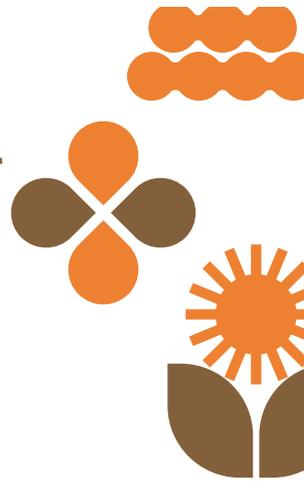




THE YOUTH TRANSFORMATION INITIATIVE



TermYear_FinalReport_ [University of Lagos.]



university

University of Lagos



Location

Lagos, Nigeria.



Team Size

12



Social/Digital Links

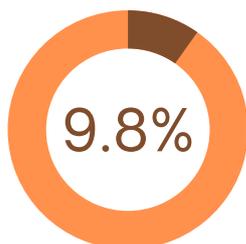
● Instagram: @tytl_unilag

● Twitter: @Unilag_Manara

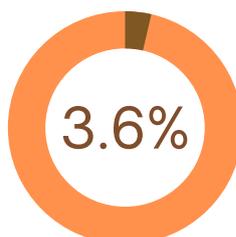
PROJECT TITLE: YOUTH TRANSFORMATION INITIATIVE

PROJECT SLOGAN: “Transforming Perceptions, Promoting Inclusion.”

Project description



Proportion of elected seats held by women in deliberative bodies of local government



Percentage of seats held by women in national parliament (% of total number of seats)



Source: <https://data.unwomen.org/country/nigeria>

IN NIGERIA ONLY 3.6% OF SEATS IN PARLIAMENT WERE HELD BY WOMEN AS OF FEBRUARY 2021. The Youth Transformation Initiative aims to address gender discrimination and promote inclusion by transforming societal perceptions and fostering an inclusive environment in Nigeria. Despite recent progress, gender inequality persists, especially among youth, affecting educational opportunities, career prospects, and overall societal engagement. Our initiative focuses on raising awareness, educating the community, and engaging key stakeholders in dialogue and action. By promoting tolerance and showcasing the experiences of women in authority who have faced discrimination, we aim to create a more inclusive society that values diversity and empowers all individuals.

Target Audience

Parents, Peers, Mentors in Schools

Youth and students are at the heart of this initiative, as they represent the future leaders and workforce. Engaging this demographic is essential for fostering a culture of gender equality and empowering young people to challenge discriminatory practices. The National Science Foundation (2020) reports that women are often underrepresented in Science, Technology, Engineering and Mathematical fields due to societal barriers and biases.

Engaging **Parents and Educators** are also vital, as these are people whom shape the perspectives and behaviours of young people as they can be mentors in which Young people Emulate and some may grow up to showcase these traits and their way of life in the long run. The initiative seeks to integrate gender equality education into curricula and promote inclusive practices within schools and universities and Especially at Home as learning begins from Home.

The initiative also targets **community leaders**, such as religious and traditional leaders, who can influence public opinion and behaviors within their communities. By involving these leaders, the project aims to promote gender equality at the grassroots level.

Project Goals

The Youth Transformation Initiative is driven by a commitment to transforming societal perceptions and promoting inclusion, particularly in addressing gender discrimination. The goals of the project are articulated as follows:

1

Raise Awareness

The primary goal is to elevate the public's understanding of gender discrimination, particularly how it manifests in educational and professional settings in Nigeria. By disseminating key facts and narratives through various media, the project seeks to make gender discrimination a more widely recognized issue, driving the conversation in both public and private sectors.

Beyond raising awareness, the initiative is focused on advocating for practical, actionable changes that foster inclusion. This involves promoting policies and practices that ensure equal opportunities for all genders, particularly in educational institutions and workplaces. The project will push for reforms that eliminate barriers to women's participation in STEM fields, leadership positions, and other areas where gender disparities are prevalent.

2

Promote Inclusion

3

Empower Stakeholders

Empowerment is at the core of the initiative's mission. By providing stakeholders—such as youth, educators, policymakers, and community leaders—with the knowledge, tools, and resources they need to combat gender discrimination, the project aims to create a ripple effect of positive change.

The initiative seeks to create spaces where open and constructive dialogue about gender issues can occur. This includes organizing symposiums, discussions, and community forums that bring together diverse groups to share experiences, challenge existing biases, and collaboratively develop solutions.

4

Foster Dialogue

Research and Rationale

The initiative conducted **primary research** through surveys, interviews, and focus groups to gather firsthand insights into the experiences and perceptions of individuals affected by gender discrimination. This research included collecting data from students, educators, community leaders, and professionals across various sectors to understand the specific challenges they face. The findings highlighted the prevalence of gender-based biases and their impact on opportunities, mental health, and overall well-being.

In addition to primary data, the project team conducted a thorough review of existing literature and reports on gender inequality, both globally and within Nigeria. This **secondary research** involved analyzing Nigeria's position in global gender equality indices, such as the 2024 Global Gender Gap Report, and reviewing statistics on women's participation in the labor force, educational attainment, and political representation. The research also examined cultural and societal barriers that perpetuate gender discrimination, particularly in education and professional environments.

The **rationale** for the initiative stems from the urgent need to address the persistent gender inequalities in Nigeria. Despite some progress, the country continues to rank low on global gender equality indices, reflecting deep-rooted challenges that hinder women and girls from achieving their full potential. These

findings reinforced the need for targeted interventions that raise awareness and drive systemic change through policy advocacy, education, and community engagement.

Tactics

To achieve these goals, the Youth Transformation Initiative employs a variety of strategies, leveraging various tactics to maximize impact:



Fish Bowl:

The Initiative organized a Fish-bowl session on campus to get views and perspectives about gender discrimination from the students as well as guest speakers in authority. The event brought together stakeholders from various sectors to discuss and address gender issues. This event established a platform for sharing experiences, debating solutions, and building networks of support. By creating opportunities for face-to-face interaction and dialogue, the project aims to foster a community of advocates committed to advancing gender equality.



Community Partnerships:

The Youth Transformation Initiative built partnerships with ACEEAI (Accessible and Equitable Education African Initiative), an initiative focused on providing inclusive education for the less privileged, regardless of gender or background and The National Association of University Students. These partnerships will help to amplify the project's reach and effectiveness by leveraging the networks and resources of partner organizations. Collaborations will include joint events, shared campaigns, and mutual support in advocacy, ensuring that the initiative has a wide and lasting impact.



Social Media Campaign and Awareness:

Our social media handles were used to create online awareness about the team, the topic and the event. The aim of the social media, is to reach a broader audience, not just locally but also globally.

Strengths

The Youth Transformation Initiative is fortified by several strengths that contribute to its effectiveness, impact, and sustainability. These strengths not only enhance the project's current outcomes but also position it for long-term success and influence in promoting gender equality.

- 1. Strong Call-to-Action:** The project is designed to engage its audience actively by encouraging them to participate in transformative activities. Whether through workshops, community discussions, or social media campaigns, the initiative's messaging is direct and actionable, making it easy for individuals and organizations to understand their role in promoting gender equality and social inclusion.
- 2. Robust University Support:** The initiative enjoys significant backing from the University of Lagos, which provides crucial resources and institutional credibility. This support includes access to university facilities, the involvement of faculty experts, and the active participation of students, which strengthens the initiative's capacity to implement its programs effectively.
- 3. Effective Community Partnerships:** A notable strength of the Youth Transformation Initiative is its strong network of community partnerships. Collaborating with local NGOs, community organizations, and student bodies, the initiative has been able to extend its reach and deepen its impact.
- 4. Social Media Engagement:** The initiative has successfully harnessed the power of social media to drive its message and engage a broad audience. By creating visually appealing and thought-provoking content, the project has managed to generate significant online engagement, particularly among younger demographics.
- 5. Strong Team Dynamics:** The team behind the initiative is composed of passionate, committed individuals who bring diverse skills and perspectives to the table. This diversity fosters creativity and innovation, allowing the team to develop unique and effective strategies for addressing gender equality and youth empowerment. team persevered through different obstacles out of your control. and without a strong team you wouldn't have been able to make such a impactful initiative.

Opportunities to Improve

Broader Outreach

While the initiative already includes a strong outreach component, there is room for expansion, particularly in terms of digital engagement. Enhancing the project's online presence by creating more interactive content, such as webinars, live discussions, and virtual workshops, could attract a larger and more diverse audience. Additionally, partnering with influencers and other media personalities who are passionate about gender equality could help to reach demographics that might not be engaged through traditional outreach methods.

Increasing Funding

Securing additional funding would enable the initiative to scale its operations and increase its impact. More resources could allow for the development of more comprehensive educational materials, the organization of larger events, and the execution of more extensive campaigns.

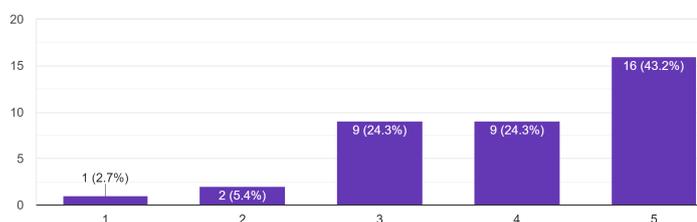
Diverse Stakeholder Engagement

Engaging a broader range of stakeholders, including private sector partners, will significantly enhance the initiative's impact. The private sector plays a crucial role in shaping societal norms and practices, and their involvement in the initiative could lead to more widespread adoption of gender-inclusive policies and practices. Additionally, involving businesses in the initiative could open up opportunities for sponsorships, internships, and employment programs that support gender equality.

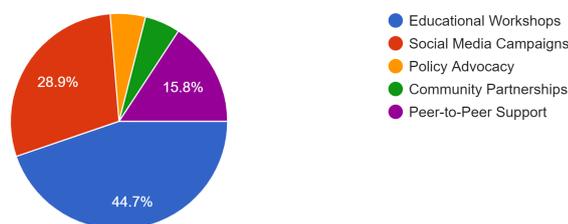
Measure of Effectiveness

Measuring the impact of the Youth Transformation Initiative is critical to evaluating its effectiveness and ensuring that the project achieves its goals. The initiative employs a variety of tools and metrics to assess its success and identify areas for improvement.

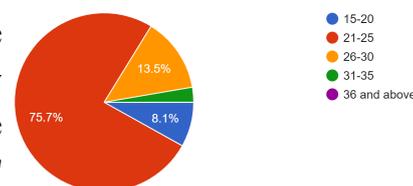
On a scale of 1-5, how would you rate your awareness of gender equality issues before engaging with this initiative?
37 responses



Which aspects of the Youth Transformation Initiative do you find most impactful?
38 responses



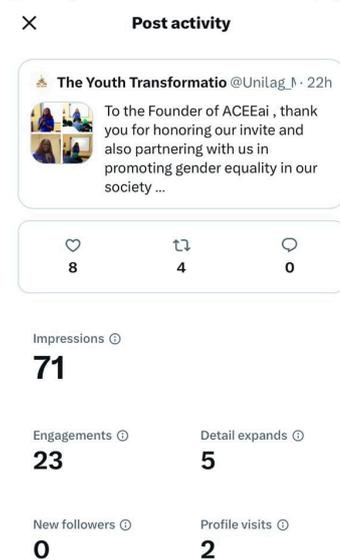
One key measure of impact is the use of **surveys and feedback forms**. Pre- and post-event surveys are conducted to gauge changes in participants' knowledge, attitudes, and behaviors regarding gender equality. These surveys are distributed during workshops, symposiums, and community events, allowing the project team to measure the immediate impact of these activities. Feedback forms provide qualitative data on participants' experiences, offering insights into the strengths and areas for improvement in the project's approach.



Age Range



Social media analytics is another important tool for assessing impact. Over the space of 7 weeks, our campaign's Instagram Page reached **49** users and engaged **16** users with a total of **107** impressions. The engagements include likes, shares, comments, clicks, reactions and page stories watched. We had a total of 20 posts on Instagram with over **100** likes. Our Instagram Page received over **16** page visits and average community rating of 4.0 out of 5 and **41** followers. On Twitter, we recorded **409** impressions and **109** engagements with a total of 15 posts and **19** followers. This includes likes and retweets. Our campaign achieved a record number of total video views of over **335** times, where a single video achieved over **230** plays via our Instagram (initial play: 149, replays: 49) alone under the Instagram Watch category. We also recorded over **26** comments, **50** shares of our social media contents. A total of **10** user-generated online pledges were shared by our volunteer community both on twitter and Instagram using **#FromtheRegiontotheRegion** hashtag.



To gain deeper insights into the project’s impact, the initiative conducts **focus groups and interviews** with key stakeholders, including educators, community leaders, and policymakers. These sessions provided valuable feedback on how the project’s activities have influenced participants' understanding and actions related to gender equality. The qualitative data gathered from these interactions helps refine future strategies and tactics.

Miss Adetuase Anthonia Yetunde, the first female president of the Geography department at the University of Lagos:

"Gender equality remains elusive due to deep-rooted gender roles that limit both men and women. These roles reinforce the idea that men must always lead, but women are now proving they can be strong leaders too. I firmly believe that both genders should be given equal opportunities to demonstrate their capabilities."



Miss Adetuase Anthonia Yetunde

Sustainability and scalability

Community Partnerships:



Community partnerships involve collaborating with local organizations, NGOs, and community leaders to build a network of support for the initiative. These partnerships help sustain the project by ensuring continuous engagement, resources, and shared responsibilities, making the initiative a lasting part of the community. As the project grows, these partnerships can be expanded to new areas, enabling the initiative to reach more communities and have a broader impact.

Capacity Building:



Capacity building focuses on equipping individuals and organizations with the skills, knowledge, and tools needed to support and sustain the initiative's goals. By offering training, workshops, and resources, the project ensures that participants can continue to advocate for gender equality and youth empowerment long after the initial activities. This approach not only sustains the initiative but also makes it scalable, as trained individuals can extend the project's reach by sharing their knowledge with others.

Digital Platforms:



Utilizing digital platforms, such as social media, websites, and online workshops, allows the initiative to engage with a broader audience without geographical constraints. These platforms ensure sustainability by providing a continuous channel for communication, updates, and advocacy. They also support scalability, as the initiative can easily expand its digital presence to reach new audiences, create viral content, and foster global discussions on gender equality and youth empowerment.

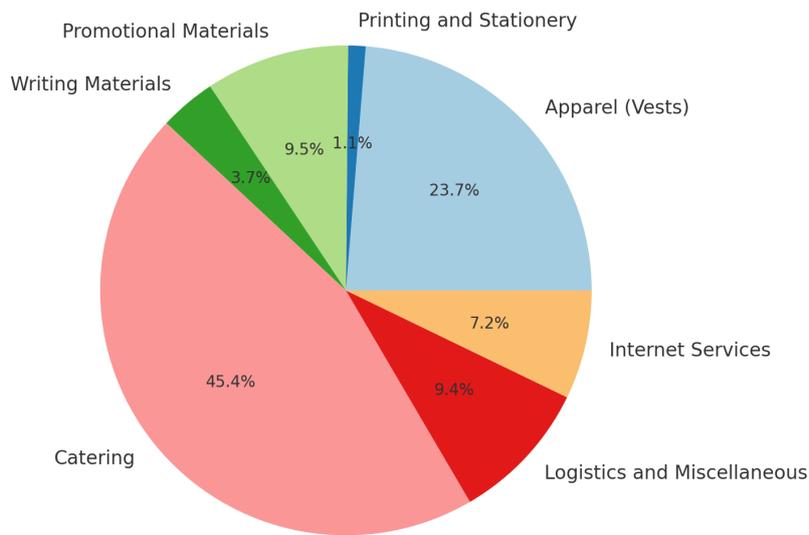
Integration into Educational Curricula:



Integrating the initiative's content and goals into educational curricula ensures that the message of gender equality and youth empowerment is taught consistently over time. This approach embeds the project's objectives into the education system, making them a permanent part of students' learning experiences. As the curriculum reaches new generations, the initiative's impact becomes both sustainable and scalable, influencing a larger number of students and educators across various regions.

Budget Breakdown

Youth Transformation Initiative: Expense Breakdown



Here's the pie chart that visually represents the breakdown of expenses for the Youth Transformation Initiative. Each segment corresponds to a category, showing the proportion of the total budget allocated to different aspects of the project.

Media Gallery

The *Youth Transformation Initiative* has actively engaged with various media platforms to document and showcase the progress and impact of our efforts. The following is a summary of our media coverage and gallery, which highlights key moments, events, and outreach activities associated with our project.



The Team and a Guest speaker



The Team and a Guest speaker



Team member and an Audience



Souvenirs



Stickers



Topic Engagement



Guest Speaker



Audience

