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Communicating Power Sector Reform in Nigeria



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

Socio-political Context

1

Public distrust of government reforms and activities

2

Government Misalignment

3

Perception of Failed Privatisation

4

Disgruntled Consumers

5

Government vs. Private Sector contention

6

Electricity as a Public Good

Communications Objective

Build trust and credibility through PSRP communications.



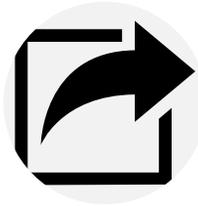
Educate the public about core power sector issues



Sensitize and manage public expectations on reform objectives and activities



Attain stakeholder (public & private) buy-in to the PSRP



Establish consistent channels of communication on PSRP activities



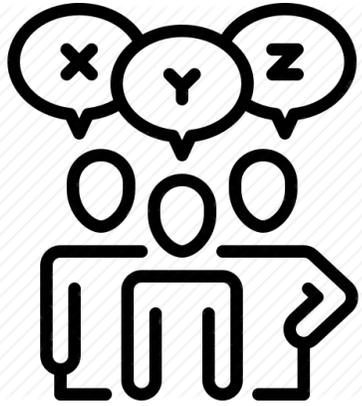
Create channels for feedback and dialogue for effective two-way communications



Conduct stakeholder engagements with power sector government agencies



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

Messaging Architecture

Metering is a nationwide problem

93%

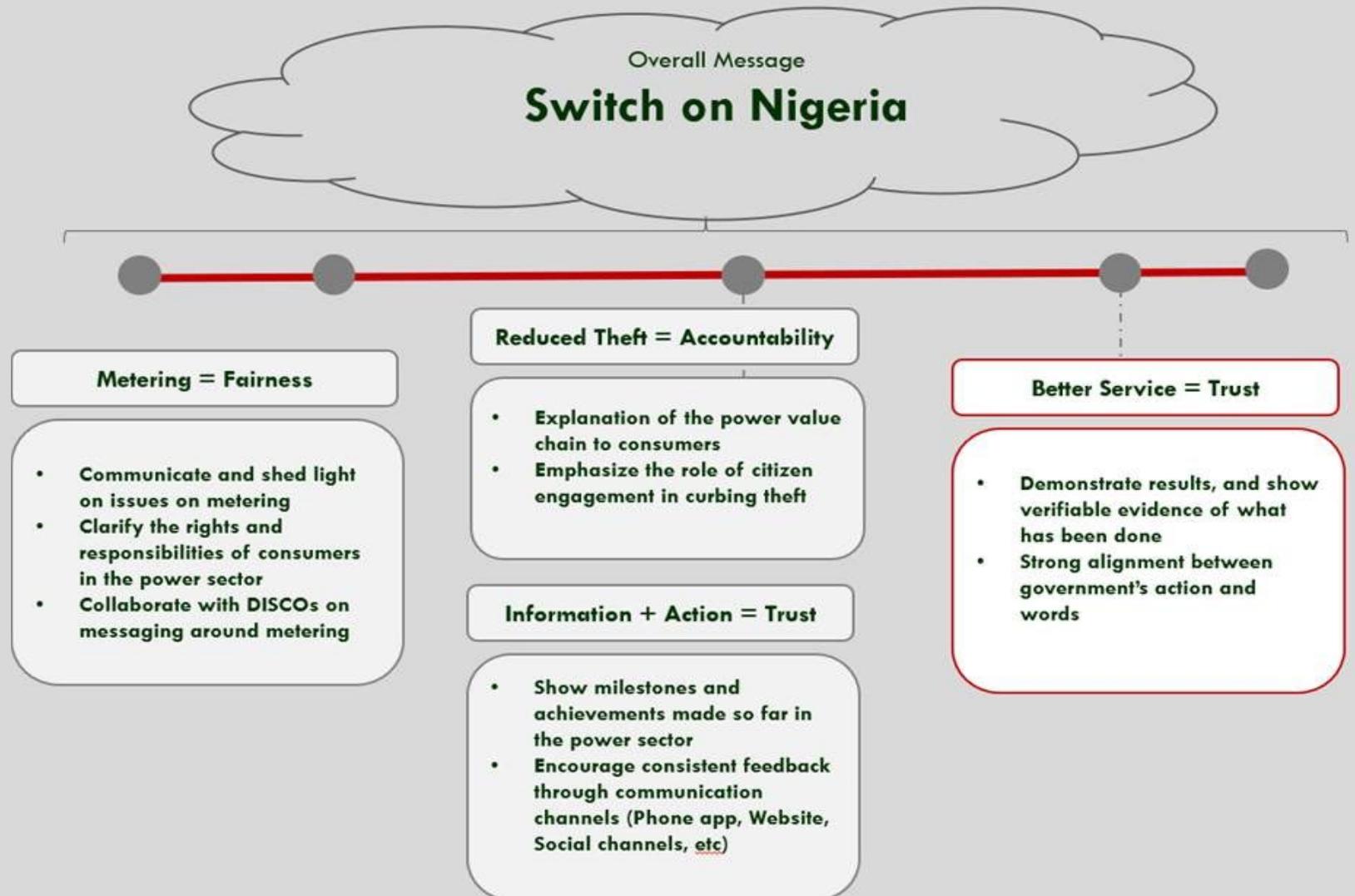
Service delivery needs to improve before consumers receive higher bills

64%

Electricity theft is a major issue

50%

Gross dissatisfaction in power supply





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 get a bill
- 5 Wire your house with the right cables

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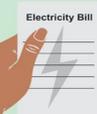
Dos for better power supply



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.

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POWER SUPPLY IS A COLLECTIVE RESPONSIBILITY

Your local DisCo delivers it to you.

For more information on your local DisCo office log on to www.mypower.ng/disco/contacts

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UPNERA DISCO

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HOW POWER GETS TO YOU



The generation companies (GenCo) produce power using water, gas, solar and biomass.



The Transmission Company of Nigeria (TCN) transports high tension power in bulk to locations all over the country along the national grid.



You purchase your electricity from your local DisCo. This electricity is then used by homes and businesses all over Nigeria.



The distribution companies (DisCo) convert the power to a safer form to deliver electricity to your homes.

Play your part. Pay your bills to improve power supply.

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Creatives



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