

Skits on online tvs, short
Print media: Press releases
of debt in different states done
Newspapers and magazines
Information on tax and debt
Make Round table engagements
FACT SHEETS Development -
to be disseminated Online as
Seminars and other mediums
* Consideration of Debt and Tax

Debt and Tax Justice

IMPACT REPORT

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About BBYDI

Brain Builders Youth Development Initiative (BBYDI) is a non-profit organization founded in 2014, with a mission to advance the principles of good governance, foster youth civic participation, and cultivate the attainment of Sustainable Development Goals (SDGs). As a youth-driven entity, BBYDI leverages the potential of technology, conducts thorough research, and employs data-driven approaches to enrich the information environment in Nigeria.

One of BBYDI's successful initiatives is the SpaceForHer project, which engages and promotes active female participation in politics. The organization's initiatives have made a notable impact, benefiting communities across all 36 Nigerian states.

Over the years, BBYDI has collaborated

with esteemed partners and sponsors, including Box, Force of Nature, LEAP Africa, Nigeria Youth Futures Fund, Global Campaign for Education, International Fact-Checking Network, US Global Engagement Centre, and Becera. These invaluable partnerships have significantly amplified the effectiveness of BBYDI's endeavours.

As BBYDI continues to expand and reach more communities, the organization remains steadfast in its commitment to empowering youth, promoting sustainable development, and contributing to a brighter future for all Nigerians.

Contextual Background

The Debt and Tax Justice Campaign by BBYDI was undertaken in response to the concerning fiscal situation in Nigeria's Southwest region. This region has garnered notoriety as the most indebted among the country's six geopolitical zones, with a collective domestic debt burden of over N1 trillion as of March 2019.

The states in the Southwest face unique economic challenges that exacerbate their debt issues. Most states in the region, such as Osun, Ekiti, Ogun, Oyo, and Ondo, have primarily agrarian economies with limited revenue streams. The economic downturn has further diminished their internally generated revenue (IGR), making it difficult for them to meet basic financial obligations like salary payments.

Despite the huge IGR generated, yearly, Lagos State remains the most indebted state in Nigeria. As of June

2023, Lagos State had a total external (Foreign) debt figure of \$1.263 billion, representing 30% of the entire external debt of the 36 states and FCT. According to the Debt Management Office (DMO) data, Lagos state also owes N960.4 billion in domestic debt. This makes Lagos state the most indebted state in Nigeria both domestically and externally.

As at June 2023, Osun state had a total domestic debt of N147.7 billion, ranking it 10th most indebted states domestically. During the same period, Osun State had \$89.6 billion (although this represented a decline from the level it was at the end of 2022), a 205% increase from the total foreign debt figure of 2022.13 This is worrisome particularly that the state has been experiencing improvements in its internally generated revenue.

As of June 2023, Ekiti has a total domestic debt figure of N114.2 billion,





Contextual Background

representing a reduction from the figure as at December 2022. In the same vein the state has a total of \$103.4 million, representing an increase from the \$47.5 million it was as at December 2023.

Between 2018 and 2022, Ogun’s total debt stock has risen astronomically by 173.97% from N130.2 billion in 2018 to N331.8 billion in 2022. The component with the most significant increase has been domestic debt which grew by 173.97% from N98.7 billion in 2018 to N270.5 billion in 2022.

Ondo’s total debt stock grew by 60.52% from N73.5 billion in 2018 to N117.96 billion in 2022. Although its foreign loan (in dollar terms) increased by 13.56% from \$79.9 million in 2018 to \$90.7 million in 2022, its foreign debt (in naira terms) grew by 67.5% from N24.4 billion to N40.8 billion over the same period, caused by the depreciation of the naira in relation to

the dollar.

Oyo State grew its total debt stock by 56.77% from N123.6 billion in 2018 to N198.7 billion in 2022. The state appeared to have increased its domestic borrowing but reduced its foreign borrowing (in dollar terms). It is evident that while the state’s dollar denominated loan decreased from \$105 million in 2018 to N72.2 million in 2022, its value in naira terms increased marginally by 1.48% from N32 billion in 2018 to N32.5 billion in 2022.

While Lagos State has a robust economy and higher internally generated revenue (IGR), enabling it to maintain a relatively sustainable borrowing capacity, the overall indebtedness of the Southwest region highlights the urgent need to address fiscal management practices and advocate for greater transparency and accountability in debt acquisition and utilization.

Problem Statement

The Debt and Tax Justice Campaign aimed to tackle the pressing problem of unsustainable and opaque debt acquisition and management practices in the Southwest region of Nigeria.

The states in this region accumulated a staggering collective domestic debt burden of over N1 trillion as of March 2019, with Lagos State alone accounting for N542.2 billion. While Lagos' robust economy allows for a relatively sustainable borrowing capacity, the other states in the region face significant challenges due to their primarily agrarian economies and limited revenue streams.

Irresponsible borrowing practices, coupled with a lack of transparency and accountability, can have severe consequences, including the diversion of funds from crucial developmental projects, the perpetuation of poverty cycles, erosion of public trust in

governance institutions, and an unsustainable debt burden that can cripple the region's economic prospects.

Against this backdrop, BBYDI launched the Debt and Tax Justice Campaign, aiming to raise awareness, empower citizens, and engage stakeholders to promote responsible fiscal practices and advocate for transparent debt management processes in the Southwest region.



Overview of Intervention

The Campaign aimed to instigate awareness and advocacy for transparent fiscal practices within the Southwest region. Through a multifaceted approach encompassing radio programs, debates, vox pops, expert consultations, and strategic partnerships, the project endeavoured to empower citizens, activate stakeholder involvement, and advocate for greater accountability in debt management processes.

By addressing the root causes of fiscal mismanagement and empowering stakeholders, the campaign sought to contribute to long-term financial stability and economic development in the region.



Project Team



Scale Vision and Scope of BBYDI

Brain Builders Youth Development Initiative (BBYDI) operates with a broad vision of fostering an environment that empowers young people to engage actively in governance processes and sustainable development initiatives. The organization's scope encompasses a wide array of projects and programs aimed at cultivating principles of good governance, promoting youth civic participation, and driving progress towards the attainment of Sustainable Development Goals (SDGs).

BBYDI's initiatives span all 36 Nigerian states, leveraging technology, research, and data-driven approaches to enrich the information landscape and catalyze positive change. The organization's projects encompass diverse areas, including advocacy for transparent fiscal practices, promotion of youth political engagement, fact-checking initiatives, and capacity-building programs for young leaders.



Target Audience

Through strategic partnerships and collaborations with like-minded organizations, BBYDI amplifies its impact, reaching a broader audience and effectively addressing critical societal challenges. The organization's commitment to empowering youth and fostering sustainable development positions it as a driving force for positive change in Nigeria.

The Debt and Tax Justice Campaign targeted a diverse range of stakeholders across the Southwest region of Nigeria, including:

Citizens: The campaign aimed to raise awareness and empower citizens, particularly those within the 18-45 age group, to understand the implications of irresponsible borrowing practices and the importance of transparent fiscal management. By engaging citizens directly, the campaign sought to foster grassroots advocacy for responsible debt management and accountable governance.

Government officials and policymakers: Engaging government officials and policymakers at both state and local levels was crucial to advocate for policy reforms and implement transparent debt management strategies. The campaign targeted decision-makers with the authority to influence fiscal policies and practices within the Southwest region.

Civil society organizations (CSOs) and advocacy groups: Collaboration with CSOs and advocacy groups operating in the realm of fiscal transparency, good governance, and sustainable development was essential. These organizations served as valuable partners in amplifying the campaign's message and promoting citizen engagement.

Media outlets and journalists: Leveraging the power of media, the campaign actively engaged with radio stations, newspapers, and digital platforms to disseminate information, facilitate public discussions, and increase the initiative's visibility and reach.

Academic and research institutions: Experts from academic and research institutions provided valuable insights, data, and analysis to inform the campaign's strategies and strengthen evidence-based advocacy efforts.

By targeting this diverse range of stakeholders, the Debt and Tax Justice Campaign aimed to foster a collaborative and inclusive approach, ensuring that all relevant voices were heard and engaged in the pursuit of transparent fiscal practices and responsible debt management in the Southwest region.

Before the implementation of the Debt and Tax Justice Campaign, BBYDI conducted a comprehensive baseline assessment to gauge the existing knowledge, attitudes, and practices related to debt management and fiscal transparency within the Southwest region. This assessment served as a crucial foundation for tailoring the campaign's strategies and interventions to address the specific needs and challenges identified.



Baseline Assessment

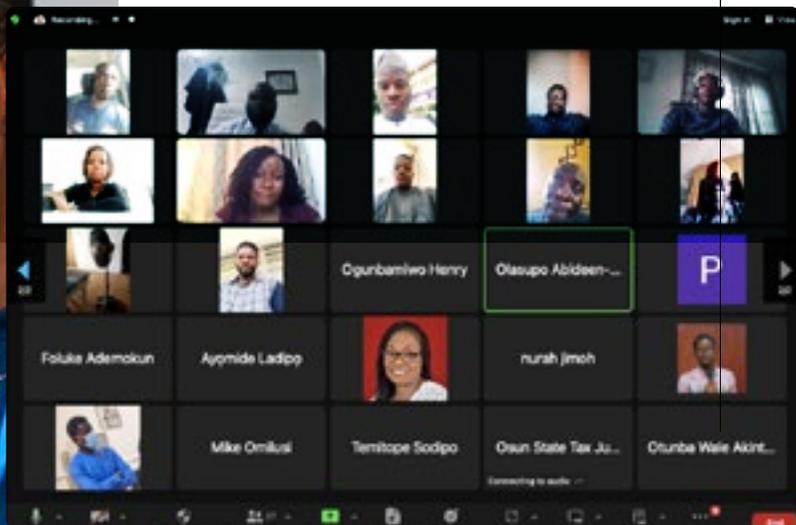
The baseline assessment involved the following key components:

Planning Meeting

A Planning Meeting was held to promote collaboration and discussions on debt management strategies, fiscal transparency, and accountable governance. Key objectives included briefing experts, garnering insights, and assigning specific roles. The interactive session hosted 27 participants across various sectors and regions, fostering a collective approach. The outcomes highlighted the alignment of stakeholders, a clear understanding of project objectives, valuable insights for audience engagement, identification of key roles, and the cultivation of solidarity and buy-in. These outputs lay the foundation for implementing effective debt management strategies and advocating for transparent fiscal policies in the Southwest region.

Desk review and data analysis

BBYDI engaged in an extensive desk review, analyzing existing literature, reports, and data sources to understand the current debt situation, fiscal policies, and governance frameworks in the Southwest states. This analysis provided valuable insights into the region's economic landscape, debt acquisition patterns, and potential areas for improvement. A budget and debt management expert developed a methodology and executed the desk review and scorecard for the region. The review identified critical gaps and formulated actionable recommendations to improve tax and debt management strategies. [Detailed Desk Review](#) and [Scorecard Reports](#) were prepared, providing comprehensive insights into debt management and financing. Stakeholder engagement enriched the





Baseline Assessment

reports, and they were disseminated via advocacy campaigns. The key outputs include the identification of systemic gaps, actionable recommendations, crafted reports, and stakeholder engagement.

Stakeholder Consultations

Consultations were conducted with various stakeholders, including government officials, civil society organizations, academic experts, and community representatives. These consultations aimed to gather first-hand perspectives on the challenges faced, existing initiatives, and potential opportunities for collaboration.

Community-level assessments

BBYDI conducted assessments at the community level to understand the grassroots perceptions and awareness levels regarding debt management and

fiscal transparency. This involved focus group discussions, and interviews with residents, enabling the identification of specific knowledge gaps and concerns.

Media landscape analysis

An analysis of the media landscape in the Southwest region was undertaken to identify influential media outlets, assess their coverage of debt and fiscal issues, and explore opportunities for strategic partnerships and engagement.

The findings from the baseline assessment informed the development of the campaign's strategies, messaging, and targeted interventions. By establishing a comprehensive understanding of the existing landscape, BBYDI was better equipped to design impactful activities, tailor awareness-raising efforts, and foster meaningful stakeholder engagement throughout the campaign's implementation.





Implementation (Key Activities)

The Zonal/Validation Meeting, Dialogue, and Press Briefing

were critical components of the Debt and Tax Justice Campaign, aimed at fostering inclusive dialogues, strengthening stakeholder engagement, and raising public awareness about the campaign's objectives and findings.

The Zonal/Validation Meeting facilitated comprehensive discussions among diverse stakeholders, including government officials, civil society groups, academia, persons with disabilities (PWDs), youth groups, media representatives, and members of the Coalition of Tax and Debt Justice in the Southwest. This inclusive gathering ensured that perspectives from all relevant sectors were considered, enriching the campaign's strategies and proposed solutions.





Implementation (Key Activities)



During the meeting, draft findings from the comprehensive desk review on debt and tax justice were presented, allowing participants to provide valuable inputs and insights. This collaborative approach ensured that the final document incorporated diverse perspectives and addressed critical gaps within existing fiscal frameworks.

The meeting culminated in a press briefing, where key outcomes and



Implementation (Key Activities)



findings were communicated to the media. This strategic engagement with media outlets garnered widespread visibility and amplified public awareness about the Southwest region's debt situation and the urgent need for transparent fiscal practices and accountable governance.

Continuous feedback mechanisms were established, fostering ongoing stakeholder engagement and ensuring that the campaign's strategies and interventions remained responsive to evolving needs and insights from the diverse stakeholders involved.

Live Radio Hour Program

The Live Radio Hour Program on Debt Justice was a pivotal component of the campaign, designed to raise public awareness and foster active citizen engagement in discussions on

responsible borrowing practices and transparent debt management.

These live radio programs were strategically broadcasted on prominent radio stations across the Southwest region, leveraging their extensive reach and influence. The programs featured insightful panels comprising tax justice experts, media representatives, and citizens from the local communities, ensuring a diverse range of perspectives and experiences were shared.

During these engaging sessions, participants delved into in-depth discussions on the adverse consequences of irresponsible borrowing, the importance of transparent debt management, and the role of citizens in advocating for accountable governance. The live format allowed for real-time



OSUN JINGLE SCHEDULE

Rave FM 91.7 Osogbo

Date	Time
January 3	6:45pm - 7:00pm
January 10	10:45am
January 15	11:00am
January 22	9:55am
February 14	10:45am
February 22	9:55am
March 4	10:45am
March 10	10:45am

2024



Implementation (Key Activities)

interaction, enabling listeners to call in, share their thoughts, and pose questions to the panel.

The Live Radio Hour Programs served as a platform for empowering citizens, encouraging them to actively participate in the dialogue, share content, and advocate for responsible borrowing practices within their communities. By providing a space for open discussions and expert insights, these programs contributed to increasing public awareness and fostering a grassroots movement for fiscal transparency and accountability.

Radio Jingle Broadcasts and Vox Pop

To complement the Live Radio Hour Programs and extend the campaign's reach, radio jingles and vox pops were strategically integrated into the implementation strategy.

Radio jingles, produced in both English and Yoruba languages, were broadcast on various radio stations across the Southwest states, including Fresh FM in Ogun, Rave FM in Osun, Adaba FM in Ondo, and Fresh FM in Ekiti. These jingles effectively highlighted the consequences of irresponsible borrowing and emphasized the importance of transparent debt management, reaching a diverse audience and fostering meaningful dialogue.



Implementation (Key Activities)

Additionally, the campaign facilitated the production of six community-focused vox pops, conducted in both English and Yoruba languages. These vox pops empowered local communities to contribute their voices and perspectives to the ongoing conversations on responsible debt management. In collaboration with media experts, these powerful vox pops were shared across various platforms, amplifying grassroots engagement and ensuring inclusive representation.

By leveraging the power of radio jingles and vox pops, the campaign effectively disseminated its message, raised awareness, and fostered a sense of ownership and participation among citizens, ultimately contributing to the broader advocacy efforts for transparent fiscal practices and accountable governance.

Special Appearances on Radio Shows

To further extend the campaign's reach and engage diverse audiences, BBYDI secured special appearances on popular radio shows, such as "Afefe ti fe" on Bond FM in Lagos. These appearances leveraged the established platforms and large listener bases of these shows, providing unique opportunities to discuss debt justice issues and raise awareness among a broader demographic.

During these special appearances, campaign representatives and experts engaged in insightful discussions, sharing valuable insights, and addressing audience queries related to debt management, fiscal transparency, and accountable governance. These interactive sessions fostered a direct connection with listeners, enabling

them to gain a deeper understanding of the campaign's objectives and the significance of responsible borrowing practices.

By collaborating with influential radio personalities and leveraging their platforms, the campaign effectively amplified its message, reached new audiences, and encouraged greater public discourse on the topic of debt justice within the Southwest region.





Implementation (Key Activities)

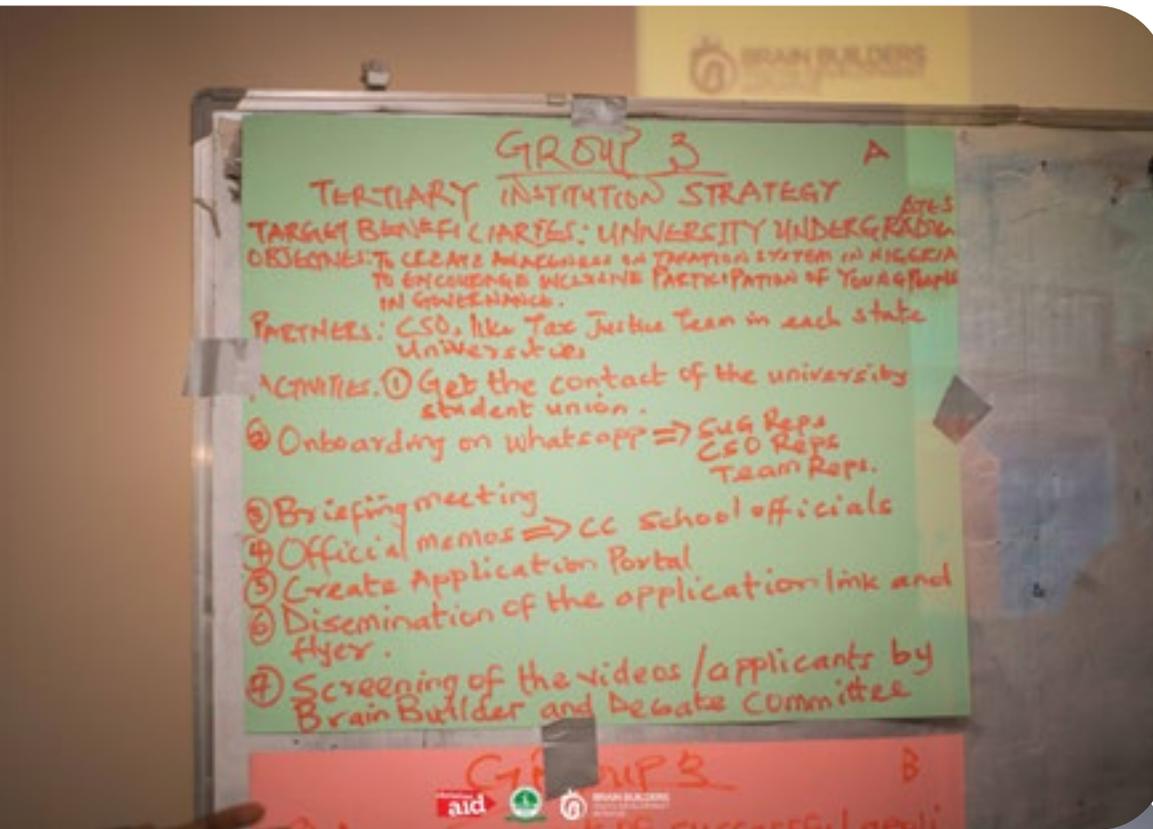


The Inter Campus Debate on Debt and Tax Justice was a strategic initiative within the campaign, aimed at engaging the youth and student population in constructive dialogues on debt justice, fostering advocacy and empowering future leaders to drive change. The debate at the preliminary stage had over 52 submissions from students across the Southwest region, shortlisted 16 finalists, and awarded prizes to the top 3 at the finals held in Osogbo, Osun State Capital. The participants were further engaged strategically as ambassadors, to extend the campaign's message to universities across the Southwest.



Summary of Key Activities

The Debt and Tax Justice Campaign employed a multifaceted approach, encompassing various key activities to raise awareness, foster stakeholder engagement, and advocate for transparent and responsible debt management practices in the Southwest region. These activities included: Zonal/Validation Meeting, Dialogue, and Press Briefing; Live Radio Hour Program on Debt Justice; Radio Jingle Broadcasts and Vox Pop; Special Appearances on Radio Shows; Debt and Tax Justice Debate; Stakeholder Consultations, Expert Engagement; Desk Research and Scorecard Development.



Summary of Key Activities



  BRAIN BUILDERS
YOUTH DEVELOPMENT
INITIATIVE

Ètọ rẹ ni!!!
Bèèrè nípa owó orí rẹ àti
owó tí ijọba f'orúkọ rẹ yá.

It is your
right!
Ask about your **tax**
and the **debt** your
government incurred

Start asking
today!!!!



  BRAIN BUILDERS
YOUTH DEVELOPMENT
INITIATIVE

FOR THE SAKE OF YOUR
UNBORN CHILDREN

ADVOCATE FOR
DEBT & TAX
JUSTICE

**SAVE
YOUR
FUTURE**

Debt Tax
Justice



  BRAIN BUILDERS
YOUTH DEVELOPMENT
INITIATIVE

**PAY YOUR
TAX!**

Demand Your
Rights from the
Government

TAX

**YOU
DESERVE
TRANSPARENCY**

Tax

Monitoring and Evaluation



BBYDI implemented a robust monitoring and evaluation framework to assess the progress, impact, and efficacy of the Debt and Tax Justice Campaign. This framework included conducting continuous assessment of the campaign's implementation to evaluate the progress made and identify areas for adjustment or improvement. Gathering feedback from stakeholders, including citizens, CSOs, media partners, and government representatives, through surveys, focus group discussions, and interviews.

Monitoring and Evaluation

Activity Timeline

The Debt and Tax Justice Campaign spanned a period of 5 months duration, with key activities implemented according to the following timeline:

DATE	ACTIVITIES
Nov 2023	The Planning Meeting
Dec 2023	Crafting of Desk Review for Tax and Debt Justice and Scorecard for the Southwest region
Dec 2023	Development of IEC Materials for SW Debt sustainability campaign
Dec 2023	Zonal/Validation Meeting, Dialogue, and Press Briefing
Jan - Mar 2024	Live Radio Hour Program and jingle on Debt Justice (Adaba FM)
Jan - Mar 2024	Live Radio Hour Program and Jingle on Debt Justice (Crest FM)
Jan - Mar 2024	Live Radio Hour Program and Jingle on Debt Justice (Fresh FM)
Jan - Mar 2024	Live Radio Hour Program and Jingle on Debt Justice (Rave FM)
Jan - Mar 2024	Live Radio Hour Program and Jingle on Debt Justice (Bond FM)
Jan - Mar 2024	Live Radio Hour Program and Jingle on Debt Justice (Fresh FM)
Jan 2024	Inter-Campus Debate on Debt Justice (Finals)
Feb 2023	Vox Pop in the Southwest Community

The timeline reflects the strategic sequencing of activities, allowing for effective planning, implementation, and monitoring of the campaign’s progress. Key milestones, such as the baseline and endline assessments, were strategically positioned to inform the campaign’s design and evaluate its overall impact, respectively.

Monitoring and Evaluation



Scope of Impact Evaluation

The impact evaluation of the Debt and Tax Justice Campaign employed a rigorous and multidimensional approach to assess its reach, outcomes, and long-term effects. The evaluation encompassed reach and visibility measure of the campaign's outreach, including the number of individuals directly and indirectly reached through various activities, media coverage, and online engagement metrics.

Monitoring and Evaluation

Impact Reach and Analysis

ACTIVITIES	STATE ACTORS	NON-STATE ACTORS	MALE	FEMALE	TOTAL
The Planning Meeting	5	273	102	176	278
Crafting of Desk Review for Tax and Debt Justice and Scorecard for the Southwest region	12	48	24	36	60
Development of IEC Materials for SW Debt sustainability campaign	0	25	14	16	30
Zonal/Validation Meeting, Dialogue, and Press Briefing	3	49	20	32	52
Live Radio Hour Program and jingle on Debt Justice (Adaba FM)	0	48	432	632	1064
Live Radio Hour Program and Jingle on Debt Justice (Crest FM)	0	72	305	481	786
Live Radio Hour Program and Jingle on Debt Justice (Fresh FM)	0	21	587	653	1240
Live Radio Hour Program and Jingle on Debt Justice (Rave FM)	0	18	287	401	688
Live Radio Hour Program and Jingle on Debt Justice (Bond FM)	0	18	204	326	530
Live Radio Hour Program and Jingle on Debt Justice (Fresh FM)	0	25	181	248	429
Vox Pop in the Southwest Community	0	27	13	14	27
Inter-Campus Debate on Debt Justice (Finals)	0	173	83	90	173
Total	20	797	2252	3105	5357

Monitoring and Evaluation

GESI UPDATE: TOTAL NUMBER OF PERSONS REACHED

Directly reached: 5,357

Indirectly reached: over 1,000,000

Sex: 60% Female and 40% Male

Age disaggregation: 18-65years

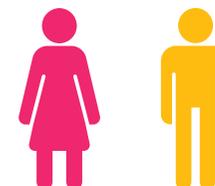
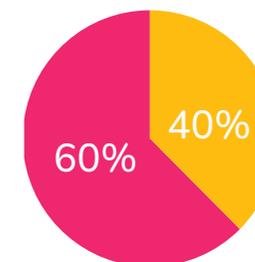
The Debt and Tax Justice Campaign achieved a remarkable reach, directly and indirectly engaging millions of individuals across the Southwest region of Nigeria. The key highlights of the campaign's impact reach and analysis are as follows:

Wide-Scale Awareness: The project reached over 1,000,000 individuals for the entire duration of the project, with a gender distribution of 60% female and 40% male. This extensive reach underscores the campaign's effectiveness in disseminating crucial information on fiscal responsibility. The wide-scale reach was achieved

through Zonal/Validation Meeting.

Dialogue, and Press Briefing: The Zonal/Validation Meeting facilitated dialogue and collaboration among stakeholders, fostering a shared understanding of the challenges and opportunities in tax and debt management. The press briefing highlighted key findings from the Desk Review, amplifying awareness and generating public interest in the campaign's objectives.

Live Radio Hour Program: The campaign conducted Live Radio Hour Programs on Debt Justice, featuring tax justice experts, media representatives, and citizens from the Southwest region. These programs provided a platform for informed discussions on responsible borrowing practices, empowering citizens to advocate for transparent fiscal policies.



1,000,000+
individuals reached

Monitoring and Evaluation

52
submissions

Radio Jingle Broadcasts and Vox Pop:

Jingles and Vox pop in both English and Yoruba were produced and broadcast on prominent radio stations across various states in the Southwest and various media platforms. These effectively highlighted the consequences of irresponsible borrowing, reaching a diverse audience and fostering meaningful dialogue.

Special Appearances on Radio Shows:

The project secured special appearances on popular radio shows, such as “Afe fe ti fe” on Bond FM in Lagos. These appearances engaged a large audience and raised awareness of debt justice issues leveraging the large audience of these platforms.

Debt and Tax Justice Debate:

The Inter Campus Debate engaged over 52 submissions and 16 debate finalists, strategically designated as ambassadors, to extend the campaign’s message to universities across the Southwest. These debaters actively advocated for responsible fiscal

practices and accountable governance among their peers, amplifying the grassroots movement for change.

Citizen Engagement:

Through Vox Pop, live radio programs and jingles, the campaign has actively involved citizens in discussions, content sharing, and advocacy for transparent borrowing practices. The Vox Pop activity facilitated community engagement through the engagement and production of six citizens impactful Vox pops, available in both English and Yoruba languages. Collaboratively created with media experts and shared across various platforms, these vox pops empowered citizens to contribute to the ongoing dialogue on transparent fiscal practices and responsible debt management.

Localised Impact and Expert

Involvement: The inclusion of tax justice experts enriched discussions and provided valuable insights into debt-related matters. The targeted radio programs in Oyo, Ekiti, Osun, Ondo, and Lagos facilitated region-specific engagement, resonating with the local audience and enhancing the campaign’s impact on responsible debt management.

The impact reach and analysis highlight the campaign’s effectiveness in raising awareness, fostering civic engagement, and advocating for responsible debt management practices across diverse segments of society in the Southwest region.

Success Stories

The Debt and Tax Justice Campaign has yielded numerous inspiring success stories that exemplify its tangible impact on individuals, communities, and institutions. Here are a few notable examples:

Citizen Empowerment Through Radio Engagements: The Live Radio Hour Program on Debt Justice provided a platform for citizens to voice their concerns, engage in discussions, and advocate for transparent fiscal practices.

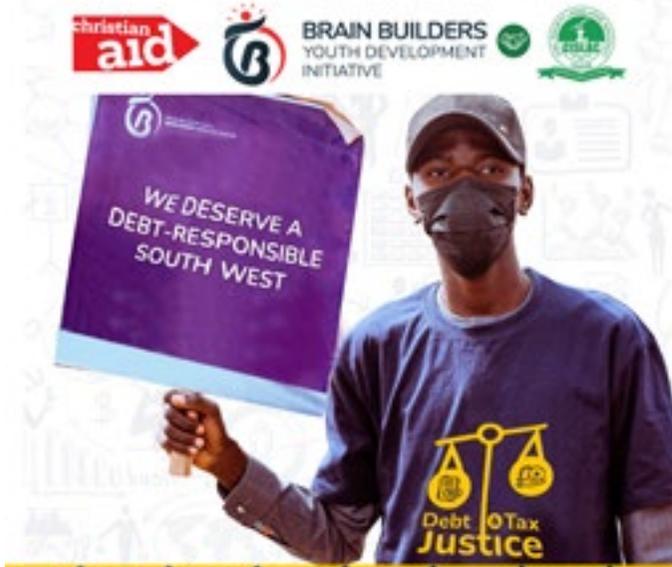
A listener from Osun shared, “The radio program opened my eyes to the importance of holding our government accountable for their borrowing practices. Now, I feel empowered to demand transparency.”

A participant in the live show from Oyo expressed, “Being part of the discussion helped me understand how debt affects our communities. I now actively share the message with my friends and family.”

Community Participation in Vox Pops: The Vox Pop activity empowered citizens across Southwest communities to contribute to the dialogue on responsible debt management. Impactful stories include:

A resident of Lagos stated, “Participating in the Vox Pop made me realize that we all have a role to play

“ *The radio program opened my eyes to the importance of holding our government accountable for their borrowing practices. Now, I feel empowered to demand transparency.* ”



Empowering Change

6
SOUTH WEST STATES
Ekiti Ondo
Osun Ogun
Lagos Oyo

Debt & Tax Justice Campaign

- Vox Pop Sessions
- Youth Challenge
- Campus Debates
- Radio Programmes
- Desk Review
- Score Card
- Press Briefings
- Zonal TownHall Meeting

Be part of the change!
Share your thoughts, join the conversation, and let's shape a debt-responsible South West future together.

#DebtJusticeSW
#TaxJusticeSW

...raising awareness ...building transparency ...ensuring prosperity

Success Stories

in ensuring our government manages debt responsibly. It's time for us to hold them accountable.”

A participant from Ogun shared, “The Vox Pop allowed us to raise awareness among our neighbours about the impact of debt on our economy. Together, we're advocating for change.”

Expert Insights & Enriching Debates: Engaging tax justice experts in the Inter Campus Debate on Debt Justice elevated the discourse and provided valuable insights. Notable impacts include:

A debater from the University of Ibadan, Mujeebah, remarked, “Having an expert guide our discussions gave us a deeper understanding of fiscal policies and their implications. We're now better equipped to advocate for accountability.”

A finalist from Osun State University, Fawas, reflected, “The debate inspired me to become an ambassador for tax justice.”

Inclusive Communication Through IEC Materials: The development and translation of IEC materials into local languages enhanced accessibility and inclusivity. Success stories include:

A community leader in Ondo, appreciated, “Receiving IEC materials in our local language made the campaign more relatable to our community members.”

A resident of Ogun, Fatima, shared, “Seeing campaign materials in our language made me feel like our voices matter. I'm now more engaged in advocating for transparent governance.”

These success stories highlight the campaign's ability to resonate with diverse audiences, empower individuals, foster community engagement, and contribute to tangible changes in attitudes, practices, and institutional frameworks related to debt management and fiscal transparency.



Challenges Encountered

Despite the remarkable achievements and impact of the Debt and Tax Justice Campaign, several challenges were encountered during its implementation. These challenges included:

1. **Funding Constraints:** Limited funding resources posed challenges in maintaining the desired quality and scale of certain project engagements, requiring strategic prioritization and resource allocation.
2. **Cost Inflation:** Unanticipated cost increases, particularly in the areas of media engagement, event logistics, and transportation, exerted pressure on the approved budget, necessitating adaptive strategies to mitigate financial constraints.
3. **Stakeholder Engagement:** Navigating the complexities of engaging diverse stakeholders, including government officials, civil society organizations, and community groups, required significant coordination efforts and tailored communication approaches.
4. **Data Accessibility:** Accessing reliable and up-to-date data on debt management practices, fiscal policies, and economic indicators across the Southwest states posed challenges, necessitating extensive desk research and stakeholder consultations.
5. **Logistical Challenges:** Coordinating activities across multiple states within the Southwest region, particularly in remote or hard-to-reach areas, presented logistical hurdles that required careful planning and resource allocation.

Despite these challenges, the Debt and Tax Justice Campaign demonstrated resilience, adaptability, and a commitment to overcoming obstacles through strategic planning, stakeholder collaboration, and innovative approaches to achieving its objectives.



Conclusion and Recommendations

The Debt and Tax Justice Campaign by BBYDI made significant strides in raising awareness, fostering civic engagement, and advocating for transparent and responsible debt management practices in the Southwest region of Nigeria. Through its multifaceted approach, collaborative efforts, and strategic interventions, the campaign has contributed to empowering citizens, influencing policy dialogues, and promoting sustainable economic development.

It is recommended that continued awareness-raising initiatives, leveraging various media platforms, community outreach programs, and strategic partnerships to reach a broader audience and reinforce the importance of responsible debt management and fiscal transparency.



Christian aid | **BRAIN BUILDERS** YOUTH DEVELOPMENT INITIATIVE | **UN WOMEN**

Building the Foundations for Regional Growth

Investment in key areas of any state is important and as such governments should:

- Invest in roads, schools, hospitals, and digital infrastructure to connect communities.
- Support local businesses to create job opportunities and stimulate economic development.
- Partner with international agencies for the sustainable development of South West Nigeria.

4

Development for South West Nigeria

#TaxJusticeSW #DebtJusticeSW

in X @ @votenaja

News Features & Publications (BBYDI)

1. <https://www.thecable.ng/cso-asks-south-west-states-to-check-rising-debt-level-says-excessive-borrowing-unhealthy/>
2. <https://punchng.com/experts-seek-accountability-in-tax-debt-management/>
3. <https://afrikaeyes.com/24643-2/>
4. <https://factualtimesng.com/reduce-your-appetite-for-foreign-loans-cso-cautions-southwest-governors/>
5. <https://www.thisdaylive.com/index.php/2023/12/13/cso-urges-lagos-other-south-west-states-to-halt-rising-debt-levels?amp=1>
6. <https://sobifm.com/cso-urges-lagos-other-south-west-states-to-halt-rising-debt-levels/>
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Appendix

1. [BBYDI Debt and Tax Justice Event](#)
2. [Inter-Campus Debate Resources](#)
3. [Debt Sustainability Assessment](#)
4. [Stakeholder Planning Meeting](#)
5. [Publication](#)
6. [Video Jingle](#)
7. [Audio Jingle](#)

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