



THE NERO
ASIBELUA
FOUNDATION

WEST AFRICAN SOCIAL DEVELOPMENT FOUNDATION PRIORITIES



STRATEGIC VISION, PARTNERSHIPS & IMPACT PLANNING
HUMAN RIGHTS & SOCIAL JUSTICE ADVOCACY
RESOURCE POLICY REFORM
HEALTH, SAFETY AND ENVIRONMENTAL INITIATIVES
EDUCATION & LITERACY PROGRAMMES
ARTS & CULTURE PROTECTION

ASIBELUA



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"Opportunities for community development and social justice in Africa aren't a matter of priority; they are a matter of obligation; of inherent human rights. The forfeiture of these rights to satisfy the needs of industry is a model for which those of humanity will abide no longer."



WEST AFRICAN SOCIAL DEVELOPMENT

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The Nero Asibelua Foundation (NAF) is a non-governmental organization dedicated to making a meaningful improvement to the lives of West Africans. NAF has targeted 5 key areas in which it seeks to execute this mandate, those being; Human Rights & Social Justice Advocacy, Resource Policy Reform, Health, Safety & Environmental Initiatives, Education & Literacy Programs and the Protection of Arts & Culture. NAF has established a 10 point plan for its participation in each of these areas and is moving forward with the implementation of this mandate.

1. Identify groups at the highest level of need in collaboration with corporate & community partners.
2. Establish custom planning for each group maximising the use of appropriate technologies.
3. Effect a cost benefit analysis to maximise resource allocations.
4. Devise appropriate programs for targeted groups.
5. Identify stakeholders & ensure stakeholder buy-in.
6. Establish feedback & monitoring mechanisms.
7. Publicise programmes highlighting incentives.
8. Publicise achievements.
9. Seek opportunities for continuous program optimizations.
10. Seek opportunities for scalability and portability.

Through the efforts of its principal benefactor, Mr. Nero Asibelua, and in partnership with strategic groups in both private and public sectors, NAF will endeavour to execute its philanthropic mandate in earnest, as part of a true desire to realize change for the better in West Africa. NAF is fully funded and seeks only to pursue these initiatives as a matter of responsibility to the sustainable future of the region.

NAF recognizes that the threshold of a movement for African solutions to African problems is at hand and seeks to be a regional leader in the implementation of these changes. It is with humility and purpose that we present our strategic priorities.

The Nero Asibelua Foundation is proud to present this mandate of our priorities and look forward to providing regular updates on our progress. We are extremely proud to stand up for positive change in West Africa.

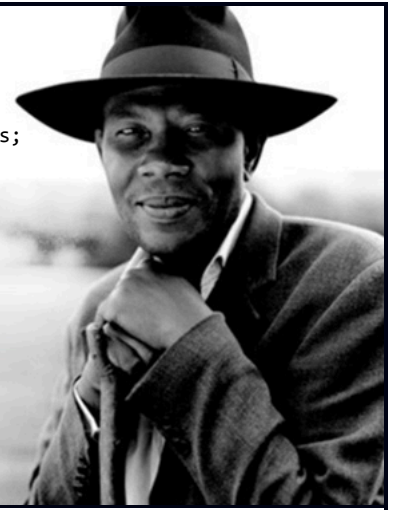




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"We seek out the best in our Partnerships;
be it at the community level,
government or private sector.
Our path of greatest impact relies on
the clear intention to do good.
We will suffer no less than
clear intention and best effort."



STRATEGIC VISION, PARTNERSHIPS & IMPACT PLANNING

NAF's strategic vision applies an apolitical, common sense approach to executing our targeted social projects. We simply seek to make the greatest value impact for the communities in which we operate. To effect this goal, NAF engages best-in-class partnerships from both the private and public sectors to maximise its value opportunities. NAF seeks out partners of the highest integrity and capability at the local and inter-regional levels to give our programmes the best chance of success. We are highly involved with our partners and stakeholders at the planning phase of our projects to devised the optimal solutions for issues of inherent complexity.

HUMAN RIGHTS & SOCIAL JUSTICE ADVOCACY

NAF believes it is the essential right of a citizenry to enjoy basic human rights and self-determination. Any situation in which these rights are negated, or infringed upon, demands a just response. Via targeted advertising campaigns, NAF serves to provide a measured voice for the citizenry in cases of rights asymmetries. Within it's sphere of influence and those of its partner organizations, NAF seeks to apply the appropriate political pressure where possible to increase opportunities for social justice.

NAF will highlight the disparities in need of greatest attention, allocate resources to the collection of data, present options for improvements to the relevant stakeholders, and publicize the need for change and the steps to remediation.

In addition, NAF recognizes the need for involvement at the community level that extends beyond advocacy, and seeks to engage those at the highest level of disadvantage via it's community based initiatives. These initiatives will complement the directional goals of the overall NAF advocacy campaigns.

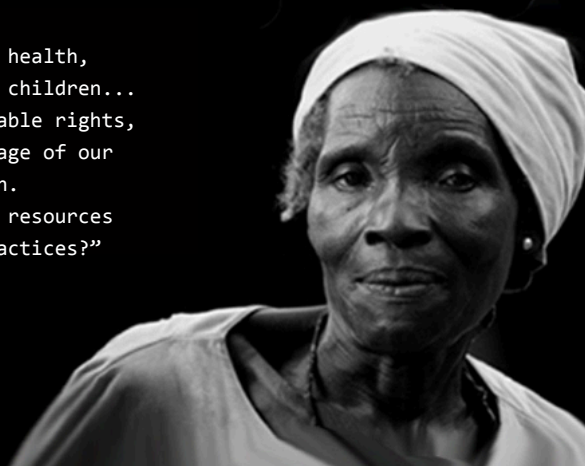




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"Education, literacy, health,
opportunities for our children...
are these not inalienable rights,
even assumed in this age of our
so-called civilization.
Why are we so rich in resources
yet so poor in our practices?"



RESOURCE POLICY REFORM

The fair and equitable distribution of wealth from the vast resources found in West Africa is essential to its future balanced development. At this moment in our history, we as West Africans have a duty to ensure the proceeds of our endowment serves to benefit and sustain our future generations. Hard work and tenacity will play a role in any reform, but ultimately, this is a campaign of information.

NAF seeks to bring awareness to existing regional disparities and present platforms for equalization objectives. A notable abuse in West Africa today stems from a skewed redistribution of wealth from development projects. In working with its corporate and government partners, NAF seeks to campaign for minimum standards of community reinvestment. NAF also plans to lobby for a greater transparency in public spending programmes as a ratio to resource extrapolation and to bring attention to these asymmetries as part of an ongoing public dialogue.

NAF believes that by leveraging its contacts in the private and public spheres, that it can bring a significant amount of attention to issues of disparity. The development of sound resource allocation strategies is essential to the ongoing stability of the region and for the future development opportunities of its peoples.

HEALTH, SAFETY AND ENVIRONMENTAL INITIATIVES

NAF believes environmental, safety, and basic health (HSE) infrastructures are severely under performing in West Africa. NAF seeks initially to identify the highest priority requirements of existing and additional infrastructures and provide recommendations for the optimization of their use. NAF then seeks to publicize these findings and solicit engagement from relevant stakeholders.

NAF also believes there is an opportunity to expand the knowledge base of fundamental HSE issues throughout West Africa. It is suggested this information can be publicized quickly and to a broad target audience. The same information could serve to reduce the pressure on existing infrastructures or provide opportunities for the use of alternative infrastructure strategies.

NAF also seeks to publicise opportunities for participation and improvement by the private sector in developing HSE solutions for West Africa.





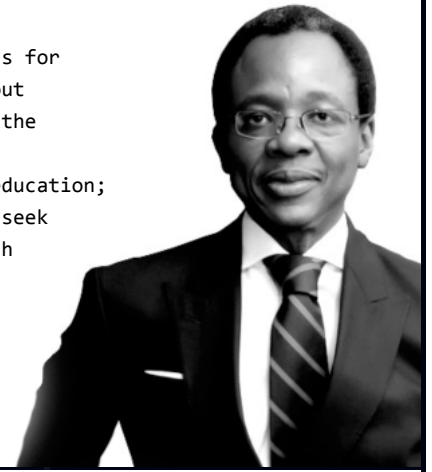
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“The Nero Asibelua Foundation stands for social impact. We seek to bring about the most meaningful improvement to the lives of West Africans.

Health, welfare, safety, culture, education; each a given right, rights that we seek to advance, and a pursuit from which we will never relent.”

- Nero Asibelua



EDUCATION & LITERACY PROGRAMMES

NAF seeks to further key gains in the area of education and literacy much in the same way it would address infrastructure needs. NAF intends to identify the highest priority requirements and provide recommendations for solutions via our 10 step plan. It is suggested that significant gains can be made in these areas through private sector and NGO sponsorship and NAF seeks to build upon the value chain of existing networks in this area. Our value add would be to bring awareness to ongoing campaigns and to strengthen the models that exist on the ground at present. It is important to remember that NAF is apolitical and nonsectarian in its views towards education and literacy and will seek partnerships that reflect this policy.

ARTS & CULTURE PROTECTION

NAF is a keen advocate of the protection and promotion of West African Arts & Culture. Through various collaborative efforts and expositions, NAF seeks to leverage it's networks in this area to bring attention to its spectrum of philanthropic goals. NAF understands the promotion of arts & culture brings together citizenry, business and political leaders to an area of common interest, and acts as a truly effective platform to initiate meaningful dialogue.

NAF is eager to develop channels for the promotion or arts & culture in West Africa and recognizes its current under-development compared to its international counterparts. NAF seeks to improve this with concentrated awareness campaigns, public expositions and by providing needed resources to artists to enhance their bodies of work.

Through sponsorship and promotion, NAF believes it can experience a two-fold benefit both in developing West African offerings in arts & culture, but also by using it as a bridge to stakeholders in all areas of our stated participation.





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