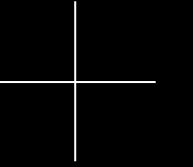


//CABA
Creating a Better Africa

Dam, not damned

SAVE OUR CLIMATE, SAVE OUR LIVES



Background

01

Insight

Climate change and flooding are interconnected and need to be addressed to prevent severe impacts through proactive measures.

People lack awareness to sustain their environment

Government agencies are irresponsive and reactive

02

Challenge

Floods in Nigeria caused by climate change result in severe damage to infrastructure, loss of lives, displacement of people, and economic setbacks. Mobilize relevant stakeholders

03

Objectives

Increase institutional awareness about the impact of flooding and climate change in Nigeria, and mobilize action

Empower communities in flood-prone regions to be more resilient and better prepared for flooding:

Promote at least one environmentally-friendly practice

Who are we speaking to?

Government agencies

NATIONAL EMERGENCY MANAGEMENT
AGENCY (NEMA), NIGERIA
HYDROLOGICAL SERVICES AGENCY
(NIHSA) E.T.C
MINISTRY OF ENVIRONMENT ON
NATIONAL AND STATE LEVELS

Environmental NGO's & Community
based organizations in flood prone
areas.

Residents in flood prone areas in
Nigeria

Target Audience Insight

The campaign would aim to reach a wide range of audiences who are interested in protecting the environment, promoting sustainable living, and addressing the impact of climate change in Nigeria. The target audience is made up of environmentally conscious individuals, young people, and government officials.



BIG IDEA

Dam, not damned

SAVE OUR CLIMATE, SAVE OUR LIVES

"Dam not Damned" is a campaign with an urgent tone that prompts government agencies and relevant stakeholders to prioritize the construction of a dam as a means of resolving the flooding problem in Nigeria. The campaign highlights the fact that a delay in building the dam could lead to more loss of lives and properties, making it crucial to act now. Additionally, the campaign emphasizes the need to save our climate and lives by taking proactive measures to prevent further environmental degradation. It simply states build a dam before more people are damned, the message through the campaign is direct and emotional.

STRATEGIC DIRECTION

EDUCATE, ENGAGE, EMPOWER & ENFORCE

EDUCATE

GOVERNMENT AGENCIES

Documentary Series: The Silent Killer

Social media hashtags to generate flood victim stories

Broadcast public service announcements on flood prevention and management.

Newsletters and CABA website update

NGO'S & PRIVATE SECTOR

Documentary Series: The Silent Killer

Social media hashtags to generate flood victim stories

Broadcast public service announcements on flood prevention and management.

Newsletters for NGO's and collaborative CSR plan for companies to join the hashtag (Save our lives walk)

RESIDENTS OF FLOOD PRONE AREAS

Documentary Series: The Silent Killer

Provide flood preparedness training to communities

Use gamification to incentivize behavior change

Engage

Influencer marketing

Partnerships with social media influencers, celebrities, and public figures will amplify the campaign's message. #buildthedamsavelives
Temilade Salami, Chima Williams

Fundraiser

Launch a crowdfunding campaign:
Crowdfunding can be a powerful tool for raising awareness and generating funds for flood prevention and management efforts. Be a flood fight force

Brand partnerships with eco-friendly brands

Eco-friendly brands will collaborate with the campaign to create co-branded merchandise or exclusive products, where a portion of the proceeds goes towards the campaign's cause.

Empower

Save lives chatbot

An interactive ActNow chatbot that recommends daily actions for people to reduce their carbon footprint.

Community outreach

Pop-up events at different flood-prone areas to enlighten and train locals on proactive measures:
operaton skill up

Emergency flood centres

The fundraiser will fund these centers in collaboration with community organizations

Enforce

Mobile App:

A mobile app that provides real-time flood alerts, evacuation procedures, and flood prevention tips can be a useful tool for communities in flood-prone regions of Nigeria. The app can also include interactive features such as a chatbot to answer questions,



Advocacy

International Advocacy, Creating a Better Africa will engage with government agencies and policy-makers to advocate for policies that support flood prevention and management efforts.



Government, NGO, and Private Sector:

Television, Nation radio stations, Social media; LinkedIn, Instagram and OOH

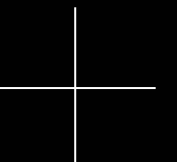
Residents and Victims of Flood-Prone Areas:

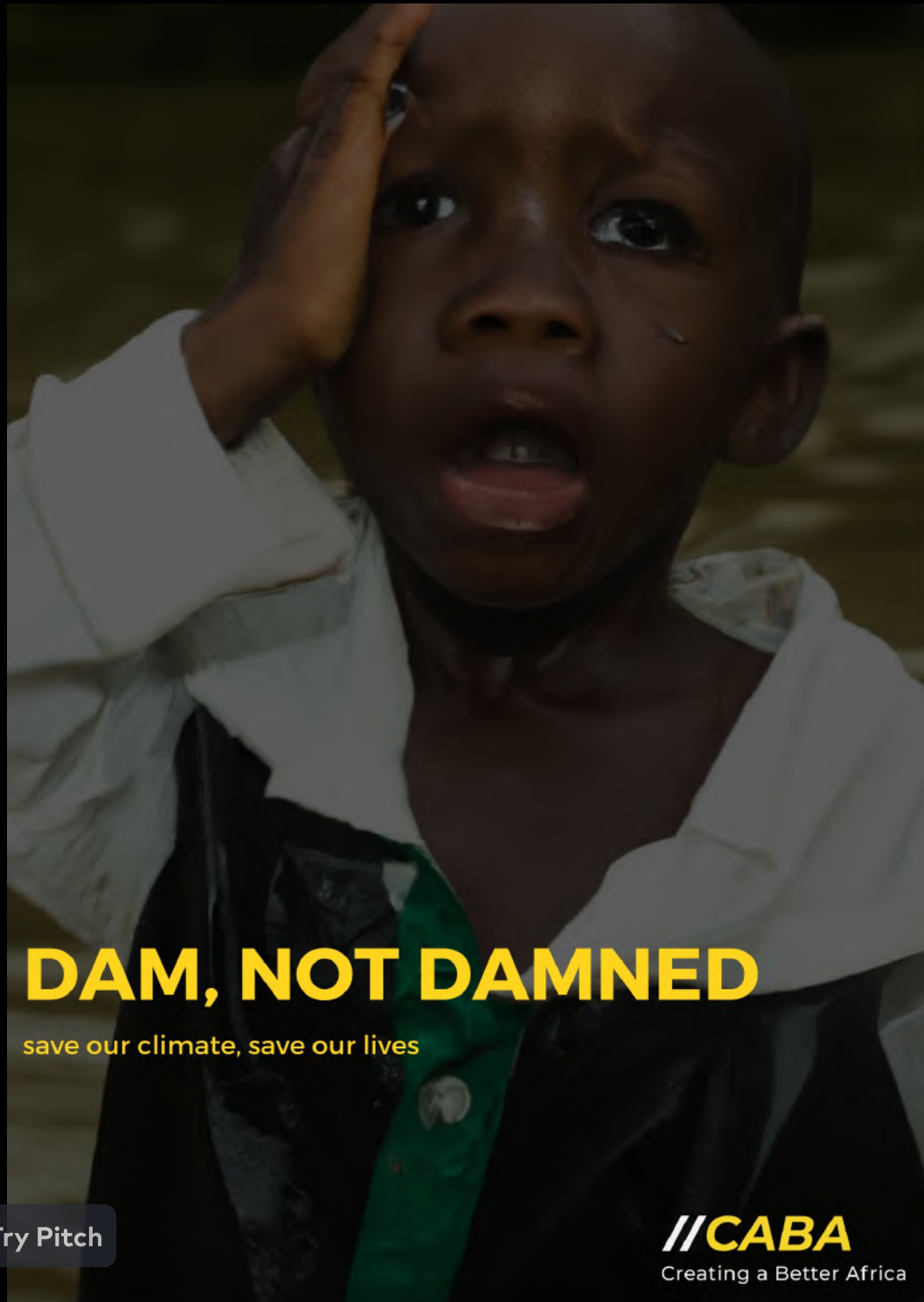
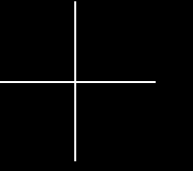
Radio: Local radio stations for public service announcements, weather updates, and flood alerts.

Social Media: Facebook, Twitter, and Instagram for targeted ads, sponsored content, and organic posts about flood prevention and preparedness.

Out of Home (OOH): Billboards, posters, and flyers in flood-prone areas with information on how to prepare for floods and where to get help.

In-App Marketing: Promoted push notifications and in-app ads on weather apps and news apps.





DAM, NOT DAMNED

save our climate, save our lives

Try Pitch

Thank you

OWOLABI MARY OLUWAKANYINSOLA

