



STATUS/INTERIM 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 progress made in preparation for the above titled workshop originally scheduled to hold on 4th and 5th 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

| TIME | TOPIC | FACILITATOR |
|-------------------|---|------------------------------|
| DAY 1 | | |
| 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 | Tea Break | Admin Officer |
| 11:00am – 12.30pm | Gender Equitable Business Models and Realizing the Gender Dividend | Anthony Alagbile |
| 12.30pm – 1:00pm | Spotlight: Men, Business, and the Gender Equality Advantage | Segun Oshinowo |
| 1:00pm – 2:00pm | Lunch | Admin Officer |
| 2:00pm – 3:30pm | Panel Discussion - 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 |
| | | |

| DAY 2 | | |
|----------------------|---|--------------------------------------|
| 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 | Tea Break | |
| 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 Hastrup |
| 12:45pm – 1:45pm | Lunch | 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 | Breakout Session: 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 |

Workshop Materials Development

Each identified facilitator/speaker was commissioned to develop and make their delivery materials available at least two days before the workshop. As at Friday, 30th June, only one of the facilitators had finished preparing her slides. Others confirmed they were still working on theirs to be delivered on Monday, 3rd July. However, due to the proposed postponement, the pace was reduced. It is our duty to ensure slides' production is resumed and completed within a week.

Advocacy and Marketing

The team has 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.

Facilitators

The following facilitators were 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. Kenny 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

Workshop Venue and Logistics

The workshop was originally slated to hold at Nigerian Employers' Consultative Association (NECA) House, Alausa, Ikeja on 4 and 5 July 2017. As at 30th June, we had made a deposit of 50,000 naira for the venue of the programme. We could not proceed with other logistics due to unavailability of funds. The administrator of the events centre has been hinting that the hall is not guaranteed if we have not yet paid in full.

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

So far, CHD has disbursed the total sum of N300,000 to Quantum Learning Account. The expenses so far are detailed below. Please note that receipts/invoices have been submitted covering the sum of N256,892. The balance will be sent shortly once more receipts come in.

Expenses so far (from all partners and consultants)

| Item | Cost (Naira) | |
|--|--------------|--|
| Website design deposit | 10,000 | |
| Design of flier | 10,000 | |
| Printing of fliers | 35,000 | |
| Facebook and LinkedIn push so far | 33,867 | |
| Transportation expenses | 25,500 | |
| 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 | |
| Total | 339,067 | |
| Balance due to QLS | 39,067 | |

Leads and enrollment

As at Thursday last week, six persons representing their respective organizations had registered for the workshop. Two had paid as at close of business on Friday. Two may have dropped the ball as they are no longer responding to our calls. With the new dates we would ascertain how many of them will still be available.

Below are the details of registered participants:

1. Olagunju Security Limited represented by Olagunju Olusola Joseph
2. Woman and Child Foundation represented by Osaretin
3. Omokorede Fasoro
4. Redwood Consulting represented by Hannah Emanehi Oyebanjo
5. Debby Samuel

We received dozens of other calls and messages in response to our advocacy and marketing efforts.

Challenges

We experienced a number of challenges thus far, mostly around timing and funding.

1. Funds are not timely released due to CHD's strict disbursement policies. This is understandable but we must not fail to mention that this affected the pace of our advocacy and mobilization. We suggest having funds readily available upon request as everything is time bound.
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 is a constraint for us. Hence, the low patronage. With the extension of about 3 weeks, we hope to be able to enlist more of these organizations and participants and partners.

Decision to postpone and new opportunities

Last weekend, we reached a tentative decision to postpone the workshop partly due to the encouraging enrollment. A new date has been tentatively fixed for 25 and 26 July.

On Monday, we started receiving calls and acknowledgements from a number of organizations we had initially targeted through various channels. Access Bank, Airtel Networks and Nigerian Ports Authority are prominent names among the interested organizations. We also touched base with UN Women and they are very willing to work with us since dates have changed and they can now be flexible to accommodate us.

These are prospects with different intentions. In the next couple of days, we intend to concretize our discussions with them and elicit the exact ways these organizations will support and advance this cause.

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. We are determined to justify this opportunity and make it a success. We believe many more organizations will sign up in the coming weeks before the programme since we already have a solid marketing structure on ground.