

YOUTHGOVTRACKA

Impact Report

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ABOUT BBYDI



Brain Builders Youth Development Initiative (BBYDI) is a nonpartisan, not-for-profit civic organization dedicated to fostering socio-political change and community development in Nigeria. Established in 2014, BBYDI has evolved into a leading youth-led, women-led organization committed to promoting good governance, civic engagement, and sustainable communities across the nation.

Mission & Vision

BBYDI's mission is to empower young people and local communities to drive sustainable development from the grassroots level. We are committed to promoting good governance, youth entrepreneurship, civic engagement, and advancing civic liberties, all while championing the United Nations' Sustainable Development Goals (SDGs) within Nigerian communities. As a gender-inclusive youth advocacy group, we provide a platform for women to contribute to various socio-political spheres through social engagements, girl-child education, women's rights campaigns, and technology advocacy.

Core Values

At BBYDI, our core values include integrity, transparency, accountability, innovation, inclusivity, and collaboration. These values guide our approach to community engagement and development, ensuring that our projects are community-owned and sustainable. We leverage community-based needs assessment strategies to identify pressing local issues and develop tailor-made solutions for lasting impact.

Strategic Focus Areas and Notable Projectstation

Democracy and Governance: We champion active civic engagement and transparent governance by leveraging research, data, and technology. Our initiatives empower youth to participate meaningfully in democratic processes, advocate for their rights, and hold leaders accountable.

Notable projects include:

- **YouthGovTracka:** Launched in July 2023, tracks campaign promises and performance of state governors, promoting accountability through youth engagement.
- **Election Violence Incidence Tracker (EVIT):** A citizen-focused platform created to understand, analyze, and track violence incidents before, during, and after elections, promoting peaceful electoral processes.
- **Debt and Tax Justice:** We advocate for favorable socio-economic policies, monitor public projects and budgets, and foster socio-political engagements to drive positive change.

Online Safety and Digital Rights: We educate youth about responsible internet use, cyberbullying prevention, and digital literacy, ensuring accountability and uplifting marginalized populations.

A key initiative is:

SaferNet Initiative: Through our Inaugural fellowship, SaferNet Digital Rights and Online Safety Fellowship educated Nigerian youth on responsible internet use, cyberbullying prevention, and digital literacy

Know Covid19: Implemented to combat the spread of misinformation surrounding COVID-19 in Northern Nigeria, this project utilized culturally relevant radio programs and SMS campaigns to disseminate accurate information.

Climate and SDG Awareness: Dedicated to raising awareness about climate change and the SDGs, we educate and empower communities on environmental conservation and sustainable practices. Our "Localising the SDGs" program targets rural communities through grassroots interactions and empowerment, engaging change-driven residents across Nigeria's 774 local government areas.



Gender: Addressing gender-based violence (GBV) and harmful practices like female genital mutilation (FGM) is central to our mission. Our GBV programs are funded by organizations such as the Ford Foundation, aiming to combat online GBV and promote women's safety. Additionally, our FGM program, supported by UNFPA and UNICEF, focuses on eradicating this harmful practice through education and community engagement.

- **Space for Her:** Launched in 2023, this project aims to empower aspiring female political leaders in Nigeria through a comprehensive 6-week curriculum covering political savvy, leadership development, communication, and campaign strategy. The program has seen tangible success, with participants like Miss Rukayat Shittu now holding political office.
- **Gender-Based Violence Prevention Initiatives:** Focusing on Kwara, Osun, and Niger states, we engage traditional leaders to challenge harmful gender norms and promote gender equality, aiming to increase community awareness and build sustainable networks for GBV prevention and response.

Education: BBYDI strives to provide quality educational opportunities, particularly in underserved communities. Our Edutech initiatives advocate for integrating artificial intelligence to enhance the quality and reach of education. We have successfully trained over 100,000 individuals in essential digital skills, bridging the digital divide and promoting digital inclusivity.





About YouthGovTracka



YouthGovTracka is an innovative online platform developed by the Brain Builders Youth Development Initiative (BBYDI), with support from the Youth Democracy Cohort and the European Partnership for Democracy. Launched in July 2023, its primary objective is to bridge the gap between Nigerian governors and the youth populace, fostering a culture of transparency and accountability in governance.



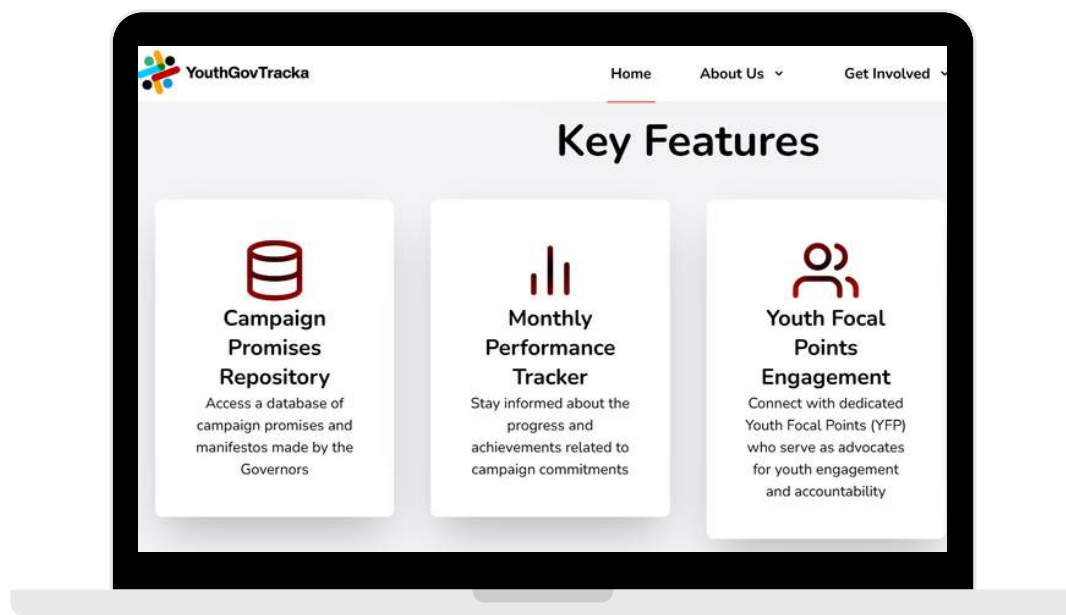
In Nigeria's evolving democracy, there is a pressing need for informed and engaged citizens who actively participate in shaping policies and decisions. However, a significant challenge has been the frequent discrepancy between political campaign promises and their subsequent fulfilment. A study on the 2019 General Elections by the Department of Political Science, Ekiti State University has highlighted that unfulfilled campaign promises remain a persistent issue, undermining public trust in the electoral process. Platforms like YouthGovTracka address this gap by providing a centralized hub for tracking the commitments made by state governors, thus empowering citizens, especially the youth, to hold their leaders accountable.

By offering a user-friendly interface that monitors the progress of campaign promises, YouthGovTracka not only informs the public but also encourages active civic engagement. This initiative aligns with global efforts to enhance democratic processes through technology, reinforcing the importance of transparency and accountability in governance. Through such platforms, citizens are better equipped to demand effective service delivery, contributing to the strengthening of democratic institutions and the promotion of good governance in Nigeria.

Key Activities

Development of the YouthGovTracka Web Platform

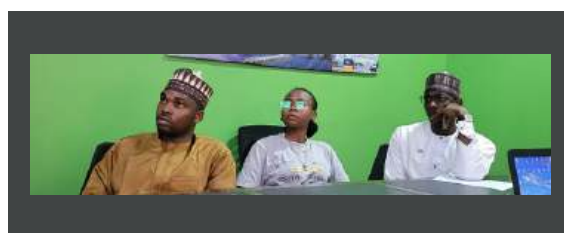
YouthGovTracka has established a comprehensive web platform (www.youthgovtracka.org) that serves as a centralized repository for the campaign promises and manifestos of Nigeria's 36 governors. This platform features a dynamic dashboard that provides monthly performance trackers, enabling citizens to monitor the fulfilment of electoral commitments. Beyond tracking, YouthGovTracka fosters civic engagement by offering avenues for citizens to express opinions, access curated news, and participate in discussions, thereby strengthening the interface between the populace and government.



Engagement of Youth State Champions for Accountability



To drive grassroots accountability, YouthGovTracka recruited 36 Youth Focal Points, ensuring gender balance with 50% female representation. These state champions underwent training in research methodologies, data collection, and advocacy strategies. They actively engaged local communities, organized events, and facilitated dialogues between citizens and government officials, promoting transparency and responsive governance. This initiative aligns with global best practices in civic engagement, empowering youth to be catalysts for democratic accountability.

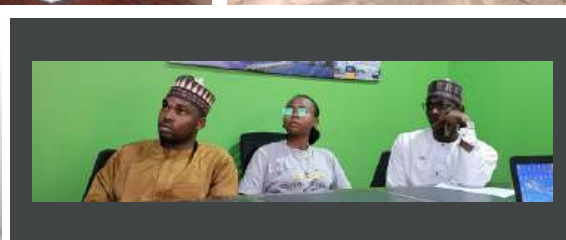








AKO CITIZENS ENGAGE PROJECT PROUDLY SPONSORED BY  UK International Development 





Development of the Office of the Citizen Toolkit

Recognizing the need for informed civic participation, YouthGovTracka developed the "Office of the Citizen Toolkit." This resource compiles constitutional and legal guidelines for engaging with government structures and advocating for transparent governance. The toolkit was disseminated in multiple local languages, ensuring accessibility across diverse communities. Complementing this effort, the initiative produced jingles and collaborated with radio stations to broadcast live shows, further educating citizens on their rights and avenues for governmental engagement.



**Office Of
The Citizen
Accountability
Toolkit**



**Ohun èlò irinṣé
Ófīṣì Àwọn Ará Ilú
tí ó n mú lṣọba Jábọ
Lórí Ojúṣe wọn**



**Ụlọ ọrụ ndị amaala
Àkúrụngwa ịdị uchu**



**Takardar jagora na
ofishin yan kasa domin
bibiyar hakkokin jama'a**

Hosting Step-Down Trainings and Regional Town Hall Meetings

YouthGovTracka organized regional town hall meetings across Nigeria's six geopolitical zones, convening stakeholders including government officials, traditional and religious leaders, youth groups, and civil society organizations. These forums focused on educating participants about governmental accountability mechanisms and promoting active citizenship. Additionally, the initiative hosted various competitions, such as debates and oratory contests, to stimulate youth interest in governance and policy discourse. These activities are consistent with international approaches to fostering civic responsibility and youth participation in governance.





SouthWest Regional Town Hall YouthGovTracka SouthWest Regional Town Hall



Tracka SouthWest Regional Town Hall Meeting



Production and Broadcast of Menu of Commitment Jingles with Live Radio Shows

To amplify its message, YouthGovTracka produced jingles outlining the "Menu of Commitments," which were aired on multiple radio stations. These broadcasts were accompanied by live shows that facilitated interactive discussions, allowing citizens to engage directly with policymakers and express their concerns. This multimedia approach enhanced public awareness and participation, exemplifying effective use of media in civic engagement.

OUTCOMES AND IMPACT

Social Media Advocacy Campaign for Good Governance

YouthGovTracka's state champions conducted targeted 30-day social media campaigns across platforms like Facebook, X (formerly Twitter), and LinkedIn. These campaigns achieved a reach of 14 million people, generating 27 million impressions on Facebook, 11 million on X, and 15 million on LinkedIn. The consistent use of the #YouthGovTracka hashtag fostered widespread discussions on governance and accountability, demonstrating the power of digital platforms in civic mobilization.



Radio and Television Appearances

To broaden its outreach, YouthGovTracka's champions participated in 15 radio programs and three television appearances, discussing topics related to youth participation in politics and governmental accountability. These appearances educated the public and reinforced the importance of holding elected officials accountable, utilizing traditional media to complement digital efforts.

Tracking, Partnerships, and Training of Other Youth-Led and Democracy-Driven Organizations

The state champions proactively analyzed state budgets, developed advocacy materials, and engaged with 79 youth-focused organizations, including community-based and civil society groups. They also interacted with 49 government officials, including youth and sports commissioners, state assembly members, and permanent secretaries. These efforts facilitated partnerships, capacity-building, and collaborative initiatives aimed at enhancing governance and youth involvement in the democratic process.

Through these comprehensive activities, YouthGovTracka has significantly contributed to enhancing governance transparency, promoting active citizenship, and empowering youth to play a pivotal role in Nigeria's democratic processes.

ACTIVITIES IN NUMBER; TOWN HALL MEETING

REGIONS	TOWN HALL MEETING	DEBATE COMPETITION
North East	59	167
North West	111	217
North Central	78	
South West	69	134
South South	102	196
South East	86	206



CHALLENGES ENCOUNTERED

Lack of Responsive Public Office Holders

During the initial phases of the YouthGovTracka project, our champions across various states encountered significant challenges in engaging with public office holders. A prevailing reluctance within government ministries and commissions to acknowledge and collaborate with youth-led initiatives was evident. This apathy stemmed from a longstanding perception that marginalized youth voices lack relevance in decision-making processes. Consequently, accessing key government figures, including commissioners and officials from ministries such as youth development, budget, and planning, proved to be a formidable task. However, as the project gained momentum and demonstrated tangible impact, previously unresponsive ministries began to show a renewed willingness to engage with our focal points.

Political Skepticism and Apathy

Our focal points also faced the challenge of widespread political skepticism and apathy among citizens. Many individuals exhibited indifference towards political processes, often attributing this disengagement to a perceived ineffectiveness of their participation and a deep-seated distrust in the political system. This sentiment is reflected in studies highlighting a decline in voter turnout and civic involvement in Nigeria [citeturn0search3](#). To address this, our champions intensified efforts to demonstrate the transformative potential of YouthGovTracka, emphasizing its role as a catalyst for change and a platform for authentic youth engagement in governance.



CONCLUSION & JUSTIFICATION FOR SCALE-UP

The implementation of the YouthGovTracka project illuminated several systemic challenges inherent in Nigeria's political landscape, including political apathy, governmental disengagement, and entrenched perceptions of governance. Despite these obstacles, the initiative has underscored a pressing need for contemporary civic engagement tools and platforms that resonate with the youth demographic. The positive shifts observed, such as increased youth participation and heightened governmental responsiveness, validate the efficacy of the project. Therefore, we advocate for the expansion of YouthGovTracka, proposing the establishment of a fellowship program dedicated to continuous advocacy. This fellowship would focus on bridging the gap between youth and governance, ensuring sustained youth involvement in political processes and fostering a culture of accountability and transparency.

APPENDIX

Picture Gallery

[Town Hall Meeting in Southwest Pictures](#)

[Town Hall Meeting in North Central; Pictures](#)

[Town Hall Meeting in Northeast Pictures](#)

[Town Hall Meeting in Northwest Pictures](#)

[Town Hall Meeting in Southeast Pictures](#)

[Northeast Tertiary Debate Competition Pictures](#)

[South-South Youth Summit pictures](#)

[South East Oratory contest pictures](#)

[South West Debate competition pictures](#)

[Northwest Regional Inter Schools Debate Competition pictures](#)





Contact Us



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