

Deregulation of the Nigerian downstream sector: The day after

Communication: Education of all stakeholders [Taiwo Oyedele, PwC]

Key issues

- Identify key stakeholders (for, against, indifferent)
- Their key concerns, misinformation
- Perception v reality
- Establish the true cost of subsidy (currently under-reported)
- Evidence based impact assessments and narratives (fx, inflation, cost etc)
- Modeling and simulations

Communication / education

- Key messages, simple and relatable, what not to say
- Coordinated comms
- Status quo not sustainable
- Small benefit at huge costs to the ordinary people
- What's in it for each stakeholder
- Credible palliative (public transporters)
- Trusted influencers

Implementation strategy

- Issues-based, no confrontation
- Risk scenarios, responses & safeguards
- Start with low hanging fruits (efficiency, transparency)
- Phased but sustained implementation, manage availability
- Political economy
- Public debt, conditionalities, rating

The best time to deregulate the downstream sector was yesterday, the next best time is now!