



NIGER STATE GOVERNMENT

MANDATORY ADVANCED COMMUNICATION STRATEGY FOR BUSINESS ENABLING SERVICES IN RESPECT OF NSPPPA

**IN LINE WITH THE EXECUTIVE ORDER ON THE PROMOTION
OF TRANSPARENCY AND EFFICIENCY IN THE
BUSINESS ENVIRONMENT**

DECEMBER 2023

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I. Legal Reference

The **Niger State Public Private Partnership Agency (NSPPPA)** aligns with the Executive Order on the Promotion of Transparency and Efficiency in the Business Environment. The agency adheres to the *State Action on Business Enabling Reforms (SABER) Order 1*, ensuring lawful, transparent, and efficient facilitation of PPP projects, enhancing business operations in Niger State.

II. Vision

To establish Niger State as a model for effective Public-Private Partnerships, fostering infrastructure development, economic growth, and sustainable prosperity through transparent, innovative, and business-friendly policies.

III. Mission and Mandate

Mission:

To deliver impactful Public-Private Partnership (PPP) solutions that drive infrastructure development, economic diversification, and inclusive growth, ensuring value for all stakeholders.

Mandate:

- 1. Policy Formulation and Implementation:** NSPPPA is responsible for creating and implementing PPP policies that promote infrastructure and economic development in line with national standards.
- 2. Stakeholder Engagement:** Facilitates collaboration between public entities, private investors, and financial institutions to ensure project success.

3. **Transparency and Efficiency:** Ensures all PPP activities are conducted transparently, efficiently, and aligned with Niger State's developmental goals.
4. **Capacity Building:** Provides training and capacity development for government agencies and private partners to strengthen PPP implementation.
5. **Project Development and Monitoring:** Manages the lifecycle of PPP projects, from feasibility studies to execution and performance monitoring.

IV. Communication Strategy for Internal and External Public with Timelines and Milestones

A. Current Situation/Background

The NSPPPA recognizes communication as a cornerstone of its mission to create an enabling environment for PPP projects. The strategy aims to:

1. Enhance public understanding of PPP frameworks and processes.
2. Build stakeholder trust and confidence in NSPPPA's operations.
3. Demonstrate the success and impact of PPP projects in Niger State.
4. Ensure alignment among internal teams and stakeholders on project goals and timelines.

B. Objectives of the Communication Strategy

1. **Awareness:** Increase awareness of PPP opportunities and frameworks among stakeholders and the public.

2. **Consistency:** Deliver clear, consistent messaging across all communication channels.
3. **Trust-Building:** Strengthen trust among stakeholders through transparency and regular engagement.
4. **Feedback Mechanisms:** Create channels for stakeholders to provide input and feedback on ongoing projects.
5. **Positive Reputation:** Establish NSPPPA as a leading PPP facilitator, fostering economic growth and development.

C. Goals

1. Reputation Management Goals:

- Showcase successful PPP projects.
- Highlight NSPPPA's role in driving transparency and efficiency.
- Build a strong brand identity for Niger State as a PPP-friendly state.

2. Relationship Management Goals:

- Engage regularly with investors, financial institutions, and MDAs.
- Foster collaboration through stakeholder forums, workshops, and public-private dialogues.
- Maintain open communication channels with the media and public.

3. Task Management Goals:

- Train staff on effective communication and customer service.
- Set clear milestones for project communications.

- Regularly evaluate communication efforts to ensure alignment with goals.

D. Target Audience and Key Messages

1. External Target Audience:

a. Private Sector Investors:

- Niger State offers a transparent PPP framework with a stable investment climate.
- Opportunities for profitable partnerships in key sectors like infrastructure, agriculture, and healthcare.
- NSPPPA ensures risk-sharing mechanisms to protect investments.

b. Financial Institutions:

- Partner with NSPPPA to unlock financing solutions for transformative projects.
- Collaborative opportunities for co-financing and risk mitigation in PPP ventures.

c. General Public:

- PPP projects will create jobs, improve infrastructure, and boost the quality of life in Niger State.
- Stay informed about ongoing projects and their community impact.

d. Media Organizations:

- Regular updates on PPP projects and policies to ensure accurate and balanced coverage.
- Success stories to highlight Niger State as a leader in PPP facilitation.

2. Internal Target Audience:

a. NSPPPA Staff:

- Staff are integral to delivering efficient PPP solutions and services.
- Regular training ensures alignment with best practices.

b. Government Officials and Policymakers:

- Transparent decision-making and strong leadership are critical for successful PPP implementation.
- Collaboration ensures policies are business-friendly and impactful.

E. Communication Mix

1. External Communication:

a. Media Engagements:

- Press releases, interviews, and feature stories on PPP projects.
- Quarterly media briefings to provide updates on project milestones.

b. Online Platforms:

- Active social media campaigns to engage stakeholders.
- Regular updates on the official NSPPPA website.

c. Public Forums:

- Stakeholder dialogues and investor forums to discuss project opportunities.
- Community engagement sessions to address public concerns.

2. **Internal Communication:**

a. **Workshops and Training:**

- Capacity-building sessions for staff on effective PPP communication.

b. **Internal Memos and Updates:**

- Regular updates on project progress and internal milestones.

F. Timeline and Milestones

1. **Q1:** Launch awareness campaigns on new PPP opportunities.
2. **Q2:** Host stakeholder engagement forums and media roundtables.
3. **Q3:** Publish a mid-year report on project progress and outcomes.
4. **Q4:** Conduct a year-end review to highlight achievements and set future goals.

V. Conclusion

The NSPPPA's communication strategy is designed to foster transparency, build stakeholder trust, and position Niger State as a leader in Public-Private Partnerships. Through clear, consistent messaging and active engagement, NSPPPA will create a supportive environment for PPP projects, driving economic growth and improving the quality of life for all residents.



Director General
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30th December, 2023

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