



Presidential Enabling Business Environment Council (PEBEC)



The Presidential Enabling Business Environment Council (PEBEC) has been working since its establishment in 2016, yet SMEs in Nigeria knew little or nothing about the over 140 reforms that had been implemented to create a more enabling landscape for business in Nigeria. State Craft Inc. worked to ensure that these reforms were communicated to the people and fostered interaction between regulators and business owners through the L.I.T subnational tour that was held in 5 states.



THE CHALLENGE

- Micro, small and medium enterprises (MSMEs) make up more than 90% of all registered businesses in Nigeria. These MSMEs provide about 84% of jobs and contribute just under 50% to the GDP of the economy. Despite the establishment of PEBEC the following challenges were prevalent:
 1. Nigerians did not know the 140 reforms that had been implemented.
 2. Government appeared to be far from the people.
 3. Agencies were viewed as “anti-progress” by entrepreneurs in the country.



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THE STRATEGY

- **To drill down the successes attained so far down to state level by collaborating with businesses, state governments, and other regulatory stakeholders to achieve measurable results we initiated the following strategy:**

- The subnational tour was themed “LITuation”, to communicate the main goal of the tour, an upbeat celebration of enterprise.
- Stimulated and highly informative experience which educated the audience about the ease of doing business reforms, particularly: what has been done; who did what; why it was done; and the subsisting impact
- Nuances of collaboration and stakeholdership between the government and business owners.



From the people perspective, we understood that it was going to be difficult to get people in the room with the prevalence of challenges in doing business in Nigeria, yet, we had to work with our client in ensuring that the progress that has been made with the implementation of 140 reforms needed to be made known to the public.

State Craft Inc. deployed its public-private partnership expertise in getting people to attend the L.I.T subnational tour. In the kickoff event in Lagos, call for registration began four days to the event and we were able to secure 600 people in attendance.

Further through the right selection of the master of ceremony, we were able to create an atmosphere that fostered candid discussion between the people and the government.



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THE RESULTS

1. Governor Babajide Sanwo-Olu of Lagos committed to launching a report.lasg.gov.ng website for business owners to resolve business complaints directed at state regulators.
2. A comprehensive database of private sector business owners, grouped by geographical regions, totaling over 2,500 persons.
3. Five L.I.T. events were concluded in five states (Lagos, Imo, Kwara, Ekiti and Akwa-Ibom).
4. Executed social media calendar (Instagram, Facebook, Twitter and YouTube, gathering over 2 million media impressions.
5. Developed content for the PEBEC 2019 annual report submitted to the office of the President.

