

<b>Project Number:</b>	<b>Project Title:</b>	<b>Project Country:</b>
MP-10-A-10	<i>EXIT human trafficking through effective mass media communication engagement in Nigeria.</i>	Nigeria

<b>District / Town:</b>	<b>Project Period:</b>	<b>DAC Sector</b>
Benin City	1 <sup>st</sup> of January 2011-1 <sup>st</sup> of January 2013	

<b>Total Project Costs Budgetted DKK</b>	<b>Financed by Danida DKK:</b>	<b>Other Donors: KIT DKK</b>
<b>Actual DKK</b>	<b>DKK:</b>	<b>DKK</b>
15 425 000 NGN / 545.000 DKK	14 045 525NGN / 500.000 DKK	1 258 960 NGN / 45.000 DKK

**International / Local Project Partner(s):**

**Media Village Productions**  
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**Jos, Plateau State, Nigeria**

<p><b>1. Project Objectives and Indicators</b></p> <p><i>Describe to what extent the Objectives have been achieved based on the original Indicators (project initiation)</i></p>	<p><b>Development Objective: Indicators</b></p> <p><b>Immediate Objectives:</b></p> <p><b>Project objective 1:</b> Campaign materials like t-shirts, flyers, training manuals, stickers and a film on human trafficking titled 'Europe in my Heart' were compiled and produced. After being tested on audiences, these campaign materials were used in 4 villages in Benin City, Edo State, which is a high-risk area where 80% of the illegal African prostitutes in Europe come from.</p> <p><b>Project objective 2:</b> 150 local community leaders and volunteers including pastors, educationists, youth leaders, social workers and parents from areas of Benin City were sensitized and trained to carry out local anti-trafficking campaigns to prevent their communities from trafficking activities.</p> <p><b>Project objective 3:</b> The local, national and international collaboration on the fight against human trafficking was strengthened through the project partnerships and future collaboration with stakeholders, which took place in Abuja December 2012</p> <p><b>Indicators (project initiation):</b></p> <p><b>1.1</b> The awareness anti trafficking feature film was produced by Media Village and endorsed by the National Film &amp; Video Censors Board and WOTCLEF.</p>
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1.2 The campaign material is tested on schools, churches and youth groups and used in four different villages of Benin City Edo State for enlightenment campaign and as a training tool.

1.3 Pre and Post film questionnaires are produced and used before and after the viewing of the film in the four villages in Benin to measure the level of impact, which happened through audience involvement and Para-social interaction (PSI) with the film. Focus group discussions were done which led to the prevention training.

2.1 90% of the trained community people participated in carrying out the local campaigns together with our team in the 4 villages of Edo State.

2.2 Positive results for each of the campaigns are documented through close follow up/ questionnaire.

2.3 The local campaigns have reached schools, 20 churches and 10 youth groups.

2.4 Local government or other authorities have participated in campaigns in each of the 4 villages.

1.1 Work plans are concretized for 2012-2014.

1.2 Comparative advantages for each of the involved partners have been identified to be built on in future.

1.3 We had 1 meeting and visit between the Danish partners and us during the project period.

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Indicators (project end):

-The film was researched, written, shot and edited.

- Campaign materials have been identified for the target groups

- Campaign locations were identified

- The film has been completed

-Campaign materials have been compiled, printed and distributed in Benin City.

-Planning for film outreach in Benin went well and outreaches implemented.

-Planning for capacity building workshop for partners went well and implemented.

- Curriculum was worked out.

Date was set to plan training.

- 1 day capacity training training was done for partners in Jos

-3 days training for 150 volunteers was done in Benin City

- Questionnaires and focus groups discussions in 4 villages

- Film campaigns were run in 4 different villages and 2 other states.

The 'Traffick Proof' material was used for training that was done in the 4 villages headed by the volunteers that were part of the 150 volunteers, which were trained.

- Local campaigns in 4 villages were done and success was evaluated using the results from questionnaire during FGD

- Questionnaires were produced, both pre-questionnaires and post-questionnaires and were used before and after the film was viewed.

An oral questionnaire was also used for the illiterates audience.

- 4 campaigns were implemented with 2 other campaigns in Warri and Ibadan.

Follow up by Media Village in March 2012 was carried out in 2 visits to

	<p><b>Benin City.</b></p> <ul style="list-style-type: none"> <li>- We had a follow up visit from KIT&amp;DMCCD during which we met with the Commissioner for Women Affairs in Plateau State and Special Assistant to the President on Social Dev. &amp; special duties about the project.</li> <li>- We held meetings with the main contacts in Benin City to discuss how to effectively implement the 25 local committees.</li> <li>- Met with Special Assistant to the governor of Edo State on NGOs. She shared in the project and made suggestions on how to better implement the committees.</li> <li>- Planning is still going on to premiere the film in Nigeria, Zambia Zimbabwe, Liberia and Ghana</li> <li>- An evaluation and partnership meeting was held in Abuja to discuss further collaborations with key stakeholders. The next phases of our project such as Safehouse, more awareness and advocacy were discussed.</li> </ul>
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<p><b>2. Outputs</b></p> <p><i>Describe the planned Outputs (results) compared to the achieved Outputs</i></p>	<p><b>Planned:</b></p> <p><b>Expected outputs for objective 1</b></p> <p>1.1 A movie has been produced by March 2012 on human trafficking based on good research and cooperation.</p> <p>1.2. A communication kit has been compiled by March 2012.</p> <p>1.3 The campaign materials have been used in four villages near Benin City by trained campaign volunteers by January 2013.</p> <p><b>Expected outputs for objective 2</b></p> <p>2.1 150 local community leaders and volunteers including pastors, teachers, principals, youth leaders, social workers, local government workers and partners (NAPTIP, WOTCLEF, The Balm Initiatives Benin) have been trained in human trafficking and campaigning by December 2011.</p> <p>2.2 Local awareness campaigns have been implemented in the four villages and reached a minimum of 3.000 people in Benin City including schools, churches and families.</p> <p><b>Expected outputs for objective 3</b></p> <p>3.1 The project has been evaluated with the representation of campaign volunteers and relevant stakeholders.</p> <p>3.2 Plans for future collaboration have been worked out between the partners involved</p> <p><b>Achieved:</b></p> <p>1.1 A movie was produced and completed in October 2011 on human trafficking based on good research and cooperation.</p> <p>1.2. A communication kit was compiled in November 2011.</p> <p>1.3 The campaign materials were used in four villages near Benin City by trained campaign volunteers between November 2011 and March 2012.</p> <p><b>Expected outputs for objective 2</b></p> <p>2.1 150 local community leaders and volunteers including pastors, teachers, educationists, youth leaders, social workers, local government workers and partners (NAPTIP, WOTCLEF, The Balm Initiatives Benin) were trained in human trafficking and campaigning in November 2011.</p> <p>2.2 Local awareness campaigns have been implemented in the four villages and reached a minimum of 1 206 people in Benin City. Other areas where the film was shown are Warri, Jos, Abuja and Ibadan in</p>
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	<p>Nigeria and other countries like South Africa, Bulgaria, Austria, Denmark, London, and the UK, including schools, churches and families.</p> <p><b>Expected outputs for objective 3</b>  <b>3.1</b> The project was evaluated with the representation of campaign volunteers and relevant stakeholders in Abuja in December 2012  <b>3.2</b> Plans for future collaboration were worked out between the partners involved in Abuja in December 2012.</p>
<p><b>3. Target group and gender</b></p> <p><i>How many men and women benefitted from the project ?</i></p>	<p><b>Planned target group (primary):</b>  150 volunteers (we had more who attended the training but we only recorded and focused on the 150 because that was our target) and about 1 206 people in 4 villages of Benin, Edo State.</p> <p>We gave out only a total of 500 questionnaires covering the 4 villages. 57 of the answered questionnaires which we got back were not well filled hence were not valid. Out of the 443 questionnaires and 150 volunteers, about 70% were females and 30% were men that benefitted from the project.</p> <p><b>Actual target group (primary):</b>  4 villages in Edo State near Benin City and to other groups in: 1 206 people  Warri, Delta State: 81 people  Ibadan, Oyo State: 102 people  Abuja: 349 people  Jos, Plateau State: 112 people  Capetown South Africa: 237 people  Durban South Africa: 250 women  London, UK: 524 people (during Olympics)  Vienna, Austria: About 150 people  Bulgaria: 30 people  Online: 6 157 people watched the short version online.  Copenhagen, Denmark</p> <p>We used the remote head count method to ascertain the number of people in attendance who saw the film and also a write sheet but most of the people who couldn't read and write could not write their names. Except for the online platform which gives an actual number of those who have watched the film.</p>
<p><b>4. Sustainability</b></p> <p><i>Describe to what extent the target group after end of project will be able to continue the project activities (financially, technically, organisationally) ?</i></p>	<p><b>Planned:</b>  The strategy of the project is to make use of networks and local contacts, which will remain in the areas, when the project ends. Therefore, the capacity of local partners and community volunteers will be built to continue raising awareness on human trafficking after end of the initial campaigns. We also intend to build capacities of local youth leaders who can serve as the gatekeepers in their communities. It will be easy to sustain the project once these local youth leaders own the project.</p> <p><b>Achieved:</b>  9 committees have been set up in Benin City from the 150 volunteers that were trained. The committees are:</p> <ol style="list-style-type: none"> <li>1. Church and religion</li> <li>2. Family</li> <li>3. Education</li> <li>4. NGO</li> </ol>

	<ul style="list-style-type: none"> <li>5. Government</li> <li>6. Fundraising</li> <li>7. Youth Group</li> <li>8. Secretariat</li> <li>9. Business</li> </ul>
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<p><b>5. Project Implementation</b></p> <p><i>Describe factors that facilitated or hindered project implementation</i></p>	<p>Project was well implemented but some factors that affected the implementation were:</p> <p><b>SECURITY</b></p> <ul style="list-style-type: none"> <li>1. Religious unrest in Jos: This is where our head office is in Nigeria and we had curfews following most of the religious crises. This hampered our movement, morale and even bank transactions for the project.</li> <li>2. Political unrest in Benin</li> </ul> <p><b>CULTURAL VALUES</b></p> <p>Going against some cultural values in Benin was difficult. In one of the villages we were confronted by the people who see nothing wrong with using their wives, sisters and daughters for sexual exploitation because of economic rewards. Our campaign was not welcomed in this village so we had to select another village.</p> <p>Also the general lack of value of not seeing the evil in human trafficking in Benin. Seems like Human Trafficking is an accepted norm in Benin.</p> <p><b>MOTIVATION</b></p> <p>We found out that it is very difficult to motivate a Benin person to work as volunteers. They always ask for something in return as the general belief is that NGOs use them to make money.</p>
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<p><b>6. Lessons learned</b></p> <p><i>Describe issues of interest to Danida, Danish partner and local partner concerning preparation and implementation of similar projects in the future</i></p>	<p>We saw a drastic improvement in the way people were willing to get involved when we started handing out incentives like: t-shirts, lunch, transport money and even books.</p> <p>It was also good to work out strategies with target group in Benin. It made them take ownership of the project.</p>
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<p><b>7. Comments to financial audit</b></p> <p><i>a. Were the project funds spent according to plan ? Evaluate the quality of the existing documentation, include information on missing, insufficient or wrongful documentation</i></p>	<ul style="list-style-type: none"> <li>(a) We confirm that the project funds disbursed was spent according to the budget approved. Excess expenditure was approved from the headquarters.</li> <li>(b) The only deviation was the expenditure on Collaboration amount involved was N 40,100, approval was gotten from DMCDD.</li> </ul>
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*b. List deviations between actual and budgetted use of project funds, including any use of funds for unforeseen expenditures (budget margin). List major overspending and underspending budget line by budget line and list reasons*

*c. List any unspent project funds and inform of transferring of interest from project's bank accounts to Danida*

*d. Evaluate quality of project's financial and narrative reporting*

- (c) The Balance in the accounts as at the end of the accounting year was N 237,295.21 and domiciliary account \$ 8.35. There are some budgeted amounts that is still unexpended.
- (d) The projects fund is well accounted for, a dedicated bank account was opened for the funds received from DMCDD on the 4 May 2012 after the representatives that visited advised the project coordinator to open a separate account.

Completed by: Anne Abok



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H: dokumenter/Miniprogrammer/ Completion Report Miniprogram (English)