



## **FINAL REPORT:**

# **ADVOCACY IN RESPECT OF SUSTAINABLE DEVELOPMENT GOALS AND GENDER EQUITABLE BUSINESS MODELS WORKSHOP**

**PRESENTED BY QUANTUM LEARNING SOLUTIONS  
(QLS) ON BEHALF OF ITS PARTNERS - CRESTED  
EDGE DISCOVERY HOUSE (CEDH) AND BOSS  
ASSOCIATES LIMITED (BAL)**

This document provides a detailed report of the above titled workshop originally scheduled to hold on 4th and 5th July 2017 which finally held on 25<sup>th</sup> July, 2017.

The project was commissioned as a partnership between Centre for Human Development (CHD) and Quantum Learning Solutions (QLS). Upon a mutual execution of an MOU, the project was launched.

QLS further partnered with Crested Edge Discovery House (CEDH) and Boss Associates Limited (BAL), two organizations with track records in the execution of related projects in various capacities. The organizations are led by Kenny Omojola and Adebimpe Opegbemi respectively.

Responsibilities were allocated as follows:

QLS

1. Project design and development (Lead)
2. Marketing materials development
3. Online marketing campaign coordination
4. Providing regular reports to CHD
5. Overall project management and quality assurance (Lead)
6. Workshop facilitation

CEDH

1. Marketing and strategic partnerships
2. Workshop planning and implementation (Lead)
3. Workshop facilitation (Lead)
4. Providing and closing leads with network of prospective companies and organizations
5. Overall project management and quality assurance

BAL

1. Marketing and strategic partnerships (Lead)
2. Providing and closing leads with network of prospective companies and organizations (Lead)
3. Workshop planning and implementation
4. Workshop facilitation

**Project Initiation and Meetings**

The team immediately created a functional whatsapp group where members meet virtually every day. Up to the minute updates, progress and challenges are shared and contributions made by each member.

The team also met face to face on 5 occasions to brainstorm, strategize and allocate responsibilities accordingly.

## Marketing Materials Development

The following content were developed to market the workshop to various stakeholders:

1. Letters of invitation targeting medium to large organizations were developed and hand delivered to over 100 organizations. Acknowledgement copies were received.
2. Website content was created with more details about the workshop and clear call to action and registration forms
3. Content for the flier content was also produced. Thereafter, 2,000 fliers were printed. The primary mode of delivery was through newspaper insertions in Ikoyi, Victoria Island, Lekki and Ikeja.
4. Email marketing content was also churned and rolled to more than 6,500 executives across organizations and industries.
5. Facebook and LinkedIn campaign/ads were also created. CHD's existing facebook and linkedin pages were used to push the message across social media.

## Programme Design

In line with the theme of the workshop, the team met on a number of occasions to brainstorm possible topics leveraging UNGC/UN Women's past workshops and conference agenda. We arrived at the following final content for the workshop after extensive deliberation and consultations.

<b>TIME</b>	<b>TOPIC</b>	<b>FACILITATOR</b>
<b>DAY 1</b>		
8:30am – 9:00am	Registration and Networking	Admin Officer
9:00am – 9:05am	Opening Prayer	Participant
9:05am – 9:10am	Welcome	Prof Simi Afonja/Dr. Ani/CHD
9:10am – 9:20am	Goodwill Messages	UNWomen/NECA
9:20am – 9:35am	Keynote Address	Prof Simi Afonja/Dr. Ani/CHD
9:35am – 10:15am	The World We Want: Delivering 2030 Agenda Through The Gender Window	UN Women
10:15am – 10:30am	The Women Empowerment Principles	UN Women
10:30am – 11am	<b>Tea Break</b>	Admin Officer

11:00am – 12.30pm	Gender Equitable Business Models and Realizing the Gender Dividend	Anthony Alagbile
12.30pm – 1:00pm	<b>Spotlight:</b> Men, Business, and the Gender Equality Advantage	Segun Oshinowo
1:00pm – 2:00pm	<b>Lunch</b>	Admin Officer
2:00pm – 3:30pm	<b>Panel Discussion -</b> Promise and Challenge: Value Chain, Diversity, Inclusion, Innovation and Safety	Lead – Adebimpe Opegbemi
3:30pm – 4:00pm	Plenary Session	Kenny Omojola
4.00pm	Closing Prayer	Participant
<b>DAY 2</b>		
9:00am – 9:05am	Opening Prayer	Participant
9:05am – 9:30am	Review and Goodwill Messages	Adebimpe Opegbemi
9:30am – 10:30am	Success Stories	Kenny Omojola
10:30am – 11am	<b>Tea Break</b>	
11:00am – 12.30pm	The Role Of Employers And Employees In Creating A Gender Equitable Workplace	Mrs Ope Wemi Jones Access Bank
12.30pm – 12:45pm	Spotlight: Stories from the Frontlines - Women Leading Business	Mrs Ogunlesi or Mrs Haastrup
12:45pm – 1:45pm	<b>Lunch</b>	Admin Officer
1:45pm – 2:30pm	Developing and implementing gender friendly policies and procedures that align with global best practices	Anthony Alagbile
2:30pm – 3:30pm	<b>Breakout Session:</b> Action Plans for Impact - Setting Goals, Targets and Measurements	All Facilitators
3:30pm – 4:00pm	Plenary Session	Anthony Alagbile
4.00pm – 4.30pm	Closing Ceremony	Adebimpe Opegbemi
4.30pm	Closing Prayer	Participant

However as a result of the few responses we received before the workshop, we decided to make it a one day event with two main topics namely: **The World We Want: Delivering 2030 Agenda Through The Gender Window and Gender Equitable Business Models and Realizing the Gender Dividend.**

**The powerpoint presentations have been sent in a separate mail.**

### **Advocacy and Marketing**

The team worked assiduously to spread the message about the seminar as wide as possible. Apart from the various channels mentioned above, we also had face-to-face meetings with decision makers to sell the idea of the workshop and the initiative as a whole. Team members were available to receive inquiries and answer calls and text messages from prospective participants.

## **Workshop Delivery**

### **Facilitators**

The following facilitators were originally identified and enlisted to anchor the programme:

1. Dr. Nadu Denloye – Board Chair, LEAP Africa & Director CDNET Limited
2. Mrs Opewemi Jones – Head, Inclusive Banking, Access Bank
3. Dr. Monica Orisadare – Senior Lecturer, Department of Economics, Obafemi Awolowo University, Ile-Ife
4. Kehinde Omojola - Chief Executive Officer, Sycamore Edge Nigeria Limited
5. Opegbemi Adebimpe – Chief Executive Officer, Boss Associates Limited
6. Anthony Alagbile – President/Managing Psychologist, Institute of Industrial and Organizational Psychology

As a result of the poor response to the programme, only two of the facilitators finally delivered sessions on the day of the workshop. These are Mrs. Kehinde Omojola and Mr. Anthony Alagbile.

### **Workshop Venue and Logistics**

The workshop finally held at Nigerian Employers’ Consultative Association (NECA) House, Alausa, Ikeja on 25th July 2017. We had deposited N50,000 which was applied to the small meeting room we used for the workshop. Fortunately, based on relationship with the leadership of NECA House, the venue was given to us free. However, the amount will not be transferred to us. We have to use the venue for another event for the amount to be applied.

Other logistics such as course materials production, arrangement for feeding, etc was put on hold due to lack of funds and subsequent decision to postpone the workshop owing to low registration numbers.

### **Economics of the Project so far**

CHD disbursed the total sum of N500,000 to Quantum Learning Solutions’ Account. The expenses are detailed below. We have a balance of N90,000 remaining. N50,000 can only be paid in kind whenever we use the venue in the near future. N40,000 will be transferred to CHD’s account.

Expenses so far (from all partners and consultants)

Item	Cost (Naira)	
Website design deposit	30,000	
Design of flier	10,000	
Printing of fliers	35,000	
Facebook and LinkedIn	44,867	

push so far		
Transportation expenses	40,500	
Phone Calls	18,700	
Internet Data	34,000	
Newspaper insertion	9,500	
Fueling	15,000	
Email marketing blast	5,000	
Printing of letters and acknowledgment	62,500	
Delivery of 100 letters	30,000	
Course Materials and Folders (several still left)	13,000	
Venue (to be refunded in kind)	50,000	
Tea Break and Snacks	12,750	
Total	455,817	
Cash balance due to CHD	40,183	

### **Leads and enrollment**

Initially, the workshop was postponed as a result of low enrollment. This was to enable us pursue the promising leads that showed up just before the initial date. As at Monday, 24<sup>th</sup> July, 2017 seven delegates representing their respective organizations had indicated interest to attend the workshop.

The organizations represented are as shown below:

Access Bank – 2 delegates

UAC – 2 delegates

Flour Mills – 1 delegate

Airtel – 1 delegate

However, these organizations were yet to pay as at 24<sup>th</sup> July. On the eve of the workshop, we had to extend invitation to other organizations to attend free of charge in view of the low number. This call attracted two organizations in addition to the foregoing organizations: 1. Palm Heights School – Mrs Nogwero Eboli 2. Wheels of Hope Rising Foundation – Ms.Adigun Temitayo

Surprisingly, on the day of the workshop, none of the initial companies listed above showed up. There was heavy downpour on the day of the workshop. We suspected that may have contributed to the no show up.

It is worthy of note that the initial five persons/organizations that registered to attend the workshop on 4<sup>th</sup> and 5<sup>th</sup> July had dropped their nominations.

UN Women had indicated interest to partner with us but until the day of the workshop we could not get an appointment to concretize working relationship with them.

After the workshop, we got a call from Ministry of Women Affairs that they are sending a delegate. It was already too late.

Below are the details of participants who finally attended the workshop:

1. Mr. Olagunju David, Centre for Human Development
2. Taiwo Jegede - Sycamore Edge Limited
3. Kehinde Omojola - Sycamore Edge Limited
4. Opegbemi Boss Associates Limited represented
5. Dada Oluseyi - Ignite Genius Academy
6. Chris Agina - Ignite Genius Academy
7. Mrs Nogwero Eboli – Palm Heights School
8. Ms.Adigun Temitayo - Wheels of Hope Rising Foundation
9. Anthony Alagbile –Quantum Learning Solutions

We received dozens of other calls and messages in response to our advocacy and marketing efforts. Unfortunately, most did not translate to enrollment as they were discouraged by the fees.

## **Challenges**

We experienced a number of challenges in organizing the workshop.

1. It appears that the workshop fees of 70k were an issue for most prospective organizations and individuals. 2
2. Most of the companies we are targeting are large conglomerates with layers of bureaucracy as it regards signing up for initiatives as this. Consequently, it can take several weeks to months before a decision is made. This was a constraint that we had to deal with. Hence, the low patronage.

## **Lessons learned and Recommendations**

- Perhaps we should have channeled resources towards inviting organizations to participate for free in the initial workshop. A number of organizations were skeptical of attending since they had not heard about us before now. The fee tag made matters worse. We suggest that in subsequent workshops, we should focus our energies toward mobilizing as many organizations to attend a one day dialogue.
- Advocacy should begin at least 3 months ahead as most big organizations have layers of bureaucracy. It seems that this bureaucracy was what made the organizations that indicated interest not to make payment or attend even though they had either called or sent messages indicating interest.

- Courtesy visits should be paid to all organizations that indicated interest (both those that later attended and those that did not) to enlist them in the next dialogue which we propose should be free. Since most of them approached us on their own after receiving our letters, handbills or accessing our adverts online, it shows they are most likely to partner with us.
- One of the proposed facilitators (Dr. Nadu Denloye, Board Chair, LEAP Africa & Director CDNET Limited) who could not make it expressed strong interest to assist us in pushing the initiative further in her organization, now that she sees the big picture clearly. She needs ample time and notice. We'll need to follow up with her.

## **Conclusion**

We thank CHD for the opportunity given our consortium to drive this project. We are impressed by the level of trust and responsibility reposed on us. As suggested, we need to start another round of planning to invite organizations to participate in a plenary dialogue on SDGs and Sustainable Business Models. The dialogue should be sponsored by a donor agency.