



Internet Safety, Security & Privacy Initiative for Nigeria (ISSPIN)

A Report to

Microsoft®

by



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Internet Safety, Security and Privacy Initiative for Nigeria

On Sunday, July 27 2008, Nigerian youths got a gift from Microsoft. In a meeting that was the



culmination of online and telephone discussions between the *Citizenship Manager* of **Microsoft Nigeria** and *Executive Director* of **Paradigm Initiative Nigeria (PIN)**, the idea of a social campaign was born. Building on the existing Microsoft *Internet Safety, Security and Privacy (ISSP)* initiative and the evident need to curb cybercrime in Nigeria, the *Internet Safety, Security and Privacy Initiative for Nigeria (ISSPIN)* was designed as a social campaign aimed at redirecting the energy of young Nigerians from cybercrime – and towards positive online engagements. In

the proposal sent to Microsoft Nigeria, PIN identified the clear objectives of the social campaign by stating that:

“The concern for internet safety is a global phenomenon, especially as those who never had access are increasingly being connected through their computers, mobile phones and other devices. While the prevalence of social networking websites, online communities and internet-enabled processes should be great news for individual, corporate and government users, the concern for safety remains a major source of concern. A 2007 Internet Crime report listed Nigeria as number three on the list of the world’s top ten online crime spots; and the prevalence of cybercrime among a sizeable number of young Nigerians goes to show the need for immediate concern, especially with the recent boom in mobile service provision and online payment platforms in Nigeria. This concept paper on an Internet Safety, Security and Privacy Initiative for Nigeria (ISSPIN) considers the prevailing challenges, identifies the need for a social campaign, and proposes a 12-month strategy to kick-start the process of addressing Internet Safety issues in Nigeria.”

The campaign became a front-runner among Paradigm initiative Nigeria’s projects because of its win-win nature for all concerned stakeholders (PIN, Microsoft and Nigerian Youth), and it also enjoyed high priority with Microsoft considering the prompt response received each time PIN made project enquiries. The campaign was set to deliver on three key objectives: sensitization workshops in three pre-selected locations across Nigeria (Anambra, Ondo and Sokoto states); a one-day event that will draw attention to the issue of internet safety while also providing a platform for stakeholders to work together; and a follow up project that will rehabilitate 25 at-risk youth involved in cybercrime. Over the 2-month period from August through September, PIN discussed with the identified state governments/stakeholders – and others who showed interest



(including Delta, Niger and Lagos states) but the campaign activities were held in only Anambra (on October 23), Lagos (from October 13 through 23) and Niger (on October 24) states.

In Anambra state, over 100 students gathered at *Emaus House, Awka*, from 11am to 2pm noon to



discuss the ills of cybercrime and what young people should be doing on the internet. Other activities include a quiz competition and interviews with a 12 year-old first-year student of *Igwebuike Boys Grammar School, Awka*. The Niger state campaign was well received by the state government and this was obvious in their high-level preparation which included the mobilization of over 400 students, youth and adults who attended the workshop at *Gidan Matasa, Minna* between 10am and 3pm. The governor was represented by

the Secretary to the State Government and the Commissioner for Science & Technology was also present. Other dignitaries including representatives of the academia, media and the Police were also in attendance. Activities included presentations by PIN, Microsoft, Government and other stakeholders.

The Lagos campaign was coordinated by a group of dynamic students who run a non-profit initiative called *Sping Great Africa*. Following PIN's call for applications for ISSPIN *ambassadors*, they were selected alongside nineteen other young people from 10 other states in Nigeria. The 24 ambassadors have since commenced work among their peers by spreading word about the campaign, and they will now be working directly with PIN to carry on the message of youth energy redirection until the third quarter of 2009. The Lagos campaign involved numerous activities including visits to secondary schools and campuses across Lagos state, from which over 700 students showed interest in attending the October 25 event (tagged "The Alternative") at the prestigious Planet One event venue in Lagos.

PIN also made a call for essays on the topic, "Curbing Cybercrime in Nigeria." Over fifty entries came in from over 20 cities across Nigeria and the message of the campaign was then taken online to various blogs and social networks that are popularly visited by young Nigerians. Local media reports include features in *Tribune* newspapers, *Champion* newspapers and *M2* magazine while PIN also ran jingles on *Cool FM* and *Wazobia FM* (two of Nigeria's most popular radio stations). Television adverts were also run by *Soundcity* on various television stations across Nigeria during their highly popular youth-oriented programs. For the success of the event, PIN formed partnerships with various institutions in addition to the huge support given by Microsoft Nigeria; these organizations include *Planet One Entertainment, Soundcity, Teledom Group, New Nigeria Club, NairaHost, Blarque Brotha Entertainment, Computer Professionals' Registration Council of Nigeria* and *Nigeria Computer Society*.



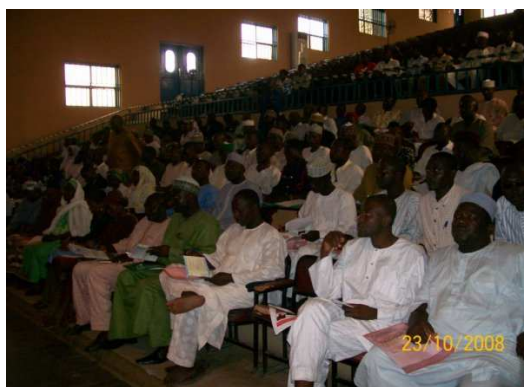
While the campaign was gaining momentum in Nigeria, its web presence was picked up by *Linda Vo* (of



Waggener Edstrom) who was working on a Microsoft-supported project for the 6th German Anti-Spam Summit to be held three days after ISSPIN's October 25 event in Lagos, Nigeria. The discussion, which began at about 1pm on Nigeria's Independence Day holiday, evolved into a global partnership that is showcasing positive news about what Microsoft is doing to combat cybercrime in Nigeria. The first story from this partnership has been used across various local/global media websites, including NetworkWorld.com, CIO.com, CIOPakistan.com, [Nigerian News and Newspapers](http://NigerianNewsandNewspapers.com), ITNewsAfrica.com, [Computerworld Kenya](http://ComputerworldKenya.com), [PC World - USA](http://PCWorld-USA.com), [Littlefish IT Support](http://LittlefishITSupport.com), [Tech News Review Australia](http://TechNewsReviewAustralia.com), [Lala News](http://LalaNews.com) and [StartupsNigeria](http://StartupsNigeria.com).

On October 25, PIN and Microsoft hosted about 1,000 youth and professionals at the popular *De Event Place* at *Planet One Entertainment* in Lagos. The event, tagged "**The Alternative**" was made popular through television adverts, radio jingles, [FaceBook](http://Facebook.com), posters, flyers and direct visits to schools across Lagos state. Beginning with a red carpet reception for the campaign ambassadors at 4pm, the venue was already alive with various guests who arrived very early. Microsoft staff decorated the ambassadors on the red carpet and this was followed by interviews by the Soundcity crew. At 5pm, *National Association of Crazy Artistes* (NACA), a group identified by PIN during the delivery of its Ajegunle.org program in Ajegunle, kicked off with a rib-cracking performance that set the mood for the day. The national anthem was performed by a budding musical talent, after which one of Nigeria's most popular comedians (and event compere), Owen Gee, took the stage.

The evening featured opening remarks from Microsoft, screening of the video documentary highlighting campaign activities across various states and the announcement of winners of the keenly contested essay competition among students of Nigeria's tertiary institutions. The tope ten essay entries were submitted by Ajewole Ayotomiwa, Alli Oluwamayowa, Akinwunmi Opeyemi Victor, Ogbonnaya Ibochukwu, Jekoyemi Olawale Victor, Majekolagbo Adebayo, Kufre Innocent Umoren, Funso Akinlade, Muizudeen Kusimo and Pekun Gabriel Adeogo. They all went home with prizes (including free domain name and hosting for 2 years) from *New Nigeria Club* and *Nairahost* while the top three winners went home with a mini laptop, desktop PC and GSM wrist watch respectively (prizes were sponsored by *Teledom Group*). The winner (Ajewole Ayotomiwa, a 3rd year student of Electronic & Electrical Engineering at the University of Lagos) read his speech and earned himself another gift of a Zinox PC from Microsoft. In the secondary school category, the 2 students that represented Niger state (having won the quiz in Minna) left with a PC and cash prizes.



Two of Nigeria's most popular music acts, the *Rooftop MCs* duo and *Banky W* thrilled the audience with their popular songs that added colour to the evening. A video presentation highlighting Microsoft's security features in the *Vista* operating system was followed by a short presentation made by PIN's Executive Director, 'Gbenga Sesan. In his short presentation, he discussed the campaign and the need to



use social advocacy to help young Nigerians redirect their energies towards positive online engagements. The sticker campaign using popular slangs to communicate positive messages to young people resonated with the youthful audience. Dr. Emmanuel Ekuwem (CEO, Teledom Group), Prof. Pat Utomi (Chairman, PIN Trust Board) and Alh. Abudulhakeem Ajjola (ISSA Abuja) delivered brief remarks that urged young Nigerians to embrace hard work and shun vices.

Prof. Pat Utomi shared the experience of how some of his peers chose to pursue vices while he stuck with virtuous ideals early in his career, and hinted that now that his days of hard work are speaking for him, many institutions seek his support through board membership and reward him appropriately for it. After another video

announced PIN's **Dare to be BIG** reality TV show, Mrs. Jummai Umar-Ajjola demonstrated stakeholder support for the campaign when she asked *PIN*, *Microsoft* and *Banky W* to pose for photographs in support of the work to curb cybercrime in Nigeria. She then highlighted the role that Microsoft has – and will play – in helping Nigeria achieve its human capital objectives in a brief closing remark. In closing, she said: *"A country that is hitherto associated with negativity in the cyber world is now grabbing the attention of the whole world as the exporter of a very daring solution that puts the youth at its centre. I am very happy to note that the proverbial journey of a thousand miles has started for us with this single step and we will nurture and watch it grow. Microsoft and its partners will continue to support the process and encourage all stakeholders to work together in our quest to attain the national vision of making Nigeria into an IT enabled, just and prosperous society."*

The October 25 event has enjoyed positive reviews online and in offline discussions, and the event signalled the beginning of another phase of work that will be pursued by PIN and Microsoft Nigeria to ensure that young Nigerians are able to shun cybercrime and engage positive acts such as software development,



among others. As discussed during PIN's presentation at the event, post-event plans include the production of **stickers** that use youth-friendly messages to describe new attitudes that youth should embrace (including *I big pass yahoo-yahoo!*; *When dem dey dance yahooze, I dey work. When dem come dey beg, na all kin' dance I dey do...*; *Wetin you dey browse?*; *Eyin boys, e fashy yahoo-yahoo!*; *That operation fit land you for operation room inside hospital o!*; *Fiile! We no dey do yahoo-yahoo for dis*

place...; Correct Naija people no dey do yahoo-yahoo!; Maga no need pay, I go work for ma dough!; and I no dey commit again, na software I dey write now!)

Post-event activities should also include a **musical collaboration** that has become popular among



entertainment professionals (including award-winning producers, directors and musicians). This musical collaboration, which will be a huge plus for any sponsor, will be promoted as the alternative to the hugely popular songs that presently

celebrate cybercrime. The need for adequate IT training among young Nigerians will also benefit from the nationwide distribution of free CDs containing Microsoft's **Digital Literacy Curriculum**. PIN's proposed **Dare to be BIG** reality TV show – which has been endorsed by the Nigerian Communications Commission and will be supported by Microsoft – is also expected to provide an engaging platform that will keep youth engaged through its TV component, nationwide tour and advocacy campaign. In addition, the **rehabilitation** project will help 25 at-risk youth through a process involving application, selection, retraining, mentorship, internship opportunity and possible business support.

While **radio** will be a great avenue through which the message of the campaign can be sustained (which will provide additional visibility for the Microsoft brand), the **documentary** that will be produced from campaign materials has been accepted for screening during a joint presentation by PIN's *Executive Director* and Microsoft Nigeria's *Citizenship Manager* at the upcoming 10th anniversary of the Social Enterprise Alliance in April 2009 (in New Orleans). This campaign has gained enough momentum to run on an annual basis and that way, it can stay as a hugely popular and major message for young Nigerians though *The Alternative* should hold in other locations from time to time while the number of pre-event workshops should increase among Nigerian states. For next year's campaign cycle, it would be great to discuss the negative effects of piracy while still encouraging youth to shun cybercrime and other IT-related vices.



For PIN, it has been a great pleasure working with Microsoft Nigeria on this social campaign and we look forward to a rewarding multi-year campaign relationship that will help us achieve our dream of connecting young Nigerians with ICT opportunities while also helping Microsoft achieve its business and social objectives in Nigeria! We are excited about the possibilities of this campaign, and are delighted to inform you that the secondary school students who represented Niger state were presented to the State Executive on October 27 – and they were given ₦100,000 each. When brilliant young minds in IT are rewarded that way, it will become *cool* among their peers to attempt what earned them such reward. This is only one of many possibilities from the *Paradigm Initiative Nigeria/Microsoft Nigeria* collaboration on the ISSPIN campaign, and we thank you for the opportunity to create lasting change.