



Company Profile

Impact through communications

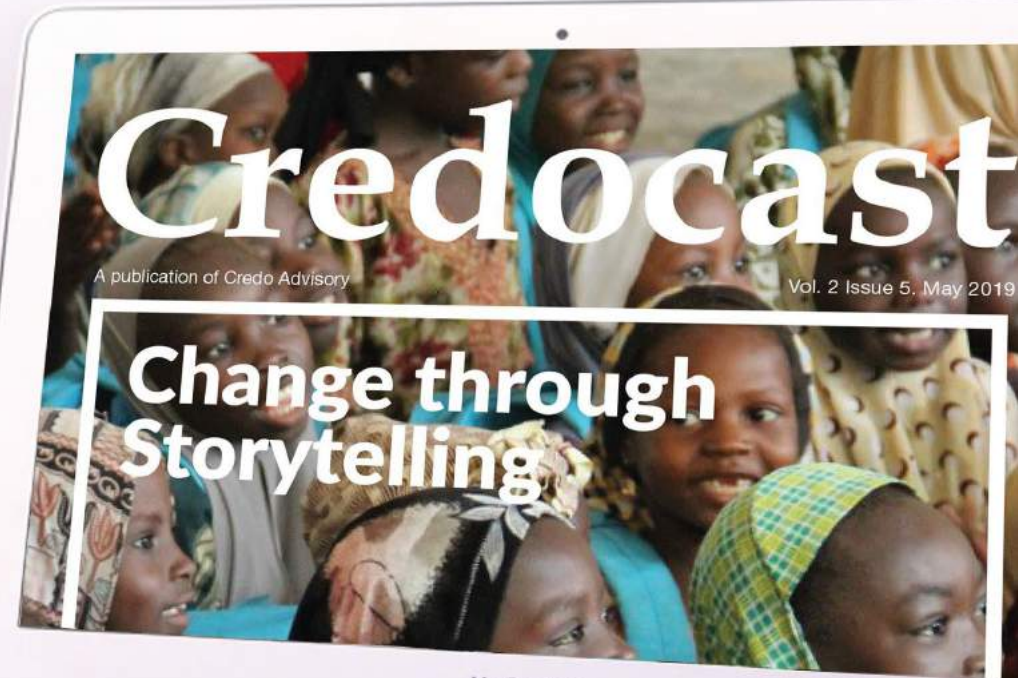




Who we are

Credo Advisory is a leading development communications firm specialising in strategic, operational, and tactical communications initiatives. We support governments, development partners and the private sector to raise awareness, build trust, and effect change with communication programmes. In collaboration with our partners, we develop products, initiatives, and campaigns based on research and industry insights.

Credo is committed to leveraging communications to advance the Sustainable Development Goals (SDG) with communication responses that promote transparency, good governance, advocacy and public enlightenment.





Mission

Our mission is to provide communication excellence in our advisory, products, initiatives, and interventions. At Credo, we aim to provide technical assistance and programming that enable our clients to build strong relationships with stakeholders, shape attitudes, educate audiences and influence behaviours to positively impact society.

Vision

To provide impactful strategic communications services from inception to implementation, monitoring, and evaluation and improve how societies communicate to attain sustainable development goals.



Our Expertise

■ Advocacy

Attaining public awareness and support on a particular issue forms the basis of our advocacy work for clients. We provide advocacy support by effectively researching target audiences through qualitative and quantitative approaches via consultations, surveys and focus groups. Data analysis and findings are used to develop an advocacy strategy that will be the foundation of an advocacy and public campaign. Our range of support on advocacy include research, survey analysis and data visualisation, stakeholder mapping and analysis, campaign strategies and creative development, community engagements such as providing awareness on quality education, affordable and clean energy, industry, innovation and infrastructure development.

■ Capacity Building

By embedding a Credo consultant or providing close marked assistance, we help clients validate their existing communications protocols, identify gaps, recommend required solutions and provide monitoring and evaluation for positive results. Our skills building includes training on developing strategic communications plans, messaging methodologies, media training, best practice communications processes, procedures and activities, in addition to the development of various communications products. Credo's capacity building process is a continuous development approach toward the implementation of sustainable and effective communications methods.

■ Community Engagement

With our understanding and expertise of effective engagement initiatives with groups, communities and organizations, we support the design and implementation of community-based projects to maximize levels of sensitization, support and participation. At Credo, we develop frameworks for best practice community engagement through inclusive participation of minority and vulnerable groups, effective stakeholder mapping and gender balancing. We produce practical guides, training and support to community-based organizations. Through strategic and tactical community relations approaches, we ensure that community engagements are sustainably implemented through learning, inclusion and partnerships.

■ Crisis Communications

When it comes to crisis communications, timing is essential. Every organisation will face a crisis at some point or another, but very few will proactively anticipate their crisis or effectively mitigate it with communications. The Credo team works closely with clients in driving messaging and communications interventions across their stakeholder landscape as required. At Credo, we offer expert crisis communications counsel to develop crisis awareness and mitigation initiatives. Additionally, we leverage our social listening capabilities and insight when public opinion is integral.

■ Development Communications

We understand the role communication plays in fostering social and developmental change. This is why development communications is important to us at Credo. We develop organic engagement strategies based on in-depth research and 360 degrees consultations to implement initiatives that align with the sustainable development goals and fosters behaviour change, community participation and social mobilisation. Importantly, Credo abides by the 'Do No Harm' principles to ensure development or humanitarian activities do not damage or harm our host beneficiary communities.

■ Digital Communications

Credo specialists help clients distinguish themselves, secure trust, and succeed in a competitive (and ever-evolving) digital ecosystem. As technology evolves, so does Credo's approach. We understand this changing landscape, and our strategies include using various internal and external digital channels and products depending on the client's strategic objectives. Organisations need to listen to create valuable content. We help clients develop social media campaigns that foster two-way communication where audience feedback is a priority in order to identify critical ground truths. We work with our clients to influence conversations that will impact their reputation, goals, and value propositions.

■ Event Communications

We recognise the role event communications plays in creating brand awareness or recognising a critical milestone. At Credo, event communications is at the forefront of what we do. We identify the event goals and objectives and develop a planned communications strategy working closely with the client and resource personnel. We take a 360-degree view of the event, identify communications initiatives and lead the creation of promotion activities, visual and digital creatives that will help promote the event to a target audience through the entire life cycle of the event.

■ Government Relations

We have vast experience working with the highest levels of government down to the state and local governments. We have nurtured robust relationships with multiple levels of government and public sector operatives. At Credo, our expertise is in advocating in the public sector space and implementing political engagement strategies to help our clients in their engagement and relationship-building with the government. Credo provides government relations support to facilitate our clients' strategic objectives and decision-making.

■ Media Relations

We have the expertise and relationships to tell our clients' stories while effectively navigating today's fast-paced and rapidly changing news cycle to ensure message delivery and reception. In addition, we have cultivated strong partnerships with international, national, and regional media outlets to generate news coverage that builds credibility, trust and awareness. Our insight enables us to leverage the varying roles that both traditional and new media play in public communications. As technology evolves, so does our media relations approach.

■ Public Relations

This is an age where influence trumps awareness; where audiences are wary of promotional messaging, propaganda and rhetoric; and where audience perception plays a key role in shaping agendas. At Credo, we help clients develop and share their stories. Whether a grassroots initiative, an industry activity, a government policy, or a national agenda, we help clients tell their stories and engage with their audience.



Localisation Approach

As a development communications firm, we understand the value of incorporating localisation in everything we do. Localisation for us means working closely with local communities and relevant in-country stakeholders to develop and implement communications interventions. These interventions must be locally-owned and country-driven. We do this by involving local actors as early as possible from design phase through implementation to foster buy-in and collaboration. When local stakeholders help design and execute solutions, it ensures interventions are fit-for-purpose and sustainable. More importantly, local actors become change agents and no longer just beneficiaries.



A close-up, artistic photograph of a hand holding a dark pen, poised to write on a light-colored surface. The lighting is warm and soft, creating a bokeh effect in the background where another hand is visible, suggesting a collaborative creative environment.

CREATIVE STUDIO

Bringing words and ideas to life through visual communications

Our creative team of motion and graphic designers are passionate about connecting to an audience through images and graphics. Words are not just words; when visualised, they can tell a story that resonates and shapes minds, hearts, and society. Whether through creative thinking or idea generation, Credo designs demonstrate the power of communication and storytelling by designing life into concepts, policies, programmes and actions.



Creative Services

At Credo, creative ideation and design strategy are pillared in everything we do. We begin with a thorough assessment of our clients' needs, message development and replicate them into design and creative concepts. Our creative services include:

Audio Content

Jingles

Radio Dramas

Radio PSAs

Voiceovers

Branding

Brand Guardianship

Event Branding

Logo Design

Merchandise

Rebranding

Digital Content

Blogs

Podcasts

Social Media

Websites

Graphic Design

2D Illustration

2D Character Design

Banners

Billboards

Brochures

Eflyers

Factsheets

FAQs

Infographics

Photography

Pamphlets

Publications

Reports

Retouching

Motion Production

2D Animation

Graphics

GIFs

HD Video Editing

Retouching

Transcription & Subtitling

TV PSAs



Transforming objectives and goals into
creative products that will resonate

Some projects

Since its establishment, Credo consultants have been privileged to work across multiple local and international projects where they led communication activities that generated meaningful impact for clients.

Fighting COVID-19

Nigeria's Response



When the World Health Organisation (WHO) declared COVID-19 a global pandemic, Credo was contracted by the Bill and Melinda Gates Foundation through e-Health Nigeria to provide risk and strategic communications technical assistance to the Presidential Task Force on COVID-19 (PTF). President Muhammadu Buhari constituted the Task Force to oversee Nigeria's multi-sectoral inter-governmental efforts to contain the spread and mitigate the impact of COVID-19 in Nigeria.

Credo was charged to support the PTF Secretariat and its National Coordinator, in developing evidence-based public sensitization initiatives that foster behaviour change in order to safeguard lives and livelihood in the country. As part of the Risk Communication and Community Engagement (RCCE), our consultants collaborated with over a hundred partners to ensure that people and communities accessed life-saving information and safety protocols against COVID-19.

Collaborating Across a Diverse Partner Landscape

Credo supported the development of a national communication and engagement strategy to counter COVID-19. We also helped implement this strategy across Nigeria's 774 local government areas in coordination with federal, state and local government agencies. The agencies included:

-
- | | | |
|---|--|---|
| ■ Federal Airports Authority | ■ Medical and Dental Council of Nigeria | ■ National Primary Health Care Development Agency |
| ■ Federal Ministry of Agriculture | ■ Ministry of Aviation | ■ Nigeria Centre for Disease Control |
| ■ Federal Ministry of Defence | ■ Ministry of Transport | ■ Nigeria Civil Defence Corps |
| ■ Federal Ministry of Environment | ■ National Agency for Food and Drug Administration and Control | ■ Nigeria Immigration Service |
| ■ Federal Ministry of Health | ■ National Agency for the Control of AIDS | ■ Nigerian Meteorological Agency |
| ■ Federal Ministry of Information & Culture | ■ National Emergency Management Agency | ■ Office of the National Security Advisor |
| ■ Federal Ministry of Interior | ■ National Malaria Eradication Program | ■ Pharmaceutical Council of Nigeria |
| ■ Federal Ministry of Police Affairs | ■ National Orientation Agency | ■ Veterinary Council of Nigeria |
| ■ Federal Ministry of Women Affairs | | |
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The COVID-19 emergency response called for the mobilization and coordination of public and private sector partners across diverse function areas and pillars ranging from Resource Mobilization, Points of Entry, Case Management, Research, among others. As part of the Risk Communication and Community Engagement (RCCE) pillar, Credo assisted RCCE activities from the national level to grassroots across the country. Credo worked closely with partners including:

-
- | | | |
|--|---|--|
| ■ Africa Center for Disease Control | ■ GIZ | ■ Development (UKAID) |
| ■ Aliko Dangote Foundation | ■ Jack Ma Foundation | ■ United Nations |
| ■ Bill & Melinda Gates Foundation | ■ JICA | ■ United Nations Children's Fund (UNICEF) |
| ■ Central Bank of Nigeria | ■ Nigerian Economic Summit Group (NESG) | ■ United States Agency for International Development (USAID) |
| ■ Clinton Health Access Initiative | ■ Nigeria's Governors Forum | ■ World Health Organisation (WHO) |
| ■ Coalition Against COVID-19 (CACOVID) | ■ Public Health England | ■ Yar'adua Foundation |
| ■ European Union | ■ Resolve to Save Lives | |
| ■ Federation of Red Cross | ■ The Global Fund | |
| ■ Gavi | ■ United Kingdom Agency for International Development | |
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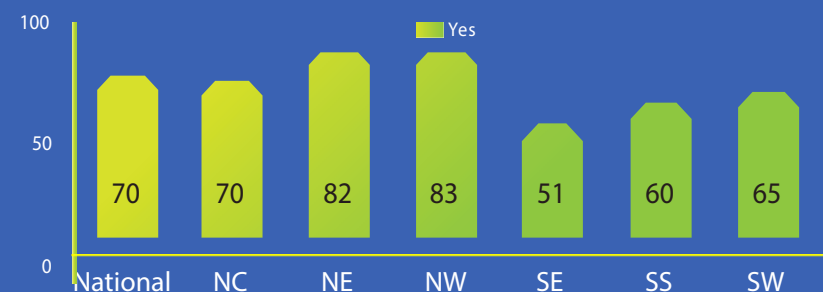
Data-Driven Public Sensitization & Engagement

Credo facilitated the development and implementation of weekly nationwide and state-specific polls that surveyed the opinions of millions of Nigerians about their COVID-19 concerns. Based on survey results and analysis, Credo consultants identified communication interventions as part of public awareness campaigns and developed messages to sensitize target areas.

We initiated various intervention mechanisms to address public concerns including leveraging third-party advocates, aggressive social media campaigns, grassroots sensitization, and mobilization.

Vaccine Acceptance

If the COVID-19 vaccine were to become available in Nigeria today, will you take it?



Source: NOI Polls - January 2021

Fighting the Pandemic with a National Communications Campaign

Our consultants provided the PTF with expert counsel and media and communications services. Credo's consultants devised messaging for risk communications and Government safety protocols in collaboration with members of the Risk Communication and Community Engagement pillar.

Credo's interventions included the development of crisis preparedness plans associated with the government's response to the pandemic, digital and

social media monitoring, mitigation and response to mis- and disinformation, development of media talking points as well as assisted PTF daily responses to traditional and social media inquiries.

Information, Education and Communication Materials

Our Creative Studio produced creative materials designed to sensitize Nigeria's diverse target audiences. We developed visual and digital materials with messaging in line with new government protocols, public advisories, and disease prevention measures targeting key audiences and stakeholder groups across traditional and digital channels.

Public awareness materials in English and various indigenous languages included:

- 2D animations
- Banners
- GIFs
- Infographics
- Newspaper adverts
- Presentations
- Radio jingles
- Social media flyers
- TV explainer videos

All creative materials were used and disseminated by private and public sector partners across the national, state, and local government channels.

Our Creative Studio also developed branded materials for the Task Force, which included logo designs, campaign slogans, and logos.





Strategic Media Relations

Credo also managed the media appearances of PTF's National Coordinator and publicized those media engagements on pertinent channels, and supported the client's on-air appearances and related COVID-19 messaging. We facilitated transparency with press releases, media articles, opinion pieces, etc, to strengthen media and public awareness on PTF messaging and activities. Our team monitored media coverage on the PTF and COVID-19 and effectively countered misinformation and disinformation through our media partnerships.

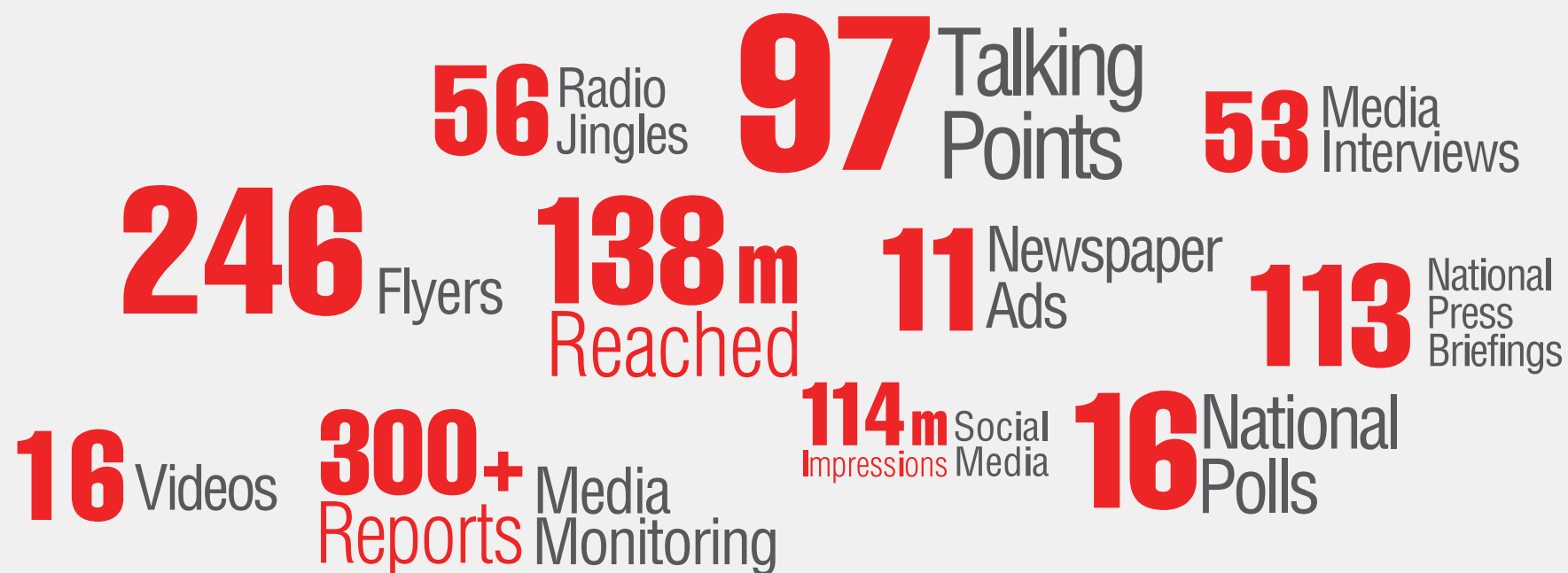
Our specialists spearheaded the PTF Secretariat's media relations with assistance that included daily press conferences, media talking points, and scheduling media interviews and appearances for the PTF National Coordinator.

Communication Campaign Transparency

To improve partnerships' coordination for an effective response to the pandemic, Credo supported the United Nations Development Programme (UNDP) and the Nigerian Economic Summit Group (NESG) to develop a communications tool in the form of a resource tracking dashboard to enhance awareness and transparency on the resource mobilization efforts of the PTF.

This dashboard served as a real-time accountability tool and was structured along financial contributions; material and in-kind donations; capacity and technical assistance, and state response to the PTF.

Impact through Strategic Collaboration



Credo successfully promoted a national public awareness campaign and supported the coordination of the implementation of community mobilization and behavior-change campaigns. The effectiveness of these campaigns was amplified through strategic collaboration with PTF partners and the development of awareness creatives.



Vaccinating for Recovery

Part of the Federal Government of Nigeria's response to the COVID-19 pandemic was to provide Nigerians with access to safe and effective vaccination through the National Primary Health Care Development Agency (NPHCDA).

To support this effort, a team of Credo specialists and designers worked closely with the NPHCDA Risk Communications and Demand Generation sub-committee mandated to design and launch a national COVID-19 vaccination campaign across the country. Specifically, Credo assisted with the development of communication messages and products designed to build public trust and foster demand generation for the COVID-19 vaccine.

Stakeholder Advocacy

As a member of the Risk Communication and Demand Generation sub-committee, Credo supported the development of advocacy plans as part of an extensive engagement framework with Federal, State, and Local Government stakeholders. Our advisory supported the agency in their stakeholder mapping, key message development, and review of engagement strategies.

These strategies targeted stakeholders, influencers, and third-party advocates such as; religious leaders, traditional rulers, health care workers, media personnel, Civil Society Organizations, etc. across the 774 Local Government Areas in Nigeria.

Our consultants created the agency's sensitization creatives for various stakeholders in addition to supporting advocacy plans to promote vaccine acceptance in the country.

Event Communications

Part of the agency's public awareness programme was to drive vaccination messages to targeted stakeholder groups through virtual and physical events. Credo supported the national campaign with event communications technical assistance for NPHCDA stakeholder events as well as community town halls. These events were channels to mobilize individuals, associations, and communities to participate in the national vaccination programme.

Credo supported the Risk Communication and Demand Generation sub-committee throughout the value chain of the event process (pre-event, event, and post-event). Our contributions resulted in the selection of key speakers, agenda design, key messaging, event branding, and IEC materials development, and media coverage.

Public Campaign Materials

Collaborative efforts of Credo specialists and design team resulted in the development of a wide range of Information, Education, and Communication (IEC) materials for the national COVID-19 vaccination campaign. Credo's Creative Studio worked with NPHCDA from conceptualization to final production of all public campaign materials that were disseminated across Nigeria.

Where applicable, these materials were translated into local languages as part of grassroots sensitization campaigns to tackle vaccine hesitancy and promote vaccine benefits. Credo also provided advisory on targeted platforms/channels for the dissemination of approved materials. Our team also monitored social media platforms to ensure that approved materials were timely disseminated.

one shot!
Johnson & Johnson
today.

Vaccine

COVID-19 Vaccine
Call Centre:
0700 220 1122

www.nphcda.gov.ng
@nphcda @nphcdanigeria @NPHCDA

COVID-19
6+ months fully vaccinated persons
can take the booster shot.

National Primary Health Care
Development Agency

#YesToCOVID19Vaccine

Beat
COVID-19
With the
vaccine

NATIONAL PRIMARY HEALTH CARE
DEVELOPMENT AGENCY

TAKE THE SHOT

BEAT COVID-19
Take the booster shot
for full protection.

National Primary Health Care
Development Agency

#YesToCOVID19Vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
Call Centre:
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NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
PRESIDENTIAL STEERING COMMITTEE ON COVID-19 RESPONSE
FEDERAL MINISTRY OF HEALTH

RELAUNCH

**OPTIMIZED S.C.A.L.E.S STRATEGY
FOR COVID-19 MASS
VACCINATION IN NIGERIA**

TIME: 12pm
DATE: Tuesday, February 22, 2022
VENUE: Transcorp Hilton Hotel, Abuja

RADIO JINGLE Phase 2 COVID-19 vaccine commencement
English

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

www.nphcda.gov.ng
@nphcda @nphcdanigeria @NPHCDA

**ALLURA DAYA
A SAMU KARIYA
MU AMSHI RIGAKAFIN
COVID-19 NA JOHNSON
& JOHNSON A YAU**

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
Call Centre:
0700 220 1122

www.nphcda.gov.ng
@nphcda @nphcdanigeria @NPHCDA

**NATIONAL FLAG-OFF
PHASE 2 COVID-19 VACCINATION**

ABUJA
AUGUST 16 | 10:00 AM | Federal Medical Centre, Jabi
2021 | WAT

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
#YesToCOVID19Vaccine

COVID-19 Vaccine
Call Centre:
0700 220 1122

www.nphcda.gov.ng
@nphcda @NPHCDA

COVID-19 vaccine
protects you, your
family & your
community.

#YesToCOVID19Vaccine

COVID-19 vaccine
protects you, your
family & your
community.

#YesToCOVID19Vaccine

COVID-19 VACCINATION
South-South Zonal Town Hall Meeting
BENIN CITY

NEW FESTIVAL HALL, GOVERNMENT HOUSE
SEPT 24th, 2021
10:00 AM (WAT)

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
#YesToCOVID19Vaccine

COVID-19 VACCINATION UPDATE

4,963,985 of total eligible population targeted for
COVID-19 vaccination reached with first dose

Total Clients vaccinated
4,963,985

Proportion Vaccinated
4.4%

Total Clients vaccinated
2,166,186

Proportion Vaccinated
1.9%

National Primary Healthcare Development Agency

COVID-19 Vaccine
Patient Information

Before Vaccination

After Vaccination

Get vaccinated at any
vaccination site nearest
to you.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

PRIMARY HEALTH CARE SUMMIT

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

VACCINE

Approved by WHO and
will be listed & certified
for use in Nigeria by
NMDP.

Cannot alter human
genetic information
(DNA).

Administered free of charge
at government health
facilities and designated
vaccination posts.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
#YesToCOVID19Vaccine



NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
IN COLLABORATION WITH
PRESIDENTIAL STEERING COMMITTEE ON COVID-19 RESPONSE
AND
FEDERAL MINISTRY OF HEALTH



COVID-19 vaccine is safe for pregnant women and breastfeeding mothers.



RELAUNCH
OPTIMIZED S.C.A.L.E.S STRATEGY FOR COVID-19 MASS VACCINATION IN NIGERIA

**TUESDAY
FEBRUARY 22, 2022**

TRANSCORP HILTON HOTEL, ABUJA
12 PM

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
CENTRE FOR DEMOCRACY & DEVELOPMENT
THE NATIONAL CREATION AGENCY

PRESENTS

A BIWEEKLY DRAMA SERIES ON TWO SIDES OF COVID-19 VACCINE RESISTANCE

RHYTHMS OF CHANGE

THURSDAYS 7:00 PM

TUNE IN TO RADIO NIGERIA NATIONAL & FM STATIONS

Verify your COVID-19 vaccination records

Visit:
<https://verification.vaccination.gov.ng/>

Call 07002201122 to enquire about COVID-19 vaccination.

RADIO JINGLE
Pre-arrival of COVID-19 vaccines

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
www.nphcda.gov.ng
info@nphcda.gov.ng
@nphcda
@nphcdaNG

TO REPORT ANY ADVERSE EVENTS

- 1 Visit the health centre where you received the vaccine or the facility closest to you.
- 2 Call the number on your vaccination card.
- 3 Report using the Med Safety app.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
Call Centre: 0700 220 1122
www.nphcda.gov.ng

These reactions are self-resolving and can be treated.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
www.nphcda.gov.ng

COVID-19 Vaccine
Call Centre: 0700 220 1122

www.vaccinefinder.nphcda.gov.ng
@nphcda @nphcdaNG
@nphcda

COVID-19 vaccine is for people 18 years & above.

#YesToCOVID19Vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
INTERNATIONAL BREWERIES PLC

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

SENSITIZATION MEETING ON THE IMPORTANT VALUE OF IMMUNIZATION

AWW 2022 CAMPAIGN

TIME: 10PM
DATE: JULY 1ST,
VENUE: ABUJA, N

8 FACTS
COVID-19 VACCINE

- 1 Produced under strict adherence to scientific and legal protocols.
- 2 Does not contain harmful substances or microchips.
- 3 Protects against COVID-19.
- 4 Can be received by people with underlying medical conditions.
- 5 Nigeria has adequate storage capacity for all COVID-19 vaccines.

AFTER VACCINATION
Observe no movement at the vaccination site for 15 minutes.

COVID-19 VACCINE MAGNET RUMOURS

8 SCIENTIFIC FACTS

- 1 The COVID-19 vaccine does not contain metallic substances.
- 2 The small volume of vaccines given (0.5ml) and the size of the needle used for vaccination cannot allow metals or microchips to pass through into the body.
- 3 If the vaccine produces magnetism, the whole body should be magnetic and not just the vaccination site.
- 4 Vaccines diffuse into the body to trigger the immune system that produces antibodies for protection against diseases and infections.
- 5 The body contains weak ions which are insufficient to produce magnetism. This is why MRI (Magnetic Resonance Imaging) can be used on humans.
- 6 Objects made of metal or glass can stick to persons with wet, sticky or hairless skin.
- 7 Strong friction allows objects to stick to the skin.
- 8 Research by physicists shows that humans cannot produce a magnetic field.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
#YesToCOVID19Vaccine

COVID-19 Vaccine
Call Centre: 0700 220 1122
www.nphcda.gov.ng
@nphcda
@nphcdaNG
@nphcda

"LONG LIFE FOR ALL THROUGH VACCINATION"

ALL VACCINES ARE SAFE, FREE AND EFFECTIVE

AVW
NPHCDA
Rotary
Arewa
Gawgaw
NPHCDA

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
COVID-19 Vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
COVID-19 Vaccine

Get fully vaccinated with just one shot!

Take single dose Johnson & Johnson COVID-19 vaccine today.

NATIONAL FLAG-OFF PHASE 2 COVID-19 VACCINATION



Assisting the Poor & Vulnerable

Credo Advisory provided strategic communications support to the National Social Safety Nets Project (NASSP) as part of the Federal Government of Nigeria's plans to improve the lives of citizens through better distribution of resources under its social protection initiatives. The NASSP project involved establishing systems and a national database – the National Social Register, for effectively targeting and delivering social assistance, as well as implementing cash transfers to identified poor and vulnerable households. Credo was engaged to develop communication materials and products for NASSP to facilitate awareness and understanding of its project objectives at Federal, State, and Local Government levels. Credo's support also involved reviewing and validating NASSP's communications strategy, as well as developing Information, Education, and Communication (IEC) materials as part of the project's public awareness campaign.

Communications Strategy Validation

In preparation for its nationwide campaign, their communications strategy needed to be fit for purpose. Credo consultants were tasked with reviewing, revising and validating the existing strategy, which involved desk research, stakeholder mapping, evaluation of the proposed messaging architecture, communication channels, and tools for each stakeholder group. Our specialists conducted a thorough assessment, validation and revision of the strategy to ensure impactful implementation.

Enlightening the Public

Through Credo's Creative Studio, our specialists developed IEC materials for the NASSP public campaign. These materials included:

- An animation explainer video on the National Social Register development process.
- Infographics and e-flyers on the project's COVID-19 response strategy.
- Newspaper advertorial on the National Social Register.

Credo Advisory also developed IEC materials that were translated into the three major Nigerian languages (Igbo, Yoruba, and Hausa).

Making NASSP Visible

Credo's Creative Studio supported the rebranding of the NASSP project by developing new logo designs. Our Studio also developed promotional materials such as T-shirts, mugs, and notepads that were used to promote the project's impact on the lives of poor and vulnerable Nigerians. These branded materials were distributed at high-level NASSP events, and community engagement.

Communicating in Crisis

The dynamic nature of the NASSP project called for the strategic integration of a communications framework to manage potential crises that could occur during project implementation. Credo specialists developed crisis communication guidelines to serve as a reference for NASSP management to communicate effectively during crises. The document consisted of detailed recommendations to NASSP management for the pre-crisis, crisis, and post-crisis stages.

Our expertise in communications strategy development, content development, and design was utilized in the execution of the NASSP project. With Credo's support, NASSP was fully equipped with a holistic communications strategy, and a wide range of communication materials in English and local languages for the execution of its public awareness campaign targeted at all stakeholder groups.

About NASSCO

The National Social Safety Nets Coordinating Office (NASSCO) is a component of the National Social Safety Nets Project (NASSP) established in 2016 by the Federal Government of Nigeria through a World Bank-assisted project. The aim of NASSCO is to coordinate and consolidate the building blocks of a safety net system at the national and state level that can deliver targeted support to poor households across Nigeria.

NASSCO is domiciled in the Federal Ministry of Humanitarian Affairs, Disaster Management and Social Development.



Produced by: **creda advisory**
The Strategic Communications Firm



NASSCO Office Address:
76 Ali Akilu Crescent
State House
Abuja, Nigeria

info@nassp.gov.ng
www.nassp.gov.ng
NasscoNigeria

...for the Poor and Vulnerable

TARGETING THE POOR & VULNERABLE

FOR THE NATIONAL SOCIAL REGISTER

NATIONAL SOCIAL SAFETY NETS
COORDINATING OFFICE (NASSCO)

COMMUNITY BASED TARGETING



Pre-sensitization visits
by Community Based
Targeting Teams



Register
of the poor

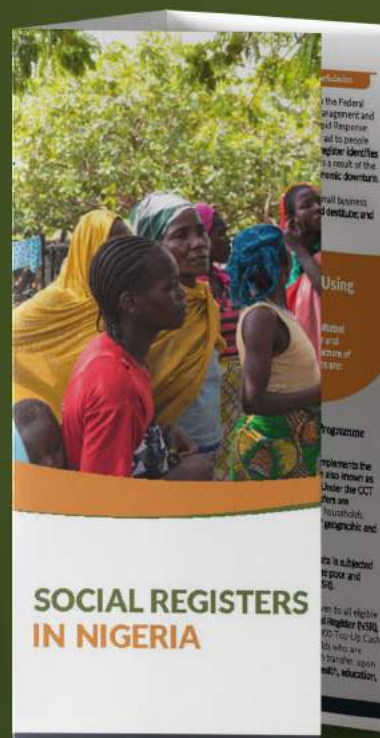


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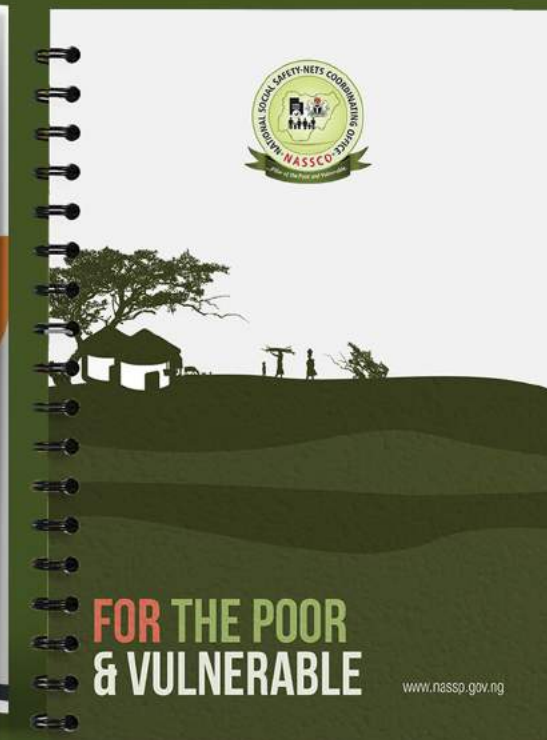


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**SOCIAL REGISTERS
IN NIGERIA**



**FOR THE POOR
& VULNERABLE**

www.nassp.gov.ng

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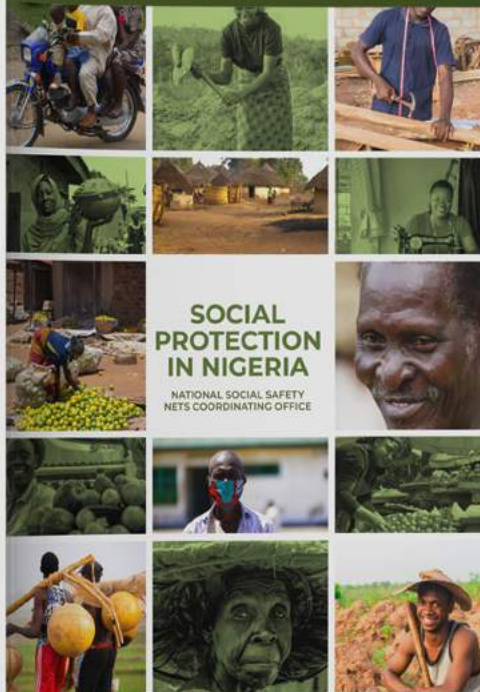


THE WORLD BANK

76 Ali Akilu Crescent
State House
Abuja, Nigeria

NasscoNigeria

...for the *Poor and Vulnerable*



FÚN ÀJO ÌFORÚKOSÍLE LÁWÚJO TÌ ORÍLE ÈDÈ

**NATIONAL SOCIAL SAFETY NETS
COORDINATING OFFICE (NASSCO)**

ngwangwa nke COVID-19 e wetara enyemaka nye ndi bu na nje corona butere ha nsogbu. Akwukwo a na egosiputa ndi na enweghi ike nke aka ha nakwa ndi dara Ogbonye maka na chury ha na ori maony na ihe mberede dakwasj ahia ha site na mgbanyaku aka uba di na mba.

Akwukwọ idebanye aha na ezubere iche nye ndi na adighi aru ọrụ goomenti nakwa ndi na azy obere ahia nke aka ha. Ndi na erite ugwo onwa n'aka ndi na bughị goomenti, ndi ogbenye na n'ime ime obodo, ndi ebibi nakwa ezinụlọ nsogbu nje COVID-19 butere gharwe onodu ha.

Mmemme Eji Akwukwọ Idebanye Aha Maka Mmeko Eme

Gopmenti etiti nke Nigeria e meputago mmemme di [che iche ga enye aka agbanwe onodu ndi ogbenye na ndi na enweghi ike nke aka ha; site na akurungwa nke akwukwo idebanye aha maka mmeko. Ufodu n'ime ihe mmemme ndia bu:



Mmemme Enyefe Ego Onodu:

Ulu oju enyefe ego nke mba (NCTO) bidoro mimeme enyefe ego onodu (CCT) nke e ji aha Mmemme ikwalite Ezinlo (HUP) mba. Na okupu mimeme enyefe ego onodu, ndi ezinlo dara obeghwe na kwa ndi na enweghi ike ikekota onwe ha, na enweta enyemaka ego ga eru ha aka ngwangwa na n'oge. Site na usoro nke na ahputa ndi kwesiri enyemata site na mpaghara ha bi n'otu obodo ha. The gbasaoro onodu aku n'aba ndi ezinlo a mpụtara doro na nyechaa ara kpo (PMT) nke e ji a mara ndi enyemaka kacha! Mpa n'ime ndi obeghwe na ndi na enweghi ike ikekota onwe ha debara aha na ndi akwukwo mmekeita oha mba.

Enyefe ego nke izi bi na Naira puku ise, nke a na enye ezinulo
gntu a boputara n'ime akwukwu idebanye aka maka nlekota (NSR).
Ede nke abuo bu enyefe Naira puku ise bu ego ntukwasi binyere
ezinulo e zubere iche nke buri uru inweta enyefe Naira puku ise nke
mbi, ma ha mezuofu ofudu onodu enyere gbasara ahu iche. Mmuta, the
onri na gburugburu ede obibi.

13 Conclusion



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Social Protection in Nigeria

BACKGROUND

Nigeria's increasing population and developmental challenges have necessitated the Federal Government's commitment to addressing poverty issues. The 2016 recession which hit the Nigerian economy gave rise to the need for the Federal Government to establish effective and comprehensive initiatives to recover the economy and stabilize the standard of living for many Nigerians. The National Economic Recovery and Growth Plan (NERGP) was established in 2017 to address the recession.

The implementation of the ERGP resulted in significant improvement and stability for the economy. However, the positive impact on the economy failed to translate to an improvement in the livelihood of Nigerians. The National Social Protection Policy was then developed to address the issues of poverty, income inequality, malnutrition, unemployment, social exclusion, and insecurity, in line with the strategic objectives set out in the Economic Recovery and Growth Plan.

Social Protection Defined

The National Social Protection Policy (2017) defines social protection as “a mix of policies and programmes designed for individuals and households throughout the life cycle to prevent and reduce poverty and socio-economic shocks by promoting and enhancing livelihoods and a life of dignity”

Social protection aims at improving access to essential services from the cradle to the grave (e.g. health and education), more equitable distribution of resources, poverty reduction, and human capital development to gain international acceptance (e.g. 1. Millennium Development Goals (MDGs) and Sustainable Development Goals (SDG) it has grown substantially in Africa. In 2000, only nine countries had established social protection programmes; however, by 2012, 41 countries had activated at 245 programmes.



Power Sector Reform

Credo Advisory was contracted by the United Kingdom Nigeria Infrastructure Advisory Facility (UKNIAF) to provide communications technical assistance to the Nigeria Electricity Regulatory Commission (NERC) in relation to the Federal Government of Nigeria's electricity reform agenda. Nigeria has the largest number of people without electricity in the world with a severe impact on its economy. The Government's reform measures aim to increase much-needed electricity access to millions of homes, schools, hospitals and businesses.

Our mandate was to support NERC in communicating the sector's upcoming electricity pricing adjustment in line with the Government's efforts to strengthen the challenged electricity supply industry. Credo's assistance included public engagement and sensitization, improved transparency, and the establishment of a communications framework and strategy for NERC implementation.

Public Perception Assessment

Credo conducted an extensive assessment of NERC's communication activities in addition to the public perception of the agency. The assessment included a broad review of NERC's public communication channels as well as evaluating public commentary and media coverage of its activities. Our specialists provided NERC with advisory and recommendations on improving and maximizing its digital and online media activities.

We designed a media engagement plan with workshops and initiatives to engage, educate and sensitize the media on the key tariff messaging, NERC activities, and sector milestones.

Media Monitoring

Credo specialists monitored media coverage and public opinion on the proposed electricity price adjustment, sector news coverage as well as commentary on NERC's role. Insights from the monitoring were used to revise NERC's communication strategy, messaging, and interventions to engage with stakeholders.



Communication Strategy & Implementation Plan

Credo consultants worked collaboratively with NERC's Public Affairs Department to develop a high-level communications strategy and implementation plan for the upcoming tariff review. The strategy consisted of quick communication interventions to promote transparency and public enlightenment around NERC activities on the electricity pricing review process. The implementation plan guided NERC's public consultations with electricity stakeholders (distribution companies, electricity consumers, pressure groups, media, and government power sector agencies, etc.) in seven geopolitical locations.

Media Relations Advisory

With public outcry on the proposed electricity price increase and sensational news reported on the price review process, our specialists provided strategic media advisory to ensure best practice media relations and coverage of NERC's activities.

Content Development

Based on identified communication gaps, Credo's Creative Studio incorporated key messaging into the development of sensitization creatives and materials. The social media flyers and creative content addressed customer complaints, communicated energy-saving tips and promoted payment of bills, etc. These sensitization materials were boosted across NERC's digital and social media platforms.

Strategic Messaging for Public Awareness

Our support included developing strategic and tactical messaging that communicated NERC's regulatory role, the proposed tariff pricing review as well as its related benefits to the public. Our developed messaging also positioned NERC as an independent body in charge of regulating the electricity sector in Nigeria.



Electricity Tariff Communications

The Nigeria Power Sector Programme (NPSP) under the United States Agency for International Development (USAID) engaged Credo Advisory to provide communications technical assistance to the Nigeria Electricity Regulatory Commission (NERC) on its tariff review public campaign. This engagement entailed developing communication materials to sensitize the Nigerian public on messaging and activities related to the reform.

Event Creatives

Credo's Creative Studio coordinated with NERC's team to develop series of pre-and post-event communication products that were shared across digital and print media. Creatives included:

- 2D animations
- Event banners and backdrop
- GIFs
- Post-event high definition videos
- Public announcement flyers
- Social media flyers

Public Sensitization - The Regulator

Our graphic and motion designers used various creatives to position and promote NERC as an independent regulatory body. Our developed communications products informed the public about NERC's stakeholder consultations, its regulatory functions, Distribution Company roles and responsibilities, milestone announcements, reform activities to improve electricity supply, consumer rights, etc.

9 Things to know about the Service Based Tariff

- On November 1, 2020, electricity tariffs were revised to reflect the Service Based Tariff structure, which means you only pay for electricity you use.
- Service Based Tariff allows customers to experience value for money and supports the gradual withdrawal of subsidy in the power sector.
- There is a focus on tariff band migration, which means currently, electricity customers cannot move to another band, until their service improves.
- DisCos have classified electricity customers into five categories (A, B, C, D, E).
- Customers reporting less than 12 hours of electricity supply will not experience any increase in tariff.
- From November 1 to December 31, 2020, Service Based Tariffs are reduced for customers in Bands A, B, and C.
- Electricity customers who consume less than 50kWh monthly will benefit from the Liberal RTI tariff at ₦40.00/kWh.
- NERC has created a Situation Room to handle customer queries about the Service Based Tariff.
- NERC has created a Situation Room to handle customer queries about the Service Based Tariff.

How NERC Protects Electricity Customers

- Creation of a Service Based Tariff Situation Room and Forum Offices for handling customer complaints.
- Enhancement of codes, standards, and procedures of operation that are aligned with customer needs.
- Provides support to disadvantaged and poor members of society who cannot afford electricity.
- Offers a Lifeline (RT) tariff of ₦40.00/kWh for customers who consume less than 50kWh monthly.
- Facilitates customer connection to the national grid.
- Monitors the hours of power supply provided by the DisCos to ensure compliance.
- Ensures DisCos compensate customers, while guaranteeing fair treatment for all.
- Enlightens customers on their rights and responsibilities.

Thank you Ibadan for discussing "Consumer Electricity Pricing"

Public Hearing Concluded February 28, 2020 #ComeTalkYourOwn

Regulating the Sector | Protecting Consumer Rights | Improving Electricity Service

Consumer Electricity Classification Nigeria

CUSTOMER CLASSIFICATION	DESCRIPTION
Residential	Industrial
R1 Life-Line (50 kWh)	D15 Single phase
R25 Single phase	D17 Three (3) Phase
R27 Three (3) Phase	D2 10V Maximum Demand
R3 LV Maximum Demand	D3 HV Maximum Demand (11/33KV)
R4 HV Maximum Demand (11/33KV)	
House, Flat or Multi storied House	Premises used for welding, manufacturing & manufacturing
Commercial	Special
C15 Single phase	A15 Single phase
C17 Three (3) Phase	A17 Three (3) Phase
C2 LV Maximum Demand	A2 LV Maximum Demand
C4 HV Maximum Demand (11/33KV)	A3 HV Maximum Demand (11/33KV)
Premises used for welding, manufacturing & manufacturing	Agricultural industries, religious houses, hospitals, schools etc.
Street Lighting	
S1 Single and 3-Phase	

FAQs
Frequently Asked Questions

How do I receive compensation from my DisCo if I do not receive the agreed hours of power?

Customers should lodge complaints about service delivery through the appropriate channel in line with the Customer Service Standards of NERC.

Powering Up Nigeria



Credo Advisory was contracted by Association of Nigerian Electricity Distributors (ANED) to produce a coffee table photo book that captures the evolution of the electricity distribution sector from 2013–2021. The publication tells the distribution company (DisCo) story by chronicling their operations post-privatisation while also disclosing their achievements and milestones. Importantly, the “DisCo Story” also included the historical context that formed the basis of the Nigerian Electricity Supply Industry and a deep-dive into the power sector challenges.

Chronicling the DisCo Story

Our consultants worked closely with ANED Management and DisCo representatives to develop the landmark publication (Powering Up Nigeria) through material and information gathering, research, data analysis, photographs, and other milestone highlights. Execution included:

- Consultations with the ANED Communications team and Management to conceptualize the book, determine core objectives and messaging priorities and as well as determine the protocols for content and data collation and submission.
- Conducted qualitative and quantitative research which included in-depth interviews with past and present power sector operators in both private and public sector, research historical documents, policy papers, news media coverage, etc.
- Collation of data, photographs, and testimonials from ten Nigerian Distribution Companies.

- Conducted publication review sessions and presentations to communications representatives from ANED and the ten DisCos.
- Editorial, copyrighting, designing the book draft and establishing a consistent layout, formatting, and developing supporting graphics.

A Publication Long Overdue

After a period of 18 months, Credo consultants produced a high quality 360+ page photo book that reveals a complex electricity supply sub-sector. Powering Up Nigeria comprehensively captures the transformation of electricity distribution since the November 1, 2013 privatization.

The international standard publication sets the context of the Nigerian Electricity Supply Industry, explaining the generation, distribution and transmission challenges, the promise of the privatization and role of the DisCos in the way forward, strategic reform initiatives undertaken by DisCos, the role of data in measuring performance, extensive supporting photography, testimonials from various public and private sector stakeholder and much more. At the end of the book, each distribution company has been profiled with their operational activities and milestones highlighted for greater insight into how they are working to bring electricity to Nigerian homes and business despite the challenges that pre-exist them and continue to exist today.

Census Communications





Communicating Nigeria's First Digital Census

Credo Advisory was contracted by Washington DC-based Population Reference Bureau (PRB) to design a comprehensive communications strategy and implementation plan for Nigeria's first digital population and housing census. The United Nations Population Fund (UNFPA) supported and funded the project. Credo's task was to develop a national communications strategy and public campaign to foster high levels of support and participation for the 2023 census.

Research

Credo Advisory conducted quantitative and qualitative research and analysis for a data-driven public campaign in collaboration with NOI Polls to assess public perceptions and attitudes. The research included a nationwide telephone survey across the six geopolitical zones, focus group discussions, and in-depth interviews with key stakeholders. Our specialists also conducted a desktop review of past censuses in Nigeria and census best practices in other countries, namely Ghana and the USA. The research findings informed the development of a communications strategy for the 2023 population and housing census.

Communications Strategy

Credo Advisory developed a fully integrated public campaign designed to raise awareness, mobilise communities, secure partnerships, and motivate citizen participation. The communications strategy incorporated media relations, branding, advertising, digital and social media, grassroots engagement, events, monitoring and evaluation, stakeholder engagement, and crisis communications.



Investing in Women

Communications for Social Impact

Credo Advisory provides communication advisory and digital and brand communication support to the eha Impact Ventures (EIV). EIV is a philanthropic investment enterprise that supports high-impact, women-led businesses in Africa. According to World Bank, Impact Investment makes up about 2% of the total assets around the globe, with an even lesser ratio for impact investments focusing on female-founded businesses in Africa. With these realities, Credo Advisory supports this start-up to position itself as a critical player in the global impact investment space.

Credo's assistance includes strategy development, social media management, content development, and organisational reporting to deliver key messaging to target audiences and create awareness of EIV service offerings, activities, and milestones.

Social Media for Social Impact

Social media was a predominant channel used to promote the achievement and activities of eha Impact Ventures. Credo's embedded communications specialists have launched social media campaigns ranging from business education to spotlighting women founders across Africa. The campaigns situate eha as thought leaders of social investment while promoting the financing of African female entrepreneurs.

External Communications

Credo consultants developed robust external communications and social media strategies to support EIV's 5-year strategic objectives. The plan consists of best-fit communication initiatives to promote public awareness of EIV's investment services and impact on critical stakeholders. Key tactics were tailored for each social media platform to optimise communications efforts.

Content Development

Our Credo specialists work with our Creative Studio to ensure that tactical messages are deployed effectively. Credo's graphic and motion designers create digital content like social media flyers and videos to communicate business issues, service offerings, key milestones, and activities for women entrepreneur support.

Reporting Impact

Our support includes developing monthly and quarterly organisation reports on new investments, funding opportunities, and organisational activities. Through e-newsletters, we assist EIV with reporting its milestones, events, and notable impact investment achievements.

International Recognition

Credo's work in risk and development communications has been recognized in three international publications. Our communications impact was referenced in a Princeton University case study ([All Aboard: Nigeria's Federal Government Streamlines Pandemic Response Coordination](#)) on the Government's COVID-19 experience.

A US Centers for Disease Control and Prevention article ([Effect of Nigeria Presidential Task Force on COVID-19 Pandemic](#)) and the National Library of Medicine ([Effect of Nigeria Presidential Task Force on COVID-19 Pandemic, Nigeria](#)) both referenced Credo's role as a member of the Presidential Task Force (PTF) on COVID-19 and a contributor to the National COVID-19 Multisectoral Pandemic Response Plan.

The acknowledgement of our COVID-19 support validates Credo's impact in executing international standard communication interventions in collaboration with governments, international partners, and the private sector.



**PRINCETON
UNIVERSITY**



National Library of Medicine
Network of the National Library of Medicine

Client Feedback

Partnering with Credo Advisory to create a Communications Strategy for Nigeria's 2023 Census was an honor. They excelled in delivering outstanding results, even surpassing expectations, and have become a trusted advisor. We eagerly anticipate future collaborations.

Jeffrey Jordan
President and CEO
Population Reference Bureau

Credo Advisory was a critical partner in Nigeria's COVID-19 response. Their commitment to the response and professionalism was exceptional. We are grateful for their support during what was clearly a difficult period for all of us.

Dr. Sani Aliyu
Former National Coordinator
Presidential Task Force on COVID-19

Credo Advisory created a census communication plan for Nigeria's Population and Housing Census, aligned with UN guidelines, ensuring an inclusive and credible census and facilitating future statistical projects in Nigeria.

Collins O. Opiyo, PhD, MBS
Communications Manager
UNFPA Chief Census Technical Advisor

Credo as an organization exemplifies excellence in every aspect of their client engagement and delivery outlook. The professionalism of the team is remarkable and worthy of emulation by high achieving teams.

Professor Chidiebere Onyia
Managing Director
United Kingdom Nigeria Infrastructure Advisory Facility

Describe your Credo experience



Credo Advisory joined the Bill and Melinda Gates Foundation Goalkeepers community. Goalkeepers are a global network of changemakers working towards achieving the United Nations Sustainable Development Goals (SDGs). Our membership in this collective is a testament to Credo's impact in inspiring positive change through strategic communications.

We reaffirm our dedication to accelerating progress towards the SDGs by promoting powerful storytelling, connections, and partnerships. Credo is committed to leveraging communications to facilitate engagements and mobilization for sustainable impact.





Global Communications Alliance Membership

Credo Advisory is the only West African member firm of the prestigious Global Communications Alliance (GCA) – a network of independent communication and public affairs agencies across North America, the United Kingdom and Europe, South America, Africa, Australia, India and Russia. GCA members are known for their award-winning campaigns and successful engagement strategies across various sectors and stakeholder groups. Credo's membership gives us access to world class communications resources, tools and access to teams of communications experts with experience in various industries across the world. Through our membership, we leverage our access to Artificial Intelligence for advanced social listening, evidence generation and data gathering of any issue, person, activity, or place to deliver exceptional services for our clients.

GCA Members

Africa, South Asia & Australia



North & South America

agenda.

bluesky
STRATEGY GROUP

alterpraxis

INFOMEDIA

As part of our alliance, Credo participates in monthly knowledge sharing initiatives, annual summits, peer-to-peer mentorship programmes, employee exchange programme which supports staying abreast of the latest global communications practices and affords our team of specialists the opportunity to engage closely with our global counterparts.

GCA Global Boards

Credo Advisory consultants are appointed to the following GCA global boards:

- Global Energy Board
- Global Creativity Board
- Artificial Intelligence Forum

Europe and Central Asia





Society for International Development Membership

Credo Advisory is a member of the United States chapter of the Society for International Development (SID-US). It is an international network of individuals and organisations across 50 countries that serves as a global forum to promote sustainable economic, social, and political development. SID-US collaborates with over 100 associations, networks and institutions from a diverse range of industries and sectors, such as academia, development experts, policymakers, diplomats and political leaders.

As a SID-US member, Credo engages with development professionals to discuss topical issues, participate in knowledge sharing, partner on opportunities and connect on best practice solutions to development challenges.

Some SID-US Members



accenture

**Adam Smith
International**

agenda.



BIXAL

BCG BOSTON
CONSULTING
GROUP



Chemonics
Development works here.

CREATIVE

DAI
Shaping a more livable world.

Deloitte.



Palladium
MAKE IT POSSIBLE

Save the Children.

TETRA TECH



Yale University



Small Business Association for International Companies Membership

Credo Advisory is a Small Business Association for International Companies (SBAIC) member, a membership forum of over 200 small and medium-sized businesses from diverse industries and countries. SBAIC is committed to supporting small businesses' interests in international development.

SBAIC members work in every development sector, including agriculture and food security, democracy, human rights and governance, economic growth and trade, education, environment and global climate change, gender equality and women's empowerment, global health, science, technology and innovation and working in crisis and conflict.

As members, we adopt innovative practices, emerging technologies, and environmentally conscious approaches and leverage our robust platform for collaboration, advocacy, and resource sharing.

We advocate policies that foster an enabling international development space for small businesses by engaging with policymakers and development stakeholders.

Some SBAIC Members



Our Team

As a communications advisory firm, our team has specialized skills and experience in various communications disciplines. They are selected for their expertise, creativity, and passion to influence behavior; educate and engage diverse segments of society.

We promote gender balance, inclusive participation, and representation in all our engagements.

PASSION LED US HERE

Our Partners







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