

# LIDA Network Organization Profile



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A photograph of the Chicago skyline at night, with the Willis Tower prominently featured in the center. The city lights are visible against a dark sky with some clouds. The image is partially obscured by a dark blue diagonal shape that covers the left side of the page.

# ABOUT LIDA NETWORK

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LIDA Network is a dynamic multimedia and innovation platform that specialises in development communication across Africa. Founded with a mission to promote responsible media and communication delivery, socio-economic development, advancement of energy access in underserved regions, and building the capacity of journalists, LIDA Network is committed to creating impactful content that addresses critical development issues. We focus on producing high-quality multimedia content that amplifies the voices of marginalised communities, highlights sustainable energy practices, and engages audiences through innovative storytelling.

As a leading entity in development communication, we work closely with local, national, and international media stakeholders to ensure the effective dissemination of important narratives on Africa's progress and challenges. Through our training programs and partnerships, LIDA Network plays a pivotal role in empowering journalists and organisations to report accurately and responsibly on key issues.

## OUR VISION

To be the premier platform driving sustainable development, energy access, and media empowerment across Africa by producing innovative multimedia content that inspires change and fosters a deeper understanding of socio-economic challenges.

## OUR MISSION

LIDA Network is dedicated to producing compelling, high-quality multimedia content that addresses Africa's socio-economic challenges, promotes energy penetration in underserved communities, and empowers journalists with the skills necessary to tackle development-related issues. We aim to connect the world with Africa's stories, inspiring action and change through well-crafted communication.



# CORE EXPERTISE AND SERVICES

01

## MEDIA STRATEGY DEVELOPMENT

At LIDA Network, we understand that communication is key to successful development. We specialize in crafting customised media strategies tailored to specific developmental causes and campaigns. Whether for a nonprofit organisation, a government initiative, or a corporate social responsibility project, our strategies ensure maximum reach and impact, utilising both traditional and digital media platforms. Our approach is impact-driven, helping clients meet their communication objectives while advancing their developmental goals.

02

## MULTIMEDIA CONTENT CREATION AND PRODUCTION

We pride ourselves on our ability to produce diverse multimedia content that resonates with audiences. Our team is skilled in:

- **Video Production:** We produce documentaries, short films, news reports, and feature videos that explore development issues. Our videos bring these topics to life, offering both visual and emotional engagement.
- **Podcasts:** We create thought-provoking podcasts that delve into complex issues of socio-economic development, climate change, and energy, providing in-depth discussions and expert opinions on topics that matter to Africa and the world.
- **Photography:** Our photographers capture striking visuals that reflect the essence of development in Africa—showing both the challenges and progress of communities as they navigate the path to sustainability and growth.
- **Social Media Storytelling and Campaigns:** Our social media team specialises in creating captivating narratives that leverage the power of digital platforms. We help organisations engage with a broader audience and raise awareness about pressing developmental issues through interactive posts, infographics, and real-time updates.



**03**

### **PRESS RELEASES, FEATURE STORIES, AND MEDIA ADVISORIES:**

LIDA Network is experienced in crafting and disseminating press releases, feature stories, and media advisories that convey important messages to the public. Whether promoting a new initiative, highlighting key milestones, or addressing urgent concerns, our content is crafted to capture media attention and ensure the right audiences are reached.

**04**

### **RELATIONSHIP MANAGEMENT WITH MEDIA OUTLETS:**

We recognize the importance of strong media relationships in amplifying developmental messages. LIDA Network has established lasting connections with various media outlets and journalists, spanning local, national, regional, and international platforms. These relationships are pivotal in ensuring that the stories we help tell reach the right audiences—whether it's through mainstream media or niche publications. Our media relations efforts also extend to journalists, influencers, and thought leaders who play a crucial role in driving conversations about Africa's development.

**05**

### **CAPACITY BUILDING AND TRAINING FOR JOURNALISTS:**

Our capacity-building programs are designed to equip journalists with the necessary skills to cover complex topics such as climate change, sustainable development, and energy penetration, with a focus on accuracy, objectivity, and impactful storytelling.

# OUR IMPACT

LIDA Network has made a significant impact in promoting sustainable development and energy access across Africa. Through our media campaigns, training programs, and strategic partnerships, we have contributed to raising awareness about vital issues affecting the continent, such as the need for energy in underserved communities and the importance of climate resilience as well as environmental protection. By training journalists, we are fostering a generation of informed media practitioners who can accurately cover and advocate for issues of public interest.

We have also provided platforms for marginalised communities to share their stories, giving them a voice in public discourse. Our multimedia content has reached millions of viewers, listeners, and readers, making a tangible difference in how development issues are perceived and acted upon.

## GLOBAL REACH AND PARTNERSHIPS

At LIDA Network, we understand that communication is key to successful development. We specialize in crafting customised media strategies tailored to specific developmental causes and campaigns. Whether for a nonprofit organisation, a government initiative, or a corporate social responsibility project, our strategies ensure maximum reach and impact, utilising both traditional and digital media platforms. Our approach is impact-driven, helping clients meet their communication objectives while advancing their developmental goals.

## KEY ACHIEVEMENTS



**300+ Media Practitioners Trained:** LIDA Network has trained over 300 early and mid-career journalists in more than seven African countries, strengthening media reporting and communication strategies.



**Impactful Multimedia Campaigns:** Our content has reached millions across Africa, influencing public opinion on critical issues such as climate change, energy access, and economic development.



**Partnerships with Leading Organisations:** LIDA Network collaborates with international organisations, NGOs, and government bodies to drive sustainable change across the continent.

# WHY CHOOSE LIDA NETWORK?

## **Innovative Approach:**

We are at the forefront of using multimedia tools and digital platforms to drive development communication.

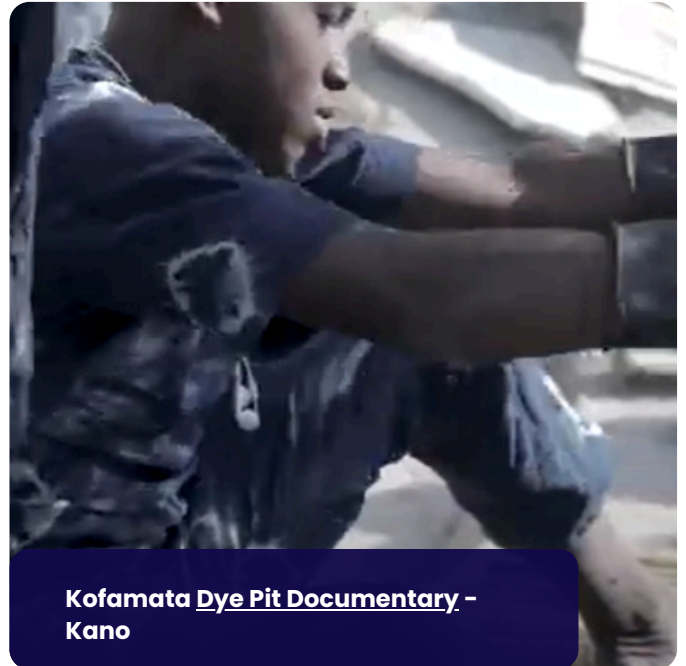
## **Commitment to Excellence in Storytelling:**

We are dedicated to building capacity among local journalists and giving marginalised communities the resources they need to thrive.

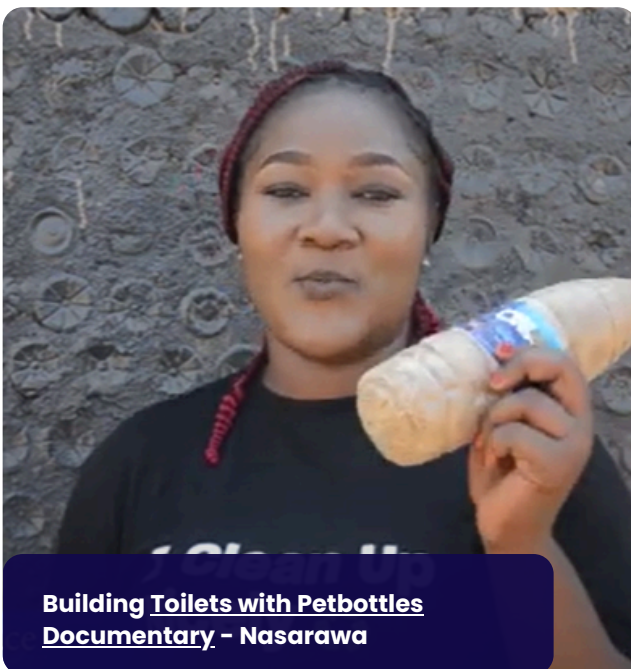
# CLIENTS AND PROJECTS



Clean Cooking Documentary -  
Abia



Kofamata Dye Pit Documentary -  
Kano



Building Toilets with Petbottles  
Documentary - Nasarawa



Turning E-Waste into recycled  
products Documentary - Lagos





**Innoson Plastic Manufacturing Plant - Enugu**



**Coverage of International Renewable Energy Agency's 14th Assembly - Abu Dhabi**

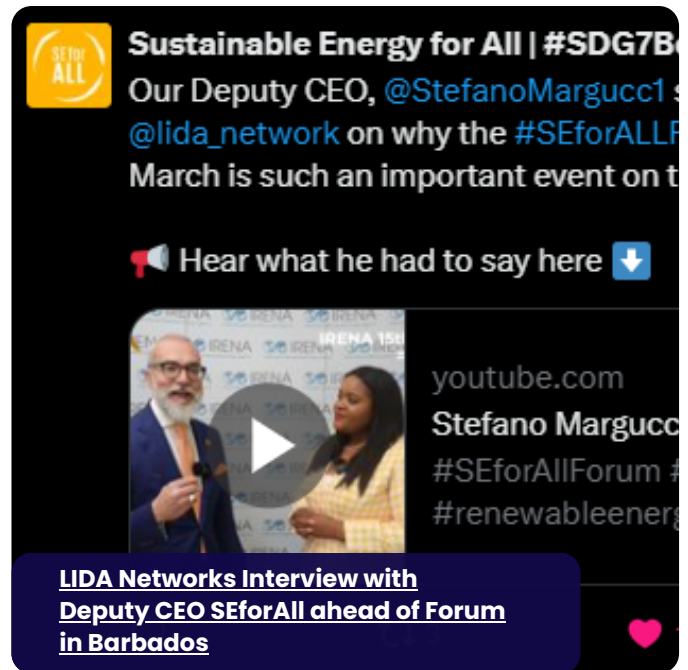


**Coverage of the Accelerated Partnership for Renewables in Africa - Nairobi, Kenya**



**Introduction with Dr Innocent Chukwuma  
Coverage of the Innoson Car Manufacturing Plant - Anambra**

# PHOTO GALLERY



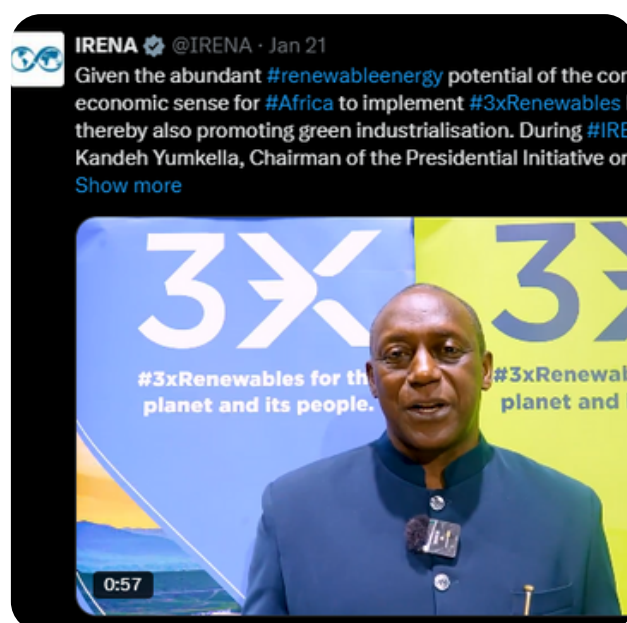
LIDA Network managed African media reporting and press briefing for IRENA 14th Assembly



Journalist delegation led by LIDA Network for the Pan-African coverage of APRA



## EXERPTS OF MEDIA CAMPAIGNS BY LIDA NETWORK



# CONTACT INFORMATION



## PHONE

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## WEBSITE

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