



CREATIVE

Country Overview

Creative in Nigeria

Quick Facts

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Creative's projects will enroll more than 500,000 out-of-school children and youth in 11,000 Learning Centers across Northern Nigeria.

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In Borno, Yobe, Bauchi, Gombe and Adamawa states, Creative works with the government and communities to support youth to become productive citizens.

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Nigeria is one of 15 West Africa states working with Creative to address critical gaps in the conflict early warning and response systems.

Nigeria is fortunate to have natural resources and a strategic location in Africa, though it is challenged by an uneven distribution of wealth, poor levels of education and a decade-long fight against violent extremists that threatens the regional stability and has displaced more than 2.5 million people. Creative Associates International works closely with the government, communities, USAID and other donors to address these issues with long-term, sustainable solutions.

A country at a crossroads

Nigeria's leadership has identified strategic priorities, such as ensuring that the benefits of economic growth are more inclusive and wider reaching—as evidenced by initiatives like USAID's Feed the Future and Power Africa—that are intended to address its internal challenges.

The government hopes to increase government transparency, accountability and financial management, particularly in delivering services like health and education. Officials plan to strengthen an independent media and civil society to enrich and expand national dialogue. It aspires to join forces regionally to mitigate the risk of violent extremism. And it is committed to alleviating the humanitarian crisis in the northeast and addressing it with long-term development initiatives.

Creative's approach in Nigeria

Creative is supporting Nigeria's development objectives, respect of individuals and engagement of communities to develop the solutions they desire. This approach is conflict sensitive, evidence-based and grounded in a thorough understanding of Nigeria's socio-economic and cultural context.

While forging shared development agendas and strong relationships with local stakeholders, Creative strives to clearly define roles and responsibilities, improve local organizations' abilities to implement programs and set measurable goals. It has a strong focus on building strategic partnerships and developing sustainability plans.

Targeting millions of students

Creative has worked in Nigeria since 2004 with a focus on improving educational systems and expanding access to quality education—especially for girls and out-of-school-children—and improving children's reading skills. Today, it has two major education programs that are funded by the U.S. Agency for International Development.

The Nigeria Education Crisis Response program supports internally displaced, out-of-school children, youth and adolescent girls in Adamawa, Bauchi, Borno, Gombe and Yobe states with basic literacy, math, life skills and psychosocial support. Using non-formal learning centers, the three-year initiative is expanding access to education for school-aged children 6 to 17 years old.

The Northern Education Initiative Plus project strengthens the ability of Bauchi and Sokoto states to provide access to quality education—especially for girls and out-of-school-children—and is improving more than 2 million children's reading skills. It is a five-year project.

Good governance & countering violent extremism

Creative has brought its expertise and methodologies in local governance, stabilization and elections to Nigeria.

The Nigeria Regional Transition Initiative is increasing positive engagement between government and communities, expanding access to credible information and supporting youth who are vulnerable to violent ex-

tremist influences throughout northeastern Nigeria. Supported by USAID, the project focuses on the states of Borno, Yoba and Adamawa.

Working closely with the Nigerian government, communities and USAID, the Nigeria Regional Transition Initiative uses a multi-pronged approach to challenge extremist narratives and influences. Its activities build a stronger sense of community, address economic drivers and challenge the propaganda spread by extremists.

It has supported the government's attempts to be responsive to community needs, such as rehabilitating schools, drilling wells and restarting government services. This builds the trust between citizens and their elected and appointed officials.

A separate program—called Reacting to Early Warning and Response Data in West Africa—works to strengthen the response of Economic Community of West Africa (ECOWAS) states to early warning data and recommendations.

Funded by USAID, the project addresses critical gaps in the conflict early warning and response systems of ECOWAS. It has a two-tier approach: Work with the ECOWAS Commission for Political Affairs Peace and Security to enhance conflict early warning and response systems to reduce the risk of violence in the 15 ECOWAS member states; and support national and local stakeholders in targeted countries to mitigate electoral violence triggers before they escalate into violence.



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