



THE CONSUMER ADVOCACY GROUP

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INTRODUCTION

The working group was formed and started work in September 2015

The Group is so far made up of twenty three (23) core group members and about one hundred and fifty members (150) and counting. group members including students, lecturers, CEOs of companies, petty traders and many more

INTRODUCTION

- Following the Consumer Baseline Study by the Consumer Advocacy Working Group in December 2015, a report was submitted by A4AI to the NCA.
- The Group has been engaging the NCA, specifically the Consumer and Corporate Affairs Unit to ensure improved pricing transparency in data.

WORK PLAN FOR 2016

- The Consumer Advocacy Group's work plan includes the following;
- To increase digital literacy of Ghanaians on Internet affordability and pricing transparency.
- To host workshop for civil society and general public on Ghana's Affordability Report
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WORK PLAN FOR 2016

- To host a briefing on affordable internet and pricing transparency to raise the awareness of media professionals in Ghana
- To develop and implement communications plan to support campaign -- including social media, podcasts, earned media, public events, etc.

WORK PLAN FOR 2016

- To promote civil society and citizen participation in digital rights campaigns through the Internet for All 2016 campaign.
- To develop content on consumer tips regarding data pricing units and transparency.

ACTIVITIES SO FAR

Our major targets have been to increase the numbers of young digital entrepreneurs and media practitioners in the group to enable us implement a very successful social media campaign.

ACTIVITIES SO FAR

- A meeting was held with tenants of the Kumasi Business Incubator on the 5th of October 2016.
- We used the opportunity to launch what we call the Young Pioneers of the Consumer Advocacy Group of the Northern Zone of Ghana.

ACTIVITIES SO FAR

- The group is scheduled to meet with the tenants of the Ghana Multimedia Incubator on the **26th of October** to continue with awareness creation and a special session with journalists is being planned for November.



Thank you!

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