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Contents

Politics of Inconclusive Election and the Role of Elites in Nigerian Politics:
A Review of Gubernatorial Elections in Northern Nigeria 2019-2023

Yan Idris Gadau & Musa Umar Adam

Framing Green Finance: The Role of Political Advertising and Legislative
Messaging in Nigeria's Sustainable Development Agenda

Etimbuk E. Obot & Mohammed Manzuma-Ndaaba Ndanusa

Assessment of Civil-Police Relations and Conflict in Greater Banjul Area,
the Gambia (2019-2024)

Hassan M. Jarra

Examining the Role of Resource Control and Ethnic Crisis in Benue Killings

Paul Terlumun Bemgba & Ene Vincent-Orugbo

Creating Political Legitimacy: Electoral Democracy Versus Good
Governance in Nigeria's Fourth Republic (1999-2023)

Adesina M. ALABI

Democratic Resilience in West Africa: A Comparative Analysis of Governance,
Civil Society, and Public Participation in Nigeria and Burkina Faso

Ishaka Dele & Shuaibu Umaru Yelwa

Nigeria's Long-Term Socio-Economic Development: Exploring
the Agriculture Value Chain Pathway

INAKU, Jacob Sunday & NANDI, Livinus Ature

Book Review:

Imperialism: The Highest Stage of Capitalism

Umar Abdullahi

Framing Green Finance: The Role of Political Advertising and Legislative Messaging in Nigeria's Sustainable Development Agenda

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Abstract

This study examined how political advertising can be employed to highlight legislative support for green finance and promote sustainable development practices in Nigeria. It also investigated the level of public awareness of green finance, the perceived effectiveness of existing legislative frameworks, and the influence of political campaign messages on public perception and behavioral adoption of sustainable practices. The study adopted a survey research design and targeted key stakeholders involved in political communication and legislative processes, including the general public, legislative aides, political campaign strategists, and environmental advocates. Drawing on data from 384 respondents selected through purposive and convenience sampling methods, the study revealed a substantial knowledge gap: 60% of respondents had never heard of green finance, and 61% were unaware of initiatives supporting it. Although 45% perceived legislative frameworks as somewhat supportive, 42% viewed them as not supportive. While 75% acknowledged that political advertising plays a role in raising awareness, only 1% had encountered green finance messaging frequently. A striking 93% of respondents believe environmental issues should be prioritized in campaign messages, and 79% indicate a willingness to adopt green finance practices if legislators actively promote them. The study concluded that political advertising remains an underutilized tool for advancing public engagement with green finance and recommends strategic messaging that links environmental and economic benefits to encourage public participation in sustainability efforts. It recommended the launch of coordinated national campaigns that emphasize the economic and environmental benefits of green finance while encouraging lawmakers to actively promote sustainability through targeted political messaging.

Keywords: *Green Finance, Political Advertising, Legislative Framing, Sustainable Development, Political Communication*

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Introduction

Green finance is an emerging concept in the finance industry aimed at supporting the global transition to a greener economy (Bhatnagar & Sharma, 2022). It is a type of finance that addresses concerns related to global climate change and other factors that pose environmental and sustainability risks to an economy. It entails funding concepts and initiatives or establishing financial structures that encourage a more ecologically conscious and environmentally friendly economy, like lowering emissions of greenhouse gases and encouraging renewable energy. According to Abbas, Wang, Belgacem, Pawar, Najam, and Abbas (2023), green finance is an important tool for encouraging investment in renewable energy sources and attaining environmental sustainability. It is a term that environmental, social, and governance investment decisions are highly considered while promoting long-term economic growth and social outcomes. Green finance involves mobilising capital towards activities that promote sustainability and the reduction of negative environmental impacts. Kripa and Ilollari (2023) describe green finance as a financial activity that uses various financial tools, including loans, debt arrangements, and investments, to produce better ecologically sustainable outcomes.

Given the significance of green finance on a worldwide scale, political communication is essential to raising public awareness and influencing public perceptions regarding green financing and the detrimental effects of global warming. According to Bassey, Jacob, and Ngonso (2024), political communication is a vital factor in the political growth and creation of every society. Through strategic political advertising efforts, political messages could be crafted to further raise awareness on the strategic importance of green financing in a world that is currently overly dependent on the use of fossil fuels and other non-renewable energy resources for economic activities. This effort may significantly contribute to the promotion of the adoption level of green financing measures by private individuals, government agencies, businesses, NGOs, and other bodies in terms of planning, policy formulation,

and implementation. Nonetheless, at the forefront of taking proactive measures towards effective political communication on the strategic importance of green finance as it relates to highlighting legislative support for sustainable development are lawmakers.

In line with the global pursuit of low-carbon development, sustainable development practices have become increasingly central to national policy agendas. These practices involve the implementation of policies and activities that promote environmental protection, economic viability, and social equity in an integrated manner. In the context of green finance, sustainable development practices guide the allocation of capital to environmentally responsible sectors such as renewable energy, waste management, green transportation, and sustainable agriculture. However, the successful implementation of these practices depends not only on financial commitments but also on the effective communication of their value and legislative backing. Thus, political communication, particularly through strategic messaging and advertising, plays a crucial role in shaping public understanding, building consensus, and driving behavioural change necessary for sustainability. Nigeria's efforts toward sustainable development can therefore be amplified through deliberate political messaging that links legislative actions to green financing frameworks and the broader sustainability agenda.

In Nigeria, the legislative arm of government is saddled with the responsibilities of lawmaking, oversight, and representation. The 10th Nigerian House of Representatives' 2023–2027 legislative agenda includes climate change and environmental sustainability (The People's House, 2023). Despite the fact that the 10th Legislative Agenda acknowledges the concerns of climate change and environmental sustainability, it says nothing about green finance, its programs, or how it might help with these issues. Notwithstanding this observation, the degree to which green financing measures are adopted in order to support a low-carbon society may be greatly influenced by public knowledge of the legislative framework and support for sustainable development and a greener economy. This is because communication negligence as regards the importance of green finance may lead to a continued increase in greenhouse gas emissions, therefore causing more environmental, health, and sustainability hazards for Nigerian society.

Furthermore, it is observed that most campaign messages crafted in the form of advertisements in Nigeria focus largely on traditional economic issues, with little or no attention paid to the significance of environmentally conscious development and greener financing. This raises a lot of concern about the extent of public awareness of the legislative support for a greener economy. Considering the fact that how political messages are crafted could suggest legislative support for sustainable growth and more environmentally friendly funding, understanding the role of political advertising in promoting green finance and showcasing legislative support for green finance initiatives is crucial. Through effective political communication, citizens could be better informed of the various legislative frameworks and policies around green financing and how to take positive advantage of the information received.

Given that most of the campaign messages in Nigeria are designed to address more traditional or economic issues that relate to infrastructural development, education, and human empowerment, often overlooking promoting green financing initiatives, this research is intended to address this gap by exploring how political advertising can be crafted by Nigerian lawmakers to showcase legislative actions that support sustainable development. By investigating the intersection of political communication and sustainable development, this study seeks to provide insights on how political campaigns can be effectively leveraged by Nigerian lawmakers to promote public understanding and engagement in sustainability efforts.

The objectives of the study were to:

1. examine the level of public awareness and understanding of green finance initiatives and the legislative frameworks supporting them in Nigeria.
2. investigate the role of political advertising in promoting legislative support for green finance and sustainable development among Nigerians.
3. assess the impact of political campaign messages on public perception and adoption of green finance initiatives in Nigeria.

Literature Review

Green Finance in Environmental Sustainability Discourse

The term “green finance” has no universally accepted definition among scholars. Green finance, as defined by Höhne, Khosla, Fekete, and Gilbert (2012), is a wide term that encompasses monetary investments that support environmentally responsible projects. It also includes sustainable environmental products and policies that encourage the development of a more sustainable economy. In other words, green finance is not restricted to climate change and involves a variety of other environmental activities such as industrial pollution control, water and sanitation, or biodiversity protection. Similarly, PricewaterhouseCoopers (2013) defines green finance as financial services as well as goods that take ecological factors into account during the borrowing process, as well as afterwards evaluation, and risk control. These services and products are offered to encourage environmentally conscious investments and carbon-free initiatives, businesses, industries, and technologies.

The category of financing known as “green finance” aims to boost inflows of capital into a nation while upholding sound, environmentally conscious practices. According to the UN Environment Programme (n.d.), green finance refers to a rise in the amount of money flowing to sustainable development initiatives from the governmental, commercial, and non-profit sectors. In order to reduce carbon emissions and build climate-resilient and environmentally sustainable infrastructure, Lui and Wu (2023) define green finance as financial instruments (like green bonds), agreements, mechanisms, and ecologically friendly operational practices, as well as the disclosure of these agreements. According to Mishra and Kannaujia (2023), green financing refers to actions taken to protect the environment, lessen the effects of greenhouse gases by funding renewable energy sources that expand green space, and aid in other sustainable development projects.

Climate change brought on by global warming and the associated environmental and health risks are the primary drivers behind green finance. While there are global observations of the impending dangers of a high-carbon economy, there are a lot of factors driving the adoption of green finance globally. This ranges from government policies, legislative frameworks, and communication plans, all

of which are essential in promoting the transition to environmentally economic initiatives. However, challenges such as low public awareness, limited policies, or financial barriers may pose a challenge to the adoption of green finance. Ozili (2022) argues that though research findings have shown that green finance has the potential to make a significant difference in the environment, society, and climate change mitigation, its implementation is hampered by factors like lack of knowledge of green finance, varying definitions of the term, a lack of coordination in policy, conflicting policies, and a dearth of financial institutions' and investors' economic motivations.

Nonetheless, green financing instruments such as ecological bonds and green loans greatly support environmentally friendly projects and promote low-carbon economies. Legislative frameworks, policies, and global agreements, particularly in developing economies like Nigeria, could contribute significantly to the adoption level of green finance by individuals, private businesses, government bodies, and other corporate organisations. Beyond legislation, how these policies or frameworks are communicated to the public may also contribute to its adoption. The idea of sustainable development through green financing is hinged on ensuring balanced economic growth, environmental protection, and social equity. Argiman and Osman (2019) argue that sustainable development cannot be ascertained without the proper use of financial resources. Through financial mechanisms like green finance, broader objectives of environmental sustainability, such as transitioning to a carbon-free economy, supporting renewable energy projects, and promoting long-term environmental protection, could be actualised. According to Ejumudo (2015), sustainable growth necessitates a unified multidisciplinary strategic management and planning that transcends constrained political, legal, economic and ethical, and ethical limitations.

Legislative Support for Green Finance

Green Finance Platform (2021) reports that policymakers and regulators around the world are increasingly adopting green finance measures in a shift towards creating green finance policies and regulations that go beyond market-driven solutions. This approach aims to institutionalise green finance as a core component of sustainable

economic growth and climate action. The 2021 figures from the *Green Finance Platform (2021)* reveal a 264 percent increase in 684 national and sub-national environmentally friendly financing policies and regulatory initiatives in 100 developed and developing countries since 2015. This shift indicates a gradual adoption and implementation of frameworks by policymakers to address issues associated with global warming and ecological sustainability. This serves as commendation to the 2015 Paris Agreement for its clear overarching vision coupled with an openness for institutional diversity (Dikau & Volz).

In Nigeria, it is the duty of the legislative arm of government to make laws that promote democracy and good governance. This is also actualized by creating laws and policies that encourage green finance and environmental sustainability. The Legislative Agenda of the 10th House of Representatives for 2023-2027, though it does not capture the concept 'green finance', clearly states environmental sustainability as part of the House's plan to promote a greener economy. This could be translated into formulating and promoting laws and policies that support a low-carbon economy through quality legislation and strategic awareness campaigns. According to Fu, Lu, and Pirabi (2023), effective communication strategies are essential for increasing public knowledge and gaining support for climate change policies. Through this, both the government and business communities may recognize how important it is to fund ecologically friendly projects and sustainability goals.

In the same vein, highlighting how policymakers could help strengthen Nigeria's green financing, Ozili (2024) suggests that the Central Bank of Nigeria issue green bonds, create a green bank, create a differentiated cash reserve requirement as a lender incentive, implement an environment protection strategy (EPS) disclosure requirement, and set up green finance labs or climate regulatory sandboxes. Similarly, *the Economic Commission for Africa (2024)* recommends that African countries should explore innovative green financing mechanisms to promote a green transition in order to mitigate the effects of global warming, suggesting the need for policymakers to take creative approaches towards ensuring viable policies and programs are created around green financing.

Sustainable Development Practices

Scholars have emphasized that sustainable development cannot be achieved without aligning financial systems and resources with environmental and social objectives. For instance, the OECD's Global Outlook on Financing for Sustainable Development emphasizes the need for mobilizing both public and private financial flows and highlights the importance of integrating financial systems into the broader sustainable development agenda to ensure that investments are directed towards long-term, inclusive growth (OECD, 2018). Similarly, research stresses that the financial system plays a pivotal role in sustainable development, especially in developing economies, where aligning financial processes and outcomes with sustainability goals remains an ongoing challenge due to barriers such as financial exclusion and institutional weaknesses (Ogbuabor & Okoro, 2021).

Furthermore, the literature asserts that sustainable growth requires a multidisciplinary and integrated approach that transcends traditional sectoral boundaries. Sustainable development economics, for example, is described as a holistic paradigm that reconciles environmental protection, economic growth, and social equity and calls for interdisciplinary collaboration to address complex systemic challenges (Lengauer, 2023). This approach recognizes the interconnectedness of economic, social, and environmental dimensions and advocates for integrated strategies that go beyond political, legal, and ethical constraints to achieve lasting progress (Magomedova et al., 2023). These perspectives are particularly relevant for developing economies like Nigeria, where green finance can facilitate the funding of projects in clean energy, sustainable agriculture, and climate adaptation. However, achieving sustainability is not only a matter of resource allocation but also of institutional will, public engagement, and policy coherence. Therefore, effective political communication through campaigns, legislative messaging, and public discourse is essential in promoting awareness, legitimacy, and uptake of sustainable development practices.

Political Advertising

Political advertising refers to the use of strategic marketing communications to promote a political candidate, party, or government institution so as to influence

public perception and/or electoral outcomes. Through political advertising, a political candidate, lawmakers, or political institutions could consciously communicate plans, achievements, or government policies to the public in order to gain trust. Political advertising, according to Olalekan and Sam (2018), is communication intended to influence people and organizations to carry out favorable actions in order to gain the support of the electorate. This is done by an identified sponsor, political party, or their third parties.

Beyond gaining the support of electorates, political advertising could be engaged by political actors to consciously bring the public into the know of governments policies or activities geared towards the promotion of democracy and good governance. Through political advertising, an agenda could be set for public discussion. Hence, how political messages are framed could significantly influence public perception and discussions about political issues. Depending on the framing angle, which may be tilted towards issue-based messaging, showcasing campaign promises, or evoking emotional appeals, effective political communication can significantly help shape public opinion, build trust, and influence electorate decisions, as the case may be. It could also be useful for disseminating political information, forming public opinion, influencing a candidate's political image, and fending off criticism and charges from the opposition (Liaw, Moiden, & Yacob, 2022).

Public Awareness and Adoption of Green Finance

The goal of political advertising is to create or increase public awareness on political issues and activities of political institutions or a political candidate. As such, how political messages are crafted and the strategic use of media channels play a crucial role in the promotion of green financing measures and encouraging its adoption by the public. However, it is worth noting that though communication plays a role in the dispersal of political information to the public, other factors such as mistrust in political messages, literacy level, exposure, and economic concerns may impede how a message is received, perceived, or adopted by an individual. Bertson (2019) observes that political distrust has been a norm, now existing for decades in many established democracies. Similarly, Winsovd, Haugsgjerd, Saglie, and Segard (2023) explain that widespread political mistrust is frequently seen as an indication of

democratic illness, whereas great political trust is frequently seen as an indication of a healthy democracy. All these factors may contribute significantly to how the public perceives or adopts government messages.

Nonetheless, studies from other countries have shown that awareness campaigns and public education have contributed immensely to the adoption of green finance initiatives (Orabi, 2020; Li, Ma, Khan, & Zhao, 2023; Patro, Cherian, & Batra, 2024). Therefore, just as some political campaigns adopt issue-based messaging approaches where a political candidate or an institution focuses on informing the electorate of their plans and frameworks for education, healthcare, and the environment, a similar approach may also be adopted for the promotion of green finance initiatives, highlighting legislative support for sustainable development.

Theoretical Framework

The framing theory is adopted to explain how political messages about green finance can be created and communicated to reflect legislative support for sustainable development.

The Framing Theory

The framing theory was first proposed by Ervin Goffman in 1974. The theory emphasizes how the media package and send information to the public. Goffman, in his book *Frame Analysis: An Essay on the Organization of Experience*, described frames as mental structures that affect how people receive, perceive, and understand the world around them. In Framing Theory, communication plays an integral role in how our minds and worldviews are shaped around events, issues, topics, or occurrences. It also plays a critical role in how these events are understood.

Effective communication is very important in every political discourse. How political messages are framed or presented can influence how they are received or interpreted by the public. In other words, through strategic framing of political messages, green finance can be integrated into political campaigns in order to maximize public support and increase public participation in governance. This

effort will not only indicate legislative support for sustainable development; it will also heighten public awareness of green finance, its benefits, and how the public could benefit from government policies and frameworks on green financing. Through strategic political communication, green finance may be framed as not just an environmental issue but also an economic opportunity that creates jobs, boosts industries, and reduces reliance on fossil fuels. Strategically, messages could be framed for various segments of the electorate, such as urban and rural voters, in view of sensitizing the masses on the benefits and the need for adoption of sustainable development practices.

Methodology

The population of the study comprised key stakeholders involved in political communication and legislative processes within Nigeria. Specifically, the study targeted four main groups, namely the general public, legislative aides to Nigerian Federal lawmakers, political campaign strategists, and environmental stakeholders. A combination of purposive and convenience sampling techniques were adopted for the study, ensuring that only those knowledgeable about the subject matter were selected as samples of the study. At the same time, individuals who were readily accessible and willing to participate (through online surveys) were chosen as part of the study's sample.

A total of 384 samples were drawn from the four distinct groups within the population: 320 from the general public, 60 legislative aides, 15 political campaign strategists, and 9 environmental and sustainability advocates. The rationale for this selection was the need to gather diverse perspectives from relevant stakeholders knowledgeable of the subject matter. It was also to ensure a balance of expertise with broad public opinion, further enriching the study's findings.

Presentation of Data

Table 1: Respondents' Awareness and Understanding of Green Finance

Questions	Response Options	Frequency	Percentage
<i>Have you heard of the term 'Green Finance' before?</i>	Yes	154	40%
	No	230	60%
	Total	384	100%
<i>How familiar are you with initiatives that support Green Finance in Nigeria (for e.g. Nigeria's Climate Change Act (2021), Securities and Exchange Commission (SEC) Guidelines, Nigerian Sustainable Banking Principles (2012) etc.?</i>	Response Options	Frequency	Percentage
	Very familiar	38	10%
	Somewhat familiar	111	29%
	Not familiar at all	235	61%
	Total	384	100%
<i>To what extent do you think legislative frameworks support Green Finance in Nigeria?</i>	Response Options	Frequency	Percentage
	Very supportive	50	13%
	Somewhat supportive	172	45%
	Not supportive at all	162	42%
	Total	384	100%

Data from Table 1 reveal that the majority of the respondents (60%) have not heard the term green finance before. In the same vein, 61% of the respondents claimed not to be familiar at all with initiatives that support green finance in Nigeria. Furthermore, findings from the table show that the respondents perceive the legislative frameworks in Nigeria as somewhat supportive (45%) and not supportive at all (42%) of green finance.

Table 2: Role of Political Advertising in Promoting Green Finance

Question	Response Options	Frequency	Percentage
<i>To what extent do you agree that political advertising could play a role in raising awareness of Green Finance and sustainable development practices in Nigeria?</i>	Strongly agree	88	23%
	Agree	200	52%
	Disagree	73	19%
	Strongly disagree	23	6%
	Total	384	100%
<i>How often have you seen political campaign messages in Nigeria that promote Green Finance or sustainable development initiatives?</i>	Response Options	Frequency	Percentage
	Frequently	4	1%
	Occasionally	88	23%
	Rarely	154	40%
	Never	138	36%
	Total	384	100%
<i>In your opinion, should political campaign messages also emphasize environmental issues such as Climate Change, Green Finance, Green Bonds etc.?</i>	Response Options	Frequency	Percentage
	Yes	357	93%
	No	27	7%
	Total	384	100%

The data presented in Table 2 indicate that a significant portion of respondents (52%) believe that political advertising could contribute to raising awareness about green finance and sustainable development. Similarly, 40% of respondents reported that they rarely encounter political campaign messages in Nigeria that focus on green finance and sustainable development efforts. Notably, an overwhelming 93% of respondents expressed the view that political campaign messages should prioritize environmental issues, including green finance.

Table 3: Impact of Political Campaign Messages on Public Perception and Adoption of Green Finance

Question	Response Options	Frequency	Percentage
<i>To what extent do you agree that political campaign messages could influence public awareness and adoption of Green Finance and other sustainable development initiatives?</i>	Strongly agree	38	10%
	Agree	200	52%
	Disagree	115	30%
	Strongly disagree	31	8%
	Total	384	100%
<i>Would you consider adopting Green Finance measures (e.g., investing in renewable energy) if lawmakers promoted it more through targeted political campaign messages?</i>	Response Options	Frequency	Percentage
	Yes	303	79%
	No	12	3%
	Maybe	69	18%
	Total	384	100%

Findings from Table 3 show that the majority of respondents view political campaign messages as veritable tools for raising public awareness, which could lead to the adoption of green finance initiatives or other sustainable development measures. Similarly, 79% of the respondents said they would consider adopting green finance measures if lawmakers actively promoted it during political campaigns.

Discussion of Findings

RQ1 - What is the current level of public awareness and understanding of green finance initiatives in Nigeria?

Findings from the study revealed an awareness gap among the respondents as the majority of those surveyed (60%) had not heard the term “Green Finance” before. Only 40% of the respondents claimed to have heard of green finance, further corroborating the existence of a gap in public awareness, suggesting a possibility of low adoption of green finance initiatives among the population. Similarly, 61% of

the respondents reported not being familiar at all with initiatives supporting green finance, as shown in Table 1, indicating an urgent need for increased awareness campaigns and educational outreaches to raise public awareness of green finance and the frameworks put in the place for public benefits. Nonetheless, 10% of the surveyed respondents claimed to be very familiar with green finance initiatives while 29% said they were somewhat familiar with initiatives supporting green finance in Nigeria. These findings suggest that green finance, as a concept, has not been effectively framed or communicated to the public. The absence of clear frames that link green finance to everyday concerns such as economic growth, job creation, and environmental protection may result in the public not engaging with the concept. Also, media and political campaigns may not have framed green finance as a national priority, thereby reducing its visibility and perceived relevance.

Furthermore, data from Table 1 revealed a mixed perception regarding legislative support for Green Finance. While 45% of the respondents felt that legislative frameworks were somewhat supportive of green finance initiatives, a considerable number of respondents (42%) perceived legislative frameworks not to be supportive at all. Only 13% of the respondents felt that the frameworks are very supportive. This indicates skepticism among the surveyed population regarding the effectiveness of existing legislative measures in promoting Green Finance. This split perception suggests that while some progress may have been made in the legislative domain, many people still feel that the existing policies and frameworks fall short in adequately promoting green finance initiatives. The lack of perceived support could be due to unclear policies, poor implementation, or a general lack of visibility around green finance legislation.

The findings suggest that lawmakers and media outlets might not be framing legislative initiatives around green finance in a way that highlights their significance or effectiveness. For example, if legislation is framed as ineffective or bureaucratic, the public may naturally view it in that light. On the other hand, if policies are framed to show their tangible benefits through case studies, success stories, or economic advantages, people are more likely to perceive the legislation as supportive and impactful. The public might also not be exposed to positive frames about Green Finance legislation, where the benefits and progress made are highlighted.

Negative framing, whether due to poor media coverage or ineffective political communication, can contribute to skepticism about legislative support.

These findings indicate that while there is some awareness of green finance, significant gaps remain in public understanding and engagement with the concept. Moreover, respondents perceive the legislative support for green finance in Nigeria as being inadequate, suggesting the need for stronger, more visible policy frameworks and efforts to promote green finance initiatives at both governmental and grassroots levels.

RQ2: How do political advertising and campaigns influence public perception of legislative efforts to promote green finance and sustainable development?

Data from Table 2 were used to provide answers to this question. Results in Table 2 showed a strong acceptance from respondents (75%) that political advertising plays an important role in raising awareness of green finance and sustainable development. The majority of the respondents either strongly agreed (23%) or agreed (52%) that political advertising could help raise public awareness of Green Finance and the need for sustainable development. These findings indicate a strong belief by respondents in the effectiveness of political advertising in promoting environmental issues. However, a few respondents 25% expressed some level of scepticism by either disagreeing (19%) or strongly disagreeing (6%) on the effectiveness of political advertising in promoting green finance and sustainable development. Findings from this table reveal that political advertising has the potential to act as a powerful frame that shapes public perception if strategically crafted to focus on relevant issues to people's lives, such as economic development and environmental sustainability. Framing political advertisements around positive outcomes such as job creation through renewable energy and long-term environmental benefits can significantly enhance public awareness and support for Green Finance. The 25% scepticism suggests that some people may not be seeing political advertisements that clearly or effectively communicate Green Finance issues due to either message framing, personal concerns, or interests.

Furthermore, on the frequency of exposure to political campaign messages that promote green finance and sustainable development, only 1% of the sampled respondents claimed to frequently see campaign messages related to green finance and sustainable development, while (23%) reported to occasionally see such messages. Additionally, the majority of the respondents (40%) said they rarely saw, while 36% said they have never seen political campaign messages that promote green finance and sustainable development. Findings from this Table reveal a significant gap in the visibility of political campaign messages related to green finance. It also correlates with the study's findings of the low awareness level of green finance initiatives by respondents, as captured in Table 1 of the study.

The low visibility of Green Finance in political campaigns suggests that the frame of reference for political messaging currently prioritises other issues. While people think political advertising can raise awareness of green finance, they are simply not seeing enough messaging about it, which weakens its potential impact. Exploring respondents' opinion if political campaign messages should emphasise environmental issues such as Green Finance, an overwhelming (93%) of the respondents agreed that it should. Nonetheless, a few respondents (7%) felt it should not. Findings from this study reveal that the frame of political discourse is currently missing a key element: environmental sustainability. Given the high level of public support for integrating Green finance into political campaigns, lawmakers and political strategists have a significant opportunity to reframe their messages to reflect environmental concerns. Framing green finance as not only a sustainability issue but also as a means of economic advancement can help address public demands and enhance the effectiveness of political messaging. Although findings from the study show that green finance-related political messaging is not prominently visible, the substantial backing for prioritising environmental issues in political campaigns offers lawmakers and political strategists a chance to enhance public engagement and promote awareness of sustainable practices.

RQ3: What impact do political campaign messages have on public engagement and adoption of green finance initiatives in Nigeria?

Data from Table 3 was used to provide answers to this question. From the table, the majority of the respondents (62%) either strongly agreed (10%) or agreed (52%) that political campaign messages influence public awareness and adoption of green finance. This finding suggests that well-crafted political campaign messages can effectively shape public attitudes towards green finance. However, a segment of the sampled respondents disagreed (30%) and strongly disagreed (8%) to the impact of political campaign messages on green finance adoption. This finding indicates the need for more effective communication strategies to engage the segment of the population having some level of scepticism regarding the impact of political campaign messages on the adoption of green finance initiatives. For this group of people, political messages may be framed employing more persuasive tactics through evidence-based arguments that showcase successful Green Finance initiatives or the tangible benefits of these initiatives, such as economic gains and environmental protection. This could help address the concerns of those sceptical about green finance, encouraging a more positive reception.

Furthermore, data from Table 3 show that the majority of their respondents (79%) were willing to consider adopting Green Finance measures if lawmakers actively promoted these initiatives through political campaigns. This shows a strong willingness among the public to embrace sustainable financial practices, provided there is sufficient political endorsement through strategic political communication campaigns, outreach, and education of government frameworks regarding green financing. Nonetheless, a few respondents (3%) said they would not consider its adoption, while 18% of the respondents were uncertain, suggesting that while the majority are ready to act, some may require further convincing or clearer guidance on how to adopt Green Finance measures. To bridge this gap, messages could focus on clear, actionable messages that not only reflect the benefits of green finance but also simplify the adoption process for the public. Educational initiatives, coupled with strong political endorsement, could help turn uncertainty into action, further boosting Green Finance adoption.

Recommendations

The National Assembly, through the Senate Committee on Ecology and Climate Change and the House Committee on Climate Change, should:

1. Call on the National Orientation Agency (NOA) and the Ministry of Information to launch national campaigns and educational initiatives to raise public awareness of green finance and legislative frameworks supporting it. These initiatives should frame how compliance with green finance practices can drive economic growth, create jobs, and promote environmental sustainability.
2. Urge political actors through a press briefing and widely circulated press releases on the need to incorporate green finance and sustainable development practices into political campaigns, encouraging the use of frequent, targeted political advertising to raise voter awareness and promote public support for green policy initiatives.
3. Direct the Ministry of Environment to work with Climate, Development or Marketing Communications Experts to develop a communication framework that showcases successful case studies and the benefits of green finance while offering clear, practical steps for public adoption, especially for sceptical groups.

Conclusion

In conclusion, the study reveals significant gaps in public awareness and understanding of green finance initiatives in Nigeria. While political advertising of green finance has the potential to raise awareness, its current visibility is low, limiting its impact on public engagement. However, the strong support for prioritising green finance in political advertising presents an opportunity for lawmakers to reshape their communication strategies. By integrating environmental sustainability into political messaging and promoting clear, actionable benefits, lawmakers can drive public adoption of Green Finance initiatives, supporting both economic growth and sustainable development.

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