UNITED NATIONS DEVELOPMENT PROGRAMME
SUB-REGIONAL HUB FOR WEST AND CENTRAL AFRICA
#IAMSAHEL CAMPAIGN STRATEGY
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An Alternate Tale

The tale of the Sahel region has often been told as a linear one that follows the trail of “crisis”, “poverty”, and “hunger”. This tale runs parallel to one that flies under the radar – Stories of young women and men testing how far we can go in realising our hopes and dreams and ushering in the future 350 million people desire.

The region has a rich history and resources backed by pioneering feats in science, medicine, arts, and philosophy, making it remarkably diverse and full of potential and opportunity.

These are the stories we wish to tell.

Stories of progress... hope... and prosperity.

This is neither an ambition nor a dream; this is the Sahel.

Campaign Rationale

This campaign seeks to ignite online and offline conversations on the Sahel of today and the future. These conversations will feed into a narrative embodying the positive stories and potential that lie in the region.

To capture and provide more visibility to the Sahel region’s positive stories, UNDP wants to help spotlight and amplify campaign stories and voices through various channels.

Focusing on Governance, Youth, Renewable Energy

and their impact, the campaign will highlight Sahelians at the forefront of shaping the Sahel’s transformation.

The campaign will adopt an “outside-in” approach that invites partners and figures from varied fields to participate and take ownership of the campaign.
The thinking around the campaign is anchored on the premise that the Sahel is regenerating itself. UNDP thus seeks to bring forward these stories of progress and opportunity emanating from the region amidst sometimes difficult contexts and, where possible, connect Sahelians to investment opportunities and other Sahelians, also sparking change.

For stakeholders and donors, the campaign will highlight results and opportunities from key flagships of the Sahel Offer and call for investments that help the Sahel further tap into its potential.

For Sahelians, the campaign is an invitation to celebrate Sahelian ingenuity, resilience and identity. It is an opportunity to showcase the regeneration already taking place in the region.

Overall, it is designed to be a people-central-driven campaign to inform, inspire, and activate our audiences. The campaign will adopt two tracks:

1. The Sahel, a land of potential and opportunities: Moving the needle in how the Sahel is perceived by tackling disempowering and negative narratives that portray the Sahel as a region perpetually in need and conflict.

2. UNDP’s work in the Sahel: Showcasing UNDP’s leading development role in driving transformative actions in the Sahel.
The time is ripe for a narrative that gives agency back to Sahelians –
If we act now, we can spark progress toward development in the region, accompany development interventions that lift and empower millions and ultimately allow Sahelians to take ownership of their stories and destinies.

Change is possible if we combine efforts –
True transformational change requires an all-of-society approach. The ethos of this campaign is to invite all stakeholders to take action not just for their communities but for themselves.

Community Engagement –
By simultaneously encouraging the role of the one and the role of the many, people and communities can both see themselves and those around them, giving birth to a surge of discovery, social empathy and relationship building across the Sahel.
For this campaign, an overarching hashtags and slogans will be adopted to concretise campaigning efforts as well as unify content and engagement:

**Inspire. Change. Together**

**Inspirer. Changer. Ensemble**

### Slogan & Hashtags

For this campaign, an overarching hashtags and slogans will be adopted to concretise campaigning efforts as well as unify content and engagement:

#### Campaign Slogan and Tags

Primary Hashtag: #IAMSahel
Secondary Hashtag: #ThrivingSahel

### Messaging

- **Regeneration:** The Sahel is regenerating itself, and UNDP, through the Sahel Offer, is a partner in that journey.

- **Balanced Narrative:** There are two sides to every story, Sahel has a positive tale of immense potential, rich diversity, uplifting stories, and innovative and hardworking youth who are progressively rewriting their destinies.

- **Investment:** It is an opportune time to invest and impact Sahelian lives; numerous investment opportunities through renewable energy, youth, creativity and innovation exist.

### Objectives

1. **INFORM**
   Shape the narrative

   - Use authoritative information to reinforce the Sahel’s positive narrative
   - Create spaces for dialogue
   - Where possible, show UNDP’s impact on the Sahel and vision.
   - Reach as many stakeholders as possible and invite new and diverse voices into the campaign.

   **Tactic:**
   Press opportunities, opinion pieces, human interest stories, digital media content.
2. **INSPIRE**
Provoke empathy and invite people to care

- Connect audiences to campaign platforms
- Create opportunities for Sahelians to reach a regional and global audience
- Use impactful, clear, and bold messages that resonate and last
- Build empathy through memorable, hopeful, people-centred stories
- Engage influencers and content creators to connect and inspire a broader audience
- Highlight (where possible) progress and solidarity with demonstrable results and solutions

**Tactic:**
Showcase stories that illustrate Sahelian ingenuity and resilience; Invite people to share their stories and hopes of the Sahel; Curate multimedia content for multiple platforms, and audiences; Design events and activities that draw people in – dialogues, conferences, exhibits, online experiences, tours etc.

3. **ACTIVATE**
Mobilise support and participation/ action

- Spark a conversation on/about the region and the people
- Activate audiences through stories of local solutions and offer avenues for action
- Encourage people to share their stories
- Build partnerships to extend reach and impact

**Tactic:**
Highlight innovative solutions, offer hope, and provide a campaign call to action.
For this Sahel campaign, UNDP intends to deploy campaign assets such as Short Films, Animated Videos, Result Videos, Podcast Series, Human Interest Stories, Op-Eds and social media materials via the following platforms:

- Dedicated UNDP campaign webpage that would include visual assets, stories, op-eds, podcasts, digital media, campaign kit and other materials. All materials will also be available on a dedicated campaign Trello Board.

UNDP will, where possible, work with content creators, influencers, advocates, business leaders, journalists, social media platforms, CSOs, artists, and more to participate in the campaign through engagement opportunities.

Knowing the negative narrative about the Sahel region is primarily driven by international audiences such as media and international organisations, the campaign is designed to reach these groups and bring forward a more balanced narrative that reflects the reality of many in the region and give agency back to Sahelians. In doing so, the campaign will also target Sahelians both in and outside the region. Overall the campaign will target the following:

- General Audience: Young Sahelians (16-35 y.o.);
- General Audience: Adult Sahelians (36-60 y.o.);
- General Audience: Wider, Global youth audience (16-35 y.o.);
- General Audience: Wider, Global adult audience (36-60 y.o.);
- International Organisations, Media, Private Sector, Academia, UN System & Donors.
Considerations

From start to finish, we will consider several factors and risks. Some of these include:

- Consider possible criticism of the UN, advocates, and influencers
- Bring a human and balanced tone to messaging and production
- Make a deliberate switch from brown and “dusty” visuals to colourful and striking. The Sahel afterall is home to lush greenery and fields.
- Ensure messaging and visuals are inclusive (gender, culture etc.)
- Does not include difficult-to-understand messages
- Showcase a region regenerating itself and inspire hope and action.
- Ensure gender inclusivity is considered in production and campaign rollout.