IMPACT REPORT 2014–2026

# From digital skills to income: what DD Hub has delivered across Northern Nigeria.

Programmes for young people, women, persons with disabilities and smallholder farmers, delivered with the World Bank-supported IDEAS programme, GIZ, the African Development Bank and others. Each claim below is labelled by how strongly we can prove it.

Documented · Publicly reported · Institutional record

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**105**
young people completed the IDEAS TVET Creative Media programme (Jan–Jul 2026)
Documented

**97.1%**
of graduates economically active at completion (102 of 105)
Documented

**45.7%**
of the cohort were women (48 of 105), with persons with disabilities included
Documented

**~36,000**
farmer records merged, de-duplicated and validated for Kano SAPZ
Documented

**500**
smallholder farmers in the GIZ-backed Digital Transformation project, Kano
Documented

**15,000+**
people trained since 2012 across all programmes
Institutional record

WHO THIS IS FOR

# The same evidence, read the way you need it.

### Donors & development partners

*Delivery you can audit, inclusion you can measure, systems that outlast the grant.*

- World Bank-supported IDEAS programme delivered on schedule, with a published 28-page impact report.
- Outcome definitions and denominators stated beside every headline figure.
- Safeguarding, grievance redress and M&E systems now in place.

Donor page →

### Government & public institutions

*A delivery partner that fits public programmes and reports in the format you need.*

- Delivered under a Federal Ministry of Education programme, with a National Project Coordination Unit review.
- Farmer-data harmonisation for a state agro-industrial programme at 36,000-record scale.
- Policy work: 2024 Nigerian Innovation Fund brief and the 6th Policy Dialogue on the digital innovation ecosystem, Uyo.

Government page →

### Investors & DFIs

*A social enterprise with a revenue engine, a pipeline and honest numbers.*

- Commercial consulting and training revenue funds community programmes; 10 to 20% of net commercial profit goes to the Impact Fund.
- Graduate-led enterprises profiled: 42 businesses, near gender parity, and a named formalisation gap we are working on.
- Venture Builder track and incubation pipeline from the Demo Day.

Investor page →

### NGOs, hubs & implementing partners

*A technical partner for data, training, M&E and community reach in the North.*

- Peace and CVE programming with Equal Access: fellowship and hackathon covering 19 northern states.
- Voice and hotline systems and M&E backstopping for a multi-state North East programme.
- Founding member of national innovation networks since 2017.

Partner page →

### Young people, women & startups

*Skills that lead to income, and a route from idea to enterprise.*

- Six-month, studio-based training with portfolio, capstone and Demo Day.
- Enterprise gig tracks and incubation for graduates with viable ideas.
- DD Hub Academy opening for new cohorts.

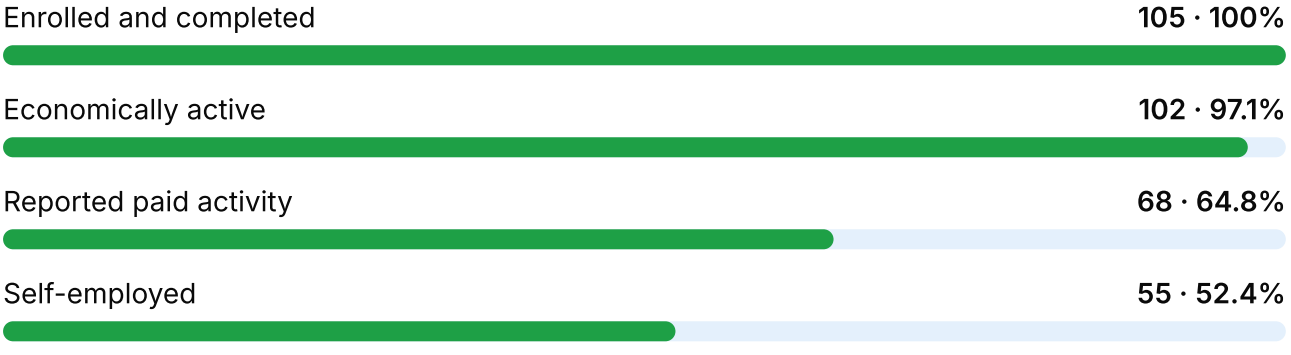
Startup page →

FLAGSHIP RESULT

## IDEAS TVET Creative Media Production, January to July 2026

A six-month, competency-based programme delivered with the World Bank-supported IDEAS Project and the Federal Ministry of Education. 105 young people, 57 men and 48 women, trained in filmmaking, photography, editing, motion graphics, digital storytelling and the business skills to sell them. The National Project Coordination Unit described it as the kind of outcome the IDEAS Project was designed to achieve.

WHERE THE 105 GRADUATES ARE



Part-time employed — 23 · 21.9%

Full-time employed — 15 · 14.3%

Contract assignments — 9 · 8.6%

Source: DD Hub graduate outcome survey, n=105. Categories are reported separately and are not a single additive total.

## WHERE THEY STARTED

**68.6%**
had never received formal digital skills training

**88%**
owned a smartphone, yet only 43% had access to a computer

**48%**
wanted to start their own business

**75%**
had been job-hunting for a year or more

Source: baseline assessment at programme entry.

## FROM TRAINING TO ENTERPRISE

42 graduate-led businesses were profiled: 54.8% male-owned, 45.2% female-owned. Most were founded in 2026. Only 23.8% are registered with the Corporate Affairs Commission, so formalisation is the next priority, because registration unlocks grants, contracts and bank accounts.

## SYSTEMS LEFT BEHIND

- Internal quality assurance, aligned to the National Skills Qualification Framework
- Monitoring, evaluation and learning system
- Safeguarding framework and grievance redress mechanism
- Occupational health and safety system
- Environmental and social safeguards, and an e-waste protocol
- Studios, editing suites, networking labs and upgraded fire and first-aid provision

SECTORS

# Five fields, one method: skills, data, enterprise.

## Skills, TVET & employment

Competency-based training that ends in a portfolio, a client and a first income.

| | |
|---|---|
| Documented | IDEAS TVET Creative Media Production: 105 trained, 97.1% economically active at completion. |
| Publicly reported | Tech Bridge Fellowship: 200 participants trained in digital product design, precision agriculture, GIS and content management; 40 ventures selected for incubation. |
| Institutional record | Tech Bridge Women: 150 women trained (2025 to date). |
| Institutional record | ReLearn and DD Hub Tech Fellowship since 2016. |

## Agriculture & rural livelihoods

Data, content and digital tools that reach smallholder farmers in their own language.

| | |
|---|---|
| Documented | Kano SAPZ farmer profiling: about 36,000 records harmonised into one validated master dataset (completed Oct 2026). |
| Documented | GIZ Digital Transformation for Smallholder Farmers, Kano: 500 farmers; mobilisation and baseline underway. |
| Publicly reported | 2022 NASENI and Decapolis (Jordan) digital food-traceability partnership, with Lafia and Calabar named as pilot sites. |
| Institutional record | TAAT (AfDB / IFDC) Hausa farmer-learning videos and e-extension; NERI IVR hotline for farmers and refugees. |

## Peace, civic & community systems

Technology for early warning, dialogue and counter-extremism work.

| | |
|---|---|
| Institutional record | Equal Access Peace Promoters Fellowship (2022–23): 30 youths from 19 northern states. |

Institutional record — CVE / Social Impact Hackathon (2022): 30 teams from 19 northern states.

Institutional record — Hate-speech monitoring and Hausa lexicon work with CITAD and PeaceTech Lab; CATRIS incident-reporting system.

## Enterprise, innovation & MSMEs

From idea to registered, revenue-earning business.

Documented — 42 graduate-led businesses profiled; 45.2% female-owned; 23.8% CAC-registered, with formalisation the next push.

Institutional record — GIZ Digital Transformation Centre MSME programme (2025): 35 Kano MSMEs; 54% women, over 70% youth.

Institutional record — 15+ startups incubated since 2017.

## Policy & ecosystem leadership

Convening the people who build Nigeria's innovation economy.

Institutional record — Authored 2024 policy brief on establishing and scaling a Nigerian Innovation Fund.

Institutional record — Organised contributions to the 6th Policy Dialogue on Nigeria's digital innovation ecosystem, Uyo (2024).

Institutional record — Founding member of Innovation Support Network, Animators Nigeria; co-founder of TISNI and AFIN.

WHERE WE WORK

# Rooted in Kano, reaching across the North and beyond.

**Kano (headquarters)**

IDEAS TVET, SAPZ farmer data, GIZ smallholder project, GIZ MSME programme, DD Hub Academy.

Documented

**Katsina**

Digital skills and creative-media components under the World Bank-supported IDEAS programme.

Institutional record

**North East: Borno, Yobe, Adamawa, Bauchi, Gombe, Taraba**

NERI M&E and ICT backstopping, data gathering and IVR hotline (2017).

Institutional record

**19 northern states**

Peace Promoters Fellowship and CVE hackathon participants (2022).

Institutional record

**Abuja and Lagos**

Corporate presence; policy, partner and investor engagement.

Institutional record

**Lafia (Nasarawa) and Calabar (Cross River)**

Planned pilot sites for the 2022 digital food-traceability partnership.

Publicly reported

**Jordan**

Technology partner Decapolis, through NASENI (2022).

Publicly reported

CAPABILITIES

## What you can commission from us.

### Programme design & delivery

Competency-based training, cohort management, mentorship, internships and Demo Days, run to donor reporting standards.

### Data systems & digital transformation

Survey design, KoBo pipelines, cleaning and harmonisation at 30,000+ records; IVR and hotline channels.

### Monitoring, evaluation & learning

Baselines, process evaluation, tracer surveys, and indicator definitions you can audit.

### Enterprise incubation & acceleration

Business coaching, pitching, formalisation support and investor linkages, including the NORTHSTAR model.

### Local-language content & extension

Hausa audiovisual learning on farming, with subtitles for wider audiences.

### Safeguarding & inclusion systems

Grievance redress, health and safety, and deliberate inclusion of women and persons with disabilities.

## IN THEIR WORDS

"I have come away with a functional marketing company that earns me a living."

Graduate, Enterprise Development gig track

"Before this, we used our phones only for calls. Now I create advertorial content, grow followers, and convert them to customers."

Graduate, Creative Media cohort

“The Demo Day was a proof of concept; the incubation programme is our proof of impact.”

Abdulganiyu Rufai Yakub, CEO (reported by Economic Confidential, 8 Jan 2026)

JOURNEY

## Fourteen years, built step by step.

### 2012

DD Hub begins as a community technology initiative.

### 2014

Major operations and projects begin in Kano.

### 2016

Registered with the Corporate Affairs Commission.

### 2017

Incubation begins; NERI M&E and ICT backstopping; Animators Nigeria founded.

### 2019

Founding member of Innovation Support Network.

### 2022

Peace Promoters Fellowship; CVE hackathon; NASENI and Decapolis partnership.

### 2024

Innovation Fund policy brief; Uyo policy dialogue.

### 2025

GIZ MSME programme; Tech Bridge Women; AFIN co-founded.

### 2026

IDEAS TVET completed; Kano SAPZ data consultancy; GIZ smallholder project; DD Hub Academy launched.

HOW TO READ THESE NUMBERS

## Evidence, defined.

- “Economically active” means the 102 of 105 graduates recorded as self-employed, full-time, part-time or contract workers; it excludes the 3 recorded as unemployed.
- “Reported paid activity” (64.8%, 68 of 105) is the graduates marked as paid in the outcome survey. It is not a measure of monthly income.
- “Self-employed” (52.4%) describes employment status, not business registration. Registration comes from the separate 42-business profile (23.8% CAC-registered).
- These are completion-stage results. A follow-up tracer study will test whether they hold over time.

**Documented** Held in a programme report, signed contract or dated submission to the partner.

**Publicly reported** Reported by a named public source.

**Institutional record** Stated in DD Hub institutional records; supporting documents are available to partners on request.

## Partner with us.

Tell us your programme, your geography and your reporting needs. We will show you the evidence that matters to you.

Contact DD Hub

Back to Impact