



Policy Innovation Centre

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*Innovating to bridge
social disparities*

About the Policy Innovation Centre (PIC)

The Policy Innovation Centre (PIC) is the first national institutionalized behavioral initiative in Africa supporting government and stakeholders to make behaviorally informed decisions and generate evidence for impact driven interventions in critical thematic areas. The PIC is an initiative of the Nigeria Economic Summit Group (NESG), a leading think tank in Africa redefining evidence-based policy advocacy. In 2017, the Gates Foundation supported the establishment of the "interim Policy Innovation Unit (PIU)" as a proof of concept to assess whether a behavioural insights (BI) unit could work in the Nigerian context to improve public sector outcomes. Based on the demonstrated success, the PIC was launched in October 2021 to deepen the impact of social interventions in Nigeria.

The complexity of issues faced by most countries is increasingly inter-related and dynamic. Policies and Interventions must be human centered, realistic and connect the often multi-faceted nature of the needs and challenges people face in their everyday lives. The PIC is positioned to support the delivery of better policies and innovative solutions for high impact interventions across Africa.

**VISION:**

Delivering better policies and innovative solutions for social impact.

**MISSION:**

We improve policies and programs using gender transformative and behavioural approaches to drive positive social change.

Core Values

**INNOVATION****COLLABORATION****ACCOUNTABILITY****INCLUSION****SOCIAL IMPACT**

What We Do





The **Behavioural Innovation Lab** is a multi-disciplinary team that uses evidence from behavioural science to improve design, testing and implementation of innovative solutions (policies, products and services) to complex human problems

Behavioural Diagnostics

Randomized Controlled Design

Social & Behavioural Change Communication Design

Behavioural Nudging

Product Design, Design Thinking & Innovation

Demand Creation & Social Marketing

Behavioural Innovation Lab

We advance evidence driven, contextually relevant and sustainable solutions to critical development issues

At the PIC, our Behavioural Innovation Lab (BIL) utilizes lessons from behavioural and social sciences to design, test and scale solutions for social impact.

BIL draws on existing behavioural research frameworks to conduct behavioural insight diagnostics, Randomised Control Trials (RCT), explore socio-behavioural determinants and design human centered solutions. Working with a diverse and dynamic team of designers, behavioural scientists, academics, researchers, gender advisors, policy specialists and program implementers, the BIL adopts a data-driven, human-centered approach to testing and delivering contextually relevant, cost effective solutions to critical development priorities.

Behavioural Insights for Programs and Public Policy

There has been a growing interest across countries globally to incorporate behavioural insights (BI) to support behaviourally informed decision making for policy and programs building on principles from behavioural and social sciences. The application of BI can improve problem definition, design of effective solutions, trust in government and support people to make better choices.

Since 2009, the use of knowledge and lessons from the social and behavioural sciences, has spread globally as a key tool in public policy. Currently, over 400 entities exist globally that have institutionalized BI in and with governments and public institutions on every continent. While projects using BI have been implemented in Africa there are still very few national level institutionalized capacities to conduct such work with local partners; the PIC is pioneering this initiative in Africa.

GESI Foyer

Gender and Social Inclusion (GESI) Foyer



Our Pillars



Policy and
Governance



Gender System
Strengthening



Gender &
Social Inclusion
Programming

Key Initiatives & Programs

- 🔗 Gender and Inclusion Summit
- 🔗 Gender Network Africa
- 🔗 Gender and Development Course
- 🔗 Gender for Private Sector Development Course
- 🔗 Customized Gender-Focused Training

🔗 Gender & Social Inclusion Programming

Women Economic Empowerment (WEE) Policy Domestication and Implementation; A Scoping Assessment of Women in Economic Leadership in Nigeria; Strengthening Women Leadership in Academic Economic Institutions; Gender Analysis of the Mining Sector and other gender-focused programs are being implemented by the Policy Innovation Centre



policyinnovationcentre.org



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PIC Gender Foyer

Our advocacy advances gender equity and fosters inclusion



The PIC Gender Foyer is an innovative multidisciplinary hub that serves as a platform for capacity development, networking, research, and partnerships to advance gender responsive policies, programs, and practices in Africa. The Gender Foyer's focus areas include Policy and Governance, Gender Systems Strengthening, and Gender and Social Inclusion (GESI) Programming.



Policy and Governance

We use evidence-based approaches to support the development and integration of gender responsive policies. We promote advocacy to advance gender equity and inclusion for women, persons with disabilities, youths, and other marginalized groups through platforms such as the Gender and Inclusion Summit which was conceptualized in 2022 as an annual event to provide an inclusive platform to explore transformative ways to advance gender, inclusion and gender-responsive governance in Africa.



Gender Systems Strengthening

We strengthen gender systems through research, information management systems and sector-specific capacity-building programs for public, private, and development practitioners that equip them with skills to engage on gender issues and implement gender transformative programs. The Gender Foyer hosts the Gender for Development and Gender for Private Sector Courses as well as customized genderfocused trainings such as the Gender and Taxation Course.



Gender Network Africa

The Gender Network Africa is a platform dedicated to promoting gender equity and social inclusion across diverse sectors through partnerships, experience sharing, dissemination of innovative gender approaches and best practice.



Evidence Based Policy

We apply design thinking and evidence-based approaches to inform policy design and implementation across sectors. Through cutting-edge policy research and advocacy, we drive conversations with the aim of catalyzing sustainable development goals and social impact in sub-Saharan Africa.



Social & Behavioural Science Research

Human behavior impacts programs and policies. The Policy Innovation Centre studies these behaviors using innovative methods to understand patterns, explain social phenomena, and use the findings to advocate, shape policies, and guide decisions to address social issues.

Social & Behavioural Change (SBC)

We use social and behavior change (SBC) strategies to drive social change by creating impactful interventions based on scientific behavior change theories, human-centered designs, and evidence, while factoring in gender and intersectionality.



Where We Work





Good Governance

Our Governance work centers on harnessing insights from research using innovative approaches to promote accountability and transparency, good governance, credible electoral systems, active civic engagement, political inclusion, and the rule of law. We engage state and non-state actors to co- create and implement policy-directed initiatives that advance good governance.

Harnessing Behavioural Insight to Improve Transparency in Nigeria

Supported by the MacArthur Foundation, the project utilizes behavioural insights to support capacity building and design of novel anti corruption programs in Nigeria. Through this grant, the PIC has supported capacity strengthening for transparency, governance, and accountability organizations in Nigeria through learning series and the implementation of hands on behavioural interventions



Duration: 2021-2024



MacArthur
Foundation

Behavioral Insights Network Transparency & Accountability (BiNTA) Fellowship.

The BiNTA Fellowship is a behavioral re-engineering initiative of the Behavioural Innovation Lab of the PIC aimed at strengthening the capacity of anti-corruption changemakers to leverage behavioral insights in disrupting the socially normative status of corruption in Nigeria. With funding from the MacArthur Foundation, the inaugural edition of the fellowship is supporting thirty fellows to conceptualize, design and execute behaviorally-informed strategies to address corruption.



Duration: 2021-2024



MacArthur
Foundation

An Intersectional Approach to Social Norms that Drive Corruption

This project will provide concrete guidance to implementing agencies on whether and how to consider the intersectional nature of anti-corruption target populations to increase durable behavior change. Specifically, it will explore how gender and faith norms interact with social norms that drive corrupt patterns of behaviors within specific reference groups and reinforce inequity and exclusion or inhibit anti-corruption action.

The Corruption, Justice and Legitimacy Program (CJL) at Besa Global, in partnership with the Policy Innovation Centre is implementing this research project.

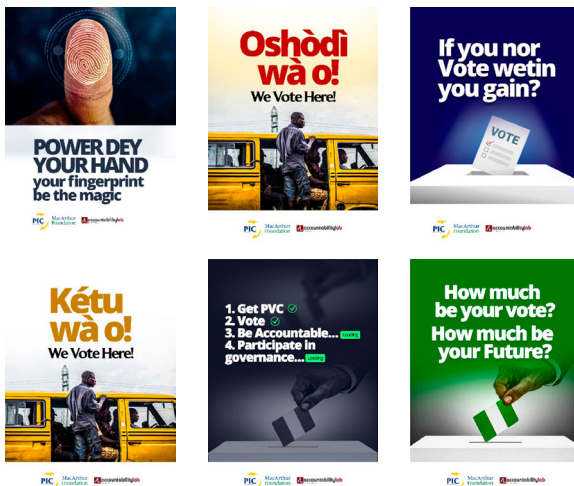


Duration: 2024-2025



Pre- and post-election agenda for Nigeria within the domestic, regional and international ecosystems

This project funded by the Open Society Initiative for West Africa was designed to assess pre-election activities, programs and policies of government in the political/ governance and economic sectors using a human-rights based approach and generate lessons and insights to set a post-election policy agenda for the incoming national government.



Duration: 2023-2024



OPEN SOCIETY
Initiative for West Africa



Innovative Digital Solutions

The PIC is committed to driving digital inclusion by supporting evidence for an enabling policy environment, digital governance, uptake of literacy and skills as well as adoption of appropriate digital tools and technology for vulnerable and excluded populations. Our approach to digital governance as an enabler ensures that strategies are co created to drive accountability, manage system complexities, foster conceptual alignment, inclusion, partnerships and cost efficiency in the process of deploying digital transformation programs.

Sustainable and Inclusive Digital Transformation

This FCDO funded initiative aimed to address digital economy challenges and support the continuous growth of an enabling regulatory condition for inclusive digital transformation in implementing states (Edo, Kaduna, Kano, Jigawa, Lagos). The project supported inclusive digital transformation for the most vulnerable and the operationalisation of the National Digital Economy Policy and Strategy 2020- 2030, focusing on developmental regulations, digital services development and promotion, digital society and emerging technologies, and indigenous content promotion and development at national and state level.

Duration: 2022-2023



Advancing an Inclusive and Enabling Environment for Digital Growth and Capabilities in Edo State (Edo Digital Policy Project)

The project aims to support an integrated digital ecosystem and enabling policy environment through the curation of digital policies and protocols to drive sustainable digital capabilities and growth within the Edo state government and inclusive socioeconomic development across the state. This project also assesses barriers to digital solution adoption within government and citizens, particularly vulnerable populations providing insights to programmatic interventions that can accelerate digital adoption and socio- economic development.

Duration: 2023-2025



This project is implemented with support from the Gates Foundation.



Agriculture, Climate and Food Security

Our work in this sector focuses on advancing Gender and Inclusion in agricultural systems, adaptation and resilience, value chain pathways for smallholder farmers and social and behavioural research to inform program design, policy and practice.

We produce rigorous, locally grounded evidence through research and strategic partnerships to support climate action in key areas such as mitigation, adaptation, climate finance, measurement, reporting, and verification (MRV) systems, carbon markets, renewable energy, circular economy, climate-smart agriculture, disaster risk reduction, sustainable urban development, and the food-water-energy nexus. Our goal is to strengthen national capacity and policy engagement to advance climate justice, resilience, transparent governance, and a sustainable climate transition in Nigeria.

Intervention Design to Increase NIN Ownership for Rural Women in the Agricultural Value Chain as a Precursor for Digital Financial Service (DFS) Adoption.

The Project is designed to address the low uptake of digital identity and digital financial services among smallholder women farmers and traders by implementing evidence informed behavioural interventions...behavioural interventions that address the supply and demand factors which limit NIN ownership and financial inclusion in Edo State.



Duration: 2023-2024



africappractice

National Plastic Action Partnership (NPAP)

The Policy Innovation Centre currently serves as the National Plastic Action Partnership (NPAP) Secretariat in Nigeria. NPAP is an initiative of the Global Plastic Action Partnership (GPAP), the global platform for translating plastic pollution commitments into concrete action, hosted at the World Economic Forum (WEF) since its inception in 2018. The PIC through her role as the Nigeria NPAP Secretariat seeks to shift efforts to address plastic pollution from fragmented strategies to integrated solutions that emphasize partnerships and collective action. These efforts will reduce plastic waste, protect ecosystems, preserve habitats, and safeguard livelihoods and public health.



Duration: 2025-2026



GLOBAL PLASTIC ACTION PARTNERSHIP



Poverty, Livelihood and Jobs

Our work on poverty, livelihood and jobs aims to explore and address barriers to employment and livelihood with a focus on innovative entry points into the workforce. Our research and intervention design is aimed at increasing labour force participation and ensuring that policy approaches are inclusive and safeguard the most marginalized in the society.

We advance innovative approaches for delivering women economic empowerment programs, access to market, productive credit and assets to foster growth and resilience among communities demonstrating sustainable childcare models to enable caregivers, particularly women, pursue paid work opportunities.

Women Economic Empowerment (WEE) Policy Roadmap in Lagos State.

Policy Innovation Centre is presently providing technical support to Lagos State Ministry of Women Affairs and Poverty Alleviation (WAPA) on the domestication and implementation of the Women Economic Empowerment (WEE) Policy Roadmap in Lagos State. The objectives of the roadmap are to explore the context of WEE in Lagos State, address policy gaps, introduce innovative initiatives, engage key stakeholders for collaborative implementation, tailor solutions to Lagos's socio-economic and cultural context, as well as promote an enabling environment for women to thrive economically.



Duration: 2024 - 2025

This project is being implemented with support from the Gates Foundation, through the Albridge Stone Group.



Health

Our health work focuses on equipping stakeholders at different levels with advocacy skills to work collaboratively to improve accountability in health governance and best practice for health systems. We utilize an evidence driven approach to policy and context analysis to situate the gaps in provision of quality health services in the broader system level ecosystem to improve health systems and service delivery. Our health pillars include: Health Systems Policy, Advocacy and Governance, Health Inequities and Health in Emergency Settings. Through a participatory approach, we facilitate dialogues to identify problems, question assumptions, design and implement sustainable interventions - policies and programs delivery that are scalable. We draw on our expertise in human-centered design and behavioural insights to co-create, design and test health solutions that are scalable in delivery

A Scoping Assessment to Generate Evidence for Women's Health Advocacy in Nigeria.

The scoping assessment is exploring the context of women's health and advocacy platforms to provide evidence-driven strategies for the delivery and support of a vibrant women's health advocacy program in Nigeria. This assessment is being implemented at national and sub-national levels (Lagos, Kaduna, and Kano states).

Duration: 2023-2024



This project is implemented by the PIC with support from the Gates Foundation.

The Nigeria Survey on Gender Norms, Attitudes, Health, and Wellbeing

This is a nationally-representative study exploring how social and gender norms influence the behaviours and health outcomes of very young adolescents (VYAs) aged 10–14 years. We generate evidence-based, context-specific interventions to shift harmful norms and improve adolescent health and wellbeing in Nigeria.

Duration: 2024 - 2027



This project is implemented by the PIC with support from the Gates Foundation.



Gender and Social Inclusion (GESI) Programming

The Gender Foyer designs and implements gender focused research and interventions utilizing evidence based approaches that seek to address harmful gender norms and entrenched inequalities, as well as improve male engagement to create an enabling environment for sustainable change.

Exploring the roles of religious and traditional leaders in gender-based violence policy processes in Nigeria.

This project aims to explore the role of traditional and religious leaders in positively reshaping gender norms, contributing to progressive gender-related policies and in the process facilitating sustainable development across Nigeria. By integrating the appropriate messaging about GBV into the communication of religious and traditional leaders, they can create awareness, foster open discussions, challenge harmful norms and stereotypes, promoting values of respect, equality, and empathy.

Duration: 2024-2025



This project is implemented by the PIC with support from the Ford Foundation.

A Design Strategy on Strengthening Women's Leadership in Academic Economic Institutions in Nigeria

We recently conducted a scoping assessment on women in economic leadership in Nigeria, exploring the systemic barriers and enabling factors that foster women's participation and advancement in economic leadership roles.

Building on the insights from this assessment, we are now designing the Strengthening Women's Leadership in Academic Economic Institutions (SWOLE) initiative. SWOLE aims to drive institutional change within economics departments across six selected Nigerian universities, with the goal of promoting gender-equitable leadership, supporting women's career progression, and expanding pathways to economic leadership opportunities in academic economics.

Duration: 2024-2025





Education

Our work in Education focuses on social and behavioral research to inform Education Systems Development, Foundational literacy and Numeracy, Program Design, Policy and Practice. We also explore social determinants of learning and innovative pathways to improve learning outcomes.

Assessment of the context and behavioural drivers of learning poverty and outcomes for "At-Risk (in and out of school) Children" in Nigeria

The PIC implemented a research which explored the context and behavioural drivers of learning poverty on "At-Risk Out of School Children/At-Risk Children" who consequently drop out as well as enablers and barriers for uptake of interventions. Through this assessment, the PIC evaluated the in-school learning environment and mapped existing programs /policies to explore gaps and opportunities for strengthening access/delivery of services. In addition, the PIC explored sustainable strategies for skills development, livelihood and school reintegration for out of school children.



Duration: 2022-2024



INTRODUCING

PIC INSTITUTE

SHAPING POLICY THROUGH
RESEARCH AND INNOVATION

The Policy Innovation Centre (PIC) Institute is Africa's premier thought leadership institute, dedicated to bridging the gap between research and policy for transformative impact. We engage leading academics and policy experts to drive evidence-based policymaking, ensuring innovative solutions to Africa's most pressing challenges.

Through strategic collaborations, the PIC Institute creates pathways for academics to apply research insights in real-world policy settings, fostering knowledge exchange and strengthening academic-policy linkages. Our mission is to enhance the quality of policy research, produce cutting-edge publications, and develop actionable recommendations that drive sustainable development.

Join a dynamic network
of scholars, policymakers,
and changemakers. working
together to shape Africa's future.

For Enquiries Call: +234 905 833 3930



Our Products

THE PURPLE BOOK



THIRD
EDITION

The Purple Book is a curation of insights, policy and program recommendations from the annual Gender and Inclusion Summit hosted by the Policy Innovation Centre.

The third edition is a repository of the outcomes from the 2024 Gender and Inclusion Summit (GS-24), and serves as a strategic guide to fostering inclusive partnerships that drive sustainable poverty reduction in Nigeria and Africa at large.

Gender & Inclusion Summit 2024

THEME

Reimagining Gender-Inclusive Pathways and Partnerships for Poverty Reduction

FROM VOICES TO ACTION

NOW AVAILABLE

 policyinnovationcentre.org/the-purple-book

   policycentreng



DOWNLOAD NOW



Gender & Development Course

GDC Programs



Gender and Development Course (Generic)



Gender for Private Sector Development Course



Customized Gender-Focused Courses

The PIC Gender and Social Inclusion (GESI) Foyer offers specialised training programs designed to equip professionals with the knowledge and skills needed to integrate gender perspective into policy, programs, initiatives, and organisational practices.



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policyinnovationcentre.org



Explore the world of Behavioural Insights (BI) on the BIL learning platform.

Learn about BI concepts, principles, and their application in enhancing transparency and accountability in the public and civil society spaces within the African context. Participate in activities and quizzes in the courses that will further enrich your learning in BI.

Start Learning for Free

Step 1:

Visit binigeria.com

Step 2:

Click on **"Start Learning today"** to create an account

There are two ways to sign up:

Sign up with **Google**

Create an account using your basic information.

Step 3:

Once logged in, Click on course list

Step 4:

Select any of the courses of interest in no particular order and

Step 5:

Click Start Course to start learning.



Policy Hackathon 2025:

Innovate. Disrupt. Solve.

The PIC is hosting her first Policy Hackathon, that would bring together the brightest minds to brainstorm, prototype, and pitch transformative policy solutions in just three days!

From Ideas to Impact: Policymakers, researchers, innovators, and changemakers will co-create nationally relevant solutions in agriculture, education, health, gender and digital technology.



What To Expect?

- 30 young and dynamic participants, 5 thematic groups
- Hands-on problem-solving using the hackathon methodology
- Expert mentors and facilitators guiding teams
- Final-day pitch session to a panel of experts
- A high-energy environment for collaboration and innovation

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Our People





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