



## TECHNICAL PROPOSAL

# Strengthening HOPE EDU Implementation through Strategic Communication, Teacher Development, and Education Engagement Initiatives

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### PRESENTED BY

VISUAL FLOW MEDIA LIMITED  
(RC 85006)

[www.visualflowmedia.com](http://www.visualflowmedia.com)

March 2026

The Executive Secretary  
Universal Basic Education Commission (UBEC)  
Abuja, Nigeria  
April 22, 2026

Dear Ma,

**SUBMISSION OF TECHNICAL PROPOSAL FOR STRATEGIC COMMUNICATION  
SUPPORT TO THE HOPE EDU INITIATIVE**

Visual Flow Media Limited humbly submits this proposal to support the implementation and national visibility of the HOPE for Quality Basic Education for All initiative (HOPE EDU).

We recognize HOPE EDU as a critical national effort to strengthen teacher capacity, improve learning outcomes, and enhance education governance. Our proposal presents a communication-driven framework designed to translate education reforms into practical, engaging platforms that support teachers, inspire students, and strengthen public engagement.

With extensive experience delivering education and development communication for partners, including the World Bank, USAID, and UKAid, we bring proven capacity to design and implement high-impact communication interventions aligned with national priorities.

We are confident that our approach will support the effective implementation of HOPE EDU and contribute to improved visibility, engagement, and adoption of education reforms.

Please find our proposal attached for your consideration. We look forward to the opportunity to engage further.

Yours faithfully,

For: Visual Flow Media Limited,



Okikiola Akinkugbe  
Chief Executive Officer.

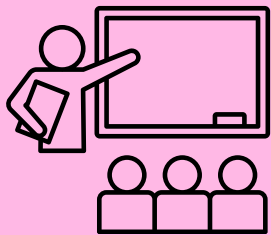
# Table of Contents

Executive Summary	<b>02</b>
Organizational Experience	<b>04</b>
Project Context	<b>06</b>
Objectives	<b>07</b>
Approach and Methodology	<b>08</b>
Proposed Intervention Scope	<b>09</b>
Implementation Framework	<b>12</b>
Monitoring and Evaluation	<b>13</b>
Expected Outcomes	<b>14</b>
Key Personnel	<b>15</b>
Conclusion	<b>19</b>

# Executive Summary

Nigeria stands at a critical moment in its journey toward strengthening foundational learning and improving the quality of basic education across the country. The HOPE for Quality Basic Education for All (HOPE EDU) initiative, supported by the World Bank, represents an important opportunity to accelerate reforms that improve teacher capacity, strengthen education governance, and improve learning outcomes for Nigerian children.

Visual Flow Media Limited presents this technical proposal to support the implementation and national visibility of HOPE EDU through a communication-driven engagement framework that combines:



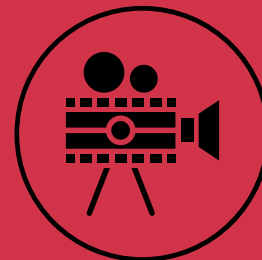
Teacher development media



National education programming



Student engagement initiatives



Documentary storytelling

# Executive Summary

The proposal introduces a structured communication ecosystem built around flagship initiatives that support teacher best practices, promote national awareness of education reforms, and celebrate academic excellence among students.

With over a decade of experience supporting education communication initiatives, including the World Bank-supported Adolescent Girls Initiative for Learning and Empowerment (AGILE) Project, the DFID Teacher Development Programme, the UKAid Education Sector Support Programme in Nigeria (ESSPIN), and The Nigeria Reading and Access Research Activity (RARA) funded by the U.S. Agency for International Development (USAID), Visual Flow Media Limited brings proven expertise in translating education policy objectives into compelling communication platforms that drive behavioural change and public engagement.

This proposal outlines a two-year communication and education media strategy designed to strengthen teacher capacity, increase community participation in education, and amplify the visibility of education reforms under the HOPE EDU initiative.



# Organizational Experience

Visual Flow Media Limited is a Nigerian communications and media production company specializing in development programming for:



Over the past decade, the company has worked closely with government institutions, international development organizations, and education stakeholders to design communication-driven interventions that strengthen policy implementation and social outcomes.

Through the World Bank-supported Adolescent Girls Initiative for Learning and Empowerment (AGILE) Project, strengthening advocacy, media engagement, and visibility for initiatives aimed at improving access to secondary education for adolescent girls across Nigeria.

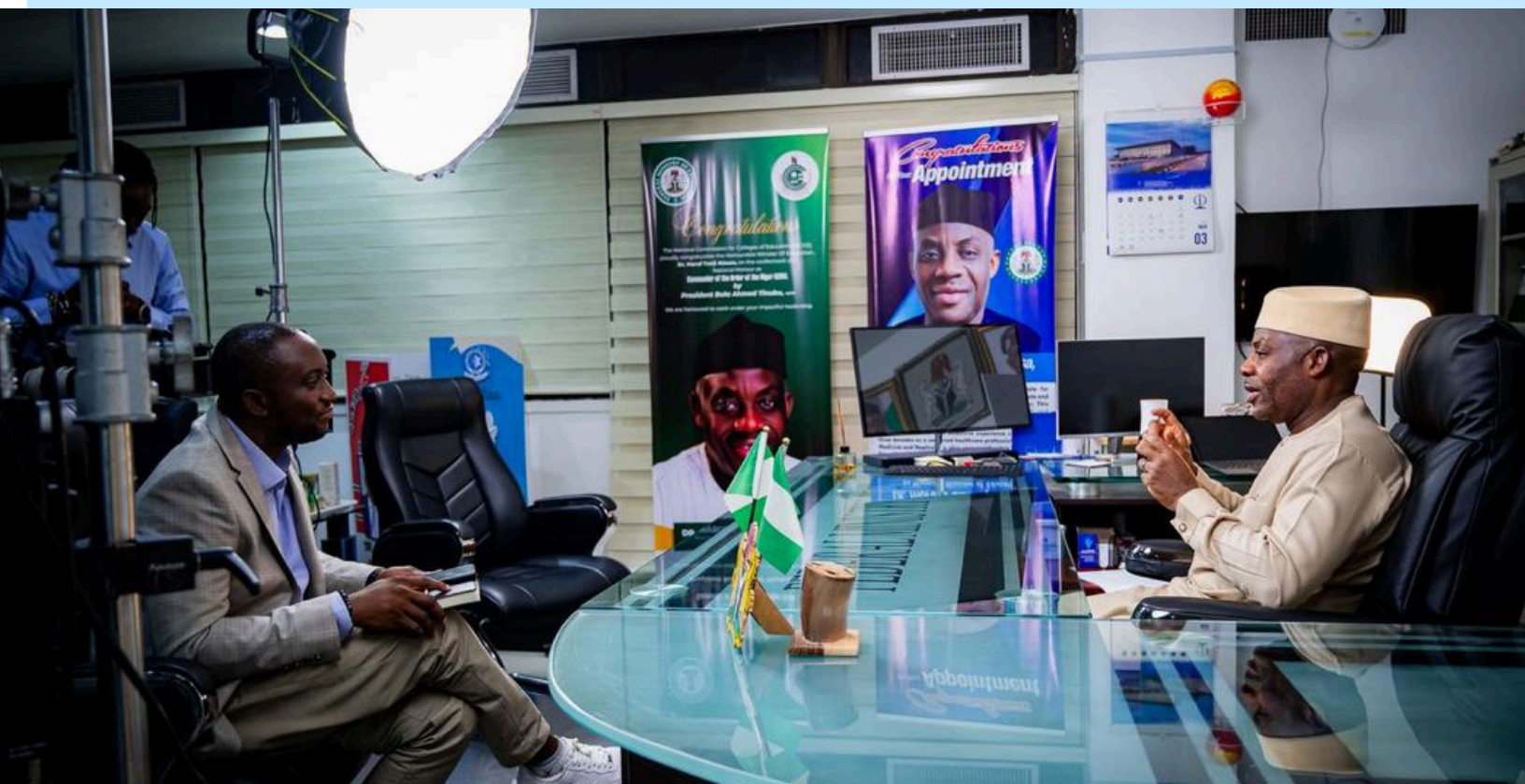
# Organizational Experience

Our work with the DFID Teacher Development Programme (TDP) provided opportunities to support teacher capacity development through communication content and training resources that helped improve classroom practices.

Working with funding from the United States Agency for International Development (USAID), VFM produced a series of teacher training videos under the Nigeria Reading and Access Research Activity (RARA).

Similarly, our collaboration on the UKAid Education Sector Support Programme in Nigeria (ESSPIN) helped promote education reform through communication strategies that engaged teachers, administrators, and communities.

These experiences demonstrate our institutional commitment to strengthening Nigeria's education system through communication, storytelling, and media innovation.



# Project Context

The HOPE for Quality Basic Education for All initiative (HOPE EDU) represents a major national effort to improve the quality of education by strengthening governance, teacher capacity, and learning outcomes across Nigeria.

HOPE EDU forms part of the broader Human Capital Opportunities for Prosperity and Equity (HOPE) initiative framework, which supports improvements in education and health service delivery and their respective sector governance. Successful implementation of HOPE EDU requires more than financial investment and policy reforms.



It requires strong communication systems that connect teachers, students, communities, and policymakers around a shared vision for improving education outcomes.

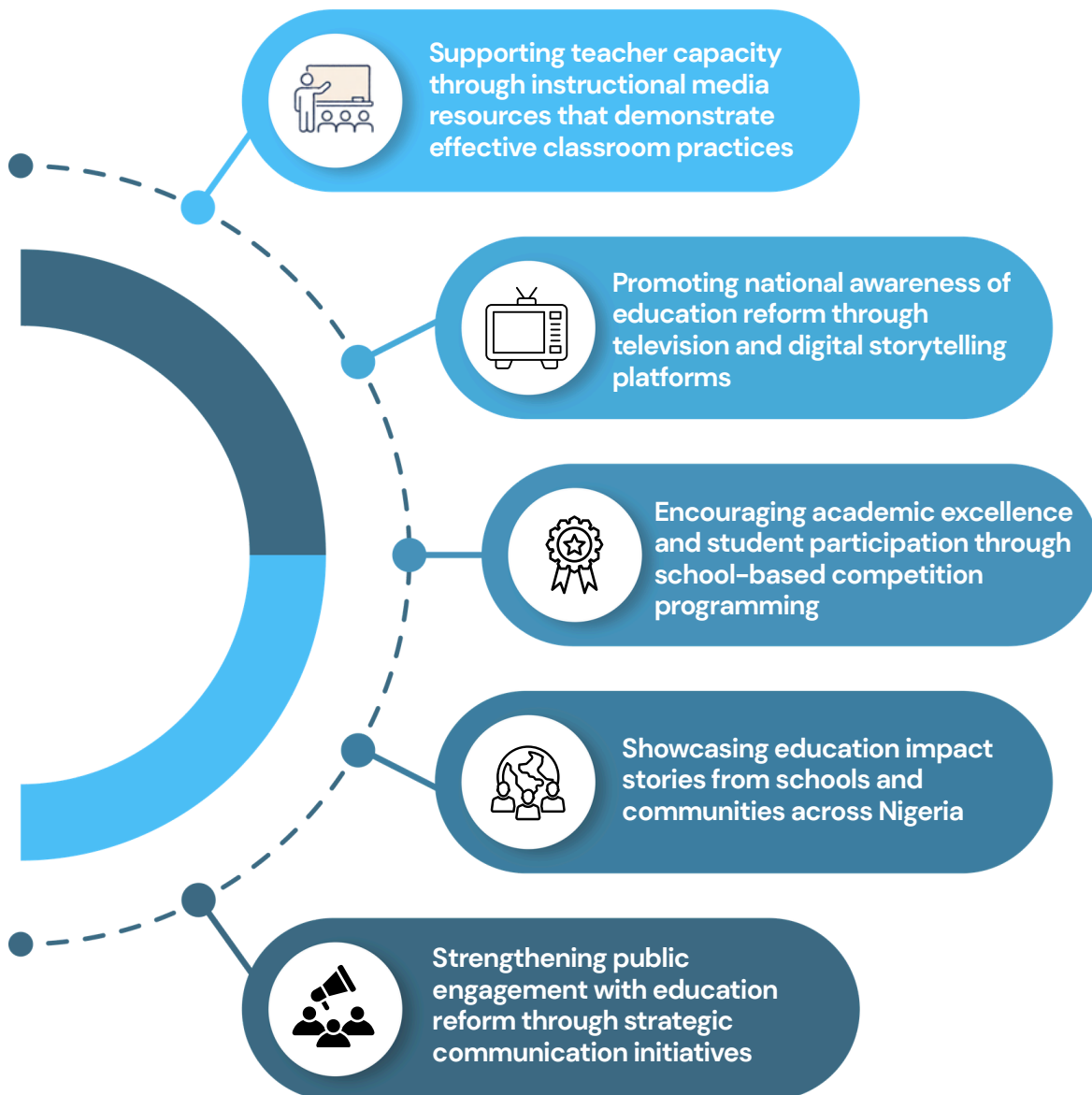
Strategic communication plays a critical role in helping teachers adopt best practices, encouraging community support for education, and ensuring that reform progress is visible and understood across the country.

This proposal, therefore, positions communication and education media engagement as a strategic entry point for supporting the successful implementation of HOPE EDU.

# Objectives

The primary objective of this proposal is to strengthen the implementation and national visibility of the HOPE EDU initiative through communication-driven teacher development resources, education storytelling platforms, and student engagement initiatives.

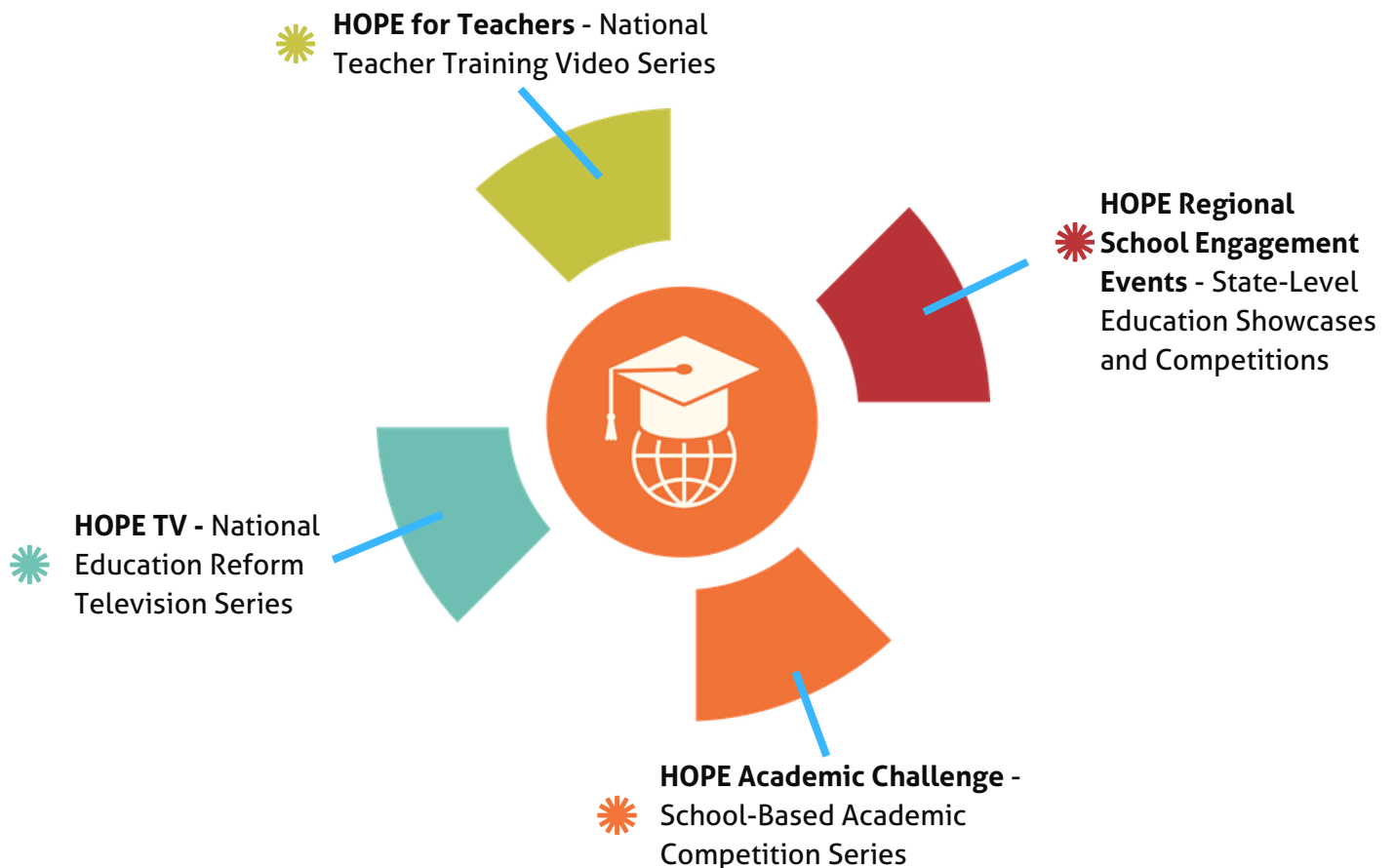
Specific objectives include:



# Approach and Methodology

Visual Flow Media Limited proposes a Communication and Education Media Engagement Framework built around five flagship initiatives designed to support teacher development, national education storytelling, and student engagement.

The framework introduces communication-driven initiatives that amplify the impact of HOPE EDU while creating platforms that celebrate education achievements across Nigeria.



Together, these initiatives create a national communication ecosystem that promotes teacher excellence, highlights education reforms, and inspires students to pursue academic success. Activities conducted under this proposal will support the HOPE EDU initiative in achieving results for DLIs 1-5 under the initiative's Disbursement-Linked Indicators, as approved by the World Bank.

# Proposed Intervention Scope

Visual Flow Media Limited brings proven experience in translating education reform into powerful communication platforms that drive real change in classrooms and communities. To achieve this, VFM proposes a research-driven strategic communication framework built around five flagship initiatives designed to strengthen teacher capacity, inspire students, and showcase education progress across Nigeria. These components are outlined below:

## National Teacher Training Video Series



**HOPE for  
Teachers**

Teachers remain the most important factor influencing student learning outcomes. Visual Flow Media Limited proposes the development of a national teacher training video series designed to demonstrate practical teaching methods that improve classroom delivery and lesson preparation.

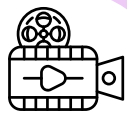
## National Education Reform Television Series

HOPE TV will be a weekly television and digital program highlighting education reform progress, teacher innovation, and inspiring stories from schools across Nigeria.



**HOPE TV**

# Proposed Intervention Scope



## HOPE Documentary Specials

### Quarterly Education Impact Films

Quarterly documentary films will provide in-depth storytelling on education reform initiatives, teacher transformation stories, and community engagement efforts across Nigeria.

These films will help document reform progress and provide strong advocacy tools for education stakeholders

### School-Based Academic Competition Series

The HOPE Academic Challenge will introduce school-based competitions focused on literacy, numeracy, science knowledge, and critical thinking.

The competitions will be recorded and distributed through digital platforms and social media channels to encourage student participation and academic excellence.

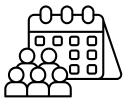


## HOPE Academic Challenge



# Proposed Intervention Scope

## Education showcase events



**HOPE Regional  
School  
Engagement  
Events**

Regional school engagement events will provide platforms for students, teachers, and communities to celebrate educational achievements and address harmful social norms that create barriers to education.

Activities may include academic competitions, teacher recognition awards, student innovation showcases, and education exhibitions.



# Implementation Framework

## Concept Development and Pilot Production

This phase will focus on designing the flagship initiatives, developing program formats, and producing pilot content.

Activities will include concept design for the teacher training series, television programming format development, documentary planning, and competition framework development.

Phase One

## National Content Production and Broadcast

During this phase, full-scale production of the flagship initiatives will begin. School-based competitions kick-off.

Teacher training videos will be produced and distributed through teacher development workshops and digital platforms.

Videography and photography highlights of the school-based competitions will be produced and broadcast across TV and digital media platforms for project visibility and to facilitate change from harmful social norms that create barriers to education.

Phase Two

## National Expansion and Stakeholder Integration

The final phase will expand programming reach and strengthen partnerships with federal and state education institutions.

Regional school engagement events will support broader participation while generating national visibility for education achievements.

Phase Three

# Monitoring and Evaluation



Visual Flow Media Limited will implement monitoring and evaluation mechanisms that track the reach, engagement, and impact of communication activities.

Monitoring will include audience reach metrics, teacher participation indicators, student engagement levels, and stakeholder feedback.

Periodic assessments will help refine communication strategies and ensure alignment with HOPE EDU objectives.

# Expected Outcomes

The implementation of this communication-driven framework will contribute to:



**Audience research  
and insights for  
strategic  
intervention design**



**Stronger teacher  
capacity through  
accessible training  
resources**



**Increased national  
awareness of  
education reforms**



**Improved student  
motivation and  
participation in  
academic  
activities**



**Stronger public  
engagement with  
education  
development  
initiatives**



**Increased  
visibility for the  
achievements of  
the HOPE EDU  
initiative**

These outcomes align directly with the national priorities outlined in the Renewed Hope Agenda and contribute to the broader goal of building a stronger and more prosperous Nigeria.

# Key Personnel



**OKIKIOLA  
AKINKUGBE**

Project Team  
Lead

Okikiola Akinkugbe is a BBC-trained senior producer with over eighteen years of experience leading large-scale communication and behavioural change initiatives across governance, education, and development sectors. His work with organisations such as BBC Media Action, World Bank, and DFID-funded programmes demonstrates strong capacity in managing nationally coordinated media interventions.

For the HOPE EDU initiative, he will provide strategic oversight across all flagship components, ensuring that communication outputs effectively support teacher development, education reform visibility, and stakeholder engagement. He will guide editorial direction, ensure alignment with national education priorities, and maintain quality assurance across all deliverables.



**MATTHEW  
SMART**

Project  
Operations Lead

Matthew Smart is an international award-winning filmmaker and Social and Behavioural Change Communications Specialist with over a decade of experience delivering education-focused communication interventions for organisations including USAID, World Bank, and Chevron PIND Foundation.

Within HOPE EDU, he will oversee end-to-end implementation of communication activities, including teacher training content production, television programming, and student engagement initiatives. He will ensure operational efficiency across multi-state deployments, supervise production workflows, and drive integration between media outputs and education outcomes.



**DR.  
SULEIMAN  
SA'ADU  
MATAZU**

Education  
Development  
Specialist

Dr. Suleiman Sa'adu Matazu is an Associate Professor of Science Education at Usmanu Danfodiyo University, Sokoto, with over a decade of experience in education development, curriculum innovation, and STEM education.

As General Secretary of the Science Teachers Association of Nigeria (STAN), he has led initiatives that strengthen teaching quality, professional networks, and institutional capacity across Nigeria.

For HOPE EDU, he will provide technical leadership on teacher development content, ensuring that all instructional materials align with national curriculum standards and promote effective classroom practices. His expertise will guide the design of teacher training videos, academic challenge frameworks, and education content that equips learners with 21st century skills and supports improved learning outcomes.

# Key Personnel

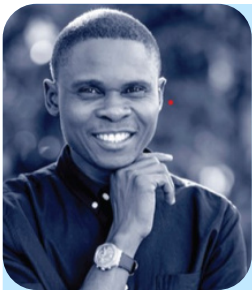


## **PROF. TUNJI AZEZ**

Lead Content and  
Education  
Narrative  
Specialist

Prof. Tunji Azeez is a distinguished writer and cultural scholar with extensive experience in behavioural communication and educational storytelling. His work spans collaborations with BBC Media Action and major media platforms focused on social impact.

For HOPE EDU, he will lead the development of education-focused narratives across all content platforms, including HOPE TV and documentary productions. He will ensure that storytelling approaches effectively communicate education reforms, promote positive learning behaviours, and reflect culturally relevant perspectives that resonate with teachers, students, and communities.



## **YINKA EDWARDS**

Lead  
Cinematography  
and Visual  
Production  
Specialist

Yinka Edwards is a BAFTA award-winning cinematographer with credits across international film and broadcast productions, including Netflix and globally recognized titles.

He will lead visual production for HOPE EDU, ensuring that all video content, including teacher training series and documentary outputs, meets international production standards. His expertise will ensure high-quality visual storytelling that enhances audience engagement and strengthens the credibility of education communication outputs.



## **RITA AKOR**

Deputy  
Cinematography  
and Field  
Production  
Specialist

Rita Akor is an experienced cinematography specialist with a strong track record in broadcast and development-sector productions.

She will support field production across multiple states, ensuring consistent capture of education activities, school-based competitions, and engagement events. Her role will ensure efficiency in multi-location filming and adherence to production timelines.

# Key Personnel



## JONAH JACKSON

Head of Post  
Production and  
Content Delivery

Jonah Jackson is an experienced post-production specialist with extensive work across documentary, television, and reality programming.

For HOPE EDU, he will oversee editing, narrative structuring, and final content delivery across all media outputs. His role ensures that teacher training videos, television programming, and documentaries are delivered in broadcast-ready formats aligned with national and digital distribution requirements.



## POLUM DAVID

Compliance,  
Visibility and  
Education  
Communications  
Specialist

Polum David is a broadcast journalist and communications professional with experience working under international editorial standards across governance and development communication.

She will ensure that all HOPE EDU communication outputs meet regulatory, ethical, and visibility requirements. Her role includes managing messaging accuracy, ensuring alignment with education policy narratives, and maintaining compliance with donor and national communication standards.



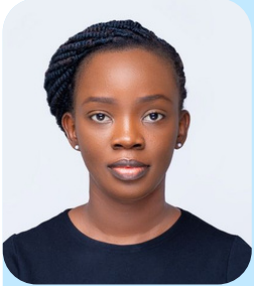
## DIWANG JIRAI

Education  
Engagement and  
Event  
Management  
Specialist

Diwang Jirai is an experienced event and programme coordinator with a strong background in managing multi-stakeholder engagements for organisations such as UNESCO and GIZ.

Within HOPE EDU, she will coordinate regional school engagement events, academic competitions, and stakeholder forums. She will ensure seamless execution of education showcase activities, strengthen participation across states, and support community-level engagement.

# Key Personnel



**MARIAN  
NKEM**

Project Finance  
and Grants  
Management  
Specialist

Marian Nkem is a certified accountant with experience managing financial systems for donor-funded programmes, including USAID and EU-supported projects.

She will oversee financial planning, budgeting, and compliance for HOPE EDU implementation. Her role ensures accountability, efficient resource utilization, and adherence to donor financial regulations.



# Conclusion

Nigeria's future depends on the strength of its education system. By combining communication, technology, and teacher development, this proposal presents a practical pathway for improving learning outcomes.

Visual Flow Media Limited brings a strong track record of collaboration with government and development partners, along with a deep commitment to strengthening educational systems across Nigeria.

Through this partnership, the HOPE EDU initiative can serve as a powerful catalyst for transforming the country's education sector and advancing the vision of national renewal articulated in President Bola Ahmed Tinubu's Renewed Hope Agenda.







# CONTACT INFORMATION

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