

# MEDIA

— A D V I S O R Y —

**UP** RIGHT  
FOR NIGERIA  
★★★★★  
*Stand against Corruption*

  
**UKaid**  
from the British people

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# SCRAP-C



## Background

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. Nigeria scored a low 28 out of 100 on the 2016 Corruption Perceptions Index reported by Transparency International earning a ranking of 136 out of 176 countries. “Corruption

in the public sector remains a sore spot in Nigeria’s quest to instill transparency and accountability in the polity. The failure to deliver social services, the endemic problem of power supply and the collapse of infrastructure are all linked with corruption ....”

The high level of corruption in the country as indicated in various researches is also linked to the level of infrastructural decay, pervasive poverty and the high rate of unemployment in the country. “... endemic corruption is linked to the

huge incidence of poverty in the country. Corruption is related to the massive stealing of public resources that would have been invested in providing wealth-creating infrastructure and social services for the citizenry, thus reducing poverty.”

To curtail the incidence of corruption in a country where formal structures are weak, and corruption is ingrained in the social fabric of the society, it is imperative to recognize that adaptive solutions are required.

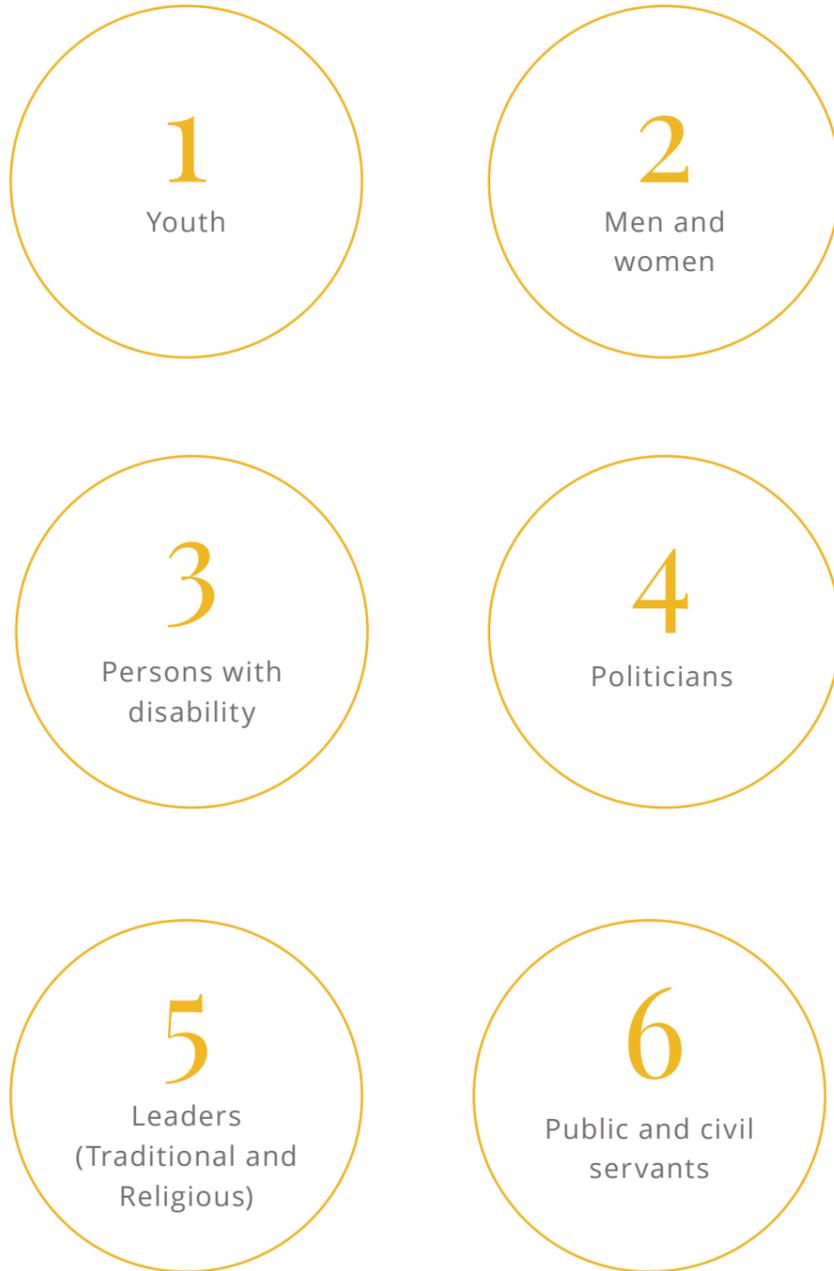
The right direction is to challenge the current beliefs that make corruption acceptable. By instilling positive values

such as honesty, integrity, transparency and hard work, the campaign is more likely to change the corruption narrative in Nigeria.

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.

## Target Audiences

The target audiences for this campaign are:



## 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

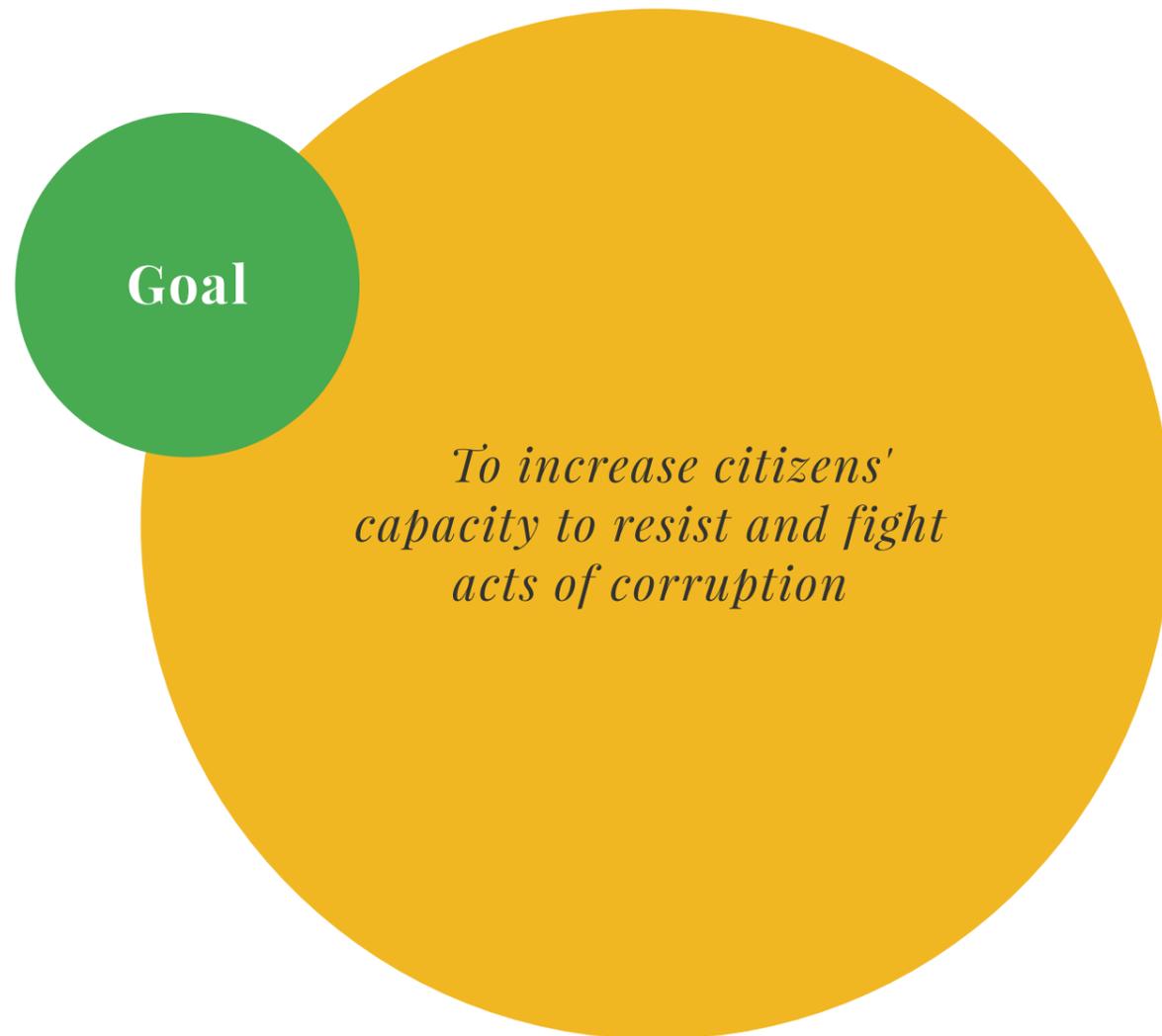
They are made up of a combination of CSOs with expertise in working with women, youth, persons with disability etc.

- 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





## Objectives

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### 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

## 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 regulations 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.

## 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.

## 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.

## Branding

Upright4Nigeria has been 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**



## Working with the Media

*The Upright for Nigeria campaign will work with the media on anti-corruption reporting*

### The campaign will:

- Develop a media toolkit on reporting anti-corruption stories
- Organise synergy roundtable with journalists and civil society working on governance and anti-corruption
- Hold periodic partners' lunch to coordinate around overlapping issues and approaches
- Offer hands-on training for journalists on investigative and data journalism
- Provide endowment fund and grants for investigative journalism stories
- Hand out investigative journalism award
- Offer internship for outstanding anti-corruption reporters with consortium partners
- Organise a photo contest for photo journalists
- Make available platforms and reporting tools (website, mobile app) for stories.

### Media houses will:

- Provide platform for anti-corruption stories for enhanced visibility
- Engage and promote values of Honesty, Integrity and Transparency (HIT)
- Encourage citizens to develop a corruption averse mentality
- Encourage journalists to investigate and report corruption stories.



**JOIN THE CONVERSATIONS**

@Upright4Nigeria #Upright4Nigeria



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[www.upright4nigeria.org](http://www.upright4nigeria.org)

**D O W N L O A D**

**THE UPRIGHT 4 NIGERIA MOBILE APP**

