

# PROJECT BOTTOM TO TOP

On Behalf of

**//CABA**  
Creating a Better Africa

# Background

- Flood has affected many areas in Nigeria causing loss of lives and property, and harmful impact on agriculture
- Government and non-governmental agencies have laid more emphases on recovery response than on preventive risk management
- There is the need for a shift from post-disaster management, to taking preventive measures NOW towards curbing flood.
- CABA aims to bring attention to areas and people usually affected by flood in Nigeria
- EVERYONE has a role to play in mitigating flood; FROM GRASSROOT TO TOP
- This project is CABA's inclusion plan; for all sectors to participate in ensuring the prevention of national losses through long and short-term plans.

## Brief

Create an intervention idea to keep all stakeholders alert to the need to take proactive actions now to prevent loss of lives and livelihoods of those living in the flood-prone regions of Nigeria.

## Objectives

To connect with residents of flood-prone areas to actively participate in cleaning drainage systems and setting up sandbags.

Get NGOs to raise financial resources to fund localities at flood-risk, and make petitions for government agencies to approve projects.

Urge government agencies responsible, to build floodwalls and small canals as short-term plans to mitigate flood.

# TARGET AUDIENCES

Targets Z, Y, X, W.



Z

## **Gen Zs - 14-45 years.**

This group have access to the internet, are enthusiastic about change, and love to work as long as there is vibe.

Z

## **Local Business Owners**

Now this is where the #NoWorkNoFood comes in, with shops locking down for a stipulated time.

Z

## **Local Celebrities and Chiefs**

This is all the endorsement people need to see to work. This target is for organising, and boosting social trends.

## **NGOs**

Non-governmental agencies willing to launch fundraising and advocate for accountability.

Y

## **Government Agencies**

The tiers of government as well as agencies will allocate funds and approve short-term flood-mitigation projects.

X

## **External Audience:**

### **Nigerians**

Concerned Nigerians willing to participate in making a social impact.

W

Check this flat full color puzzle, if it fits your presentation better.

**Service name**

Your explanation what this service provides, what are its application areas and benefits...

**Service name**

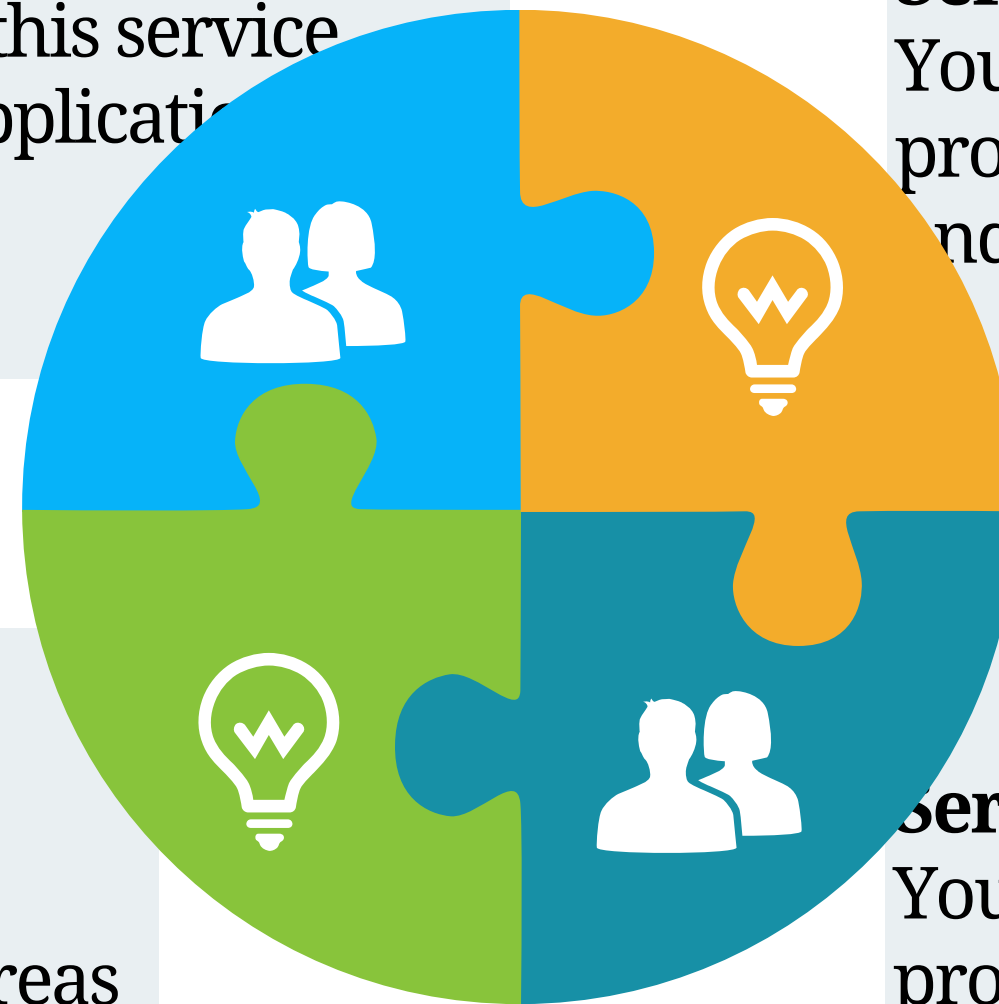
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# THE BIG IDEAS

## TARGET Z

### BOTTOM POWER: CREATING THE CHANGE YOU WANT TO SEE.

CABA aims to reach out to individual communities for mass mobilisation to fill sandbags, clear drainage systems, extend gutters to redirect flood runoff, and plant trees in preparation for the rainy season.



## TARGET W

### WHY SHOULD I CARE?

Did you ever find yourself pondering on sudden hike in food prices? And if this is the least of your worries now, consider the number of people you could prevent from being homeless this rainy season.

Join the CABA march against flood by contributing to support.

Join the 'CABA' vibe; to create a better Nigeria

Changing the narrative; from intervention to prevention



# OUR MESSAGES

Sign up to register as  
CABA agent today.

Join 1million March against  
nyamanyama 4 gutter



Did someone just say  
"Prevention is Better Than  
Cure"?

Water is for saving lives, not  
destroying.  
Join CABA in signing petition  
for government to channel  
water to good use.



Join the 'CABA'  
March Against  
Flood



#Justice4DGutters

Can We Hangout This  
Weekend?  
With shovels and pans, and of  
course, GOOD MUSIC!

Na Small Tinz Dey Lead  
To big Tinz.

We're all drowning...  
and we're smiling.

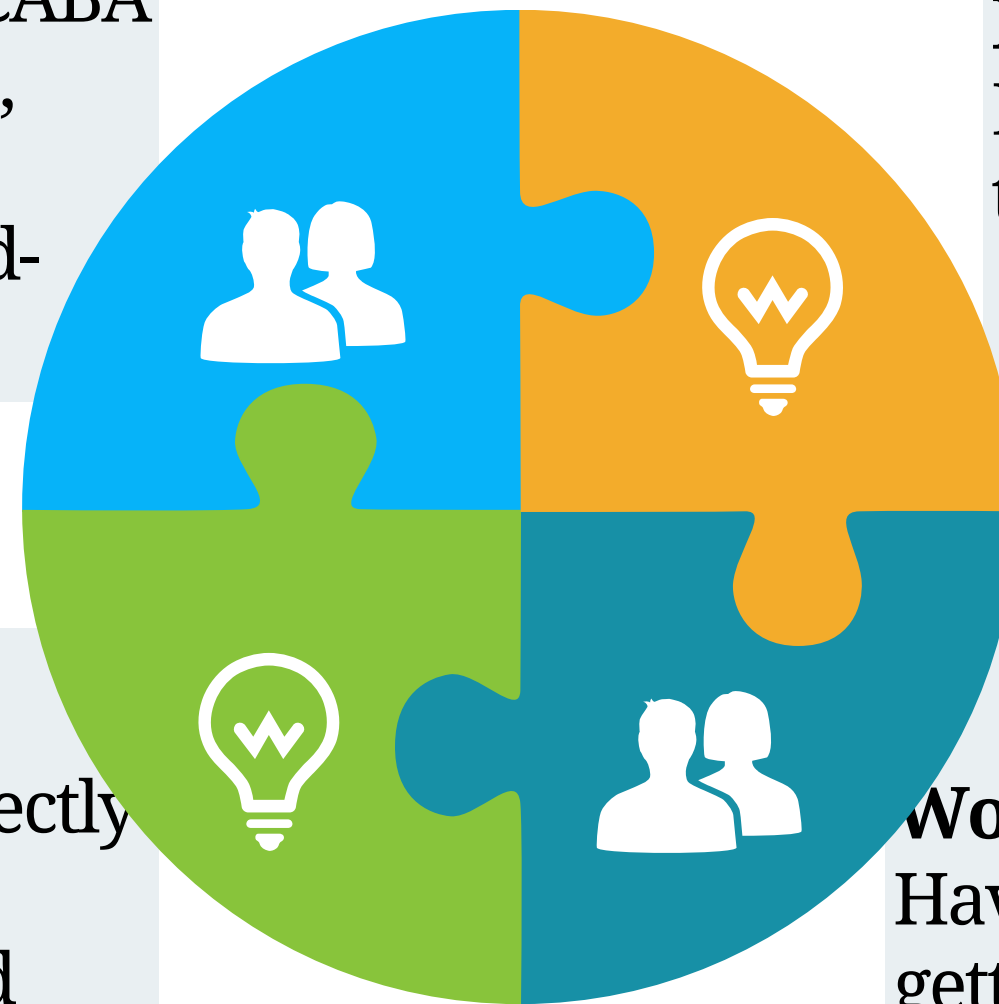
# OUR MEDIA STRATEGY

## **Social media.**

With the use of campaign posts on Twitter, Facebook and Instagram, CABA uses messages to source volunteers, promote trends, post videos and enlighten people on how to be flood-aware.

## **Outdoor Media.**

Flyers and billboards will reach directly to targets Z and X respectively; for community outreach programs and massive turnouts for work plus funding and approval of projects.



## **Radio and YouTube Ads**

Reach out to external audience through drama. Audio and visual).

## **Word of Mouth**

Have strong organization plan by getting support from local chiefs.



# Engage. Impact

With user generated content, Nigerians can upload videos and photos of their environment, using the before and after for the #Justice4DGutters.

#CleanUpNaija.

#CrestingaBetterNigeria

#Prevention,NotIntervention

#MarchAgainstFlood.

These cleanup trends will feature on the same month, every year for Nigerians .

it'll be hosted with online talk spaces on Twitter, enlightening people on harmful flood-risk practices.

# Key Performance Indicator

CABA's campaign aims towards improving drainage schemes, setting up sandbags, and building mini floodwalls as a short-term means of immediate intervention.

A success indication should be seen in a recorded achievement of 80% response to call for donations, and 90% in signing petition forms.