A4AI ALLIANCE FOR AFFORDABLE INTERNET

NIGERIA COALITION

Consumer Advocacy and Pricing Transparency Working Group
Work Plan: January 2018 to December 2018

GOAL: To increase the number of Nigerians with access to affordable internet and broadband

Objective 1: To increase consumer awareness on the benefits and opportunities of the Internet
Objective 2: To increase consumer information and awareness on the clear cost of data
Objective 3: To reduce barriers impeding access to affordable internet

Outputs & Key Activities	Timeline					
OUTPUT1: A comprehensive consumer awareness strategy/campaign on the benefits of the Internet	**Q1**	**Q2**	**Q3**	**Q4**	**Deliverables**	**Risks**
1. Identify and recruit key stakeholders to collaborate on public education campaign and expand the Coalitions membership.	▓				List of collaborating partners (NCC, CPC, etc.), list of new members and outreach of circulation	
2. Printing and distribution of the Benefits of the Internet by partners w/o partner logos		▓			List of partner organizations, number of printed copies and distribution report.	Depends on partner budgets
3. Campaign targeting the unconnected – flyer distribution, radio programming, etc.			▓		Partnering with local radio stations at the state level or look out for IT focus programmes on Radio and Television stations. Coalition members to volunteer and enlighten the community about Internet and its many opportunities.	Language barriers

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Outputs & Key Activities		**Timeline**					
OUTPUT 2: Increased understanding and clarity on the cost of data by consumers and advocate for consistent market practice for pricing transparency		**Q1**	**Q2**	**Q3**	**Q4**	**Deliverables**	**Risks**
4.	Engage consumer protection organizations and the Consumer Protection Commission on pricing transparency issues under "consumer right to know" principles.	▓	▓	▓	▓		
5.	Research – conduct survey on consumer awareness of data pricing and compare operator practices.			▓	▓		
6.	Review pricing transparency practices in other countries and compare to policy and regulation in Nigeria to recommend good practice.			▓	▓		

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Outputs & Key Activities			Timeline				
OUTPUT 3: A comprehensive consumer lens report on the review of the old and new Nigeria Broadband Plan.		**Q1**	**Q2**	**Q3**	**Q4**	**Deliverables**	**Risks**
9.	Review the existing Broadband Plan for Nigeria and make input into the new Broadband Plan from a consumer lens. Inputs to the new plan must include: ○ Gap analysis of current document, what worked, what didn't, challenges and opportunities from a consumer point of view. ○ Recommendations for strengthening consumer protection and pricing transparency					▓	National Broadband Review Report.	Low capacity and weak engagement in the review process by members.

	o Review of Universal Service policy against ECOWAS newly adopted Act with special emphasis on the publication of audit reports.						
10.	Continued Sustained campaign against proposed 9% Communication Service Tax (CST) with at least one advocacy event per quarter.					Reduction and/or Withdrawal of proposed 9% CST	Parliament/Politics