



because
every voice
matters.

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We are Citizen Central.

We Help amplify **Impact**, telling the **Story** right!

Citizen Central is a media for development media agency that helps changemakers and social impact organizations amplify their impact through effective media campaign and storytelling. We are creative social impact communications agency using storytelling, participatory media, and strategic campaigns to drive positive change. We work with NGOs, government, donors, and grassroots movements to design media that not only informs but inspires action. We design, produce, and distribute creative content to tackle pressing social, economic, and environmental challenges. Our work blends storytelling, journalism, and participatory media to amplify voices, shift mindsets, and spark collective action and change.

We help organizations leverage the power of the media to transform society by expanding access to quality information for everyday people. We help create awareness, launch advocacy campaigns and support media projects that help change makers maximize the power of the media to make change happen. Our work envisions a world where every story told sparks awareness, empathy, and collective action for the common good and amplified impact. Our Media Lab is located within the Impact Hub Abuja innovation community in Abuja Nigeria. The Lab features state-of-the-art equipment and production studio where media professionals (emerging and experienced) create compelling media content and projects that challenges the status quo, innovates and build momentum towards sustainable development.

Our Competencies.

- **Social Impact Campaigns** – Multimedia strategies for behaviour change and civic engagement.
- **Documentary & Short Films** – Human-centered storytelling that puts communities at the heart of the narrative, spotlighting changemakers and the impact they are making in society and communities, enabling action by policy makers and leaders.
- **Media Training & Capacity Building** – Equipping youth, activists, and organizations with skills in advocacy media production.
- **Research & Content Strategy** – Audience insights, message testing, and campaign impact measurement.
- **Community Media Platforms** – Local radio, podcasts, and digital hubs for grassroots dialogue and engagements.

Our Approach

- **Evidence-Based** – Guided by data and community insights, we use evidence to advance or story and narratives activating policy action and social change.
- **Participatory** – Our partners are at the Centre of our work, we blend our expertise and experience with field insight and interest of our partners to create. Our work and campaigns are often co-created with stakeholders for ownership and relevance.
- **Multi-Platform** – From broadcast to social media, meeting audiences where they are. We use variety of audiences and tools to amplify our reach and get the story to the right audience, be it communities or policy leaders.
- **Impact-Driven** – Measurable outcomes in awareness, attitude, and behaviour.



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Our Competitive Advantage We know Development.

We started as an incubation project of Citizen Commons; we emerged as a communication and media funded project that sought to empower young people to use media to advocacy for social change in 2021. Development is in our DNA and we think as development professionals and not just media experts. We understand the nature of social change and the need to use media to champion change narrative that accelerate impact.

We tell the stories right because we know the issues and lean in with communities and practitioners for impact.



Thematic Areas We Work In –

Our Work supports changemakers and leaders working to accelerate sustainable development, and more importantly, in the following thematic areas:

- Youth empowerment & active citizenship
- Gender equality & women's rights
- Climate action & environmental sustainability
- Public health & wellbeing
- Governance & transparency
- Law and Human Rights,

Our Impact (selected Media projects)

- December, 2024, we produced the [Social Impact Academy Project Spotlight Documentary](#) for [Impact Hub Abuja](#) - where we spotlight some of the impact and achievements of the flagship Social Impact Academy Project.
- July, 2025, we produced the [AI and Youth Opportunity Policy Roundtable Event Highlight Video](#) also for Impact Hub Abuja.
- August 2025, we are currently finalizing production for [#AheadWithNigeria 17 Goals, 17 Insights and Actions for Nigeria: Documentary](#) for [Citizen Commons](#), this project is scheduled to be premiered in August 2025 as part of the International Youth Day 2025 Celebration.
- May, 2024, as part of the Voice (Oxfam) funded project close out event, we produced the [#ImpactInsights Podcast interview series](#), - a series of 12 short impact highlights interviews with stakeholders and leaders working in the social impact space and voice (Oxfam) funded projects.
- November, 2023, we produced the [Nigeria in Focus show](#) for Citizen Commons
- March 2024, we produced the [Women Tech and Society Podcast Show](#) hosted by Benita Ezumazu
- Created a digital campaign that increased climate action pledges by 40% in partner communities.
- In 2022, we produced the – [What is your idea of a New Nigeria Documentary](#) for Citizen Commons as part of the #FromProtestToAction Activatig our New Nigeria project.
- In 2022, we produced the [Short Video Project Highlight](#) for [Citizen Commons](#) as part of the Community Change Enablers BootCamp project.
- **Media for Development Training** - In June 2025, we helped Citizen Commons deliver the [Media for Democracy Cohort](#) of the Youth Action Labs/ Social Justice Academy – where 33 young leaders and media experts from across Nigeria were trained on using Media for Development and Advocacy Projects.
- **Highlights and Project Documentary** – We produced the [YALSJA Media for Development Training Highlights](#) for Citizen Commons in 2025.
- In 2025, at the Occasion of 2025 Democracy Day we produced a Live Conversation for Citizen Commons titled [“Nigeria and the Promise of Democracy”](#)
- [Youth Action Labs 2025 Promo Video](#) | [Social Justice Academy 2025 Highlight Video](#)

Our Team



An Open Window.

For further discussion
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(WhatsApp Enabled.)

Our team features a multidisciplinary team of experts with varying capabilities to ensure your project success.

34

years
combined
team

22

Graphic
Designers
and Video
Editors

6+

Expert
Cinematographers
+ Production
Consultants

8

Camera
Technicians
+ Production
Assistants

18+

Interns,
Production
Assistants +
Associates.