



AKIN FADEYI FOUNDATION'S
THREE-YEAR PROJECT
END-LINE REPORT 2020

THE JOURNEY



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VISION

A Nigeria where citizens participate in demanding accountability at every level of governance.

MISSION

Transforming citizens into change agents through social and behavioral change advocacy that galvanizes citizens to transform their attitude towards corruption and act in restoring and rebuilding trust in institutions for an all-inclusive sustainable development.

WHO WE ARE

The Akin Fadeyi Foundation (AFF) is a non-profit Civil Society Organization that helps Nigerians live fulfilling lives while exploring their human and social capital to the full extent.

HOW WE WORK

Through a system-based approach that engages with knotty social issues, AFF positions itself as a solutions provider, analyzing complex challenges and concerns, to which innovative and futuristic solutions are proffered, part of whose objectives include institutional and behavioral change.

We believe in institutional partnerships and leverage upon the collective strengths of like-minded institutions to drive change and champion policy reforms.

We are a vanguard for accountability and good governance, effectively utilizing technology as a tool to engender positive transformation across all sectors of the society, inclusive of both public and private institutions.



ACKNOWLEDGEMENTS

This report is the outcome of a three-year journey by Akin Fadeyi Foundation (AFF), under the MacArthur Foundation's On Nigeria Program, working towards tackling corruption in Nigeria (from the ground-up) and the result of leveraging innovative technology to foster accountability, good governance and effective leadership across all sectors of the society. AFF's accomplishments within the project 'Corruption Not-in-My-Country', with its associated milestones, will not have been possible without the support, contributions and efforts of a number of organizations and individuals.

Most importantly, we wish to recognize and offer profound appreciation to our principal donor and partner, the John D. and Catherine T. MacArthur Foundation, for not only funding, but also working in-hand with us, to contribute to change in Nigeria through this project.

Equally, we gratefully acknowledge our pioneer funders, the European Union (EU) on whose backbone the foundation of this project was established, under the 10th European Development Fund that was implemented by the United Nations Office on Drugs and Crime (UNODC) in cooperation with the United Nations Development Programme (UNDP). Our sincere gratitude also goes to our partners in the media: The Cable, Premium Times, ThisDay, Nigerian Tribune, The PUNCH. Others in the list include: NTA, Galaxy TV, and numerous civil society organizations; ministries, departments and agencies (MDAs) of government; the Nigeria Police Force and other law-enforcement agencies, whose immense contribution aided in the achievement of the project's objectives.

Special mention and thanks go to the Federal Road Safety Corps (FRSC) and its leadership headed by Dr. Boboye Olayemi Oyeyemi (MFR) mni, for collaborating with us on the deployment of the FlagIt Anti-Corruption App, and also the Federal Ministry of Women Affairs for their unrelenting support in pursuing reported cases. The AFF Team is especially grateful to the Vice Chancellor, Professor Elisabeta Smaranda Olarinde; Student Affairs Officer, Babatunde Wahab, and the entire management of the Afe Babalola University, Ado-Ekiti for providing the platform to deploy the FlagIt app in their institution, through which students were empowered to report corruption and related offences.

Finally, we are indebted to our very vibrant team at the AFF, without which our accomplishments, and specifically this report, would have remained a pipedream.

Thanks to all those who we have been privileged to come in contact with, for expressing so much belief in the Akin Fadeyi Foundation, our 'Corruption Not in my Country' campaign and in the FlagIt App project, with such collective aspiration aimed at stamping out corruption in Nigeria.

ABBREVIATIONS / ACRONYMS

AFF – Akin Fadeyi Foundation

CNN – Cable News Network

CPI – Corruption Perception Index

CSO – Civil Society Organization

COVID-19 – Coronavirus Disease 2019

EDF – European Development Fund

EFCC – Economic and Financial Crimes Commission

EU – European Union

FGD – Focus Group Discussion

FRCN – Federal Radio Corporation of Nigeria

FRSC – Federal Road Safety Corps

GDP – Gross Domestic Product

GESI – Gender Equality and Social Inclusion

ICPC – Independent Corrupt Practices and Other Related Offences Commission

KII – Key Informant Interviews

NGO – Non-Governmental Organization

NIMC – Not in My Country Campaign

NNPC – Nigerian National Petroleum Corporation

NOA – National Orientation Agency

NPF – Nigerian Police Force

NTA – Nigerian Television Authority

NYSC – National Youth Service Corps

OPEC – Organization of Petroleum Exporting Countries

PHCN – Power Holding Company of Nigeria

RSTV – Rivers State Television

TI – Transparency International

TVC – Television Continental

UNODC – United Nations Office on Drugs and Crime

EXECUTIVE SUMMARY

Unarguably, corruption is the single greatest obstacle that has held Nigeria down since independence. The diversion of public funds into private pockets continues to drain revenue that otherwise should have been judiciously used for development projects and this, in turn, stymies growth, both fiscally and physically. Corruption weakens the social contract between the government and the people, making the delivery of good governance impossible and leading to poverty and human immiseration. It creates a vicious cycle of needs and no country stricken by corruption ever achieves its potential.

One of the fallouts of pervasive corruption in the country is the erosion of institutional values. Institutions that are supposed to be the buffers in protecting the rights of citizens against abuses by overzealous officials tend to be weakened by corruption, and they themselves become enablers of human rights abuses. Like locusts, corruption destroys everything in its path. Thus, to address the menace, one needs to understand the depth of the problem and how systemic the rot is. This was the dilemma the Akin Fadeyi Foundation found itself in when it chose to launch an anti-corruption campaign in Nigeria, through the '*Corruption Not-In-My-Country*' initiative.

Corruption Not-In-My-Country is the flagship initiative of the Akin Fadeyi Foundation. It was conceptualized to help promote good governance in Nigeria and address issues of transparency, accountability; and promotion of the rule of law within the nation's criminal justice system. It brought to the front burner some corruption cases within the system, with the aim of reducing such through the promotion of transparency and accountability as essential ingredients in deepening democracy and, above all, encouraging behavioral changes among Nigerians. More so, we used our platforms to galvanize societal support towards creating a considerable pool of change agents and anti-corruption ambassadors by empowering grassroots constituents to engage relevant stakeholder institutions.

Buoyed by these objectives, AFF launched out on the current phase of the '*Corruption Not-In-My-Country*' three-year project in 2018. The first year saw the conceptualization, production and airing of Not-In-My-Country (NIMC) mini documentaries, which are essentially one-minute video skits; the “Never Again” radio drama series; and also the “Badt Guys” TV series. The Foundation also embarked on capacity building programmes in various secondary schools in Abuja, the nation's capital, where over 500 students were trained on value reorientation and galvanized to stand against corruption, with the aim of making them responsive and responsible citizens.

The second year of the project was also marked by significant strides, with the production and launch of the Foundation's innovative technology platform – the FlagIt app, which is a first of its kind in this part of the world. The FlagIt app offers everyone the opportunity to report acts of corruption or the corrupt practices of law enforcement agents in real time. Launched in October 2019, the app was designed to address the gaps and challenges in reporting cases of abuse or corruption to law enforcement authorities because of a pervasive trust deficit in the country. Since the launch, there has been massive adoption and deployment of the app, which has helped in no small way to tackle micro-level corruption, as well as corrupt practices perpetrated by members of law enforcement agencies.

In the third year of the project, amidst the COVID 19 pandemic, the Foundation was able to further its reach across Nigeria through its NIMC campaigns and with the operationalization of the FlagIt app. Even though the lockdown occurred at a time the Foundation was winding down activities for the three-year project, it still received a barrage of complaints and reports of either corrupt practices or other complaints bordering on human rights abuses through the FlagIt app. In response, the Foundation took necessary actions to address and resolve these issues, while investigations on some complaints received are still ongoing.

Interestingly, the pandemic equally provided the Foundation with new opportunities to showcase its innovativeness and community-reach, as it promoted, as part of its drive for responsive and active citizenry, innovative skits sensitizing the public on ways to stay safe during the pandemic. The skits, which were widely aired on both terrestrial and cable television stations and also across major social media platforms, helped in getting the intended messages to a larger percentage of the population, and we can proudly lay claim that it contributed to getting many to acknowledge the realities of the pandemic and take appropriate safety measures.

Consequently, this report provides all our stakeholders with the highlights, challenges, lessons learned and some striking success stories encountered during the period of the project. The Foundation also carried out qualitative and quantitative surveys, the results of which have been included in this report.

Finally, this report spotlights the Foundation's plan to sustain the ongoing project, consolidating the achievements recorded so far, and deepening further partnerships that would help in actualizing the overall objectives of the Foundation. In the words of the Executive Director, Mr. Akin Fadeyi, “We hope to see a corrupt-free Nigerian society that is thriving in all aspects of governance and rule of law, with a dignified police system that operates with excellent service delivery; one that the citizens are proud to associate with and that is truly our friend.”

STOP

CORRUPTION

BACKGROUND

Corruption is a global phenomenon, intelligible only within its social context. By conferring improper benefits to social actors, contrary to legal and moral norms, it undermines the capacity of authorities to secure the welfare of citizens. The World Economic Forum estimates the global cost of corruption to be at least \$2.6 trillion, or five per cent of the global gross domestic product (GDP).

According to the World Bank, businesses and individuals pay more than \$1 trillion in bribes every year. It robs schools, hospitals and others of needed funds and also compromises and ultimately unravels public institutions, even as state officials enrich themselves or turn a blind eye to criminality, while depriving people of their rights, driving away foreign investment and despoiling the economy.

According to the United Nations Secretary General, António Guterres, “Corruption breeds disillusion with government and governance and is often at the root of political dysfunction and social disunity.” He added that corruption can be a driver of conflict, and is linked to forms of instability such as illicit trafficking in arms, drugs and people, as well as terrorism and violent extremism, while stressing that the problem presents itself in all nations — rich and poor, North and South, developed and developing.

Corruption in Nigeria, as argued by historian Steven Pierce in *Moral Economies of Corruption*, is complex, multifaceted, and “polyvalent” (multidirectional). During the decolonization period, the public office became the principal means of private accumulation of wealth and this behavior continued to shape political activities and

interactions in the independence era. Public officials viewed the positions they occupied, not as public trusts, but as spaces of personal financial entitlement.

These challenges have become hydra-headed and endemic, manifesting in different forms and permeating every stratum of human activity across the country.



The global accountability group, Transparency International (TI), defines corruption as the abuse of entrusted power for private gain. Highlighting the negative effects of corruption, TI says that it erodes trust, weakens democracy, hampers economic development and further exacerbates inequality, poverty, social division and the environmental crisis. Few places in the world know firsthand the devastating effect of corruption, as Nigeria does. In its Corruption Index in 2012, Transparency International (TI) estimated that Nigeria had lost over \$400 billion to corruption since independence. In 2020, the country ranked 149 out of the 180 most corrupt countries as listed by the TI.

According to the Transparency International Corruption Index (Table 1), Nigeria experienced a minor change in ranking of -1 between 2019 and 2020 (26 – 25). In 2019, Nigeria's ranking stood at 146 while in 2020, the country was at 149, which was three ranks lower than in the previous year, signaling an increase in the incidence of corruption in the country.

Corruption Perceptions Index 2020: Score time series since 2012

YEAR	# OF COUNTRIES SURVEYED	CPI SCORE	SOURCES
2012	100	27	9
2013	100	25	9
2014	100	27	8
2015	100	26	8
2016	100	28	9
2017	100	27	9
2018	100	27	9
2019	100	26	8
2020	100	25	8

Index 2020 Results table

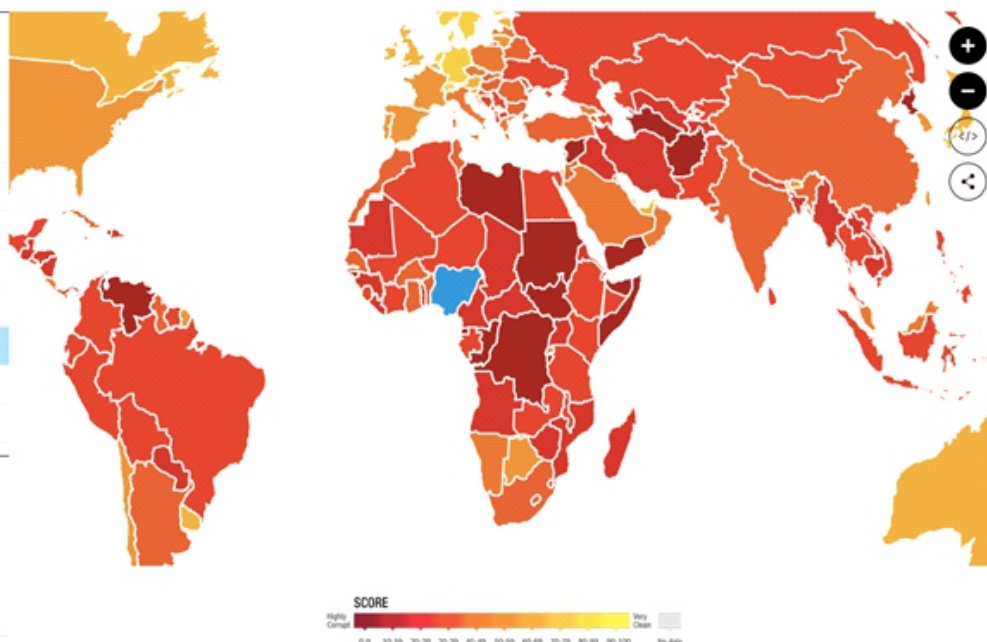
Search

Score	Country	Rank
26	Uzbekistan	146
25	Lebanon	149
25	Iran	149
25	Guatemala	149
25	Nigeria	149
25	Mozambique	149
25	Cameroon	149

SUB-SAHARAN AFRICA

NIGERIA

Score	Rank	Score change
25/100	149/180	↓ -2 since 2012



As it is, corruption has become a way of life in Nigeria which past and present governments have found difficult to control. There is also a perceived angst, if not hopelessness, by Nigerians towards tackling corruption and corrupt practices in the face of such a pervasively corrupt space.

In this regard, Akin Fadeyi Foundation came into the picture knowing that the fight against corruption requires getting the people to monitor and hold those in leadership positions accountable, starting from the lowest to the highest office. This required the Foundation to tackle, as its first port of call, the perception that corruption is intractable, and thus cannot be tackled. It also galvanized the AFF to adopt a bottom-up approach, embarking on its journey to disentangle all aspects of corruption in Nigeria, especially those that miss the headlines. It informed the adoption of cutting-edge innovative solutions to obdurate problems that have held most Nigerians down, as a fallout of corruption.

*It is not just enough
to look up to the
president, governor
or local government
chairmen for their
actions but we have
a responsibility to do
all we can to ensure
a better nation.*

[illegible]



INTRODUCTION

Corruption is so complex that many people do not fully understand it, even though they can easily identify the end results of the phenomenon. For instance, the worsening security situation in Nigeria, exemplified by kidnapping for ransom, cattle rustling, armed robbery, banditry and, above all, the emergence and sustenance of the Boko Haram insurgency for over a decade, in spite of the huge resources supposedly deployed to tackle it, are all manifestations of corruption. Citizens are daily regaled with mind-boggling figures of public funds allegedly syphoned by individuals in authority, who grossly abuse their privileged positions. No doubt, the current level of corruption is unprecedented in the nation's history. However, most unfortunately, members of the political class saddled with the responsibility of directing the affairs of Nigeria have been the major perpetrators of these acts.

Almost a third of Nigerian adults (32.3 per cent) who had contact with a public official between June 2015 and May 2016 had to pay, or were requested to pay a bribe to that public official-UNODC

Past efforts to combat corruption through the issuance of riot acts, workshops, seminars, and talk shops have at best only scratched the surface of the issue. This is because the average man on the street who encounters corruption daily and in whose domain corruption has been equally endemic is not

It is more important now than ever to keep the anti-corruption work at the front and center of the national agenda, and to empower people and communities with the information and platforms they need to advocate for themselves and fight for the issues that impact their daily lives.

**MacArthur Foundation's
Country Representative
in Nigeria, Dr. Kole
Shettima at the Launch of
FlagIt app**

reached through these approaches. To many Nigerians on the street, these methods remain at best elitist, with little or no impact.

It is against this backdrop that the Akin Fadeyi Foundation latched onto the saying that “exposing corruption and holding the corrupt to account can only happen if we understand the way corruption works and the systems that enable it”. At AFF, it is believed that changing mindsets and behaviors in a society is a collective responsibility that demands the input of every citizen by being the example s/he would like to see. This belief is driven by the realization that, for an effective transformation to take place in a society, it must be inclusive. This inclusivity was what birthed the bottom-up approach of the AFF in conceptualizing the Corruption Not-In-My-Country (NIMC) campaign in Nigeria. Mr. Akin Fadeyi, the founder of the Foundation, is of the view that “before we can fight corruption and change the country, we have to first change ourselves”, while adding that it is not the government alone that is guilty of corruption.

Hence, for there to be a culture shift, the need to work towards reaching a critical mass on whose

shoulders the weight of the movement will be, is imperative. As such, for AFF, reaching out to this critical mass was the first step in assembling a crop of committed and results-driven individuals to champion the vital message of a new Nigeria, where corruption or traits of corrupt practices are seriously frowned at. This agenda became the fulcrum on which the ‘Corruption Not In My Country’ campaign, aimed at promoting accountability, transparency, and holding people accountable, was balanced.

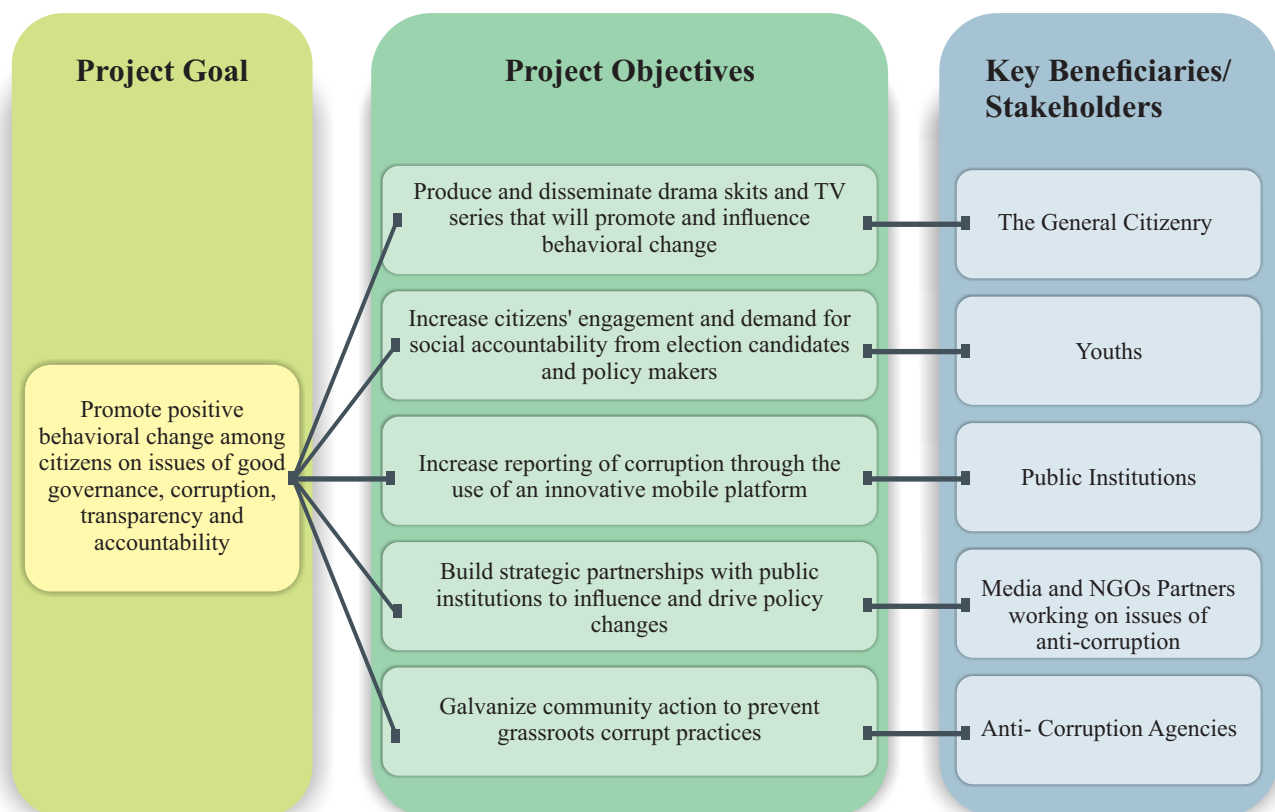
The ‘Corruption Not In My Country’ Campaign was officially launched in 2016. It is worthy of note to recognize that beyond the initial social investment of the founder, Mr. Akin Fadeyi, the enabling funding foundation came through a joint EU, UNDP and UNODC grant. This set off the wider scale of the work that AFF has come to be known by today.

Furthermore, in 2018, a critical milestone was attained that galvanized the campaign towards greater reach and results. AFF intensified its hands-on inclusive approach to tackling corruption in Nigeria with the support of the MacArthur Foundation as a major partner. This report speaks predominantly to the activities of AFF under the ‘Corruption Not In My Country’ Project, as supported by the MacArthur Foundation in the three years under review (2018-2020).

The Project Design Matrix

The three-year project was designed to contribute to good governance, reduce corruption in Nigeria and promote transparency and accountability by encouraging positive behavioral change among citizens. This was targeted at galvanizing societal transformation and creating a larger pool of change agents and anti-corruption ambassadors by empowering grassroots constituents to engage with relevant stakeholder institutions. Fundamentally, the project sought to promote good governance and energize the anti-corruption war in Nigeria through a demand-driven approach that raises awareness among people on their collective roles and responsibilities.

Corruption Not In My Country- Three Year Project (2018- 2020)



In the operationalization of the project, the AFF sought to use the power of audio-visual messaging to encourage citizens to hold themselves and public officers accountable. Its design was to sensitize the general public on the negative effects of corruption and its impact on the development of the country by highlighting the cost of corruption to the nation as a whole, and to individual citizens in particular.

Within these parameters, AFF's methodology was to mobilize citizen-led societal transformation through a Corruption Prevention Approach and to reduce corrupt practices in government agencies through its Corruption Fighting Approach. The campaign also actively courted engagements with civil society and government agencies, starting with the Nigeria Police Force, Independent Corrupt Practices and Other Related Offences Commission (ICPC), FRSC, and the Nigerian Immigration Service, amongst others. Towards this end, the corruption prevention programs planned to use media campaigns and technology platforms to build the capacity of citizens to challenge and demand transparency from these agencies. While the corruption fighting agenda was largely agency-facing, working with the agencies listed above to stem specific corrupt practices, such as extortion at the borders, the acceptance of bribes from motorists, charging of inflated fees for the issuance of passports and driver's license, etc, the AFF was to thereafter work with these agencies to monitor interventions of reports made by the public and by doing so increase the level of integrity in society and help in rebuilding public trust.

Planned project activities and timelines within the reporting period include:

Activity	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Stakeholders engagement												
Scripting of television and radio drama skits												
Adaptation of mobile platform and Beta testing												
Integration of mobile platform with pilot agencies reporting mechanism												
Shooting and production of 40% of total drama skits												
Airing of drama skits on television, radio and social media platforms												
Production of 40% of drama skits												
Mid-term review												
Scripting and production of TV series												
Airing of second set of drama skits												
Airing of TV series (Season 1)												
Production of final batch (20%) of drama skits												
Airing of TV series (Season 2)												
Airing of drama final batch skits												
Final Evaluation												
Project closeout												

INTENDED BENEFICIARIES

The key beneficiaries of this behavioral change project are the general citizenry, especially youths, and public institutions. There are nearly 70 million youths of working age (between 15 to 35 years) out of the total country population of close to 180 million Nigerians. This is a large section of the population, that if well targeted, will expand our reach and impact.

Public institutions are also the target beneficiaries of the project through direct engagement and policy advocacy, to end institutional corruption and engender transparency and accountability. For a start, the Nigeria Police Force, Independent Corrupt Practices and Other related Offences Commission (ICPC), FRSC, and Nigerian Immigrations Service were targeted, alongside affiliate bodies, ministries and parastatals.





Our Gender Equality and Social Inclusion (GESI) Approach

AFF is intentional about Gender Equality and Social inclusion (GESI) and understands it as a significant driver of sustainable development across the world. GESI strives to improve access to livelihood, assets, and services for all, especially for those who have been historically marginalized (including women, children, persons with disability and poor communities) and also increases the voice and influence of women.

Consequently, to mainstream GESI, the AFF developed gender-inclusive frameworks and strategies that guided its project planning and implementation. One such strategy was a gender-mapping, which identified gender constraints that could hinder the project from achieving its objectives, proactively ensuring that these constraints were adequately addressed.

AFF's behavioral change skits were also thoughtfully crafted and scripted to avoid gendered language that could trigger unconscious gender biases. In our bid to drive GESI, the FlagIt app, which was initially created to enable citizens to report issues of corruption, was also modified to address issues of sexual and gender-based violence, especially as we encountered and uncovered issues of sextortion in tertiary institutions.

Furthermore, the cast and crew selected for our productions had a diverse and mixed representation of professionals and community members, men and women alike, to ensure an atmosphere of gender and social inclusion. Following the principles of Do No Harm was also necessary to avoid igniting possible conflict triggers. The involvement of women was especially important to AFF, as a deliberate structure and strategy, to break the mould within an already skewed and hitherto male-dominated film industry.

Lastly, our internal team has women making up about 55% of the team. At AFF, building a gender-inclusive workplace does not end with hiring more women or emphasizing pay equity, we have also built a system that supports and encourages women-led teams. This gender-inclusive structure positively impacted our strategy, decision-making processes, and actions, as we were able to benefit from gender-balanced viewpoints and ideas. We were also committed to engendering a culture of support, safety, and zero tolerance for harassment.

AFF'S INTERVENTION JOURNEY



CORRUPTION NOT-IN-MY-COUNTRY

60 Corruption Not-In-My-Country drama skits throughout the project period and counting



NEVER AGAIN

21 Episodes of "Never Again" Radio Drama for 30 Months



BADT GUYS

9 Episodes of "Badt Guys" TV Series for 9 weeks.



CAPACITY BUILDING

Capacity Building for 9 Secondary Schools in the FCT for 500+ Students



PARTNERSHIPS

Signed partnerships with government parastatals, agencies and other organizations in the area of governance and social justice.



TECHNOLOGY

Designed, developed and deployed a technology platform for reporting and flagging issues of corruption anywhere in the country known as the FlagIt App.

AKIN FADEYI FOUNDATION 2020

<http://akinfadeyifoundation.org>

TACKLING CORRUPTION HEAD-ON

During the reporting period, the AFF leveraged on its experiences and track record in developing audio-visual messages, educating and sensitizing the public about their civic responsibilities to tackle micro-level and institutional corruption. The AFF embarked on this engagement with well-thought out and research-backed activities to combat corruption.

In the three-year period under review, the Foundation deployed the following interventions in line with the overall objectives of the project, which is to promote positive behavioral change among citizens on issues of good governance, corruption, transparency and accountability:

1. Corruption Not-In-My-Country campaign
2. “Never Again” radio drama
3. Capacity building workshops
4. “Badt Guys” TV drama series
5. The FlagIt app
6. COVID-19 Intervention



Corruption Not-In-My-Country Campaign

The Corruption Not-In-My-Country (NIMC) campaign is an initiative designed to combat the many facets of corruption bedeviling the Nigerian society. Its basic aim is to help render as abnormal some of the attitudes and behaviors towards corruption that Nigerians have hitherto normalized. To achieve this, there was a need to come up with very innovative and technology-backed programs to take the anti- corruption message to homes, schools, offices and businesses, in order to create agents of transformation among Nigerians.

It was against this background that the AFF came up with the eponymous, “Corruption Not-in-My-Country” drama skits, focusing on behavioral and attitudinal change and serving as a clarion call to re-ignite national reorientation and positive citizenship, while reducing corruption and strengthening transparency and accountability in the Nigerian society. In the course of the project, lasting three years, over sixty (60) NIMC skits were produced and broadcasted on various television and radio stations in the country and also on cable networks with huge Nigerian viewership, reaching over 100 million viewers and listeners across the continent. Some of the digital satellite TV stations on which the skits were aired included CNN, Africa Magic Epic, Africa Magic Family, Super Sports 3, Mnet Movies, and the Nigerian Television Authority (NTA). The radio stations, including the Federal Radio Corporation of Nigeria (FRCN), carried the message, which was also disseminated across social media platforms.

There is a nexus between corruption and poor development. No matter the level of wealth a nation has, its people may never reap the benefits if corruption is not effectively tackled.

Vice President, Yemi Osinbajo at the launch of FlagIt app

The MacArthur Foundation has taken into cognizance the impact of behavioral insights and learning garnered from the edutainment skits produced by Akin Fadeyi Foundation and partnered with them because of the organization's approach towards fighting corruption through the use of these messages crafted for public enlightenment.

MacArthur Foundation

Some of the themes expressed through the skits are:

S/N	VIDEO SKITS TITLE/DESCRIPTION
1	Just Judge: Depicting bribery in the judiciary.
2	Auditions: Depicting the extortion and abuse of aspiring actresses.
3	Bail Is Free: Depicting Police conduct in relation to bail, which ought to be free.
4	Counterfeit Goods: Capturing the level of fake products in the markets.
5	Crate of Eggs: Discouraging the offering and acceptance of unhealthy kickbacks.
6	Cutting Corners: Depicting an entrepreneur's ordeal with dishonest apprentices/workers.
7	Drivers' License: Depicting the extortion of citizens during the issuance of drivers' licenses.
8	Election Manifesto: Depicting how politicians forget about their campaign promises.
9	Fact Check: Countering the circulation of fake information without verification.
10	Fake Drugs: Showing the damaging impact of counterfeit drugs on the society at large.
11	Illegal Connection: Capturing how people leverage themselves for inappropriate gains.
12	Family Values: Depicting the unfortunate situation of parents who lie in the presence of their children.
13	Impersonation: Showing how some people make claims to being who they're not.
14	Ingenious Carpentry: Showing how artisans engage in sharp practices.
15	Insurance Fraud: Depicting an Insurance agent conspiring with a client on false claims.
16	Lecturers' Predicament: Showing lecturers and students' seeking to exchange sex for marks.
17	No Be Favor: Showing the offering of public-owned items to individuals in order to curry favors.
18	No Littering: Depicting the indiscriminate discarding of trash on the streets.
19	Okada Rider: Depicting the undue inflation of transportation costs, and the taking advantage of the ignorance of passengers.
20	Pharmacy: Showing how NHIS holders are denied certain drugs they are entitled to and their unfair referral elsewhere.
21	Pipeline Vandalism: Showing the deliberate vandalization of product pipelines in the community.
22	You Be IKDC: Showing how illegal power connection is carried out.
23	Queue or Not: Revealing how queues are jumped due to impatience.
24	Quick fix Plantain: Depicting unhealthy practices by traders.
25	Rice for Votes: Depicting vote buying.
26	Big Man: Depicting the social menace of influence peddling.
27	Sick Leave: Depicting lying and the tendering of fake sick leave letters to employers.
28	Special Center: These profiles how parents register their children in "so called" special examination centers, where payments are made so that these children can be allowed to cheat.
29	Square Peg, Round Hole: Depicting the process of hiring wrong persons only for the sake of familiarity.
30	Yahoo Yahoo: Depicting the unscrupulous means of livelihood of fraudsters.
31	Yellow Card: Revealing the illegal issuance of yellow cards.
32	It's In Your Hands – Denial: COVID-19 Awareness.
33	It's In Your Hands – Hygiene: COVID-19 Awareness.
34	It's In Your Hands – Misinformation: COVID-19 Awareness.
35	It's In Your Hands – Panic Buying: COVID-19 Awareness.
36	It's In Your Hands – Social Distancing: COVID-19 Awareness.
37	It's In Your Hands – Believe it or Not: COVID-19 Awareness.

These one-minute dramatic skits capture the daily lives of the regular citizen in Nigeria, and they highlight certain corrupt practices that many regard as normal. The aim is to provoke awareness of wrong, leading to behavioral and attitudinal change, the ignition of national reorientation and triggering of countrywide discourse towards sustainable national development.



"Never Again" Radio Drama

Radio is a very important medium for information dissemination in Nigeria. These days, especially with the advent of smart phones, people now listen to radio on their phones rather than through conventional radio sets and receivers.

According to a 2015 research by the Broadcasting Board of Governors, Nigerians are avid consumers of news, with 77.4 per cent of people across all the major demographic groups of the country saying that they listen to the radio, at least weekly, for news.

This informed the utilisation of the radio channel for the "Never Again" drama, which tells a series of stories about the negative effects of corruption on society and the need to tackle the anti-social behaviors entailed. For example, the 'Corper Shun' episode highlights the now established norm of members of the National Youth Service Corps (NYSC) bribing their way to get posted to areas of their preference. This behavior falls under corrupt practices and defeats the aims and objectives of the NYSC program, the long-term implication of which is systemic corruption that cripples the economy and makes it difficult for institutions to thrive.

Within the three years in review, AFF produced and ran over 20 Episodes of the "Never Again" radio drama series, which was broadcasted on the "People and Events" belt of Federal Radio Corporation of Nigeria (FRCN), Africa's largest radio network, with six zonal stations and 32 FM Stations across the country. Using this medium, AFF was able to share its unique anti-corruption message across a broad cross-section of Nigerians, throughout the geopolitical zones of the country, and with an estimated reach of 40 million people. The Never Again radio drama series covered topics such as:



Season 1

1. Copper Shun
2. Catch and Release
3. Fake News
4. Cash Pool
5. Chop Vote Clean Mouth
6. Wey My Change
7. Trade Union
8. You Chop I Chop
9. You Be Thief

Season 2

1. Faulty Meter
2. Donate to Donate
3. Testimony Time
4. Special Offering
5. Compulsory Renewal
6. Clinic Palava
7. Exam Malpractice
8. Collapsed Building
9. Corrupt Police
10. Chair Issues
11. Graduating Grade
12. Load Sharing

BADT GUYS TV SERIES

Created and produced within 24 months, the “Badt Guys” TV series was aired on the NTA Network over a nine-week period, from September to November 2020. The series offered creative messaging and information on the cost of corruption to Nigeria. It is a TV drama that showcased the rot in politics at the “grassroots” level, with the aim of triggering a positive behavioral outcome among viewers. The social ills addressed within the series include the mismanagement of public funds, white-washing of community projects, as well as the use of thugs for the manipulation of elections, vote buying and the intimidation of electorates into complying with already planned outcomes.

The “Badt Guys” series also highlights the failure of the system to provide adequate education, healthcare, and means of gainful engagement for citizens.

It captures the lives and struggles of average families, individuals, activists, and law enforcement agents in Nigeria. Not left out is the corruption-induced squalor and poverty that people are faced with on a daily basis, the deprivations, and absence of reward systems in the workplace, the broken spirit of aspiring young people who later succumb to vices as a means of survival, and the disparaging and demeaning actions and activities of public officials who take advantage of the people they ought to govern and protect.

One third of stolen money (about N1.3 trillion of public funds between 2011 and 2015 amongst 32 entities) could have been comfortably used to construct well over 500 kilometers of roads, build close to 200 schools, educate about 4,000 children from primary to tertiary levels at N25 million per child, build 20,000 units of two-bedroom houses across the country and do even more.

**Mr. Ibrahim Magu,
Former Chairman of the
Economic and Financial
Crimes Commission
(EFCC)**





CAPACITY BUILDING PROJECTS



AFF embarked on capacity building trainings as part of its ‘theory of change’ towards building social consciousness and promoting positive behavioral response and actions on issues of corruption, accountability, and good governance. This was driven by the understanding that AFF’s campaign against corruption would not have the right impact without the right public understanding of what the issues truly are, both at the institutional and micro levels. To this end, the Foundation embarked on a series of capacity building programmes aimed at sensitizing and empowering people - grassroots communities, youths, and officials of law enforcement agencies, amongst others.



Hence, as part of its training program, AFF empowered over 500 students drawn from nine government secondary schools in the Federal Capital Territory (FCT), Abuja and across 20 schools in Lagos. The sensitization exercise was focused on galvanizing the competences of young learners to cultivate and imbibe accountable behaviors that will prevent their normalization and inculcation of corrupt practices, now and in the future. Akin Fadeyi Foundation’s premise is that corruption, often falsely considered as negligible, if tackled from its budding stage, would yield more rewarding benefits, than when it is allowed to grow and fester.



In addition, the Foundation took the campaign to law enforcement agencies in Abuja, in partnership with the European Union (EU), United Nations Development Programme (UNDP) and the United Nations Office on Drugs and Crime (UNODC), training over 400 police officers on friendly policing and sensitizing the officers on how best to avoid corruption and corrupt practices. This was informed by the Foundation's belief in the Police as a critical element in the fight against corruption.

Pictures of some of the schools that benefited from the Anti-Corruption Capacity Building program in Abuja -

Government Girls Secondary School Dutse; Government Day Secondary School, Dutse-Alhaji; Government Secondary School, Bwari; Government Day Secondary School, Bwari; Government Secondary School, Gwagwalada; Government Secondary School, Kwali; Government Secondary School, Hajj Camp; and School For The Gifted, Gwagwalada, amongst others.





The FlagIt App

In 2019, AFF designed and deployed a technology platform for reporting and flagging corruption and misconducts by public officials. The major aim of this innovative platform is to ensure that the 'bad eggs' in any of the law enforcement agencies are not sheltered by the system, while they carry out nefarious acts of the extortion of citizens under the guise of doing their duties. Issues like police brutality, extortion, illegal detention and other irregular activities constitute flaggable offences, of which the technology platform, referred to as the FlagIt app, was created to capture and report.



Dignitaries at the FlagIt app launch: L-R: Dr. Kole Shettima, Director, On-Nigeria Project, MacArthur Foundation Africa; Representative of Professor Itse Sagay, Chairman, Presidential Advisory Committee Against Corruption; Dapo Olorunyomi, Publisher, Premium Times newspaper; an FRSC Commandant; Dr. Fatima Adio Waziri, Representative of the Vice President; Simon Kolawole, Chairman, Board of Trustees, AFF; Rashidat Okoduwa, ICPC Spokesperson; and Oliver Stople, Country Representative, United Nations Office on Drugs and Crime.

At its launch, the FlagIt app was widely supported by the FRSC, the Public Complaints Unit of the Nigerian Police Force, the ICPC, the National Orientation Agency, NGOs, media partners, as well as the Office of the Vice President of Nigeria, for its potential to add value and change the game in the fight against corruption in Nigeria.

Upon the deployment of the FlagIt app, 40 FRSC officials were trained on its use and the importance of improved service delivery to the public. An operations team was also set up in the head office of the FRSC for the purpose of monitoring and effective management of the information and complaints received through the app. The officers trained comprised those in the SERVICOM, the Public Relations and ICT units, as well as the Legal Department of the organization. The AFF also provided laptops to officials with the direct responsibilities of monitoring reported activities on the server.

We are confident in the idea of the FlagIt app and the partnerships it is attracting is a step in the right direction, as it reinforces MacArthur's commitment to working with credible non-profits to strengthen institutions and be more responsive to public yearning for corrupt-free excellent service delivery and accountable governance
MacArthur Foundation.

At FlagIt App Launch...



Dr. Boboye O Oyeyemi, MFR, mni,
Corps Marshal, FRSC



Dr. Kole Shettima
Director, On-Nigeria Project, MacArthur Foundation Africa



Dr. Garba Abari
Director General, National Orientation Agency



Mr. Simon Kolawole
Founder/CEO, The Cable Online Newspapers and
Member Board of Trustees, Akin Fadeyi Foundation



A cross-section of Federal Roads Safety Corps officials waving the FlagIt app flag



A cross section of attendees at the FlagIt app launch, including representatives of the Nigeria Customs Service, Federal Fire Service, Nigeria Immigration Service, the media, students from selected secondary schools, and members of the public

Since October 2019 when it was launched, the app has recorded a total of 1,646 downloads, and 102 reported cases. One major factor that can be attributed to this achievement is the use of technology and its effective deployment in tackling social issues such as corruption. The app has provided a level of confidence and trust to the users and has amplified peoples' voices to speak out. It has also provided an avenue for an average citizen to seek justice through the appropriate channels and referral pathways that are available, while offering protection in terms of anonymity and discretion, for the sake of saving the life and reputation of the complainant.

Having recorded such huge achievements in a short time, AFF believes in the potential of this app as an effective tool in the hands of every citizen to fight corruption and stand against corrupt practices in Nigeria.



Some members of AFF Team at the FlagIt App Launch

COVID-19 INTERVENTION

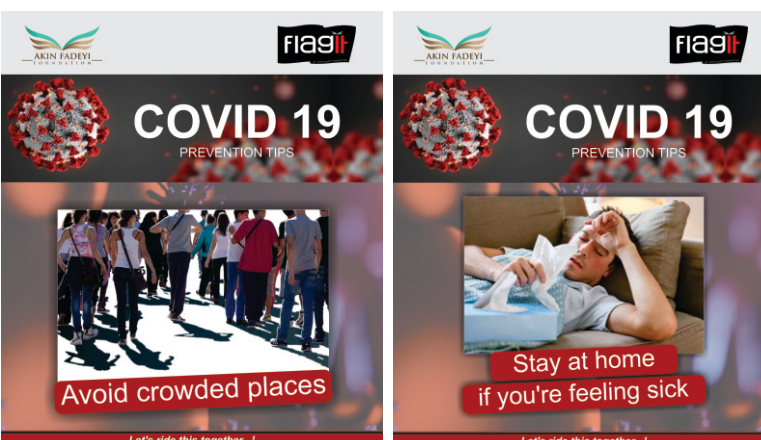
At the onset of the COVID-19 pandemic, the AFF took leadership by filling sensitization and awareness gaps through the production of six COVID-19 public health sensitization videos tagged “It’s in Your Hands”, to promote the World Health Organization’s health protocols for national and community safety.

The MacArthur Foundation, through the Institute of International Education, funded the production of a COVID-19 public health sensitization video, with a thematic intermixture of messages anchored on hygiene, social distancing, the dangers of rumor peddling and outright misinformation, in Hausa language. And also the translation of six COVID-19 sensitization videos originally produced in English language into three local languages – Igbo, Yoruba and Pidgin English, in order to reach more people with the messages. The videos were aired on DSTV and extensively promoted on social media.

The National Orientation Agency transmitted the COVID-19 sensitization videos on Nigerian Television Authority (NTA) from April 3rd 2020 to October 3rd 2020 pro bono. Equally, in support of this cause, Galaxy TV also transmitted AFF’s COVID-19 public mobilization messages pro bono.

This avid response by the Foundation to issues such as COVID-19 shows AFF as well primed to use its expertise to tackle increasingly evolving public interest issues of social justice and accountability, with a sense of purpose flexible enough to accommodate crucial concerns of public health.

WE WERE PROACTIVE!



STRATEGIC PARTNERSHIPS

AFF adopts an inclusive and non-antagonistic approach that is relatable with both public and private institutions. Hence, following the traction gained, the laudable activities and achievements of the campaign, AFF attracted a lot of attention from government agencies, civil society organizations, high net worth individuals and academic institutions, who have subsequently partnered with the Foundation in the fight against corruption.

Some of these organizations include the Federal Road Safety Commission, National Orientation Agency, Independent Corrupt Practices and Other Related Offences Commission, the Ministry of Women Affairs, Ministry of Health, Afe Babalola University, Elizade University, and the Public Complaints Department of the Nigeria Police Force.

For years, Nigerians have looked at their country's security apparatus as a symbol of corruption itself. It is a perception that, now, must be revised if Nigeria hopes to win the fight against corruption.

Akin Fadeyi Foundation.



The Corps Marshal of the Federal Road Safety Corps, Dr. Boboye Oyeyemi, presenting FRSC's Plaque of Partnership to Deputy Director, MacArthur Foundation, Mr. Dayo Olaide, at the sealing of the partnership between the Akin Fadeyi Foundation and the Federal Road Safety Corps, with Support from MacArthur Foundation. Looking on from left to right are the Deputy Corps Marshal, Special Duties & External Relations, DCM J.A. Asom, and Programme Officer, Akin Fadeyi Foundation, Nabila Okino.

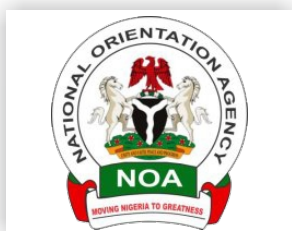
The AFF also worked numerous stakeholders in the development, public, and private sectors including:

1. Afe Babalola University
2. African Centre for Media & Information Literacy (AFRICMIL)
3. Libra Prime Communications Limited

4. United Nations Office on Drugs and Crime (UNODC)
5. United Nations Development Programme (UNDP)
6. European Union (EU)
7. The Cable newspaper
8. Premium Times
9. Celebrities from Nollywood (Nigeria's creative and performance industry), who were part of the cast in the video skits and drama series. They also joined in the grassroots sensitization at the secondary schools in the FCT to re-orient students
10. Progressive Impact Organization for Community Development (PRIMORG)
11. Accountability Lab



A Glimpse Into Our Partnership Journey



Partnership with National Orientation Agency (NOA)

In 2016, after the inception of the “Corruption Not In My Country Campaign”, the NOA endorsed and partnered with the Akin Fadeyi Foundation in the implementation of its campaign. The NOA also praised the campaign for its bottom-up approach to curtailing retail corruption in Nigeria.



Partnership with Nigeria Police Force

As the project progressed, the Foundation made another giant stride in securing a partnership with the Nigeria Police Force. In March 2017, The Principal Staff Officer to the then Inspector-General of Police, Ibrahim Kpotun Idris, ACP Ibrahim A. Bakori, wrote to confirm the partnership and convey the approval of the campaign by the Inspector-General of Police. The partnership was birthed as a result of the Foundation's expertise in Citizen's Voice and Action Advocacy, and the Polices' commitment to tackling the increasing concerns of corruption within the institution.



Partnership with The Independent Corrupt Practices and Other Related Offences Commission (ICPC)

Along our journey, we secured another partnership with the ICPC in June 2017. As a result of the partnership, the ICPC broadcasted the “Corruption Not In My Country” skits on her weekly television programme, “Corruption Must Go” on the National Television Network (NTA)’s local and international channels and on her social media platforms at no cost to the organization.



Partnership with The Federal Road Safety Corps (FRSC)

Another big break we made as an organization was in April 2019 when we secured a partnership with the FRSC on the FlagIt app. The FRSC, which has a zero-tolerance position on corruption in Nigeria, was pleased to collaborate with the Foundation in tackling corruption through the use of the technology platform. Due to its current and potential impacts, the leadership of the FRSC also made a public declaration and commitment on January 29, 2021 to use the app as a tool for framing policy issues.



Partnership with The Federal Ministry of Women Affairs

In 2020, the world was faced with a global pandemic – COVID-19. To curtail the spread of the novel pandemic, the Federal Government issued a nationwide lockdown. In the wake of the lockdown, we started to receive a barrage of reports on sexual and gender-based violence (SGBV) on the FlagIt App which was initially developed to curb corruption in government agencies. As the reports continued to pour in, we took the initiative to modify the app to take reports on SGBV. Consequently, we secured a partnership with the Ministry of Women Affairs and we are in the process of signing an MOU. In the meantime, the Ministry has been instrumental in handling some of the reports we have received including a cyber-grooming case of a minor.



Registration with The Federal Ministry of Health

Again, the Foundation showed leadership in creating public service announcements (PSAs) on safety precautions for preventing the spread of COVID-19. Hence, we got registered with the Federal Ministry of Health to continue to push for improved health care services in Nigeria.



Partnership with Afe Babalola University Ado-Ekiti (ABUAD)

For a couple of months in 2020, we worked on uncovering a ring of cyber bullies and blackmailers in ABUAD. We had received a report on the FlagIt app of a case of cyberbullying and blackmail. Herein, the Foundation worked tirelessly in getting to the bottom of the case, with the support of the University, and was able to leverage on its relationships and partnerships with several individuals and institutions, to unravel the group of persons involved in the coordinated cyber bullying attacks on some female students of the institution.

AFF supported the victims and has commenced a process of redress through the relevant security agencies. Consequently, the leadership of the University have partnered with the Foundation to stem the rising tide of criminal offences especially domestic violence, sexual assaults and all forms of cyber-crimes within and outside ABUAD.

Partnership with the Nigerian Media

Efforts to promote the Campaign gained great traction with the full support of the Nigerian media, as they deployed their different platforms (radio, print, television, and online) to push the message of the Corruption-Not-In-My-Country campaign across the nooks and crannies of the country. National newspapers such as Vanguard, Daily Sun, and The Cable joined the train, with other leading media outfits, such as the Nigeria Television Authority (NTA), Africa's largest television network, and the FRCN, which led the pack of other radio stations, collaborating to give the necessary sound bites and mileage to this innovative project. Also, Television Continental (TVC) provided its platform for the promotion of the campaign. Add to these, journalists from a host of media organizations and freelancers equally promoted the NIMC project, giving it huge publicity across board. As mentioned, the anti-corruption drama skits were aired on NTA, TVC, ITV Lagos, RSTV Port Harcourt and Channels Television stations.

A very important strategy adopted by the campaign was to get the buy-in of popular actors and actresses in the Nigerian movie industry (Nollywood) who deployed their street popularity and reach with the people to help in promoting the values of the NIMC project. The overall impact of their participation in the campaign cannot be overestimated, as they carried their huge fan base along in marketing the call for value re-orientation across every strata of the Nigerian society.



L-R: CEO, Upshot Reports, Jamiu Mojeed; Akin Fadeyi; Deputy Managing Director, The Sun, Steve Nwosu; DG, Nigerian German Chamber of Commerce, Gbenga Adebija and wife, Yetunde Adebija





Initial Support Grant under the 10th European Development Fund

When AFF set out on its mission in 2016, the Foundation received support from the European Union (EU) on the basis of the laudable traction already attained in spotlighting corruption through audio-visual messaging. The 'Support to Anti-Corruption in Nigeria' project was financed by the European Union under the 10th European Development Fund and implemented by UNODC in cooperation with the United Nations Development Programme (UNDP).

The project supported AFF to enhance the public's understanding of corruption and its negative impacts on the daily lives of citizens, and to thereby gradually increase the public condemnation and rejection of corrupt practices. Extensive support was given to AFF to run TV and radio programmes on the anti-corruption campaign.

The project ended in 2017.

UNITED NATIONS DEVELOPMENT PROGRAMME

Akin Fadeyi Foundation takes Anti-Corruption training to Abuja Secondary Schools



Akin Fadeyi Foundation (AFF), a grant recipient of the European Union (EU) funded Anti-Corruption programme managed by the UNDP and the United Nations Office on Drugs and Crime (UNODC), took its anti-corruption campaign to students in Abuja's secondary schools in Dutse and Gwagwalada Education Districts.

The Foundation is involving students in the battle against corruption and other social vices - young people have great potential in being change agents. Social vices like corruption has consequences which affect them the most.

Akin Fadeyi, Executive Director of the Foundation, led his team of anti-corruption advocates in giving lessons and tips to students on integrity, accountability, self-discipline, honesty, among others. These engagements were undertaken with students from Government Girls Secondary School Dutse, Government Day Secondary School, Dutse-Alhaji, Government Secondary School Bwari, Government Day Secondary School Bwari, Government Secondary School, Gwagwalada amongst others.

"Although corruption and corrupt practices remain a global challenge, addressing them requires efforts starting from the grassroots," Akin noted. "This is why we have designed a grass-root oriented Anti-Corruption Capacity Building Campaign targeting students of

Secondary Schools."

Akin further expressed his appreciation to UNDP and UNODC for the support in the Foundation's nationwide campaign against retail and petty corruption dubbed "NOT IN MY COUNTRY".

"Our vision is a *Catch-Them-Young* approach to tackling corruption" stated Ganiyu Olowu, Project Officer at the Foundation. "They are the future and hope of Nigeria. We must involve them in the conversation for a new and better Nigeria. They have power and boundless energy to change many things from their thinking, attitude to life, national issues, nation building, mutual interaction, enterprise and national integrity". He added.

In Lagos, the Foundation has featured popular presenters of Your View from the Television Continental (TVC) - led by Morayo Afolabi-Brown and renowned Nollywood Actors; Hafiz Oyetoro a.k.a. Saka and Jude Orhorma in motivating students - the leaders of tomorrow.

The Foundation is implementing its activities following grant support of up to \$100,000 it received from UNDP/UNODC managed anti-corruption programme.



MacArthur Foundation

Key Support from the MacArthur Foundation

The MacArthur Foundation was the first organization to spot the long term potential of the Corruption Not-In-My- Country project. The Foundation, whose mission is focused on “supporting creative people and effective institutions and committed to building a more just, verdant, and peaceful world” supported the Convener of the project, Akin Fadeyi, to attend an intensive one-week capacity building course at the Harvard Kennedy School of Government. The capacity building workshop was designed to equip the participants with strategic knowledge in Behavioral Insights to Public Policy Design. This was to stimulate the factoring of behavioral insights into the framing of the Corruption- Not-In-My-Country messaging.

The MacArthur Foundation recognized the potential of the project as being in tune with its “On Nigeria Big Bet”, which focuses on reducing corruption by supporting Nigerian-led efforts to promote an atmosphere of accountability, transparency and good governance in the country. Backed by its close to three decades experience of operating in Nigeria, The MacArthur Foundation identified the AFF’s drive for excellence and commitment towards tackling corruption in Nigeria.

With the grant from The MacArthur Foundation, AFF produced hard hitting anti-corruption videos, a television series and the FlagIt app, as the Foundation’s contribution to the goal of reducing corruption by building an atmosphere of accountability, transparency, and good governance in Nigeria. And it is crucial to say that without their support, the AFF would not have been able to go so far in actualizing one of its key objectives of confronting corruption head on.



Testimonial

AFF: Making Impact Where it Counts Most

I must confess that the first day I read about the mission of Akin Fadeyi Foundation (AFF), I had a good laugh. Like most Nigerians, the depth of the chaos, and the seeming intractable nature of the challenge have overwhelmed me into becoming a skeptic of whatever proposal from any quarter seeking to make a change.

With what I know presently, I would admit that the activities of the AFF since its establishment reminds me of the “no holds barred” approach on the subject of corruption as expertly enunciated by Fela Anikulapo Kuti in his masterpiece album, *Beast of No Nation*. Fela, unarguably, one of Africa’s biggest music exports and pathfinders was quite prophetic in singing that at a time academics and researchers focused on corruption from a narrow prism of government to government activities, the phenomenon was more interconnected. And he used very visual examples to illustrate the globalizing impacts of corruption.

In *Beast of No Nation*, Fela took us on a well-scripted journey on the different aspects of corruption plaguing our society. He started with corruption in the dispensation of criminal justice in Nigeria, and how even with huge signs at Police Stations warning that “Bail is Free”, hapless Nigerians are forced to bribe their ways out of Police custodies. He went on to talk about the dehumanization in issues of human rights, where governments play God in either deciding to curb, or promote human rights. Yet, the inimitable Fela reminded us that “human rights na my property, therefore, you can’t dash me my property”.

To understand how the activities of the AFF fit into all these, one needs to appreciate the fact that prior to the launch of its bottom-up approach to addressing the negative effects of corruption in the country, every other effort by both government and nongovernmental organizations focused on two major aspects of corruption – grand corruption and political corruption.

AFF has succeeded in awakening our collective consciousness to the dangers and damaging effects of another equally toxic type of corruption known as ‘petty corruption’, which is the ‘everyday abuse of entrusted power by low- and mid-level public officials in their interactions with ordinary citizens.’ Moreso, through its activities, the AFF has been able to educate a lot of Nigerians on the interconnectedness between grand corruption, political corruption, and petty corruption.

The findings of the AFF on the extent that corruption has eaten deep into and will continue to be a source of underdevelopment in Nigeria, was confirmed by a study by PwC Nigeria showing how corruption leads to lower effectiveness of governance and lower human capital, as fewer people, especially the poor, are able to access healthcare and education. The findings also show that “corruption in Nigeria could cost up to 37% of GDP by 2030 if it’s not dealt with immediately. This cost is equated to around \$1,000 per person in 2014 and nearly \$2,000 per person by 2030.”

Taking cognizance of what has been happening in Nigeria in recent times, one does not need a prophecy to realize that corruption affects us all, irrespective of one’s station or estate in life. It threatens sustainable economic development, ethical values and justice; it destabilizes our society and endangers the rule of law. The poor are most vulnerable to the whims of corruption because they are at the receiving end of the negative effects of the failure of governance.

As they say that he who is down fears no fall, it is easy for poor and deprived people to accept their lot and fall deeper into vicious cycles and even become willing accomplices in the destruction of their lives. The best way to stem this is through education and conscientization efforts, which remind them that they also have a role to play in righting the wrongs needed to uplift people from the nadir of existence.

This is the unique role the Akin Fadeyi Foundation has been playing.

Mr. Kelechi Deca
Managing Editor
The African Economy

PROJECT DESIGN AND ACHIEVEMENTS

EVALUATION & ASSESSMENT OF ACTIVITIES

METHODOLOGY

This assessment was carried out at the end of the project life cycle. It employed both quantitative and qualitative approaches in processing the information gathered on the anti-corruption project activities carried out by Akin Fadeyi Foundation within the reporting period. The evaluation carried out provided a framework for the analysis of the overall impact of the project, alongside the conclusions reached and projections made, for scaling up of the project.

The quantitative survey used questionnaires deployed electronically via SurveyMonkey to gather facts from the public while the qualitative survey adopted the following approaches to gather facts from stakeholders:

1. KII – Key informant interviews
2. FGD – Focus Group Discussions

The above was used in interacting with the various identified stakeholders on the project. This was done virtually and physically (in situations where the virtual meeting did not yield the desired result as required in a stakeholder engagement).

QUANTITATIVE APPROACH

The quantitative approach comprised of data collation through questionnaires sent out online to a large number of respondents, including viewers of the skits on TV, radio, Internet radio for the vast majority of Nigerians in the diaspora, and all FlagIt app users. Equally, social media surveys were maximally deployed to reach different demographics of Nigerians within the country and across the world.

Multiple choice questions were sent out to respondents, giving them options to pick from, on the basis of their preferences. The Survey Monkey web tool was used for the data collection exercise, as it helped to maintain social distancing due to the pandemic.

The questions covered three (3) critical areas: general enquiry on corruption in Nigeria; the effectiveness of the FlagIt app in achieving desired objectives, and the overall impact of the skits in achieving its desired goals. Questions were focused on the extent of coverage of the campaign, the accessibility and adoptability of the app, the relevance of the skits and their messages, and the rate of behavior change it has inspired.

The target sample size was 100,000 responses across the six geo-political zones of the country; however, the project received a total number of 35,427 responses after a 60-day period.

QUALITATIVE APPROACH

This involved the identification of stakeholders across different sectors for interviews and focus group discussion.

A minimum of five (5) persons were interviewed during each KII, depending on the size of the organization; however, for the focus group discussion, a minimum of 10 persons were engaged at a time for a wider range of responses and conclusions.

The independent evaluator served as the moderator of the discussion and deployed both audio and visual recordings, where necessary and as approved by the organization, to aid the data collection. Add to that, every session was documented to ensure the accuracy of the sessions for record purposes. A typical session lasted for approximately two hours, as efforts were made to ensure social distancing were adhered to in line with the COVID-19 protocols

QUANTITATIVE SURVEY

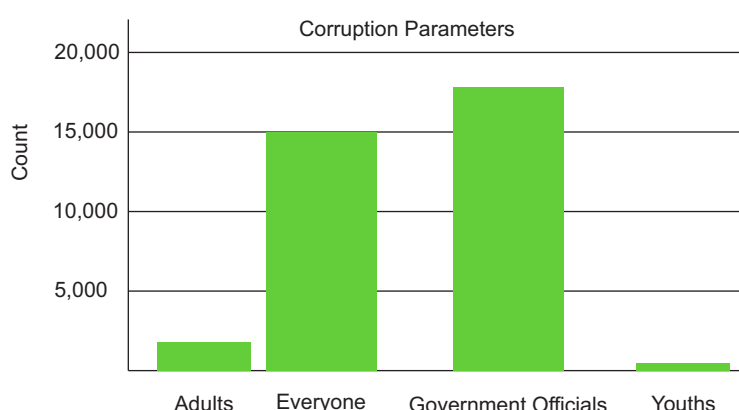
Quantitative Survey Analysis of Key responses

TOTAL NUMBER OF QUESTIONS DISTRIBUTED	TOTAL NUMBER OF RESPONSES	NUMBER OF DAYS SURVEY LASTED
28	35,427	60

corruption is not only peculiar to malpractices committed while in elected or appointed political offices, but also the petty practices carried out in the name of survival;

it also shows that the sensitization campaign needs to be scaled up and sustained.

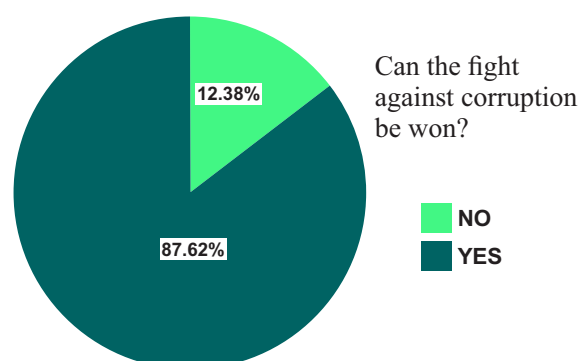
Who is more corrupt?



Majority of the respondents believe that government officials are the most corrupt category of social actors;

This underscores the reason for the bottom-up approach adopted in this campaign, to enable citizens realize that

Can the fight against corruption be won?



Answer Choices	Responses
Yes	87.62%
No	12.38%

87% of the respondents are optimistic about the fight against corruption and the confidence in winning the fight, while 12% think otherwise;

The optimism expressed by the 87% gives the benefit of doubt that the campaign is both worth the effort put into it and that people are our allies in the fight for an accountable society.

Have you ever tried to fight corruption at any level before?

Responses

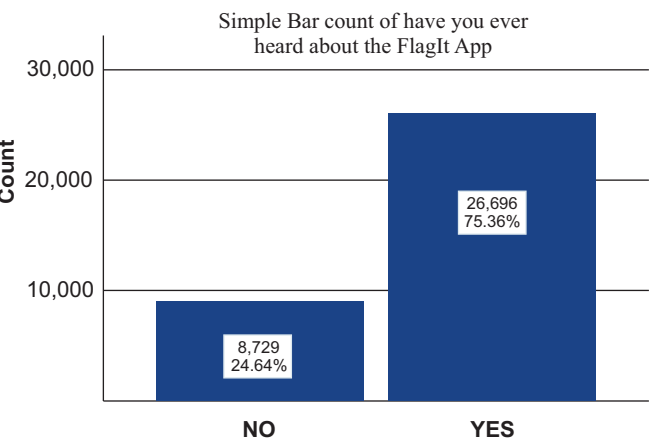
Yes 90.43%
No 9.57%

90% of the respondents have, at one point or another, taken action against corruption before;

The NIMC skits display many corrupt practices, which everyone ought to watch out for and discourage at any level anywhere, including at home;

These responses buttress the fact that citizens have been well equipped to watch out for and desist from all such practices.

Have you ever heard about the FlagIT App?



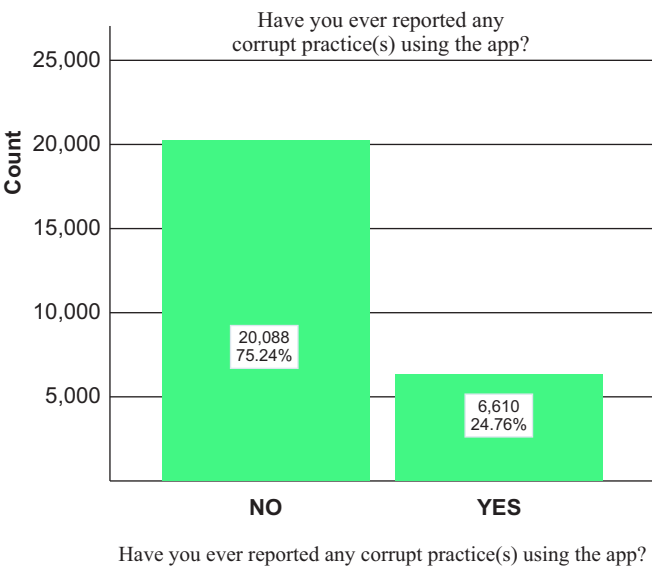
Answer Choices	Responses
Yes	75.36%
No	24.64%

Majority of the respondents are well aware of the app and its functions.

This is an encouraging figure that shows that the efforts of the campaign to publicize the app have not been futile.

However, more publicity is required.

Have you ever reported any corrupt practices using the app?

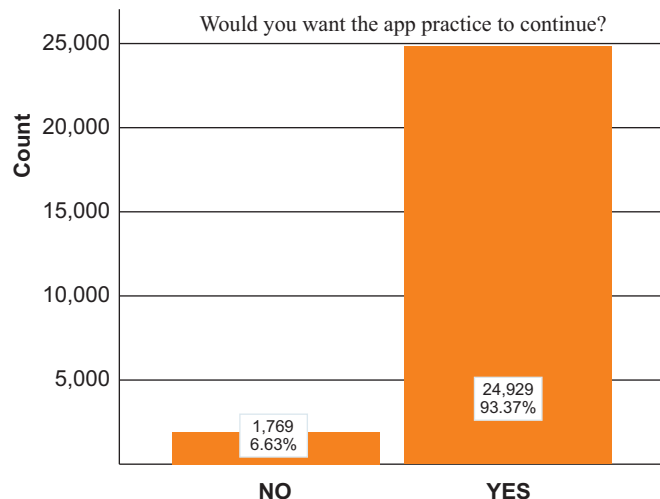


Answer Choices	Responses
Yes	24.76%
No	75.24%

Despite possessing the app, only 24% have used it in reporting corruption. This happened within a year of the launch of the app.

The campaign is optimistic that in another year, the number and percentage of users would have tripled accordingly and more reports will be received.

Would you want the app practice to continue?

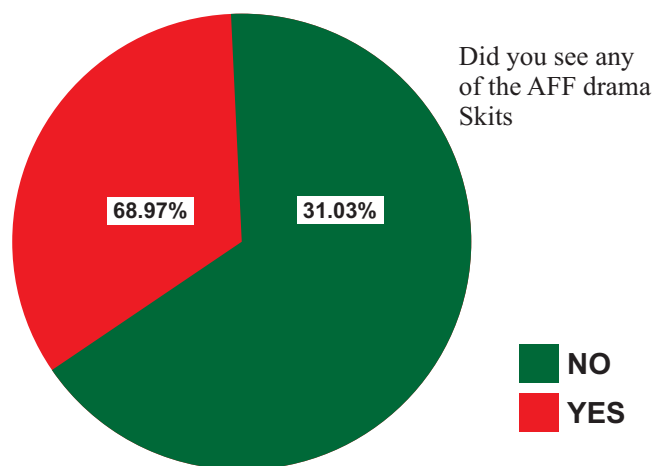


93% of the respondents welcome the app practices and wish for it to continue;

The responses show eagerness by citizens to root out corruption as soon as possible;

It also shows that there is willingness on the part of citizens to make it happen by themselves and not just through government.

Did you see any of the AFF drama skits?

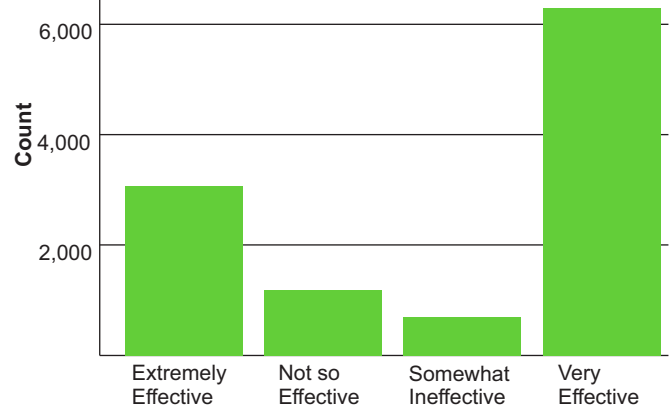


31% admitted having seen the skits as against the 68% who did not see them;

Irrespective of the number of those who have not seen the skits, the number of those willing to take responsibility in the fight against corruption is still high;

This shows that should more people see the skits, there will be more suasion towards fighting corruption in Nigeria and this will yield more positive results.

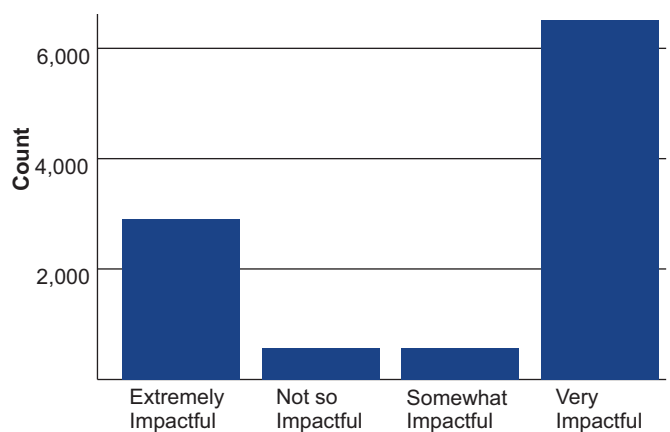
How effective was the medium for this campaign?



56% and 27% of respondents believe that the medium used in disseminating the campaign message is effective;

This also shows that the strategy used in disseminating the campaign information was well researched and effective for the cause.

How would you rate the impact of the messages on the skits?



The majority agree that the messages of the skits are extremely and very impactful;

It also shows that the messages are rather accepted and welcomed, and that change is imminent.

QUALITATIVE SURVEY



Assessment of Stakeholder benefits

Various stakeholders, which include individuals and organizations, benefitted from the project and shared their experiences. During a stakeholders' engagement that comprised of Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs), AFF gathered some positive and inspiring feedbacks from our many stakeholders.

Below are the questions asked and analyses of their responses:



Sample KII/FGD Questions

1. How has the Not-In-My-Country (NIMC) campaign complemented the work of your organization?
2. What aspects of the campaign activities were more helpful to your organization?
3. Do you know/are you familiar with the FlagIt app?
4. What gains will you say the FlagIt app has made since its launch in October 2019?
5. How has the FlagIt app affected your hope that Nigerians can confront the issues of decadence affecting them?
6. Do you have any suggestions on what can be done to improve the FlagIt app?
7. Between the app and the NIMC skits, which do you consider as more effective?
8. In what way(s) has your organization benefited from the campaign?
9. What policies, attitudes, and practices have changed as a result of the campaign?
10. In what way(s) are these changes associated to the campaign?
11. What were the obvious gaps that need interventions?

At the end of our qualitative survey, we received 40 responses out of 50 sessions that took place both physically and virtually.

Qualitative Survey Analysis and Recommendations

How has the Not-In-My-Country (NIMC) campaign complemented the work of your organization?

All of the respondents (100%) surveyed attested to the fact that the campaign complemented their activities and helped them evaluate their approaches, service delivery and modes of operations, in ways that have assisted them in identifying areas of strength, opportunities, threats and aspects that need improvement.

They consider themselves as part of the fabric of the society whose activities will directly impact the country positively or negatively. Hence, they feel re-orientated by the messages from the skits and the campaign in general.

They also believe that if all organizations and individuals imbibe the messages from the campaign, we will have a transformed Nigeria in no distant time.

What aspects of the campaign activities were more helpful to your organization?

All the respondents (100%) attested to the resourcefulness of the campaign. They identified with the veracity and aptness of the skits, TV series and radio drama. They agreed that the concerns identified and spoken to are prevailing issues in our system and they endorsed the messages in the skits as tools for behavioral change. Some individuals responded that certain aspects of the skits have shed more light on some practices they initially deemed harmless but now know have an adverse impact on the society.

Therefore, armed with additional information that has shifted their paradigms, they have enlisted as change agents and are willing to assist in enlisting more change agents, towards building a critical mass for sustainable change in the society.

Do you know/are you familiar with the FlagIt app?

About 80% of respondents during the survey were familiar with the app or know someone who uses or possesses the app while some 20% have used it in reporting issues. Another 20% were just hearing about it for the first time.

All the respondents (100%) believe that massive publicity is needed to promote awareness about the App. They believe in its potentials and think that the app is a tool every phone-carrying citizen must have.

What gains will you say the FlagIt app has made since its launch in October 2019?

All of those who have used the app or who are aware of someone who has, admitted that the app is a welcome development. They all agreed that if not for FlagIt, the justice, settlements and closure that users have enjoyed may not have been as satisfactory. They observe that the cases were handled diplomatically and confidentially, ensuring that the pride and identity of those involved were well secure throughout the process.

They all pointed out their willingness to recommend the FlagIt app to as many people as they know.

How has the FlagIt app impacted your hope that Nigerians can confront the issues of decadence affecting them?

All of those who have used or are familiar with those who have used the app express their confidence in the FlagIt app as a crucial tool in helping to combat issues of corruption. While hoping that the law enforcement agencies will play their own parts effectively, in carrying out thorough investigations and prosecutions on the basis of information received, they believe that the app has restored their hopes of a better Nigeria.

Do you have any suggestions on what can be done to improve the FlagIt app?

The following suggestions were offered:

1. There should be local language options on the app;
2. The app should be made to have features through which people can view reported and resolved cases, including cases under investigation;

3. In the absence of the app, or in areas with very poor Internet connectivity, an alternative means of reporting like the use of USSD codes should be provided.

Between the app and the skits, which do you find more effective?

All of the respondents believed that both advocacy tools have been effective in addressing the problem of corruption. The skits address practices that are deemed corrupt in the country, while portraying and mirroring the unfortunate actions of individuals in the different instances with the aim of changing such practices. On its part, the app helps individuals to report actual cases of corruption. None can replace the other. They are both needed and effective at the same time.

100% of those who have used or are familiar with the app believe that it is every citizen's companion and ally. "Everybody ought to have that app," some of them said. "Besides the fact that you can report issues and be protected, there is the confidence that necessary actions will be taken to ensure justice and resolution in the end," some others added.

In what way has your organization benefited from the campaign?

80% of the respondents admitted that the skits have helped to expose practices whose existence they were not initially aware of, to correct practices that were being exhibited, to help in reinforcing some lessons that had been learned in the past, and it has also assisted in amplifying their voices in certain areas they had been advocating about.

The other 20% of respondents were direct beneficiaries of the app, who had once reported cases that have now been resolved and closed. They all expressed their satisfaction with the functioning of the app and applauded the efficiency with which the project is being executed.

What policies, attitudes, and practices have changed as a result of the campaign?

20% of those who responded to the survey were of the belief that cases of cyber bullying within areas where it was once prevalent have reduced. Another 20% responded that the app was serving as deterrent to the short practices of some law enforcement agents. 60% considered the campaign as having emboldened citizens towards demanding accountability from government. All the respondents expressed confidence in the fact that before long there will be a change in the policies of government, which would eventually lead to institutional and systemic change.

In what way(s) are these changes associated with the campaign?

20% of the respondents, who are beneficiaries of the campaign and its operational platform, such as the FlagIt app – i.e. reporters and parents of victims who had direct connection or first-hand experience with the campaign and 80% of the respondents, who are familiar with the campaign – believe that the skits, having been broadcasted on a wide range of platforms, had an overwhelming effect on citizens, who are currently expressing the empowerment and boldness it has given them to confront issues of corruption and stand up for social justice. Example is made of the EndSARs movement. "The timing of the campaign, and, the outbursts and outbreaks of protests in recent times, could not have been a mere coincidence," they said.

What were the obvious gap(s) that needed interventions?

80% of the respondents admitted that police brutality is on the rise in the Nigerian society, alongside the heightened incidence of forgery, falsifications, and the "dog eat dog" mentality, evolving from the desperation of citizens. Also pointed out are systemic corrupt practices observed in major Federal Government establishments, which have become a tradition, with instances including bribery and other forms of blatant disregard for the rule of law.

The above responses, analyses and recommendations reveal that the campaign and other activities of the project were widely viewed, welcomed and applauded. They are regarded as both unique and effective. No doubt, the behavior changes that have been sparked will have to be sustained towards a future goal of finally stamping corruption out of Nigeria. More efforts should be put in place by all stakeholders to reinforce the change and duplicate these among communities where the change is yet to reach.

SUMMARY ANALYSIS OF THE IMPACT OF THE PROJECT IN MEETING ITS EXPECTED GOALS AND OBJECTIVES

EFFECTIVENESS OF THE SKITS ON THE BEHAVIOR OF THE AUDIENCE AT WHICH THEY WERE TARGETED

As part of the survey, the project team spoke with stakeholders who are conversant with the activities of the project and the skits. The feedbacks were phenomenal. Everyone agreed that corruption has eaten deep into the lives of citizens and therefore that the skits are well in line and timely, as well.

A good number of the respondents agreed that the behaviors portrayed in the skits indict them personally, either as perpetrators or enablers of the practices highlighted, by condoning or excusing the actions. They also conceded that “two wrongs do not make a right”, in the sense that if our economy does not enable honesty and the straight path for now, it still does not make it right to resort to unwholesome practices.

Hence, they agreed that the skits awaken their consciences and patriotic spirits towards the protection of our society and future, by getting rid of those habits we have formed over the years, and to also serve as change agents in their various communities. Some have become ambassadors of the campaign and helped to spread the news about it and enforce its ideals in various small groups, thus achieving a critical objective of the skits.

EVALUATION OF THE EFFECTIVENESS OF THE “CORRUPTION NOT IN MY COUNTRY” PROJECT

In x-raying the Nigerian society today, evidence abounds of the different levels of impunity that have gone unchecked. Both the public and private sectors have become notorious for and encumbered by unhealthy practices. Kick-backs are on the increase, vandalization, bribery, forgery, the unethical award of important and major contracts, revenue misallocation, budget padding, unscrupulous bill passages, electoral malpractices, perversion of law and justice, bunkering, unprincipled businesses and business registrations, extortion and outright stealing by swindling, impersonation are sadly carried out with impunity at almost every level.

Since inception, owing to its peculiar bottom-up approach, a lot of progress has been made in the last three years. Unwholesome practices that would normally be accommodated are now being called out; citizens are no longer focusing on the government alone when addressing corruption, but also looking inwards and around themselves. The feedback received from our project survey shows that 90% of our respondents have seen the NIMC skits and unlike before, when people thought that the responsibility to fight corruption is only for government, they now believe it is meant for everyone, everywhere. The majority of our respondents also agree that corruption is not just at the level of government but also among citizens. A good number have had to fight corruption in one form or the other on their own, and the majority also believe that corruption can be fought and won in Nigeria.

EVALUATION OF THE IMPACT OF THE FLAGIT APP

The FlagIt app is not only novel in idea, it is highly innovative as a platform, in that it virtually gives every Nigerian the power to identify and confront corruption in their hands through their smartphones. This is a major improvement on what obtained over the years when people had to seek channels of making physical complaints. And with the high trust deficit in society, making physical complaints unsustainable, the FlagIt app came at the most auspicious time in history.

The Akin Fadeyi Foundation strongly believes that any method adopted in confronting corruption, which does not force the ‘bad eggs’ within the system to adjust, will not have the expected results. This gave birth to the FlagIt app.

AFF’s idea of fighting corruption is not only on the basis of the behavior change of citizens as its ultimate pursuit, but also about the effectiveness of the methods deployed and the safety of citizens involved. In designing the FlagIt app, the protection of the users was of paramount importance. That was why a virtual tech-based approach became imperative.

Since its launch in October 2019, the app has recorded 1,663 downloads, and 123 reported cases. The FRSC has had 47 reported cases, out of which 30 have been treated, while 18 are being investigated. There have been 31 cases of consumer complaints, out of which 30 have been investigated. Through the FlagIt app, the Nigerian Police have received 13 key complaints, while 12 cases are being investigated. Many reports of cyber bullying, domestic violence, the sexual violation of minors, and other gender-related issues have also been received. Over 20 cases of sexual violation and harassment have been recorded. During the COVID-19 lockdown, there was an increase in the number of gender-based violence and abuse cases reported, and many of these have been resolved through the intervention of the Police, the Ministry of Women Affairs and the diplomatic bodies involved. Some of the offenders were made to sign undertakings, while others were arrested and charged to court. Other resolutions pertaining to these are still ongoing.

Also consistent with the collective results common to AFF’s programs, the FlagIt app technology was used to uncover a cartel of cyberbullies in a Nigerian tertiary educational institution, the Afe Babalola University. In furtherance of this achievement, the University authorities wrote a formal letter of request for partnership to the Foundation for collaboration in taking fuller advantage of the FlagIt app to combat cyberbullying and other sexual offenses, like sex-for-grades in the University. AFF received this letter on September 17, 2020. This has signaled to many more universities that they could partner with AFF and utilize the app in uncovering and flushing out social deviance and bad eggs from their institutions.

SUCCESS STORY 1



Sextortion and how the FlagIt app led to the arrest of a Cyberbullying Kingpin

A student in the Afe Babalola University reported a case of cyber bullying and extortion involving a fellow student, who was threatening to release her nude pictures on the Internet if she failed to cooperate and yield to the demands he was making of her. The perpetrators were in the habit of luring female students into relationships, during which they pressure them into sharing their nude pictures with them for the purposes of sponsoring their participation in beauty pageants, after securing their trust. Subsequently they end the relationships and then begin to make unrealistic demands on the ladies. The female student involved in this particular incident was psychologically devastated by the time the report was being made through the FlagIt app.

After uncovering about 17 affected students, AFF worked with the University, and security agencies, comprising the Nigerian Police and Interpol, from May 27, 2020 through to October 23, 2020 to investigate and arrest the gang involved. The accused persons are now facing prosecution at Ekiti Court 2 in Ekiti State, Nigeria.

The corruption in the Police and its inclination towards human rights abuse is also another issue in point. The FlagIt app has helped in exposing police brutality, as in the case of a family whose breadwinner was unlawfully arrested and detained, before dying in custody.

SUCCESS STORY 2



Police Brutality and death fueled by Corruption

A decadent and corrupt system has consistently led to a lawless police institution, resulting in the throes of pain and agony for victims. Kehinde Omotosho was one of such victims. A family breadwinner, he was wrongfully arrested and detained by the Police. He was taken away from his home amidst a pandemonium, and unnecessary threats were dished out to his family in the middle of the night by a group of Nigerian Police men. Mr. Omotosho's wife and children did not know his whereabouts after the arrest, and he eventually died in custody, days into his detention.

Upon receiving this unfortunate report through the FlagIt app, AFF took up the case, constituted legal counsel for the family, and followed up on the case with the Police Public Complaint Response Unit (PPCRU), which is the arm responsible for carrying out investigations and the discipline of errant police officers. Corruption reared its head as the law enforcement institution sought to manipulate the process, cook up fictitious reports and evidence, blackmail and threaten the surviving family, all in the bid to truncate the wheels of justice.

AFF is glad to report that a full-fledged investigation has been launched into the case. The Police High Command has set up an X-Squad Disciplinary Panel to bring offenders in uniform to book, thus the offending parties are being fished out and adequate prosecution would follow immediately the truth is revealed. In this regard, AFF intends to share the details of the case with the public, once the investigation is concluded and the case is resolved.

This is one of the many cases that the Akin Fadeyi Foundation is monitoring to see that the offending parties are brought to book and the reoccurrence of such incidents are reduced to the barest minimum, if not completely done away with. The family members of the deceased are relieved to know they are on the path of receiving justice for the inhuman, death-dealing conduct of the law enforcement agents on their erstwhile breadwinner, and they have also expressed their satisfaction that the case has not been swept under the carpet, as is usual in our system. This, for AFF, accomplishes results on the levels of obtaining justice, the eradication of social inequality and ensuring of equity in the pursuit and delivery of justice.

Finally, The Corps Marshal of the FRSC reinforced confidence in the FlagIt app at its media briefing, held on January 29, 2021, by adopting it as a tool for framing policy issues and urging Nigerians to download it to report corrupt FRSC officials.

SUCCESS STORY 3



Fighting Corruption Through the FlagIt App

The Corps Marshal of the FRSC, Dr. Boboye Oyeyemi has enjoined the public to take advantage of the technology platform provided by the Akin Fadeyi Foundation – the FlagIt app – to report cases of unprofessional practices by the men of the FRSC while on duty on the highways, for appropriate discipline. This is “in a bid to achieve total eradication of all incidences of disservice, indiscipline and corruption among personnel of the FRSC”, the Corps Marshal said. The public has equally been advised to use the same medium to report cases of exceptional professional conduct of Corps officials who exhibit sound professional ethics while on duty, for rewards, as well.



EVALUATION SUMMARY

Having undertaken a painstaking research earlier, before adopting the activities that formed the campaign and its strategies, it goes without saying that adequate preparations were well in place to ensure, not only a successful campaign, but also an effective and impactful one, whose results would appear in behavioral changes among citizens and in the government.

The analyses above reveal that people are getting sensitized and becoming aware of their duties and responsibilities as citizens to ensure that corruption does not thrive around them. There is increased behavioral change and demand for this from fellow citizens. In turn, this is expected to culminate in a more strategic demand for a better government and all-round social justice.

In future, we look forward to an overhauling of systems, eradication of obsolete laws and regulations, and introduction of new policies as an offshoot of good governance and accountability.

This project can therefore be described as being successful on the basis of the evaluation and assessment above and can only be sustained and scaled up for more positive results.



CHALLENGES & LESSONS LEARNED

Challenges

The fight against corruption at both national and international levels continues to be a serious challenge. As envisaged, there were several challenges encountered during the implementation of the project. Some of these include:

1. Seeking partnerships and gaining government's recognition and buy-in: When an organization comes with a declared mission of fighting corruption in Nigeria, it automatically becomes an enemy to a certain crop of people within the system. This was the story of AFF in seeking partnerships and gaining the government's recognition of the NIMC campaign. However, having reputable stakeholders who knew what drove the AFF campaign and who could vouch for the integrity and genuineness of the organization made the difference and opened difficult doors for the team. Leveraging existing relationships and proven track records of past achievements equally enabled AFF to beat this hurdle.
2. The duration of the project was too short to test all activities for proof of effectiveness, though so much was achieved within the short time. The timelines of events could be extended for better results and outcomes, and to also allow for unforeseen events that are not within anyone's control to be taken care of appropriately.
3. As the society kept embracing the FlagIt app to report their encounters, it challenged our funding, as these situations necessitated shift in our logistics and deliverables.

Lessons Learned

Whilst surmounting the many challenges that it faced during the project implementation, Akin Fadeyi Foundation also garnered valuable lessons in the process. During this project, AFF learned that while combating corruption in Nigeria could be very challenging, it is also an achievable task. For success, the task must be driven through collaborations with institutions, which would also lead to the strengthening of the capacities of these organisations, and the enabling of integrity-driven service delivery. A resilient culture of overcoming challenges would enhance this, including the breaking of barriers through strategy and courage.

AFF also learned the need to engender society-inclusive participation in the fight against corruption. The response to the FlagIt app shows citizens' capacity to leverage on digitalized innovations, which eases human contact and interference, and allows anyone, anywhere to report corruption and seek redress.

A lot of lessons were also learned about message framing. The MacArthur Foundation took AFF through skills that strengthened its capacity in message framing, leading to the gain in erudition to ensure that messages fit into behavioral insights. In the long run, the Foundation became less prescriptive but changed to first getting acquainted with topical styles, and the dynamics of various circumstances and cognitive biases that predispose people to what they do within the context of how they view the theories around their work. Episodically, AFF was able to stress areas of emphasis, as part of the impact from the behavioral insight sessions.

No doubt, the level of success recorded in the campaign against corruption came because of AFF's daring spirit and passion for change. AFF's activities, which were also well researched and all-encompassing, enabled the team to drive the Foundation's points home and garner the support of other compatriots in the fight. The steps that delivered the success were:

1. The quality and clarity of the messages;
2. The choice of celebrity personalities used in driving the message;
3. The channel of communication (digital) used in disseminating the messages;
4. The feedback mechanism adopted to empower citizens to do their part (the FlagIt app);
5. The positivity of the messages, which was equally relevant to our circumstances and therefore attracted endorsements from the various government agencies; and
6. The meaningful collaborations and partnerships that were signed.



Sustenance

As a pioneering and driven organization that began its themed advocacy with the production of multiple anti-corruption initiatives with personal resources, the Akin Fadeyi Foundation understands how much can be achieved through ardent engagement with issues of deep social relevance, and how this can impact lives and motivate social change. We are guided by this approach and outlook in the work that we do, which we continue to be very passionate about.

Further to this, we have also witnessed the traction that can be achieved through the leverage of partnerships and collaborations with organizations of similar purpose. Our partnerships with numerous individuals and organizations across the private and public sectors, and more importantly the support that have been given us by funders such as the MacArthur Foundation (who we owe a debt of gratitude) and the European Union, among others, demonstrates the importance of collaborations in achieving more robust social change, for the greater good of society. Hence, we would be guided by the spirit of collaboration with those who share our values and mission, going forward, as the future would be achieved faster through the astuteness of the collective.

AFF believes that there is hope for Nigeria, as equally pointed out and confirmed by more than half of respondents in our survey. Hence, AFF hopes to accomplish more by doing more. It will seek more partnerships and collaborations, where necessary, to ensure that its missions, at the end, is achieved and sustained.

With the vision of the Akin Fadeyi Foundation being, “to be in the vanguard of a generational rebirth by engendering mutual respect and transforming every citizen into a change agent”, AFF looks forward to accomplishing these and even more in due course. AFF’s values include Transparency; Accountability; Integrity; Solidarity; Courage; Justice, which constitute a driving force for its vision.

AFF’s activities will be sustained and where necessary, scaled up and replicated for better outcomes.

Continuity and Scalability

In the future, the Akin Fadeyi Foundation will leverage on the partnerships it currently has and expand on them, for more meaningful collaborations. While the FlagIt app has gained popularity across numerous communities and is already being adopted by higher institutions of learning to check certain abuses and the excesses of both staff and students, towards better learning experiences for students, it is expected to enable more rewarding experiences for the Nigeria people, going forward.

For example, the Foundation is in discussion with the Police Service Commission on a partnership to repurpose and re-orient the Nigerian Police Force, to restore dignity to the foremost organization and improve their service delivery. Proposals have been submitted in this regard and discussions are ongoing towards this cause. This partnership will seek to stem the diminishing trust between the people and the police force in Nigeria through rebranding, alongside the re-education and re-orientation of the members of the Nigeria Police Force. The people would not be left out of the re-orientation process, as a sensitization plan is underway to ensure that the people begin to view the Police differently, for a better co-existence of all in Nigeria. Nevertheless, the FlagIt app will continue to be of use to the critical mass of Nigerians in the push for redress from injustice. The sensitization of the public and re-orientation of the NPF is towards restoring the lost confidence and trust between the two parties, and to truly actualize the mantra that the “Police is Your Friend”.

In addition, the FlagIt app will be scaled up as a social enterprise solutions provider that can be used to screen political candidates and flag previous corruption records by whistleblowers to prevent the unleashing of ineffective leadership and bad governance on citizens.

AFF also plans to launch its FlagIt TV, where integrity driven content and narratives will be shaped and where nation building political conversations can be promoted.



L-R: Olabisi Olatunbosun – Program officer, Akin Fadeyi Foundation; Dr. Boboye Oyeyemi – Corps Marshal, FRSC; Oluwatomi Okeowo – Program Manager, Akin Fadeyi Foundation; C.C Bisi Kazeem – Corps Public Education Officer, FRSC



L-R: Accounts Officer, Akin Fadeyi Foundation, Ernest Momoh; Minister of Women Affairs, Dame Pauline Tallen, OFR, KSG; Secretary General of Women's Rights Advancement and Protection Alternative (WRAPA), Hajiya Saudatu Mahdi (MFR); M&E Officer, Akin Fadeyi Foundation, Osemudiamme Enaholo, at the office of the Minister of Women Affairs



L-R: DCM, Special Duties and External Relations, Deputy Corps Marshal, J.A. Asom; Corps Marshal/CEO, Federal Roads Safety Corps, Dr. Boboye Oyeyemi; Programme Officer, Akin Fadeyi Foundation, Nabila Okino; Technical Lead, Akin Fadeyi Foundation, Mayowa Ayodeji; Programme Officer, Akin Fadeyi Foundation, Simon Adole, at the Strategic Partnership Engagement meeting between the FRSC and Akin Fadeyi Foundation, with support from MacArthur Foundation at the FRSC Hq in Abuja



Panel discussants at the FlagIt app launch: L-R: Ademola Adigun, Ramatu Umar Bako, Chido Onumah - Coordinator, African Centre for Media & Information Literacy and Media, and Ajuri Ngelale - SSA to the President, Muhammadu Buhari, on Public Affairs



L-R: M&E Officer, Akin Fadeyi Foundation, Osemudiamé Enaholo; Accounts Officer, Akin Fadeyi Foundation, Ernest Momoh; Corps Marshal, FRSC, Dr. Boboye Oyeyemi; Head of Programs, Akin Fadeyi Foundation, Ekenem Ugedé; Corps Public Education Officer, FRSC, Bisi Kazeem; Programs Officer, Akin Fadeyi Foundation, Simon Adole; at a review report meeting on the FlagIt app at FRSC headquarters, Abuja.



Akin Fadeyi with His Royal Majesty, the Ooni of Ife on a grassroots mobilization for the Corruption Not In My Country campaign



Akin Fadeyi Foundation with the members of the Nigeria Police Force at the official launch of the partnership between AFF's 'Corruption, Not in my Country' Advocacy Project and the Nigeria Police.



L-R Saheed Muhammed (Nollywood Actor), Ekenem Ugedé, Akin Fadeyi, Obialunanna Nnaobi, Gregory Ojefua (Nollywood Actor) at AFF 'Corruption, Not in my Country' Script Conference Drama Advocacy Project.



Ms M.E. Onilede of the Nigeria Immigration Service and D.C. Richard White of the Federal Fire Service.



Gregory Ojefua, Nigerian Actor and 'Not In My Country' brand ambassador



Nollywood cast members of the Corruption Not In My Country Campaign



Mayowa Ayodeji – Business Lead iQube Labs



AFF Team

APPENDIX 1



ABOUT FlagIt APP

Extracts from Mr. Akin Fadeyi's interview on the FlagIt App as published by *The Interview magazine*.

What is the FlagIt App and how does it work?

The FlagIt app is a new mobile and web application device initiated by the Akin Fadeyi Foundation (AFF) to propel and further the impact of its ongoing anti-corruption

campaign, popularly themed and known as the Corruption: 'Not-In-My- Country'.

The app opens a vista of opportunities to the public to report and document their corruption experiences (positive and negative) and engage government officials on issues bordering service delivery and corrupt practices across the country.

It enables a less contact but more potent citizens' empowerment model of feedback, which we hope will evolve into the strengthening of the capacity of our institutions to drive integrity as a core value, and improve public service delivery and accountability, with robust inputs and feedback driven from vigorous citizens' engagements.

The app functions by allowing a two-channel flow of information, which encompasses a citizen's capacity to report to government agencies, as well as enabling government agencies to respond to the citizen in real time, thereby are providing a first-of-its-kind joint-surveillance feedback mechanism to fighting corruption in Nigeria.

The app aims to maintain a periodic monitoring of corruption cases reported, over a period of time, thereby utilizing the useful data for contributing to the fight to reducing corruption in Nigeria.

It's also not all about reporting corruption. Citizens are also welcome to report encounters of outstanding performances from credible officers who we hope, over time, to position for real recognition and celebration.

So many Nigerians do great things, making our nation proud within our institutions, but they melt out unsung because our award and reward systems are skewed towards the high and mighty, and the nouveau riche and celebrities.

Let me also say that the enthusiasm and preparedness of the Federal Road Safety Corps (FRSC) to open up its processes for scrutiny, accountability and transparency is unprecedented since we have been engaging with

public institutions.

What is driving the recently announced strategic partnership between the Federal Road Safety Corps and your Foundation?

When we started with the idea of creating drama skits to campaign against corruption in Nigeria, we knew from the onset that we were going to inject more public empowering innovations as a strategic component of our overall theory of change.

The strategic partnership on the ‘Report-Corruption-App’, called FlagIt with the Federal Road Safety Corps is therefore driven by a desire to have a more transparent and accountable society, where public institutions and citizens can be transparent and accountable for their actions.

The need to explore a technology-driven tool to empower citizens’ and stimulate public institutions’ engagement in fighting corruption in Nigeria, was initially hinged on the outcome derived from our previous campaigns and researches on the efficacy of technological innovation as a sure bet mechanism for providing measurable feedback, analytics and insights for effecting sustainable service delivery.

Also, I must say that our funder on the project, John D and Catherine T. MacArthur Foundation shares these values and actually took us through grueling pitch review sessions to ascertain how this would benefit the larger society.

Their central preoccupation was to ensure that we put in place supportive strategies, apart from the messages on TV to inspire robust confidence in our public institutions.

The imminent successful birthing of this app is not just a major milestone for us, it is also a fulfilment of sort for the MacArthur Foundation in its ongoing BET-ON-NIGERIA, as we hold such strong conviction that this is the beginning of a subtle revolution to reorder our steps as a nation in delivering less corrupt, excellent service to the people, even as civil servants within a government

agency.

People often condemn the civil service as a non-performing cesspool of corruption. But we believe the system can work if the engendering checkmating tools are in place.

More so, corruption has become normative everywhere human beings exist, and not in the civil service alone.

Let me also say that the enthusiasm and preparedness of the Federal Road Safety Corps (FRSC) to open up its processes for scrutiny, accountability and transparency is unprecedented since we have been engaging with public institutions.

The Corps Marshal, Dr. Boboye Oyeyemi made it clear that the FRSC under his watch abhors corruption and has a zero tolerance for it.

In various conversations with us, he has demonstrated such audacious capacity to confront the monster of corruption headlong, with such unequalled passion to galvanize the collective competences of the Corp’s entire workforce to engender public trust.

We have observed this remarkable unbundling of pressure to “join them” within the complex dynamics and behavioral insights of various characters in the social ecosystem we live in as a society.

This FRSC leadership’s sincerity and welcoming disposition to our offer of collaboration became another driving force and a compelling imperative to launch the App.

Is this partnership a business venture or purely public service oriented?

The partnership is purely public service oriented. This is because AFF believes the fight against corruption is a fight for the survival of the soul of Nigeria as a country.

I mean, it is not enough to keep the arm-chair criticism position when things go wrong. Genuine patriotism should trigger such moral obligation to proffer and bring solutions to the table in the various processes collectively employed in nation building.

So, part of the solution we bring to the table is to drive messages that provoke our individual consciences to do the right thing through our Corruption, Not In My Country drama parodies, which are now being followed by this app, and through which we have on-boarded FRSC as a public agency.

We have also strengthened the capacity of their officials in an aggressive and very intensive training to aid them get acquainted with the app's processes, and this would cascade across all of their zones in the country.

We are also confident, by the level of supports offered, that the agencies we are partnering have the capacity to conduct detailed investigation to affirm the truth or falsehood of any reported case, thereby reducing issues which may compromise the integrity and functionality of the app.

Has your team envisaged the possible sabotage of the App and made provisions for handling such issues?

The FlagIt app is fully encrypted with top-notch security features and managed by a dedicated team of enterprise-level programmers, who deploy, manage and reduce the risk of data interception on the platform.

The app also has a geo-tagging feature that tracks the location of citizen-reporters, thereby reducing the tendency for false reporting of corruption incidences.

We are also confident, by the level of support offered, that the agencies we are partnering have the capacity to conduct detailed investigation to affirm the truth or falsehood of any reported case, thereby reducing issues which may compromise the integrity and functionality of the app.

Is there a timeline to ending this partnership?

No. Fighting corruption is a continuous exercise and as responsible citizens of Nigeria, we must and will continue to take on the hydra-headed monster of corruption in our society, as long as it takes to reduce and eradicate it.

Of course, there is still a lot of work to be done and you can look forward to further far-reaching innovative ideas in the offing, in clear alignment with our strategic goal and our funders' missions to transform citizens' lives, and ensure the ordinary man on the street enjoys the impact of good governance.

At Akin Fadeyi Foundation (AFF), we also seek to keep working with citizens to shun corruption in the clear understanding that if people don't constitute themselves into a responsible citizenry, they cannot produce an accountable leadership, because corrupt leadership is in itself a product of systemic decay in a corruption endemic society.

Since October 2019 when it was launched, the app has recorded a total of 1,646 downloads, and 102 reported cases; and we are still counting.

APPENDIX 2

Questionnaire Instrument

Dear Respondent,

I am from Akin Fadeyi Foundation, AFF. We are carrying out a campaign on anti-corruption tagged Not-In- My-Country (NIMC). The series of questions below is to rate the impact of our various campaign activities and engagements. This would take about 5 minutes of your time. We are counting on your objective response. Thanks!

General Questions

- 1. How would you describe yourself?**
a.) Student (secondary school) b.) Student (higher institution)
c.) Youth (employed/unemployed) d.) Adult e.) Senior citizen
 - 2. Male/Female (Tick appropriately)**
 - 3. In your own rating, what is the corruption level in Nigeria:**
a.) Too high b.) Moderately high c.) high d.) low e.) None existent
 - 4. Who is more corrupt?**
a.) Non-citizens b.) Youths c.) Adults d.) Government officials e.) Everyone.
 - 5. Can the fight against corruption be fought and won in Nigeria?**
a.) Yes, b.) No.
 - 6. If yes, who leads the fight against corruption?**
a.) Academic Institutions b.) Religious organizations c.) Entrepreneurs d.) Government e.) Everyone.
 - 7. Have you ever tried to fight corruption at any level before?**
a.) Yes, b.) No.
- ### The FlagIt App
- 8. Have you ever heard about the FlagIt app before?**
a.) Yes b.) No.
 - 9. Do you have or ever had the app on your phone?**
a.) Yes b.) No.
 - 10. How easy was it to use?**
a.) Extremely easy b.) Very easy c.) Somewhat easy d.) Not so easy e.) Not at all easy.
 - 11. Have you ever reported any corrupt practice (s) using the app?**
a.) Yes b.) No.
 - 12. Did you get a response (s)?**
a.) Yes b.) No.
 - 13. What is your general opinion of the app?**
a.) Extremely satisfied b.) Very satisfied
c.) Somewhat satisfied d.) Not so satisfied e.) Not at all satisfied.

14. Would you want the app practice to continue?

- a.) Yes b.) No.

15. If No, why? Write your reason in the box below.

The Skits

16. Did you see any of the AFF drama skits? a.) Yes b.) No.

17. Where did you see it? (Tick as many as you can)

- a.) TV b.) Radio c.) Social media d.) Dailies e.) Bill boards.

18. Which TV station did you see in the skit? (Tick as many as possible)

- a.) DSTV (Tick from the list of the channels) b.) GOTV (Tick from the list of the channels)
c.) StarTimes (Tick from the list of the channels)
d.) Local Channels (Tick from the list of the channels) e.) Others, Please specify

.....
19. How effective was this medium for this campaign?

- a.) Extremely effective b.) Very effective c.) Somewhat effective
d.) Not so effective e.) Not at all effective.

20. Which Radio station did you listen to the skit? (Tick as many as possible from the list)

- a.) FRCN b.) Others, Please specify

21. How effective was this medium for this campaign?

- a.) Extremely effective b.) Very effective c.) Somewhat effective
d.) Not so effective e.) Not at all effective.

22. Which social media platform (s) did you see the skits? (Tick as many as possible from the list) a.) Facebook b.) Instagram c.) Twitter d.) Google ads e.) Others. Please specify

23. How effective was this medium for this campaign?

- a.) Extremely effective b.) Very effective c.) Somewhat effective
d.) Not so effective e.) Not at all effective.

24. How would you rate the impact of the message (s) on the skit?

- a.) Extremely impactful b.) Very impactful c.) Somewhat impactful
d.) Not so impactful e.) Not at all impactful.

25. Did any of the skits speak to you directly?

- a.) Yes b.) No.

26. On what aspect did it speak to you? (Tick as many as possible)

- a.) Report corrupt activities b.) Refuse to bribe a public official c.) Insist on paying the
official fees for services at government agencies d.) Demand accountability from your
elected officials e.) Be a responsible citizen.

27. Which of the skits were more impactful? (Tick as many as possible from the list)

28. Have you seen any improvement in any aspect yet as a result of this campaign?

- (a.) Yes b.) No

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Dr. Kole Shettima:

Co-Director, On Nigeria and Director, MacArthur Foundation, Nigeria.

AFF has had the rare privilege of working under the tutelage of Dr. Kole Shettima; Co-Director, On Nigeria Project and Director, MacArthur Foundation, Nigeria. As we all worked within the purpose-driven ecosystem and cohort of grantees, he provided the much-needed direction vital for the achievement of our objectives. It is to Dr. Shettima's formal and many times, on-the-feet mentoring that we owe undisputable gratitude as a rare leader who not only instilled in us the grasp of the weighty nature of responsibility inherent in the delivery of our goals, but nonetheless combined this with the provision of a dignifying ambiance to unlock our ideas and lend expression to them.



Erin Sines:

Co-Director On Nigeria, MacArthur Foundation, Nigeria.

Erin Sines supported the AFF team with her wealth of knowledge and global track record in policy development. She kept AFF focused on its envisioned theory of change and ensured the organisation did not derail from aiming for impact. Erin welcomes our feedback, allows us to make our mistakes, but ensures we do not miss the opportunity to transform them to value-adding learning curves. From Erin, we learnt the culture of not just working together, embracing divergent positions but also doing so with grace and with a strengthened outlook on Gender Equality and Social Inclusion.



Mr. Dayo Olaide:

Deputy Director, MacArthur Foundation, Nigeria Office.

Mr. Oladayo Olaide consistently made himself available to the AFF. To Mr. Olaide we owe tremendous gratitude for believing in and supporting our organization's aspirations. Our partnership with the FRSC was made possible because Mr. Olaide sacrificed his time and professional expertise, accompanying us to collaborative engagements where crucial decisions were taken.



Dr. Amina Salihu:

Senior Program Manager, MacArthur Foundation, Nigeria

Dr. Amina Salihu is the intuitive expert who sees through our inner voices of uncertainties and reinforces our confidence. She navigates our path through effortless soft skills. She listens to us, nurtures us and strengthens our capacity to develop strong intra-team relationships, while creating the nexus to priceless networks of contacts. Dr. Salihu motivated our aptitude for resilience, inspired us to be futuristic, and to be surefooted. As she offered herself to the training of different FRSC officials in our capacity strengthening programs for the FRSC, prelude the launch of the FlagIt app, there was no better indication to our partners that we had a global outlook.



Hauwa Kazeem:

Program Associate, MacArthur Foundation, Nigeria Office

At the AFF, Hauwa Kazeem aided our absorption of quick learnings, especially in upright budget ethics, which are critical in doing our work. Hauwa helped us to have a firm grasp of accountable expenditure. She strengthened our capacity to emphasize accuracy and ensure we never misplaced crucial digits. Despite the pressure of working round the demand of many grantees, Hauwa always listened and continually aligned our budget focus with measurable result. Hauwa delivers management with empathy and does so with undramatic modesty.

Ifesanmi Esther and Amina Usman:

Team Coordinator and Team Administrator MacArthur Foundation, Nigeria Office.

Our acknowledgment will not be complete without recognizing the administrative assistance we consistently received from Ifesanmi Esther and Amina Usman for attending to and dealing promptly with our correspondences, paying attention to us and setting up our engagements with various facilitators that the foundation brings to strengthen our capacity.



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