Communicating Power Sector Reform in Nigeria

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<table>
<thead>
<tr>
<th></th>
<th>Socio-political Context</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Public distrust of government reforms and activities</td>
</tr>
<tr>
<td>2</td>
<td>Government Misalignment</td>
</tr>
<tr>
<td>3</td>
<td>Perception of Failed Privatisation</td>
</tr>
<tr>
<td>4</td>
<td>Disgruntled Consumers</td>
</tr>
<tr>
<td>5</td>
<td>Government vs. Private Sector contention</td>
</tr>
<tr>
<td>6</td>
<td>Electricity as a Public Good</td>
</tr>
</tbody>
</table>

- Restore the sector's financial viability
- Improve power supply reliability to meet growing demand
- Improve transparency
- Encourage investor confidence in the sector
### Communications Objective

**Build trust and credibility through PSRP communications.**

<table>
<thead>
<tr>
<th>Establish consistent channels of communication on PSRP activities</th>
<th>Create channels for feedback and dialogue for effective two-way communications</th>
<th>Conduct stakeholder engagements with power sector government agencies</th>
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</thead>
<tbody>
<tr>
<td>Educate the public about core power sector issues</td>
<td>Sensitize and manage public expectations on reform objectives and activities</td>
<td>Attain stakeholder (public &amp; private) buy-in to the PSRP</td>
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Research Phase

Nationwide Survey
- Six geo-political zones
- 200 households
- 1200+people
- Public perception
- Knowledge assessment
- Willingness to pay

Focus Group Discussions
- Government MDA’s
- Private sector
- DisCos
- Public
- Media
- Civil society

Message Testing
- Campaign creatives
- PSRP slogan – Switch on Nigeria
- Core messaging
Metering is a nationwide problem

93% Service delivery needs to improve before consumers receive higher bills

64% Electricity theft is a major issue

50% Gross dissatisfaction in power supply

Messaging Architecture

Overall Message

Switch on Nigeria

Metering = Fairness

- Communicate and shed light on issues on metering
- Clarify the rights and responsibilities of consumers in the power sector
- Collaborate with DISCOs on messaging around metering

Reduced Theft = Accountability

- Explanation of the power value chain to consumers
- Emphasize the role of citizen engagement in curbing theft

Information + Action = Trust

- Show milestones and achievements made so far in the power sector
- Encourage consistent feedback through communication channels (Phone app, Website, Social channels, etc)

Better Service = Trust

- Demonstrate results, and show verifiable evidence of what has been done
- Strong alignment between government's action and words
Know Your 5s

Rights
1. Right to transparent billing
2. Right to an accurate and properly installed meter
3. Right to prompt investigation and resolution of complaints
4. Right to due process before disconnection
5. Right to improved service delivery

Responsibilities
1. Pay your bills on time
2. Report electricity theft
3. Do not bypass your meter
4. Call your Disco if you did not receive your bill
5. Wire your house with the right cables

Dos for better power supply
- Pay your bills
- Switch off appliances when not in use
- Call your Disco if you don’t receive your bill
- Report electricity theft
- Notify your Disco when moving to avoid paying the previous tenant’s bill

Power supply is a collective responsibility

Your local Disco delivers it to you.

For more information on your local Disco office
tag on to www.mypower.ng/disco/contact

Switch On Nigeria

Upnera DisCo

How power gets to you

The generation companies (GenCos) produce power using water, gas, solar, and thermal.
The Transmission Company of Nigeria (TCN) transports high tension power a route to locations all over the country along the national grid.

You purchase your electricity from your local Disco; the electricity is then used to light homes and businesses all over Nigeria.
The distribution companies (Discos) convert the power into a safe form to deliver electricity to your home.

Play your part. Pay your bills. Improve power supply.

Switch On Nigeria

Creatives