



DANI Brochure

Updated 2024 Brochure



ABOUT DANI AFRICA

Who are we?

Founded in 2020, Development Advocacy Network International (DANI Africa) is a youth and community-based organization committed to promoting sustainable development in rural and underserved communities across Africa through advocacy, civic media, collaborations, and inclusion. The organization is legally registered with the Corporate Affairs Commission (CAC) and a member of Sustainable Development Solutions Network (SDSN) Youth.

DANI has since 2021 begun operations in the western part of Nigeria, particularly on campuses, enlightening and propagating the gospel of sustainable governance and development, climate resilience, and nation building among youths. Past accomplishments have further resulted in the expansion of her frontiers to include the other geo-political zones in Nigeria, with an insatiable desire to operate across Africa.



VISION

Champion youth and community engagement in the attainment of sustainable development across Africa.



MISSION

To promote climate resilience, sustainable governance, innovation and development through cutting-edge ideations, youth involvement and decision making across rural and underserved communities in Nigeria and by extension, Africa.



CORE VALUES

DANI's TAPI core values are premised on her decision to make a difference in the lives of youths, children and adults alike in a time when behavioral patterns, human and social interactions are impacted by the radical environmental, political, and economic changes in society.

T-ransparency
A-ccountability
P-artnership
I-nnovation

TAPI

Area of Focus/ Thematic Areas



Development Advocacy

DANI's core mission is centered on driving sustainable development through policy advocacy, public awareness campaigns, media, research, community mobilization and coalition building. Our aim is to ensure that development trickles down from the higher levels to the grassroot levels. Thereby ensuring equal and equitable reach across societies in Africa.



Climate Education

As a pivotal part of our commitment to actualising SDG 13, DANI Africa has several climate projects under its auspices that cater to bridging the knowledge gaps in the climate landscape and driving climate action. This we achieve through journalism programs, workshops, interactive sessions, and the adoption of AI tools in tackling climate change.

Area of Focus/ Thematic Areas (cont'd)



Leadership and Good Governance

At DANI Africa, we are poised to ensure that there is democratic transparency and accountability at all levels of government. Our initiatives promote active engagement between the government and citizens through citizen dialogues, mentorship and the media.

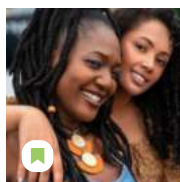


Youth Engagement & Development

DANI organizes a series of capacity building workshops, education & entrepreneurship initiatives, public forums and debates etc focused on strengthening the involvement of youth in public discourse and decision making processes. Our aim is to utilize systems thinking in birthing a more involved generation of youths.



TARGET



- **Rural and underserved communities**
- **Youths across Africa**
- **People with disabilities**
- **Women, girls and underrepresented communities**

WHAT WE DO?

We drive citizen and youth participation in the effectual actualisation of sustainable development goals.

DANI AFRICA PROGRAMS

1. Civic Youth Generation (CYG Africa)
2. DANI Intervention Project (DANIP)
3. GreenMedia Tech (Greenekka)
4. Climate Resilience Project
5. ClimateChekka

CIVIC YOUTH GENERATION (CYG Africa)

Given that over 70% of people in sub-Saharan Africa are under 30, the continent has the youngest population in the world. Thus, it is expected that the youth boom will change the world.

The goal of the Civic Youth Generation initiative is therefore to cultivate and harness the unfettered potentials of youth in Nigeria and Africa at large for better economic, political, environmental implications for democracy. This project seeks to empower and build the capacity of youths to become proactive agents of change in their respective communities.

MISSION - Our mission is to galvanize this teeming population of youths into taking necessary actions required for a more sustainable democracy and governance in Africa. To actualize this mandate, we seek to provide young people with the opportunities, knowledge, and skills necessary to make significant contributions to society and advance sustainable development by educating, empowering, and involving them in civic activities.

VISION - Our vision is to inspire youths into building an inclusive, democratic and sustainable future for all.

OBJECTIVES

- Promote active involvement in local government and community service.
- Educate young people on the value of active citizenship, democratic procedures, and civic responsibilities.
- Promote young people's involvement in advocacy and decision making processes.
- Equip youths with fundamental civic skills

PROJECT STRATEGIES

- Pacesetters Capacity building- Hold seminars and conferences educating youths on civic engagement, democratic processes, human rights and the importance of youth involvement in governance.
- Youth-led community projects- Sponsor and empower youths (pacesetters) to facilitate projects that speak to issues inclusive but not limited to political, economical, that are peculiar to their individual communities.
- Advocacy and Policy Engagement- Organize and support youth-focused advocacy campaigns and policy workshops, designed to intimate youths on how best they can influence and participate in policy discussions and decisions at all levels of society.

NETWORKING AND COLLABORATION

Host annual Pacesetter conferences where youths, experts, and stakeholders are convened to ideate on innovative and sustainable solutions on systemic issues woven into Africa's fabric.

GreenMedia Tech (Greenekka)

Empowering Africa's green future through media and technology

VISION - To empower Africa's green future through media and technology.

MISSION - Our mission is to inspire, inform, and mobilize communities to take collective action towards a greener, more sustainable future.

Green Media Hub is a youth-led media technology company dedicated to reshaping Africa's climate change and energy transition narrative through innovative storytelling, cutting-edge technology, research, and advocacy. Our team of passionate technologists, media professionals, and environmental advocates is committed to leveraging the power of technology and media to catalyze action and inspire change.

By combining our expertise in media development, data analytics, and digital innovation, we are pioneering new ways to engage, inform, and mobilize communities to build a more sustainable and resilient future for Africa and the planet.

Climate Resilience Project

In 2020, due to sea incursions and surges, nearly 2000 people – with a population of approximately 26,000 – were displaced and 200 homes destroyed in the Aiyetoro coastal community, Ondo state, Nigeria. This is however not an isolated case, as several communities on Nigeria's 850 km coastline face threats of extinction by the rising sea levels despite several calls for assistance which have proved abortive.

Given the depth of this issue and its adverse effects on inhabitants of the affected communities remains inadequately reported, documented and advocated for by youths, journalists, researchers and advocates. Our project aims to spotlight these issues and proffer solutions.

In order to proactively tackle the paucity of knowledge and solicited support for these plagued coastal communities, DANI Africa, through her “Climate Resilience Media Project”, will first, produce a toolkit for journalists to effectively report on sea level rise and build climate resilience for these communities.

Secondly, organize a capacity building workshop for journalists, researchers and climate advocates. Out of which selected participants will be commissioned to write and publish climate stories, research and implement advocacy campaigns within a specified timeframe. These reports, plus concomitant efforts will be used to produce a documentary all in a bid to seek assistance.

PLANNED OUTPUTS

- Toolkit development
- Capacity building
- Investigative and research reports
- Advocacy campaigns
- Short documentary production
- Media engagement

ClimateChekka

Problem Statement

In a study conducted between 2016 and 2018, six in 10 Africans declared to have heard about climate change. On the contrary, 40 percent of respondents were unfamiliar with the term. In Africa, the low awareness of climate change makes adopting climate policies and public acceptance extremely challenging. In addition, distorted narratives and inaccurate data undermine public understanding and hinder effective climate action. This is limiting community engagement, making climate inclusion difficult, and reducing progress toward strategies for adaptation and mitigation. We aim to address the widespread climate misinformation that halts public awareness, policy action, and effective response to environmental crises.

Our Solution

Our product addresses two critical questions: How can we combat climate misinformation in Nigeria and ensure citizens

access credible information to make informed decisions on climate change and action? To answer these questions, we will build a user-friendly AI-driven chatbot tool, 'ClimateChekka', that automatically detects and flags misleading content. This tool will cross-reference information with credible sources to ensure accuracy. The product will enable users to tailor personalized and local content based on their interests and geographic location to identify common climate myths and disinformation. To educate users, the platform will curate quizzes to enhance their engagement and understanding of climate change. It will also feature a dashboard to track search history and activity for a seamless user experience. This product is crucial for countering the harmful effects of climate misinformation and ensuring that vulnerable people can access credible information from the comfort of their homes.

DEPARTMENTS

DANI Africa have the following departments

- Operations and Human Resources
- Programmes
- Finance and Accounting
- Monitoring Evaluation and Learning
- Research and Data Analysis
- Media and Communications
- Information and Communication Technology
- Community Development Projects



Source of Funding

1. Donation (Online and fundraising events)
2. Grants
3. Self-funded

TEAM



Samuel Ajala
Executive Director



Omobolaji Ooss
Partnership Director



Oriowo Mary
Chief Operations Lead




Joshua Alope
Programme Manager



Naomi Bassey
Communication Lead



Omobolanle Kehinde
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Join us in championing youth and
community engagement across
Nigeria and other part of Africa.

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