

C A M P A I G N
B R I E F

— #Upright4Nigeria —

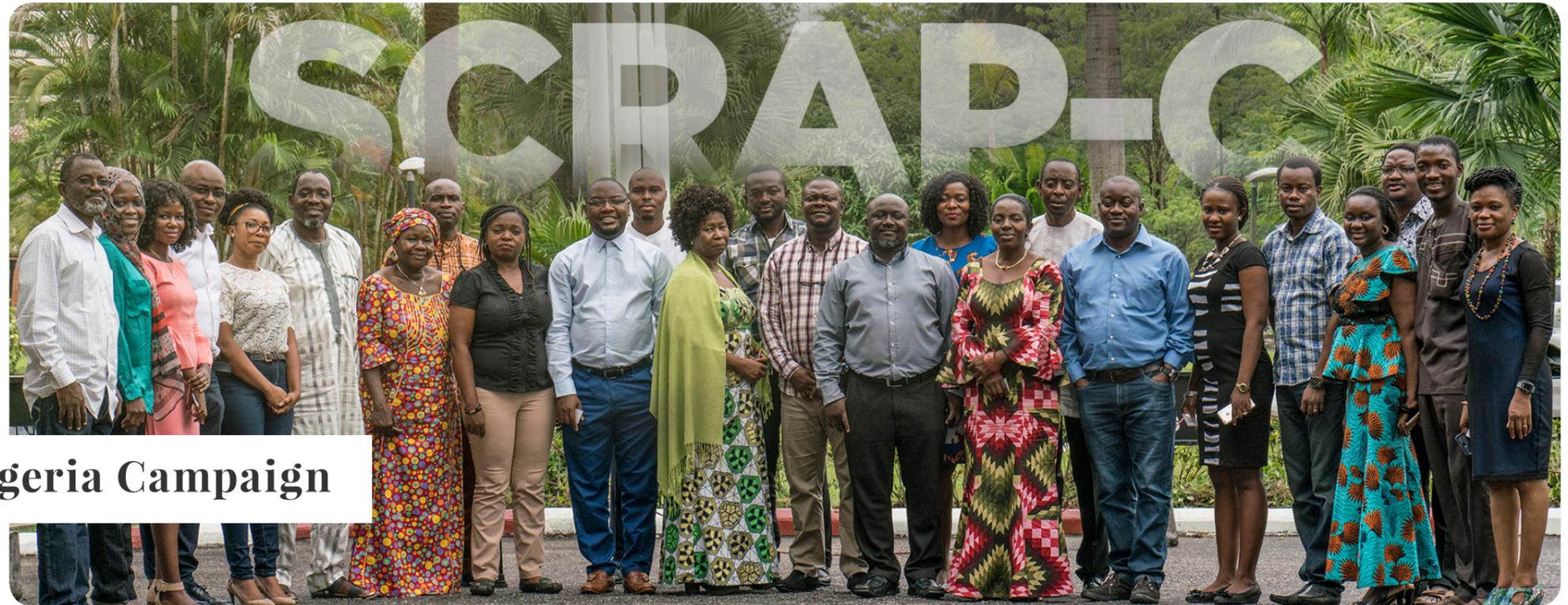
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About Upright for Nigeria Campaign

There is a near universal consensus in Nigeria, among Nigerians and within the international community that corruption is endemic and all pervasive in the country. The scourge of corruption has assumed an existential threat to the country, becoming a major obstacle to human and national development efforts.

The high level of corruption in the country is also linked to the level of infrastructural decay, high rate of unemployment and the huge incidence of poverty in the country.

Thus, the Strengthening Citizens' Resistance Against Prevalence of

Corruption (SCRAP-C) through its Upright for Nigeria; Stand against corruption campaign aims to influence social norms and attitudes that help corruption thrive in Nigeria with a view to effect a social change. The campaign is leveraging on social capital and social networks to promote a corruption averse mentality.

The campaign, driven by a group of Nigerian Civil Society Organizations, is designed to challenge the current beliefs that make corruption acceptable. It hopes to instill positive values such as honesty, integrity, transparency and hard work to change the corruption narratives in Nigeria.

The Strengthening Citizens' Resistance Against Prevalence of Corruption (SCRAP-C) Project is funded with UK aid from the UK government and is designed to contribute to a reduction in corruption as a result of changing public attitudes that increasingly disapprove of corrupt practices.

Through its Upright for Nigeria campaign, the project seeks to build public demand and attitudes for anti-corruption through strengthened, organized collective and individual actions and voices.

Through its strategy, the campaign will have national and state specific engagement in Kaduna, Kano (extending activities to Jigawa), Lagos, Enugu, Borno and Akwa Ibom

The Upright for Nigeria campaign, will amongst other creative and inclusive strategies, embark on a robust behaviour change campaign including the engagement of civil society organizations and informal sector associations. Key activities will include capacity building for effective response to corrupt practices and engagement with citizens to change the narratives moving towards a corruption averse mentality. Working with the media and leveraging on relevant entertainment education and consensus building platforms, the Upright for Nigeria campaign will develop and implement a coherent, communication strategy to achieve campaign goals.

Partnership

This project is funded with UK aid from the British people.



CONSORTIUM MEMBERS

The Action Aid Nigeria (AAN) led consortium is made up of Centre for Democracy and Development (CDD) and Centre for Communication and Social Impact (CCSI) formerly known as Center for Communication Programs Nigeria (CCPN).



IMPLEMENTING PARTNERS

They are made up of a combination of CSOs with expertise in working with women, youth, persons with disability etc.

- Centre for Citizens with Disabilities (CCD)
- Human & Environmental Development Agenda (HEDA)
- Women Advocates Research Documentation Centre (WARDC)
- Youth Initiative for Advocacy Growth and Advancement (YIAGA)



TECHNICAL PARTNERS



To increase citizens' capacity to resist and fight acts of corruption

Objectives

Audience are to *Know* the following:

- The different forms of corruption
- How corruption affects them
- What to do in the event of corrupt practices
- That action will be taken when they report corrupt practices
- They can play a part in making Nigerians have zero tolerance for corruption
- That public office is a trust and not an avenue to amass wealth for self (Civil/Public servants)
- Honesty, Integrity and Transparency (HIT) are values we must uphold in our society

Audience are to *Feel* the following:

- Confident that the corruption narrative in Nigeria can be changed from the current hopelessness
- Assured that imbibing values of honesty, integrity, transparency and hard work are relevant in reversing the current corruption tide in Nigeria
- Confident to play their part towards zero tolerance for corruption
- Corruption is not acceptable in public/civil service (Civil/Public servants)

Audience are to *Do* the following:

- Refuse to participate in corrupt practices
- Refuse to take bribes or receive gratification before carrying out services
- Speak out against corruption
- Hold themselves and colleagues accountable
- Hold public office holders accountable
- Participate in educating citizens on the human cost of corruption.
- Engage in campaign activities to promote anti-corruption
- Recognize and report corrupt practices

To achieve its objectives, the campaign seeks to:

- Influence social norms and attitudes with a view to effect a social change
- Leverage on social capital and networks to promote a corruption averse mentality
- Communicate to Nigerians what they stand to gain personally by adopting a corruption averse mentality
- Build confidence and values around Honesty, Integrity, and Transparency (HIT)
- Counter the pessimistic feelings of helplessness associated with the current status of corruption in Nigeria.

Benefits

If you resist, discourage and report corrupt practices:

- You and your loved ones will enjoy an improved quality of life, quality education, improved health services and have access to other basic amenities
- As a civil servant, you will have access to improved statutory staff welfare schemes including your well-deserved pension
- Overtime, the corruption narrative in Nigeria will change and you will feel fulfilled having played your part
- Crime rate will reduce and security will improve
- Public revenue will increase translating to improved infrastructure that you and your loved ones can enjoy
- We will have a caring society
- The economy will improve as there will be more investor confidence in Nigeria
- Nigeria will stand proud amongst nations.

Positioning

The Upright for Nigeria brand ties in well with the positive values; Honesty, Integrity and Transparency (HIT). Similar values include hardwork, respect for rules and regulation etc.

Other supporting statements:

- Corruption is our greatest enemy, it destroys our today and our future. Let's fight it!
- Defeating corruption guarantees a better tomorrow
- Any officer indicted of corrupt practices will pay the price
- There are retired civil/public servants living on their retirement benefits, you do not have to be corrupt
- There's public recognition for officers that are #upright in service.

Key Messages

- 1 Public/civil servants; stand #Upright4Nigeria to tackle corruption, so you will have access to improved statutory staff welfare schemes including your well-deserved pension.
- 2 No to corruption around me! #Upright4Nigeria to free up resources for investment in businesses in my community.
- 3 Ask questions about how public finances are spent, document and raise concerns.
- 4 As a Nigerian, fighting corruption means availability of resources for basic amenities creating better opportunities for you and your family.

Call to Action

The campaign's call to action is for citizens to resist, discourage and report corrupt practices.

Citizens are expected to:

- Recognize, resist, discourage and report corrupt practices.
- Refuse to participate in corrupt practices
- Refuse to give or take bribes or gratification before carrying out services
- Uphold values of honesty, integrity, transparency and hard-work
- Speak out against corruption
- Hold themselves and colleagues accountable
- Engage in campaign activities to promote anti-corruption.

The Upright Pledge

"I pledge to play my part to make Nigeria corruption free.

I will adopt a lifestyle of Honesty, Integrity and Transparency.

I will resist, discourage and report corrupt practices.

I will stand Upright for Nigeria, I will stand against corruption."

So help me God.

Branding

Upright for Nigeria was adopted as the campaign brand and identity. This is also the twitter handle, campaign hashtag and website identity.

The agreed payoff for the campaign is "Stand against corruption".

Complete slogan and tagline is "Upright for Nigeria, Stand against Corruption".

The campaign logo is



JOIN THE CONVERSATIONS

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www.upright4nigeria.org

D O W N L O A D

THE UPRIGHT 4 NIGERIA MOBILE APP

