax. SIN research showed that only 30% of Nigerians are interested in voting or willing to pay their taxes.



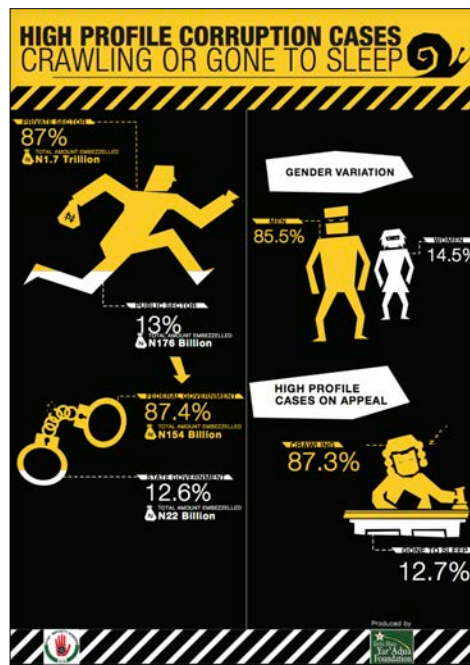
- **Patriotism:** “Think of what you can do for your country” was the theme of this info-graphic. Four areas of citizen participation were identified based on SIN Network polling data.



- **Justice vs. Impunity:** This info-graphic used illustrated characters to showcase impunity as having the upper hand against the justice system in Nigeria. Impediments to the justice system and cases of impunity in both the private and public sector were highlighted.



- **High profile corruption cases crawling or gone to sleep:** This info-graphic shows funds embezzled by both the private and public sectors in Nigeria and how painfully slow the justice system is in prosecuting and convicting criminals.



- Stop Impunity in Nigeria Flashcard I

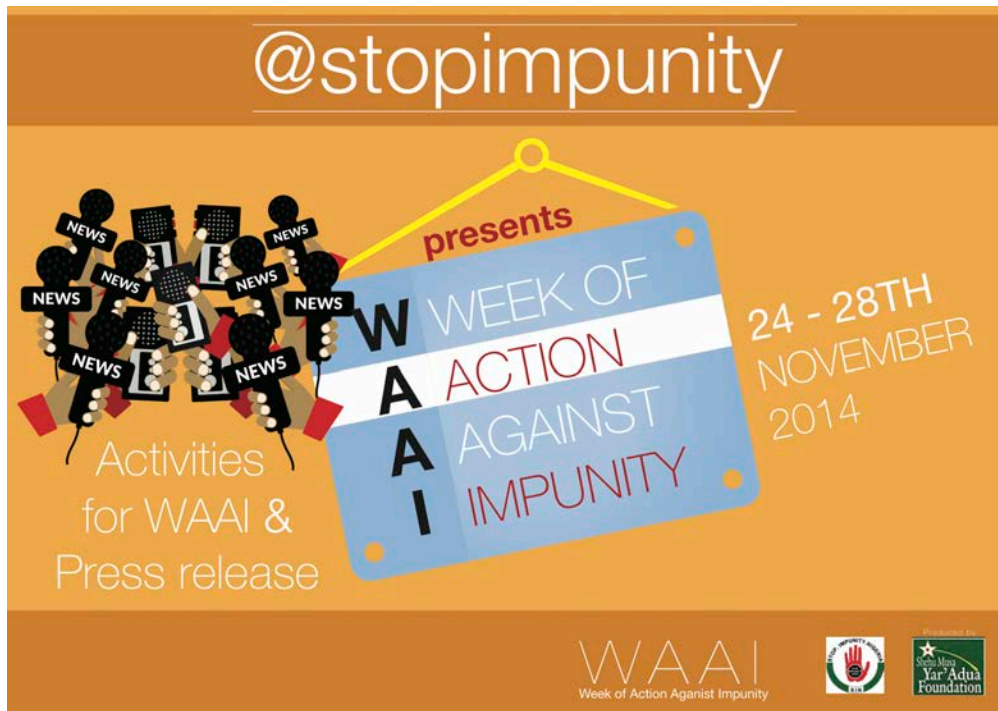


- Stop Impunity in Nigeria Flashcard II





- **Promotional Flashcard:** Created to publicize activities of the Week of Action Against Impunity (WAAI) 4<sup>th</sup> quarter.



- **Promotional Flashcard:** Created to publicize the live chat on insurgency and elections, a social media activity for the Week of Action Against Impunity (WAAI) 4<sup>th</sup> quarter.



- **Promotional Flashcard:** Created to publicize the live chat on local government autonomy, a social media activity for the Week of Action Against Impunity (WAAI) 4<sup>th</sup> quarter.



## OTHER COLLATERALS

In addition to digital content, The Yar’Adua Foundation developed a key-messaging template, stakeholder messaging template and social media engagement guideline to improve both the quality and impact of The SIN Network’s anti-corruption/ anti-impunity advocacy campaign.

- **Key messaging template**

ISSUE AREAS	PURPOSE	GOALS	CURRENT ISSUES	BUZZ TERMS
Patriotism	Promote loyalty and devotion to Nigeria.	<b>Example</b> Promote a sense of national identity and pride. Highlight action incentives that show patriotism	National identity, Tribalism, North/South, divide, supporting our troops	Election 2015

Ethics	Strengthening or encouraging citizen commitment to morals and values	<b>Example</b> Educate stakeholders and the general public on good ethics and acceptable behaviours in business and everyday transactions.  Highlight examples of display of good ethics	Corruption Impunity Nigerian time	Nigerian time Bribery Roger "Egunge" "Long leg" Sharing the national cake
Civic Responsibility	Improve interest and participation in civic processes	<b>Example</b> Educate stakeholders on the benefits of contributing positively to Nigeria's development through payment of taxes, voting and abiding by laws.	Voters registration  Participation in elections  Community service  Tax payment	"Active citizenship"  "voter"  "electorate"
Rule of law	Increase the likelihood of resolution of society and issues on the side of law	<b>Example</b> Challenges of the nation Highlight leadership crisis, corruption, ethno religious conflict	Election Reform Terrorism	Conflict Human rights Community policing Globalization

▪ Stakeholders messaging template

Stakeholder	What messages do you want them to get?	What do you want them to do?
Judges	I will be free and fair in	Offer impartial judicial

	judging my cases	services
Religious leaders	I will encourage my followers to obey the law	Encourage piousness and 'brotherly love'
Students	I will study hard to get a good job	Avoid examination malpractice
Market Women	I will keep my market clean	Play more active role in community development
NBA/Lawyers	I will defend the rights of my client	Advocate human rights
Young Professionals	I will not cut corners in business	Be more proactive in employment role
Civil Society Groups	I will represent my community with passion	Encourage civic involvement in national duties
Labour Unions	I will defend the dignity of labour	Provide improved representation for the labour force
Parents	I will be a good example for my children	Strive to provide a 'better tomorrow' for the next generation.
Okada riders	I will obey traffic regulations	Obey traffic laws
Politicians	I am not above the law	Abstain from bribery and nepotism
Taxi drivers	I will not drink and drive	Discourage drunkenness
Law Enforcement Agents	I will strive to defend the laws of the nation	Avoid abuse of power

- **Social media engagement guideline:** Includes a social media activity plan and content creation guide

Daily	Weekly	Monthly
Quote of the day	Photo of the week	Info-graphic and issue discussion
Fact of the day	Stakeholders appreciation	Educative & informative documentary -post link
Relevant Articles	Tweet session	Issue campaign "tweet- meet

▪ **Content creation guide**

Item	Source(s)	Strategy
Issue Campaign "Tweet Meet" #(Theme)	SIN Themes SIN Research Outputs ORTI Flashcards SIN Experts	Host an online town hall meeting that enables followers express their views on the chosen issue. A 'tweet meet' can be an interesting and stimulating discussion lead by someone knowledgeable on the chosen issue
Quote of the day	Specific key messages from influential people and relevant stakeholders <b>Example</b> Mama lyabo a 'market woman says "I am going to start giving correct change to my customers"	Influence followers with powerful opinions from key influencers and relevant stakeholders
Educative and informative videos	SIN documentary Video content from Network Members	Link to videos on related topics should be tweeted. Also interesting interviews by key personnel in the sector could be shared with followers. Important videos should be on the SIN YouTube channel and on the SIN website
Photo of the day	Online news outlets SIN Network events Casual photographs taken of SIN Network members in action	Engage audience with pictures that illustrate advocacy messages or show SIN Network members actively involved in the fight against impunity.
Stakeholder appreciation	SIN social media timeline	Recognize followers that have contributed effectively and meaningfully to SIN' social media conversations. Also, questions could be posted to followers and shout-outs given to followers that give the most interesting and engaging responses
Fact of the day	SIN research outputs Other impunity related statistics e.g. reports on extra judicial killings in Nigeria	Keep followers engaged and informed on a daily basis
Info-graphics and issue discussion	SIN Media Archives SMYF/ORTI Info-graphics	Draw followers into exploring issues relating to SIN Campaign by having a discussion around an issue based info-graphic

## Task 2: Support S.I.N in Citizen Mobilization and Enlightenment Efforts

### Social Media Engagement

A two (2) hour tweet- meet session held on November 6, 2014 from 11am to 1pm using the Stop Impunity Nigeria twitter handle **@stopimpunityNG**. The tweet-meet session engaged Mr. Stanley Azuakola **@stanleyazuakola** the prime witness at the bus rapid transit (BRT) tribunal who gave his account to the public sitting of a panel of enquiry on the alleged killing of a soldier by a Bus Rapid Transit (BRT) driver and the subsequent arson and vandalization of BRT buses that ensued. The event occurred in the Palm Grove area of Lagos on July 4, 2014. The purpose of the engagement was to help the general public gain a clearer understanding of a model citizen's experience as an eyewitness and use it to galvanize and encourage ethical conduct among citizens. Each of the implementing organizations under the SIN Network used their platforms to engage during the session. The hash tag used for the tweet-meet was **#SINchat**.

Content developed for the tweet-meet session included:

- One (1) promotional flashcard
- Twenty Eight (28) tweets to kick start the session
- Link to a memorandum describing the incident by Professor Bolaji Owasanoye - <http://t.co/dDvl8KrotI>
- Link to an eyewitness video of rampaging soldiers burning BRT buses during the incident - <http://t.co/68H7ZQIAGB>

### Promotional Flashcard

One flashcard was created and posted on twitter and Facebook to increase awareness about the tweet-meet session.



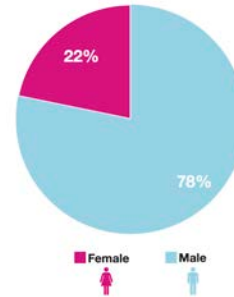
## Impact of social media engagement efforts

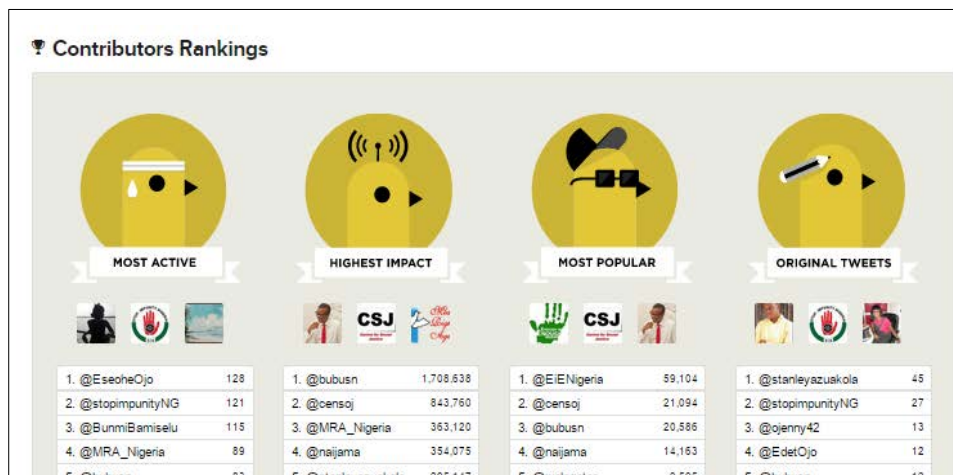
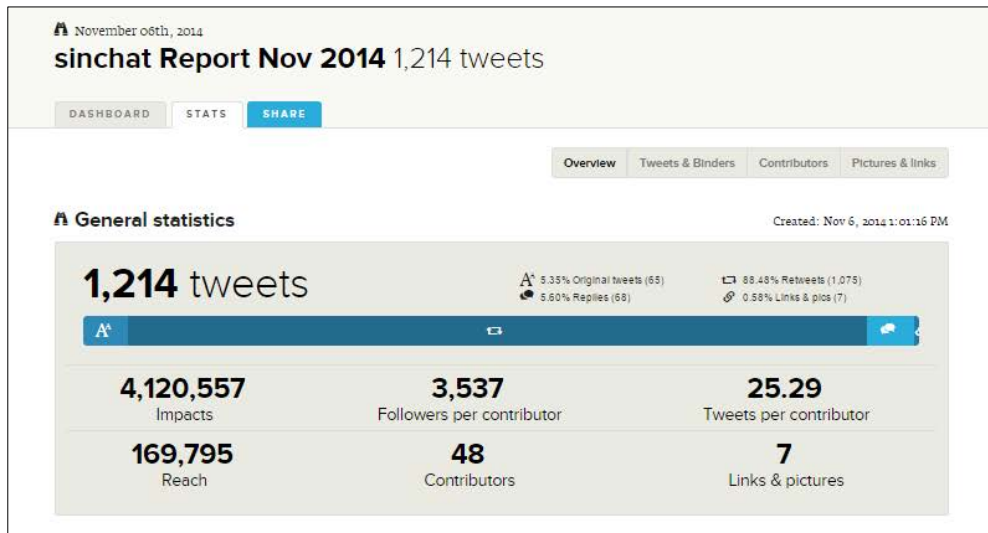
An impact and performance analysis of the tweet-meet session was conducted using tweet reach and talkwalker, analytic tools for measuring social media engagement.

### SIN's twitter Profile



### Demographic





Through this engagement the SIN Campaign network reached an estimated **169,795** twitter accounts, featuring **48** contributors. **4,120,557** impressions were made with **1076** retweets.



Participants celebrated the courage @stanleyazuakola displayed by coming forward to testify at the BRT tribunal.



## Town Hall Meeting

A Resource Governance Town Hall Meeting was organized by SMYF and held on December 4, 2014 to provide a platform for key stakeholders, policy makers and the general public to engage on issues surrounding responsible resource governance in Nigeria. The programme aired live on Nigeria Info FM (99.5) and was broadcast via the Youth Initiative for Advocacy Growth & Development (YIAGA) online platform ([amplifiedradio.net](http://amplifiedradio.net)). Participants included key stakeholders; Kingsley Amaku (Senator Bukola Saraki's Office), Inemo Samiama (County Director, SDN), Hannah Kabir (CREEDS Energy), Ken Saro Wiwa (Special Adviser to the President on Civil Society and International Media), Zainab Ahmed (Executive Secretary, NEITI), Florence Kayemba (Programme Manager, SDN), Dr. Bright E. Okogu (Director General, Budget Office of the Federation), and was attended by representatives from CSOs, MDAs, university students and the general public. SIN Network campaign content was showcased.

## Stakeholders Database

SMYF has made its database available to the SIN Network. It includes a broad representation of CSO's, university students, international development partners, Foreign Embassy Staff, members of youth advocacy organizations such as YIAGA and OSIWA as well as members of the general public.

## New Media

Through the Oil Revenue Tracking Initiative website [oilrevenueng.org](http://oilrevenueng.org) and the SIN Network website [stopimpunitynigeria.org](http://stopimpunitynigeria.org) SMYF made digital content developed for the SIN Campaign easily accessible to the general public. Content was downloaded in formats for both print or online media engagements. Content was also featured on the SIN Network twitter handle @stopimpunityNG during tweet meet sessions. This helped to enlighten the public about anti-corruption efforts of the network and to engage new audiences.

## Anti Corruption Digest

Content developed by SMYF will enhance the SIN Network's capacity to develop an anti-corruption digest.

# Conclusion

The fight against impunity is critical to break a status quo that has thrived due to decades of tolerance and passive acceptance of corrupt practices. The various collaterals produced by SMYF laid the foundation for a healthy and robust citizen mobilization and engagement platform for the SIN Network. By making the overall message of the campaign clearer through the use of info-graphics and illustrations, the quality and impact of their advocacy efforts was greatly improved. The tweet-

session had an impact of over four million impressions. What has been achieved as a result of support provided to the SIN Network demonstrates the efficacy of a structured, targeted approach to messaging for change. However, much more can be achieved with focused advocacy targeted at stakeholders who are in a position to drive key change outcomes.

## Next Steps

1. Continue driving online social media engagement on anti-corruption issues
2. Stakeholder review sessions with J4A
3. Strategic engagement plan and proposed budget
4. Content development in line with agreed outcomes

## Acknowledgement

The Shehu Musa Yar'Adua Foundation would like to express its gratitude to the countless individuals and organizations who engaged with this important initiative to end corruption in Nigeria.



Shehu Musa Yar'Adua Foundation