



Building a Better Business Environment Through Advocacy: Increasing Profits, Incomes and Employment in Construction

There is significant potential for growth in the construction industry. But this growth is constrained by a disabling business environment that keeps costs high and profits lower than they should be. Despite a quickly growing population and strong demand for housing, offices, roads, and other infrastructure, rules, regulations and policies governing the sector are preventing the industry from reaching its potential.

An improved business environment will only be realised if construction companies work together to advocate for change. Unity of effort – joining forces and acting as a group – is crucial for firms' demands to be heard, addressed and met.

To be successful, advocacy strategies must be professionally designed and run. Advocacy specialists understand stakeholders' view points, policy stances, and decision making processes, and therefore know effective ways for intervening at each stage of a stakeholder's decision making cycle. As a result, a professional approach maximises results while minimising time and effort.

Why Do You Need Representation?

An organisation that represents the collective interests of the construction industry can influence decision makers more effectively than any one business or individual could.

Representative organisations:

- Have **power in numbers**. A 500 member group is stronger than a company of 50.
- Benefit from developed advocacy skills enabling them to **plan and execute successful campaigns**. Effective lobbying is a skill - a representative body can devote time and resources to strengthening its advocacy capacities - from research and preparation of policy position papers through influencing and follow-up.
- **Lower businesses' advocacy costs**. Every time a business campaigns for change, its limited resources are depleted. By joining together under one representative organisation, businesses share campaigning costs, saving them time and money.
- Build important relationships through repeat engagement with government, media, and other actors, making their advocacy work **increasingly more effective**.

How GEMS 2 Can Help You Meet Your Advocacy Goals

Whether you belong to a well-established business membership organisation (BMO) or to an emerging representative group, GEMS 2 can improve your organisation's ability to achieve its advocacy goals.

Partnering with other specialists, GEMS 2 is using its in-depth knowledge of Nigeria's construction sector to offer advocacy support that is tailored to the sector's particular needs and circumstances.

GEMS 2 helps BMOs:

- Understand the needs, interests, and concerns of their members
- Design and run advocacy campaigns that bring results
- Identify allies to build coalitions around advocacy goals
- Engage with the media in a cost-effective manner
- Create a forum for productive engagement with government

To learn more about how we can support you in achieving change through advocacy, contact Rex Oratokhai at: +234 (0) 812 912 3529 or Rex_Oratokhai@coffeynigeria.com

Who are we?

The GEMS 2 Construction and Real Estate Project promotes growth of the construction and real estate sector, in order to increase profits, employment opportunities and incomes. GEMS 2 is funded by the UK Department for International Development (DFID) and is part of the wider World Bank and DFID supported Growth and Employment in States (GEMS) Programme. GEMS 2 is being implemented by Coffey International Development, a global consulting firm with over 1500 employees working on more than 180 projects in nearly 100 countries.