FRONTLINE
YOUTH CREATIVITY INITIATIVE

Annual Report 2022

Promoting Youth Agency Through the Creative Arts

A LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

2022 has been an inspiring year for Frontline Youth Creativity Initiative (FYCI). In October 2022, we celebrated our one-year anniversary. In barely over a year of operation, we have been able to train, sensitise, and empower youth under our various programme areas. We have also been able to secure more partnerships to increase the reach of our impact.

At FYCI, we are on a mission to use the creative arts as a medium to challenge the status quo and promote positive social change. Our vision is a world in which young people, who form the vast majority of Nigeria's population, use their craft to engender sustainable development. As a start-up organisation, we have been excited to see the positive response from our beneficiaries and partners.

This report provides a glimpse into our achievements in 2022. From trainings and sensitisation programmes to events and competitions, we are slowly achieving our goal of promoting youth agency through the creative arts.

My work here would not be complete without saying a big thank you to our staff, volunteers, partners, and donors, without whom we would not have been able to achieve anything.

As we forge ahead to 2023, we look forward to more innovation and partnerships, as we strive to effect positive social change in Nigeria and beyond.

Sincerely,

Loveth Anthony-Iyortyer
Executive Director

TABLE OF CONTENTS

A LETTER FROM OUR EXECUTIVE DIRECTOR.....1

ABOUT FYCI.....3

OUR IMPACT.....4

PUBLICATIONS.....16

GALLERY.....22

OUR TEAM.....25

ABOUT FYCI

Who We Are

Frontline Youth Creativity Initiative (FYCI) is a non-governmental, non-profit organisation working to empower young girls and boys to speak out against ills in society. Founded in 2021 with headquarters in Abuja, Nigeria, FYCI believes that the creative arts are a powerful force that can be utilised to drive discourses that influence critical stakeholders to make sustainable changes for the good of society. We aim to address some of the political, socio-cultural and economic vices in Nigeria and Africa as a whole by promoting positive virtues through creative means such as music/rap, spoken word, poetry, prose, drama, fine art, photography/videography, creative writing, dance, etc.

Our Mission

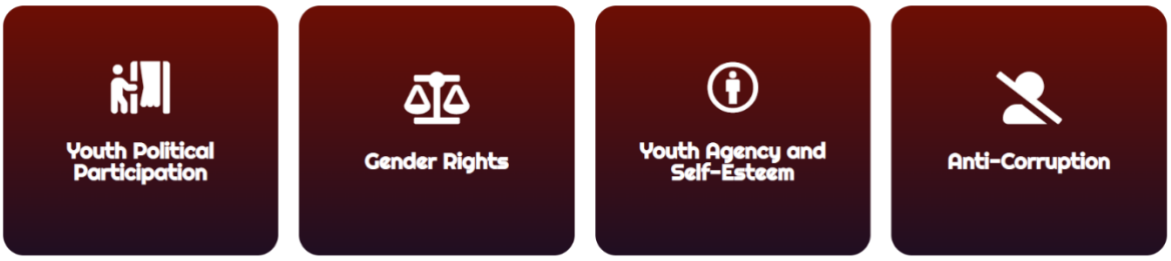
Our mission is to influence and target the content of creative arts by young people to challenge the status quo and promote positive social change.

Our Vision

A society in which young people, grounded in ideology targeted at social change, raise their voices as creatives using their craft to engender sustainable development.

What We Do

Our work is built around four key programme areas:



Our approach is predicated on the Social Art for Behaviour Change (SABC) approach developed by the One Drop Foundation to encourage healthy behaviours around water. By connecting with the emotional part of the brain through art forms such as circus performances and fine art, One Drop has fostered the adoption of healthy behaviours around water among their beneficiary communities, leading to higher living conditions of almost 2.1 million people in 13 countries across Africa, Asia, and Latin America.

Based on the successes of the SABC approach in the context of water, sanitation and hygiene (WASH) projects, FYCI seeks to use this same approach to lay the foundation for sustainable positive change in Nigeria and beyond.

In addition to eliciting positive behaviours and attitudes from our beneficiaries, there is also an expected ripple effect, as we seek to make our beneficiaries agents of positive change who go on to use their art forms to promote virtues among their peers and other members of society. In this way, we will create a sense of involvement and ownership that should ensure the sustainability of our outcomes.

OUR IMPACT

The following are highlights of our activities in 2022:

- Inaugurating the pioneer Anti-SGBV Ambassadors
- Collaborating with the Priests Peace and Justice Initiative on its #ShunCorruption project
- Launching the World Youth Skills Day Competition
- Organising an International Youth Day webinar
- Training youth on creative and life skills
- Organising Young Voices 2.0, the second edition of the Young Voices Against SGBV Competition
- Collaborating with Yiaga Africa and the United Nations Development Programme under the #SixtyPercentOfUs and #ThePowerOf18 projects

Youth Political Participation

In November 2022, we collaborated with Yiaga Africa and the United Nations Development Programme under the #SixtyPercentOfUs and #ThePowerOf18 projects. These projects are based on the premise that if 60% of young eligible voters pick up their permanent voter's cards (PVCs) and turnout to vote in the 2023 elections, they will determine the next set of leaders in Nigeria.

Our intervention, under the project title "Promoting Youth Political Participation Through the Creative Arts", is focused on mobilising residents of the Federal Capital Territory (FCT) to collect their PVCs and vote.

The following activities have been conducted under this project:

- Generation of mobilisational material (music and spoken word) on youth political participation.
- Dissemination of mobilisational material online.
- Holding of PVC sensitisation drives in rural communities in the FCT.

Infusing Political Messaging into the Creative Arts

In line with our mission at FYCI, we have been able to infuse political messaging into the creative arts by commissioning our network of young creatives to generate material on youth political participation under this project. One of our Anti-SGBV Ambassadors, Precious Akande, recorded a spoken word presentation, titled "PVC – The Master Key". This piece encourages young people to use their PVCs as a key to unlocking the door of better opportunities in Nigeria. The video can be viewed on youtu.be/VPix6jT0080.

Excerpt from "PVC – The Master Key"

by Precious Akande

Allow me to introduce you to my
spoken word in form of analysis
Analysing the voter's card as a key
and leadership as a door
Every key is uniquely crafted to wed a door
Oh, what a blissful union
that without the right key,
the door hasn't found its bone of its bone
So, any other key aside from the right key
inserted into the door is rejected
The voter's card
Oh, what a master key!
The granddaughter of prayer
that unlocks the next season of leadership
But can a key be useful or activated
if it is abandoned?
Can the door built for that particular key
be accessed if the right key isn't used?

Two songs by one of our team members, Uvie Otive-Igbuzor (Uviboy), were also used for this project. The first song, “E Be Things”, urges young people to collect their PVCs and cast their votes for their preferred candidate. It can be listened to on youtu.be/yiWQgowdeow. The second song, “For Sale”, urges young people not to sell their votes to the highest bidder during the elections. It can be listened to on fb.watch/hXa2sRVJ52/.

Excerpt from “E Be Things”

by Uviboy

For Naija, e be things

So, go get your PVC

Cast your vote, let’s see who wins

If you don tire for see finish

Go get your PVC

Cast your vote, let’s see who wins

Politicians be talking in etc.

Them no dey ever finish

Excerpt from “For Sale”

by Uviboy

Mr Politician, my vote is not for sale oh

Everything in life is not about the ego

I’m trying to vote someone who will do the right thing

But you already bribed me

So, I’m sure you are not him

It’s not for sale, no no no

It’s not for sale

Screenshot from Ms Akande's spoken word video

Song cover for "E Be Things"

At the time of reporting, we had reached a total of 18,903 persons with our mobilisational material across Instagram, Facebook, and Twitter. We also disseminated the material on ITV and Independent Radio, thus widening our reach beyond social media. In the coming months, we will produce a short film on youth political participation and disseminate it widely.

FYCI team member Rukky Otive-Igbuzor discussing #ThePowerOf18 project on ITV

Taking Political Messages to Rural Communities

For the next phase of the project, we worked with various individuals and organisations, including public affairs analyst Mr Jide Ojo and the Priests Peace and Justice Initiative, to organise PVC sensitisation drives in three rural communities in the FCT: Kabusa, Gwagwalada, and Jikwoyi.

At the PVC sensitisation drives, participants listened to Ms Akande's spoken word presentation and Uviboy's music. Participants were also given the opportunity to ask practical questions on voting, elections, and PVC collection. This question-and-answer session was facilitated by Mr Ojo. We were impressed to see the level of engagement from participants, as they asked relevant questions including why they need PVCs to vote, whether their votes will count, what to do if their PVC is lost, and what to do in cases of transfer of polling units.

After the question-and-answer session, participants were issued commitment forms, and two voting ambassadors were selected in each community: Ms Deborah Olakpa and Ms Lucky Chime in Kabusa, Mr Omogwu Ezekiel and Mr Joseph Edward in Gwagwalada, and Mr Friday Jonathan and Mr Morgan Otobong in Jikwoyi. These ambassadors will support our mobilisation efforts for the final part of the project.

In total, we sensitised 195 persons across the three communities. For the remaining part of the project, we will transport participants of the PVC sensitisation drives to their various PVC collection centres.

Mr Jide Ojo at the PVC Sensitisation Drive in Jikwoyi

Selection of voting ambassadors, Mr Omogwu Ezekiel and Mr Joseph Edward, in Gwagwalada

A participant asking a question at the PVC Sensitisation Drive in Kabusa

A participant asking a question at the PVC Sensitisation Drive in Jikwoyi

Participants of the PVC Sensitisation Drive in Kabusa watching Ms Akande's spoken word video

Selection of voting ambassadors, Ms Deborah Olakpa and Ms Lucky Chime, in Kabusa

Youth Agency and Self-Esteem

World Youth Skills Day Competition

In commemoration of World Youth Skills Day, we launched the World Youth Skills Day Competition in July 2022 to give young people an opportunity to demonstrate their creative writing skills. Participants were called to write a short creative piece (max: 600 words) on the theme, “Promoting Youth Political Participation in Nigeria”.

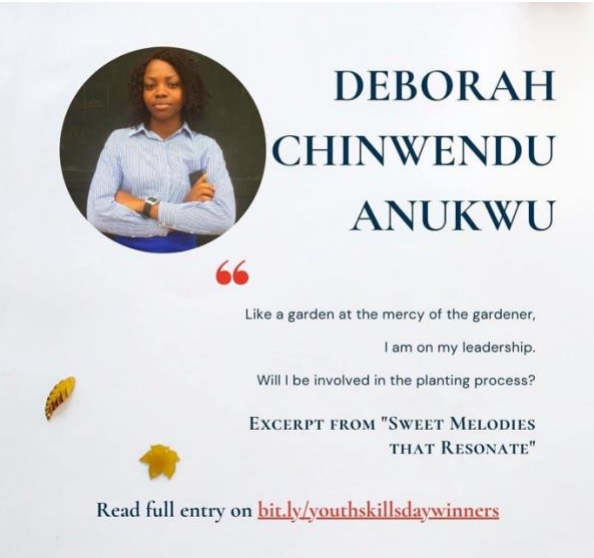
The competition was aimed at:

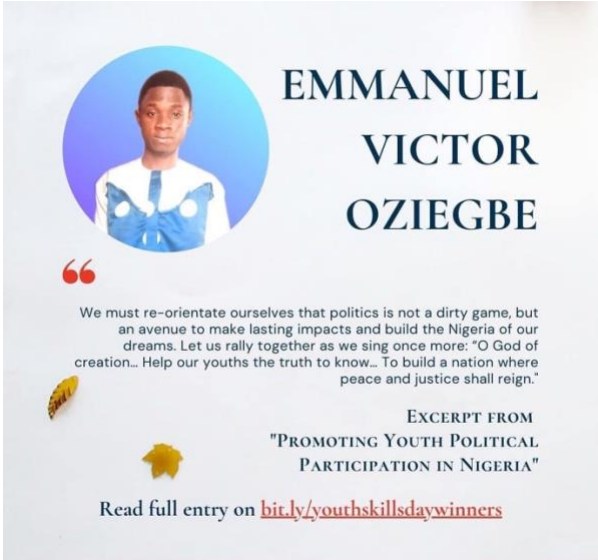
- giving young people an opportunity to showcase their skills;
- harnessing youth creativity into positive messaging; and
- stimulating discourse around youth political participation ahead of the 2023 elections.

We received 69 entries, including poems, short stories, and essays, from participants in 21 states across Nigeria. Entries were assessed according to the following criteria:

- Powerful messaging focused on promoting youth political participation.
- High level of creativity and innovation.
- Strong writing skills.

The top six entrants were Isidinma Nnamdi, Toriola Basit Opeyemi, Deborah Chinwendu Anukwu, Chinonso Marymartin Okoabu, John Adinoyi Victor, and Emmanuel Victor Oziegbe. They received cash prizes of ₦10,000 each, and they were profiled on our website. The winning entries can be viewed on bit.ly/youthskillsdaywinners. Plans are underway to compile all shortlisted entries into an e-magazine.





International Youth Day Webinar

In August 2022, we organised an International Youth Day webinar, titled "The Effect of Ageism on Sustainable Development in Nigeria". The webinar held on Twitter spaces and involved four panellists of different ages and sexes: Ms Patience Ekeoba, National Programme Officer, UN Women; Mr Ufuoma Festus Omo-Obi, Country Director, Plan International Liberia; Ms Loretta Enofe-Laurel, Head of Programmes, Girls' Power Initiative; and Mr Chidike Ude, Founder/CEO, Anthill Technologies. Panellists discussed critical issues on the need for intergenerational solidarity and eliminating ageism in Nigerian society.

During the webinar, Ms Precious Akande also gave a spoken word presentation, titled "There is no pass mark for age". This piece encouraged youth not to underestimate their potentials or wait to score the "pass mark" for age.

Creative and Life Skills Training for Youth

In December 2022, we organised a youth training programme. The programme, tagged "Creative and Life Skills Training for Youth", held on 3 December 2022 in Abuja, Nigeria. It was aimed at imparting creative and life skills in young people, aged 10 to 25, to position them for the future.

The training components were:

- Self-branding training: Participants learned how to make and edit videos to market themselves and their businesses.
- Vocal training: Participants learned how to write and sing songs. They also recorded the Shun Corruption Anthem, which was developed by trainees of the programme last year.

In total, we trained 26 persons. Some outputs from the training include a Shun Corruption Anthem and self-branding videos created by trainees.

Participants from the vocal training

FYCI team member Promise Chime training participants on self-branding

A participant recording a verse in the Shun Corruption Anthem

Participants rehearsing a verse in the Shun Corruption Anthem

Gender Rights

Young Voices Against SGBV

In commemoration of 16 Days of Activism Against Gender-Based Violence last year, we instituted an annual competition, tagged the Young Voices Against SGBV Competition. The competition called on young people aged 18 to 35 to express lessons on sexual and gender-based violence (SGBV) and/or the Violence Against Persons (Prohibition) Act 2015. The competition ran on social media for the entire sixteen days campaign, that is, from Thursday, 25 November to Friday, 10 December 2021.

In January this year, we organised an award and inauguration ceremony to announce the winners of the competition and inaugurate them as Anti-SGBV Ambassadors. Ms Abiodun Baiyewu, Country Director of Global Rights Nigeria, gave the keynote speech at the ceremony. Professor Patricia Donli, Executive Director of the Gender Equality, Peace and Development Centre, inaugurated the ambassadors. Our four ambassadors are Oluwafunke Ajoba (Shortlisted Candidate), Hafsat Abdullahi (Second Runner-Up), Precious Akande (First Runner-Up), and Blue Adekunle (Winner). Learn more about them on bit.ly/antisgbvambassadors.

L-R: Blue Adekunle, Precious Akande, Hafsat Abdullahi, and Oluwafunke Ajoba

Winners were selected based on the following assessment criteria:

- Powerful anti-SGBV messaging.

- Strong commitment to join the fight against SGBV after the competition.
- High level of creativity and innovation.

They also received the Young Voices Against SGBV Award, which consists of the following:

1st Place	2nd Place	3rd Place
50,000 naira	30,000 naira	20,000 naira

A ₦10,000 consolation prize was given to the fourth ambassador, who was not one of the three winners but was shortlisted for the competition. All entries into the competition can be viewed on youtube.com/watch?v=jEOrOic2isk.

In addition to cash gifts, winners were presented the Young Voices Against SGBV Plaque. Their video entries were also publicised widely, and they were profiled on our website. Since their inauguration, these ambassadors have been promoting anti-SGBV and other positive development messages both independently on their various platforms and in collaboration with FYCI.

The Young Voices Against SGBV Plaque

Young Voices 2.0

In November this year, we launched Young Voices 2.0, the second edition of the Young Voices Against SGBV Competition. This edition called on young people to express lessons on SGBV, the Convention on the Elimination of All Forms of Discrimination Against Women, and/or the Gender and Equal Opportunities Bill through creative means. We received 17 video entries from participants. Entries included spoken word, music, drama, and other creative art forms. Some of the entries can be viewed by searching for the hashtag #YoungVoicesAgainstSGBV on Instagram. We are currently in the process of reviewing entries to the competition. Winners will be announced in 2023, and new ambassadors will be inaugurated.

Anti-Corruption

We are currently collaborating with Priests Peace and Justice Initiative, the social arm of Palace of Priests Assembly (PPA), on the Mobilising Christians Against Corruption Project, also known as the #ShunCorruption Project. In March 2022, one of our Anti-SGBV Ambassadors, Hafsat Abdullahi, gave a spoken word presentation on the theme of corruption at a national youth summit organised under the project. Ms Abdullahi also participated in a panel discussion on the theme.

Ms Abdullahi at the national youth Summit

Panel discussion at the national youth summit

In July 2022, the national PPA Shun Corruption Club was inaugurated. These clubs are aimed at empowering young people to shun, speak out, and stand up against corruption. During the inauguration, club members presented a short playlet and gave motivational talks on the theme of corruption. Club members also read and signed the Code of Ethics for Christian Youth Against Corruption, in which they pledged to uphold integrity and honesty and to shun corruption in their daily lives.

Members of the PPA Shun Corruption Club reading the Code of Ethics for Christian Youth Against Corruption

Members of the Shun Corruption Club in Esteemed Peniel Academy giving a motivational talk on anti-corruption

CHALLENGES, LESSONS LEARNED, AND NEXT STEPS

Challenges and Lessons Learned

Location posed a barrier during our training and sensitisation programmes, as these programmes were concentrated in the FCT, which inevitably meant that our reach was limited. We tried to address this by supplementing physical interventions with online messaging on social media, so that we could reach persons in other states. Going forward, we also hope to collaborate with organisations in different states, so that we can widen our reach.

Another challenge was regarding the timing of the PVC Sensitisation Drives. Some persons we engaged with indicated that they had not yet registered to vote or transferred from their previous location. At this time, the deadline for voter registration and transfer had passed, which meant that it was too late for these persons to take the action that would enable them collect their PVCs in the FCT. Going forward, we will plan our election interventions to start earlier, so that information does not reach people when it is too late.

On the positive side, we learned that there is a strong yearning for political participation among Nigerians – both old and young. Our young creatives were excited to generate content targeted at mobilising their peers to vote in the upcoming elections. Our beneficiaries in the rural communities were keen to ask questions regarding voting, elections, and the PVC collection process. This contrasts with the impression of political apathy cast on Nigerians. Going forward, more interventions should be focused on engaging people on the electoral and political processes of the country.

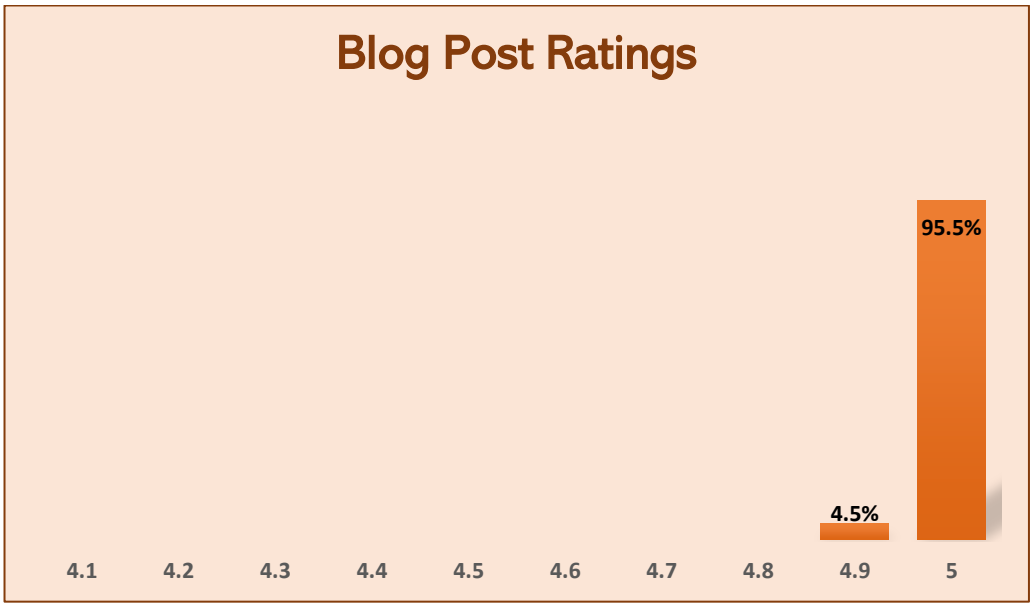
Next Steps

Our next steps for 2023 include the following:

- Announcing the winners of Young Voices 2.0 and inaugurating new Anti-SGBV Ambassadors.
- Transporting participants of the PVC Sensitisation Drives to their various PVC collection centres.
- Producing a short film on youth political participation.
- Publishing an e-magazine with shortlisted entries from the World Youth Skills Day Competition.

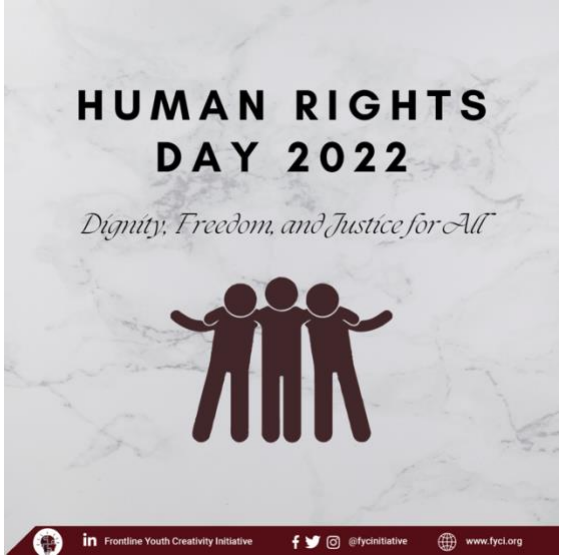
PUBLICATIONS

This year, we published 22 posts on the FYCI Blog, which collectively had 3,471 views. 95.5% of our blog posts received an average rating of 5 out of 5 stars, while the remaining 4.5% received an average rating of 4.9.



1. **Human Rights Day 2022: Dignity, Freedom, and Justice for All**

fyci.org/human-rights-day-2022-dignity-freedom-and-justice-for-all/



2. **International Anti-Corruption Day 2022**

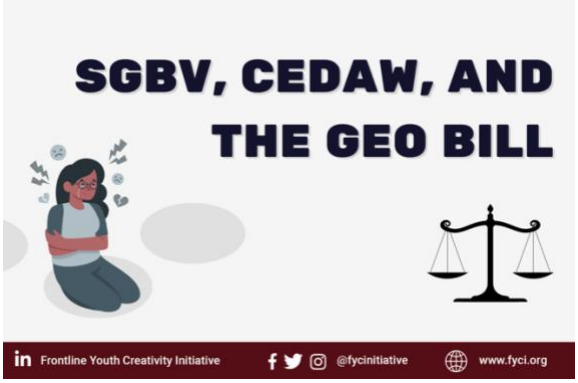
fyci.org/international-anti-corruption-day-2022/

3. **A Tribute to the Chibok Girls**

fyci.org/a-tribute-to-the-chibok-girls/

4. **SGBV, CEDAW, and the GEO Bill**

fyci.org/sgbv-cedaw-and-the-geo-bill/



5. **International Day for the Elimination of Violence Against Women 2022**

fyci.org/international-day-for-the-elimination-of-violence-against-women-2022/

6. **Woman, Life, Freedom: An End to Decades of Women's Oppression**

fyci.org/woman-life-freedom-an-end-to-decades-of-womens-oppression/

7. **Africa Youth Day 2022: The Power of Youth**

fyci.org/the-power-of-youth/

8. **FYCI is One!**

fyci.org/fyci-is-one/

9. **My Mind and I**

fyci.org/my-mind-and-i/

10. **International Day of the Girl Child 2022: Our Time is Now!**

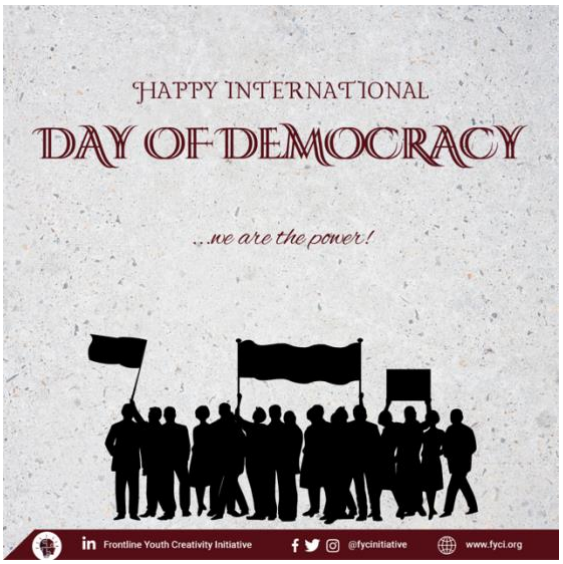
fyci.org/international-day-of-the-girl-child-2022-our-time-is-now/

11. **Independence Day 2022: Changing the Narrative**

fyci.org/independence-day-2022/

12. **International Day of Democracy 2022**

fyci.org/international-day-of-democracy-2022/



13. **Winners of the World Youth Skills Day Competition**

fyci.org/winners-of-the-world-youth-skills-day-competition/

14. **International Youth Day 2022: Intergenerational Solidarity**

fyci.org/international-youth-day-2022/

15. **World Youth Skills Day 2022: Transforming Youth Skills for the Future**

fyci.org/world-youth-skills-day-2022/

16. **Break the Constitution Bias (Digital Magazine)**

fyci.org/break-the-constitution-bias/

17. **Democracy Day 2022: Using Elections to Promote Democratic Consolidation in Nigeria**

fyci.org/democracy-day-2022/

18. **#BreakTheBias: A Message from FYCI on International Women's Day 2022**

fyci.org/break-the-bias/

19. Zero Discrimination Day 2022

fyci.org/zero-discrimination-day-2022/

20. Youth and the 2022 FCT Area Council Elections

fyci.org/youth-and-the-2022-fct-area-council-elections/

21. International Day of Zero Tolerance for Female Genital Mutilation 2022

fyci.org/international-day-of-zero-tolerance-for-female-genital-mutilation-2022/

22. Meet our Anti-SGBV Ambassadors

fyci.org/meet-our-anti-sgbv-ambassadors/

GALLERY

FCT PVC Sensitisation Drive
Grab your PVC and get
ready to VOTE in the 2023
GENERAL ELECTIONS!
CHANGE AND
TURNAROUND

Frontline Youth Creativity Initiative

FCT PVC Sensitisation Drive
Grab your PVC and get ready to VOTE in the 2023 GENERAL ELECTIONS!
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CHANGE AND TURNAROUND

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Want to get involved? There are numerous ways to get involved in the work that we do. You can serve as a resource person, volunteer, trainee, or sponsor. Visit fyci.org/get-involved to find out more!

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