

2023-2024 IMPACT REVIEW

Local Innovation. Global Impact.

Empowering Citizen Diplomats to Build Sustainable Communities

A publication of The People's Accords 2026

EXECUTIVE SUMMARY

> “The people closest to a problem are often the people closest to the solution.”

Across Africa, communities are solving some of the world’s most pressing challenges every day. They understand the realities of their environments, recognize the needs of their neighbors, and possess the ideas required to create meaningful change. Yet too often, these communities lack access to the resources, networks, and opportunities needed to transform those ideas into lasting impact.

The People’s Accords was founded on a simple but powerful belief: the people closest to a problem are often the people closest to the solution.

In 2024, that belief was translated into action through the second cohort of the Citizen Diplomacy Program. Emerging leaders from Nigeria and Kenya were equipped with practical training, mentorship, and collaborative support to identify local challenges and design solutions that were both community-driven and sustainable. Rather than promoting dependency, the program encouraged participants to build initiatives capable of creating lasting social, environmental, and economic value within their own communities.

The results demonstrate the potential of this approach. Citizen Diplomats developed and implemented projects addressing clean water and sanitation, renewable energy, environmental restoration, menstrual health, sustainable agriculture, and circular economy innovation. These initiatives reached hundreds of individuals, strengthened community resilience, reduced preventable health risks, and created new opportunities for local economic participation. Several projects have already evolved beyond pilot interventions into sustainable enterprises positioned for future growth.

Beyond project outcomes, 2024 marked an important stage in the organization’s evolution. Building on lessons from the inaugural cohort, the program expanded its curriculum, integrated artificial intelligence into project development, strengthened mentorship, extended participant engagement, and refined its monitoring and evaluation framework. These improvements reinforced The People’s Accords’ commitment to continuous learning and evidence-based program design.

Equally important was the organization’s continued investment in transparency and accountability. Through its innovative Citizen Diplomacy Framework, The People’s Accords combines community leadership with emerging technologies to strengthen trust, improve grant stewardship, and support responsible decision-making. This approach reflects a broader commitment to ensuring that resources are directed efficiently toward community-led solutions while maintaining clear standards of governance and measurable impact.

The stories featured throughout this report demonstrate more than successful projects. They illustrate what becomes possible when communities are trusted to lead their own development. From restoring dignity through access to clean water and menstrual health education to helping women establish climate-smart businesses and enabling entrepreneurs to build scalable ventures, each initiative reflects the creativity, resilience, and determination of local leaders committed to improving the lives of those around them.

While meaningful progress has been achieved, the need remains significant. Millions of communities continue to face challenges that require practical, locally driven solutions. The People's Accords believes that sustainable development is achieved not by replacing local leadership, but by strengthening it. Every Citizen Diplomat trained, every community project launched, and every partnership formed contributes to a growing movement that places local knowledge at the center of global development.

As you read this report, we invite you to look beyond the statistics and project summaries. Behind every outcome is a person who chose to lead, a community that chose to collaborate, and a future that became more hopeful because opportunity met local ingenuity.

Together, these stories affirm a simple truth:

When communities are empowered to lead, sustainable change becomes possible.

"Every statistic represents a community taking ownership of its future."

Awarded to six sustainable startups	**$10,500**
Projects proposed / funded	**39/10**
Citizen Diplomats trained (2023–2024)	**104**
Households with Improved Access to Clean Energy	**180**
Girls Empowered with Menstrual Health Education	**200**
Hazardous Drains Restored Through Community Action	**22**

Transforming Local Leadership into Lasting Impact...

"Sustainable development begins when communities are trusted to lead their own transformation."

Letter from the Founder

Dear Friend,

We started The People's Accords on a simple bet: that the people closest to a problem are the people best equipped to solve it. Traditional aid often works like a conversation between two distant capitals. We wanted to hand the megaphone to everyone in between.

There's a version of diplomacy that happens between two distant capitals — closed rooms, career diplomats, decisions made an ocean away from the people they affect. It's a version most of us never see, and it's still, somehow, the version that shapes whether a village gets a well, a clinic, or a school. I didn't want to help build another version of that. I wanted to hand a megaphone to the residents of every village in between — the people usually spoken about in these rooms, never invited into them.

Across two cohorts (2023–2024), 104 participants in Nigeria and Kenya produced 39 project proposals and funded 10. The early evidence: a documented 37–45% drop in waterborne illness in two communities, 180 households with reliable light for the first time, 200+ girls reached with health education, and one training-exercise-turned-company, UpwardEco, now employing four people with a seat in a continental startup accelerator.

That realization is where The People's Accords actually began. Not a single trip or a single day — a question. I kept coming back to the Abraham Accords, and what it proved: that cooperation between people who'd spent generations as strangers, or worse, could be built deliberately, through cultural exchange and real economic ties, rather than waiting for it to arrive on its own. It was proof that peace and prosperity could be engineered, not just hoped for. I found myself asking the obvious next question — what would that look like if you moved it down, out of ministries and summits, into neighborhoods? What if the negotiators weren't heads of state, but the people who actually lived with the problem?

I believe the best answers to a community's hardest problems were never ours to import. They already exist there, as indigenous knowledge and expertise that traditional aid too often talks past, or worse, quietly overrides in favor of a solution designed somewhere else, by someone who will never live with the outcome. Every project in the pages that follow — water filters, solar light, a poultry business, a cleaner drainage system — was designed by the people who needed it, not delivered to them. Our job isn't to hand down solutions. It's to hand over trust, a small amount of capital, and get out of the way.

Two years in, our Citizen Diplomats have turned a training exercise into a real, employing company; forty chickens into a small enterprise; twenty-two open drains into a cleaner, prouder neighborhood. None of that happened because we had the answers. It happened because we asked the right people the right question, and then had the discipline to listen. We're proud of that — and just as candid, in the pages ahead, about what we're still building. We think honesty is what real partnership is built on, and we're asking you to build the next chapter of this with us.

With gratitude,



Founder
Lydia Scherr Hayo

About The People's Accords

Who We Are

Communities around the world are rich in ideas, resilience, and local knowledge, yet many lack access to the resources needed to transform those ideas into lasting solutions. The People's Accords was founded on a simple but powerful belief: the people closest to a challenge are often best positioned to solve it.

The People's Accords (TPAC) is a U.S. 501(c)(3) nonprofit that trains everyday citizens to design and fund grassroots solutions to their own communities' hardest problems — an approach we call Citizen Diplomacy, backed by a transparent Web3 grant-making framework.

Through a unique combination of leadership development, project incubation, mentorship, and Web3-enabled transparency, participants move beyond learning to designing and implementing projects that improve lives while contributing to the United Nations Sustainable Development Goals (SDGs).

Rather than promoting dependency, The People's Accords invests in local ownership. Participants are encouraged to build solutions that can continue growing long after the initial grant has been spent. This approach has already supported initiatives addressing clean water, sanitation, renewable energy, women's economic empowerment, environmental sustainability, and public health across Nigeria and Kenya.

Every project reflects the organization's conviction that sustainable development is strongest when communities lead their own transformation.

Our Vision

To build a global society of Citizen Diplomats who create sustainable, locally led solutions to the world's most pressing challenges through collaboration, innovation, and transparent community investment.

Our Mission

To empower communities by identifying, training, and supporting Citizen Diplomats who develop sustainable solutions to local challenges while fostering accountability, collaboration, and long-term social impact through innovative technology and inclusive partnerships.

Our Approach

Our model is built on five core principles:

Community First

Solutions begin with the people who understand local challenges best.

Leadership Development

Participants gain practical skills in project design, systems thinking, and community engagement.

Sustainable Innovation

Projects are designed to become self-sustaining wherever possible through entrepreneurship and community ownership.

Transparency and Accountability

Technology, monitoring, and structured reporting help ensure responsible stewardship of resources.

Theory of Change

1  Local Challenge

2  Citizen Diplomat Training

3  Community-Led Solution

4  Sustainable Impact

5  Stronger Communities

6  Long-term Impact

Global Collaboration

Citizen Diplomats join an international network committed to sharing knowledge and advancing sustainable development together.



2024 AT A GLANCE

A Year of Local Leadership. ***Measurable Results.***

In 2024, The People's Accords continued to demonstrate that sustainable development begins with local leadership. Through the Citizen Diplomacy Program, emerging changemakers from Nigeria and Kenya transformed community challenges into practical, measurable solutions that improved lives, strengthened local economies, and advanced progress toward the Sustainable Development Goals.

The year's achievements reflect more than completed projects. They represent communities taking ownership of their future, supported by a model that **invests in people, fosters innovation, and prioritizes long-term sustainability.**

2024 Milestones

Impact Area	2024 Results	Why It Matters
Countries Reached	2	Cross-border collaboration between Nigeria and Kenya.
Citizen Diplomats Trained	34	Emerging leaders equipped with the skills to identify community challenges and design sustainable solutions.
Community-Led Projects Launched	10	Innovative projects addressing health, clean energy, climate resilience, women's empowerment, and entrepreneurship.
Households with Improved Access to Solar Lighting	180	Families gained safer, more reliable lighting, extending opportunities for education, work, and daily life.
Reduction in Waterborne Diseases	Up to 45%	Access to clean water and improved sanitation reduced preventable illness in participating communities.



Expanded Regional Collaboration

Citizen Diplomats from Nigeria and Kenya worked together to exchange ideas, strengthen leadership skills, and develop locally relevant solutions to shared development challenges.



Strengthened Program Design

The Citizen Diplomacy curriculum was enhanced through expanded mentorship, AI-supported learning, and a stronger monitoring and evaluation framework, improving participants' ability to design impactful, sustainable projects.

Impact Area	2024 Results	Why It Matters
Drainage Channels Restored	22	Cross-border collaboration between Nigeria and Kenya.
Girls Reached Through Menstrual Health Education	200	Emerging leaders equipped with the skills to identify community challenges and design sustainable solutions.
Household Water Filters Distributed	10	Innovative projects addressing health, clean energy, climate resilience, women's empowerment, and entrepreneurship.
Women Supported Through Climate-Smart Poultry Farming	10	Families gained safer, more reliable lighting, extending opportunities for education, work, and daily life.
Sustainable Development Goals Advanced	8+	Access to clean water and improved sanitation reduced preventable illness in participating communities.



From Ideas to Action

Every funded initiative progressed beyond concept development into community implementation, demonstrating the effectiveness of combining leadership development with practical project support.



Building a Foundation for Sustainable Growth

Beyond delivering projects, 2024 focused on strengthening the systems needed for long-term impact. Improvements in programme delivery, participant support, impact measurement, governance, and collaboration positioned The People's Accords to scale its Citizen Diplomacy model with greater effectiveness and accountability in the years ahead.support.

IMPACT STORY

Clean Water, **Healthier Communities** Kaduna, Nigeria



In communities where access to safe drinking water remained a daily challenge, Citizen Diplomats implemented practical interventions that combined **clean water access** with community education on hygiene and sanitation.

By distributing household water filtration systems and promoting improved sanitation practices, families gained **safer drinking water** while communities strengthened awareness of **disease prevention** and environmental health.



Key Results

1. **45% reduction** in waterborne diseases in participating communities
2. **15 household water filters** distributed
3. Community hygiene and sanitation awareness strengthened
4. Improved access to safer drinking water for vulnerable households



IMPACT STORY

Breaking the **72-Hour Darkness.** Sotubo, Nigeria

A community that had electricity for 20 minutes every three days now has reliable light in **180 homes** — evenings back, for children to study and parents to work safely.

Reliable electricity remains beyond the reach of many rural households. Through community-led renewable energy initiatives, Citizen Diplomats introduced **affordable solar lighting solutions** that improved safety, extended productive hours, and created new opportunities for learning and livelihoods.









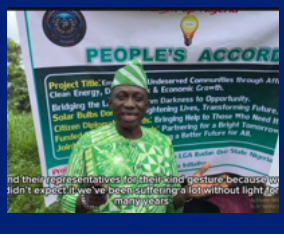
Key Results

1. **180 households** gained access to reliable solar lighting
2. Improved household safety after dark
3. Increased opportunities for education and small business activities
4. Reduced reliance on traditional lighting sources









IMPACT STORY

Growing Livelihoods Through **Climate-Smart Agriculture** Kaduna/Ogun,, Nigeria



Economic resilience begins with sustainable livelihoods. In Kaduna State, women participating in the **Climate-Smart Poultry Production initiative** received practical training, starter poultry stock, and ongoing mentorship to build environmentally sustainable poultry enterprises.

The project introduced cost-effective feeding techniques using locally available resources, helping participants reduce production costs while improving household nutrition and generating new **sources of income.**



Key Results

1. **10 women** trained and supported
2. **40 birds** distributed during project launch
3. **500 eggs** produced over two reporting months
4. **₦85,000** generated through egg sales
5. **Improved** household nutrition and **income** opportunities





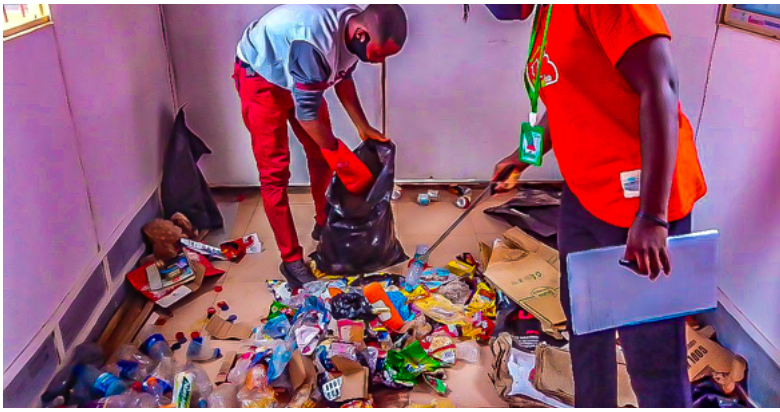


IMPACT STORY

Turning Waste Into **Opportunity** Nigeria

Born in a 2023 training cohort, UpwardEco pivoted from a household waste-collection model that couldn't cover its costs to a business-partnership model that could. By August 2024 it was trading **1.3 tons of recyclables** a month, running **18 pickup points**, employing **four staff,** and had earned a seat in the Founders Factory Academy accelerator.

UpwardEco also refined its business model, strengthened strategic partnerships, and prepared for digital platform expansion to support future growth.









Key Results

1. **Digital platform** development underway
2. Monthly recovery **target of 3,000 kg established**
3. Long-term **goal of 100 pickup locations,** with at least half actively contributing to recycling efforts
4. Business model refined for long-term sustainability









IMPACT STORY

Breaking the Silence Around **Menstrual Health**

Sagamu, Nigeria



For many **adolescent girls,** menstruation remains surrounded by misinformation, stigma, and limited access to essential hygiene products. Through targeted education and community engagement, Citizen Diplomats helped create safer spaces for **200 girls** to learn, ask questions, and manage their health with dignity.

Working with schools and community leaders in Ogun State, the initiative combined **menstrual health education** with the distribution of sanitary products and ongoing support through a **dedicated helpline,** helping to improve both health outcomes and school participation.



Key Results

1. **200** girls reached through menstrual health education
2. **200** educational materials on menstrual hygiene practices distributed
3. Reduced stigma surrounding **menstruation**
4. Improved **confidence** and **school participation** among beneficiaries
5. **Ongoing support** provided through a dedicated **helpline**






IMPACT STORY

Restoring Dignity, Drain by **Drain**

Nairobi, Kenya







Six estates lived alongside **22 open sewers.** On a **$1,500 budget,** the team hand-mapped the problem (GIS was priced out of reach), cleared every drain, and engaged residents on a pay-for-service future. Result: a **37% drop in local waterborne illness,** and a new r**egistered business, NISTE**, to sustain the work.

Rather than treating sanitation as a government responsibility alone, the **Climate Connect Initiative** empowered communities to become active partners in restoring healthier neighbourhoods.



Key Results

1. **22** open drains cleaned across **6** estates in Nairobi
2. ***37%*** reduction in waterborne diseases based on local health records
3. **60** residents engaged through structured community feedback
4. **40%** of surveyed residents expressed willingness to pay for ongoing sanitation services
5. **NISTE** established as a registered business to ensure long-term operational sustainability









STEWARDSHIP & ACCOUNTABILITY

The People's Accords is a registered 501(c)(3). Every fund transfer clears U.S. KYC/AML checks; every project is debated publicly and voted on by the cohort through a blockchain-based DAO; every graduate holds a verifiable, non-transferable Soulbound NFT credential.

Throughout 2024, projects were supported through structured mentorship, continuous monitoring, transparent financial management, and regular progress reviews. Lessons learned during implementation informed programme improvements, while collaboration with local leaders and stakeholders strengthened community ownership and long-term sustainability.



LOOKING AHEAD

Our long-term goal is a $100M Community Enfranchisement Grants Program, anchoring $5–10M in annual grants to citizen-led projects worldwide. Four priorities get us there:

1. **EXPAND:** Rebuild recruitment into Brazil and the U.S. — delayed, not abandoned, after an ad-account suspension limited outreach in 2024.
2. **SCALE WHAT'S WORKING:** Grow UpwardEco from 18 to 100 pickup points, and replicate the Kaduna poultry model in new communities.
3. **STRENGTHEN THE TEAM:** Hire the technical and operations leadership our funded startups have identified as missing.
4. **PROVE IT OVER TIME:** Build the 12–24 month follow-up monitoring described in Stewardship & Accountability, so results are tracked, not just reported once.

JOIN THE MOVEMENT — MAKE YOUR IMPACT COUNT

Everything in this report happened on a combined budget that would barely cover one senior hire at most international NGOs. That's not a claim we've outgrown the need for real capital — it's proof of what modest, well-placed investment does in the hands of people who already understand the problem. Now imagine what happens with yours.

We are asking you to give. Not because every question in this report is answered, but because your gift funds the exact next one — a new cohort, a scaled-up business, the audited books and standing board this report was honest enough to say we don't have yet.

Your Gift	Its Direct Equivalent
$1,500	The full cost of the drain-clearing project that cut waterborne illness 37% for six Nairobi estates
$10,500	What has already launched six citizen-led startups — fund the next six
$25,000	Seeds and mentors a full new project cohort in an existing country
$100,000+	Funds a first cohort in a new country — Brazil or the U.S. are ready and waiting
Multi-year partnership	Founding-partner status toward our $100M Community Enfranchisement Grants Program

GIVE TODAY

www.peoplesaccords.org/donate

WAYS TO GIVE: One-time or monthly recurring donation, wire transfer, or cryptocurrency contribution.

Foundations and corporate partners: contact us directly to structure a multi-year or program-specific grant.

Foundations, corporate partners, and government agencies: this is your opening to be first. Volunteers and future Citizen Diplomats: your community is one of the "villages in between" this report is about — reach out to join a cohort.

Whatever form your support takes, it turns into the same thing every time: someone who was never handed a microphone, using it to change their own community. Give today, and help us hand out more of them.

Scan to make a donation or visit
https://www.peoplesaccords.org/donate

SCAN NOW!



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