Strengthening Collaborations for Greater Impact
Partners United

Collaborations and partnerships are strengthened through shared learnings and knowledge exchange between various stakeholders within a system. These are made even smoother with an interactive civic tech platform. The Partners United Platform is designed and developed to serve the accountability ecosystem in Nigeria.
Why Partners United?

The Shehu Musa Yar’adua Center (SMYF) and Reboot went through a design research process on information needs and use of actors in the accountability ecosystem. The findings from this process informed the redesign of the previous PUAC platform from a repository of information to an interactive platform for knowledge sharing and exchange.

In response to the information needs and uses of partners, the updated platform now enables the storage, sustainability and longevity of accountability partners’ work beyond even funding restrictions. The redesigned Partners United Platform now serves to:

- Bring together and foster Communities of Practise for accountability within the ecosystem.
- Sustain the work tools, resources and ideas of accountability actors through a continuous exchange of information.
- Optimize organic collaborations and increasing the vibrancy of ecosystem interactions.
The Platform Refreshed
How Information Flows

Information and knowledge exchange play a vital role in how programs and interventions are designed and deployed in the communities they seek to serve and also in how the ecosystem constantly thrives. This usually begins at the point of generation to the point of active exchange between stakeholders. This flow influenced the ways partners worked with each other.

Within the ecosystem, information is generated from actively gathering data from the field which is then saved into a database (this can be digital or analogue), these are usually raw and unorganized data sets. However, as it moves from the point of generation, it begins to take a more organized and digestible form therefore becoming useful for other users of the information and the public for consumption.

An added layer of knowledge exchange happens when tools and resources developed by partners are shared for other members of the accountability ecosystem to access and/or replicate in their own work.

The following diagram illustrates clearly how this happens.
Information Systems Flow

**Information Generator**
generate or mine their own primary data from field activities which most times can be bulky and unrefined.

**Knowledge Exchanger**
convert these information into pieces that can be used for educating and learning purposes (capacity building)

**Amplifier**
use different avenues and platforms to “amplify” the information that they get from information sharers

**Information Producer**
producers get bulky and “disorganized” documents from “information collectors” and turn them into simpler, understandable, and digestible formats for the public or other organizations to use as tools to inform their work.

**Information Sharer**
take information that has been simplified by “information producers” and carry out further investigation to verify this information.
Key Features of Partners United
The Home Page

The Home page manages all the information that is housed on other pages of the platform. This helps the user to see all the tailored information they have chosen as their interest and can easily navigate through to other pages.

The About Us, Knowledge Resources, and Sign-in buttons are located on the menu button, making it easier to access all trending posts, active partners, and upcoming events, as well as be recognized as a hub for content creation.
The knowledge hub feature serves as the platform’s knowledge hub. It contains all content uploaded to the platform in various formats.

Full-text searches make it simple to find content, and search criteria can include any combination of topics, knowledge resources, post types, or content details such as comments.

All content searches are quick, and results are displayed right away.
The User Profile Page

The user profile page will contain all of the user's relevant contact information, allowing for interaction both on and off the platform.

With this feature, partners can personalize their experience in order to tailor their feeds to show information and other resources most useful to them.

A user will be able to get updates on various topics, partners, and individuals of interest to them, as well as interact on the live feed on a regular basis.
Tip: How to use the platform

Step 1
Visit www.partnersunited.org

Step 2
Create an account

Step 3
Customize your interests

Step 4
Interact and Engage
A Typical Platform User

Archetypes of the current and future users of the PU platform
Bio
Mayowa, a father of 3 children, is a civil servant who for the past ten (10) years has worked hard and risen to the position of Deputy Director. As an educationist he has also volunteered his time to supporting early childhood education as he believes all children deserve a good education.

Information Share
As Deputy director, he oversees both the technical and infrastructural aspects of primary education delivery in the communities across the 23 local governments of Kaduna state. As such, he generates a lot of data daily on the education curriculums being used and circulates these to schools across the state. Because he oversees the procurement, maintenance and management of primary education infrastructure as well, he also shares tender information for procurement processes.

Information Use
As part of his numerous duties as Deputy Director, he manages his institution’s partnership portfolio which includes a group of independent monitors who collect and share valuable data on project execution in local communities.

Levels of Information Use & Share
Use
Low --------------------- High
Share
Low --------------------- High
Bio
Lawrence is a vibrant young man who is passionate about fiscal transparency. In his role as program officer at BudgIt, he has spent the last five years translating technical analysis documents into easy to understand infographics with equally poignant messaging that communicates the findings succinctly.

Information Share
As a program officer, he manages the collection, analysis and simplification of raw data, simplifies these and makes it available through his organization’s websites and social media handles. He also finds avenues to pass on his knowledge to other professionals in the accountability space, who are looking to find the best ways to break down and simplify technical and often bulky data that they often use for their work.

Information Use
Mayowa is constantly in search of state and national budget documents including budget performance from government Ministries, Departments and Agencies. He is also very interested in getting feedback from citizens who are interested in budgeting processes in the country.

Levels of Information Use & Share
Use
Low --- High

Share
Low --- High
Bio
Chinenye is a 15 year media veteran who is respected both within her organization and media networks across the country. As a Senior Program officer at the non-profit media organization where she currently works, she oversees a team of in-house and freelance investigative journalists spread across the country who report on development issues happening from national to community levels.

Information Share
As part of her work, she edits numerous stories weekly and is constantly looking for ways to disseminate these reports and make sure that people who can be affected or influenced by a particular story are able to access it.

Information Use
Given that she is passionate about anti-corruption and improved governance, Chinenye is interested in getting leads that she can share with other journalists to investigate and report on. In addition, because she sifts through a lot of information daily, she tries to find the most efficient ways to verify claims, statistics, data and other information to make sure that the stories she publishes are verifiable and factual.

Levels of Information Use & Share

Use
Low ------------------------- ● --------- High

Share
Low ------------------------- ● --------- High
Bio
Didi studied law and international relations and is a passionate advocate for inclusive development and gender equity. Her passions informed her decision to co-found a non-governmental organization in Cross Rivers. Her organization is focused on improving the livelihoods of youth across the state by increasing their access to good education and nurturing their entrepreneurial skills.

Information Share
As a co-founder, she directs a team of education experts to develop tools and resources that her organization uses to educate the youth in the state, and she also shares these resources with both private and public schools in the state to include in their curriculum. Her resources are open-sourced and she is always looking for avenues to share them with others who might find them useful.

Information Use
Didi is a voracious reader and is always looking for ways to improve her knowledge as well as learn more about the latest global best practices on development and education. In addition, she knows that true impact comes from building the right partnerships with organizations with a shared vision as hers, and so she looks out for forums or networks where she can find these potential partners.

Levels of Information Use & Share
Use
Low ----------------------------- High

Share
Low ----------------------------- High
Bio
Abubakar began his career as a radio broadcaster where he hosted and moderated conversations and interviews on a variety of topics. As a media professional, he sees himself as an advocate as well, and so uses his platform to advocate for increased government accountability on issues that affect everyday people.

Information Share
As a media advocate, he works hard to ensure that critical development issues or topics addressed are seen to a logical conclusion, and so he is constantly trying to find new avenues or channels to further share the stories he has worked on, and keep the conversations in the spotlight until there is a concrete response from government.

Information Use
Abubakar keeps his ears to the ground and is constantly gathering information from news sources that enable him to fact-check and verify the information he gathers from the field. In addition, he likes to stay informed on the latest happenings and discussions within various professional networks which help inform his analysis of critical national and international topics.

Levels of Information Use & Share
Use
Low — High
Share
Low — High
Successful Collaborations

...and opportunities the platform presents for building and sustaining them
# Media and Civil Society Collaborating to Hold an Elected Official Accountable

**Collaborators:** International Centre for Investigative Reporting + Socio-Economic Rights And Accountability Project (SERAP)

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<th>Opportunity</th>
<th>Process</th>
<th>Impact</th>
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<td>ICIR supported a mainstream journalist to carry out an investigation into an abandoned water project in his community.</td>
<td>As part of its periodic training of journalists to do investigative reports, ICIR facilitated a journalist to conduct a four-month investigation into an abandoned water project.</td>
<td>ICPC invited the Deputy Speaker for questioning, and he agreed to complete the project. The project infrastructure (reservoir) has been completed, but there is still no water.</td>
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<td>SERAP through the published investigative report spotlighted the gross corruption and misuse of public funds and advocated for the completion of the project.</td>
<td>The published 2-part investigative report exposed that the Osun State Deputy Speaker, House of Representatives had misappropriated N1.8 billion meant for the project.</td>
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**Platform advantage**
The Partners United platform can be used as an effective tool to raise awareness around corruption activities and get other media houses and civil societies to either get involved or use the same approach for their initiatives.
## CSOs Collaborating to Promote Integrity in Public Service

**Collaborators:** Accountability Lab + Progressive Impact Organization for Community Development (PRIMORG)

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<td>Accountability Lab’s “Integrity Icon” program seeks to tackle corruption by “naming and faming” honest government officials. However, they were limited in the number of media platforms at their disposal to reach across Nigeria to build followership for the program and build the reputation of honest public servants.</td>
<td>Accountability Lab followed up with PRIMORG to discuss collaboration around their Integrity Icon program, and they eventually signed an agreement that enables Accountability Lab to leverage PRIMORG’s media platforms to host the 2020 government officials selected as Integrity Icons to share their compelling personal journeys standing up for integrity in a systemically corrupt environment with a wider audience.</td>
<td>Through this collaboration, Accountability Lab has built a wider and more engaged followership and expanded its reputation and interest in the Integrity Icons program. By leveraging PRIMORG’s radio platforms, Integrity Icons appeared on two leading radio stations, KissFM and Raypower, and reached an estimated 2 million listeners.</td>
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### Platform advantage

The Partners United platform can help more civil society organizations leverage each other’s media platforms to reach more people, build a stronger followership for their initiatives, and accountable governance more generally; this is especially important for national programs that seek to reach across Nigeria’s diverse cultural regions.
Frequently Asked Questions
1. **What kind of knowledge/resource should you put on the platform?**

   The Partners United Platform supports all kinds of information. You can share your impact stories, progress reports and knowledge bits in various file formats including multimedia formats (e.g PDFs, xlsx, .csv, jpg, mp4).

2. **How can others access data that is shared on the platform?**

   To access the data on the platform, you need to sign in and register.

3. **Who can you reach out to if you have challenges using/navigating the platform?**

   You can use the platforms “Contact Us” page to send an enquiry or you can send an email to sayo@yaraduafoundation.org and the team at the Shehu Musa Yar’adua Foundation will respond in record time.
For more information

Email: info@partnersunited.org