



# **Growth and Employment in States 2**

## **Construction and Real Estate**

**Presentation to AGEN**  
**November 2011**



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# Discussion Agenda

## Overview of GEMS 2

Summary of ACEN Diagnostic

Advocacy & Awareness

Gender Representation

Partnership Strategy

# Support to the Construction and Real Estate Sector

## Overview of GEMS 2

- A 4-year project aimed at improving working conditions, opportunities and employment for low income groups in Nigeria including Women;
- Aims to contribute to faster sector growth by engaging with the public and private sector to address market failures
- is part of a joint World Bank and UK Department for International Development funded development programme,
- Spans 4 States starting with Lagos and FCT; then Kano and Kaduna
- Managed by **Coffey International Development**; A global consulting firm with four decades of experience in international development



## Impact

To increase growth, employment and incomes, especially among the poor, in four selected states and nationally



## Outcome

To improve the performance and inclusiveness of construction sector market systems that are important for poor people

### Output 1

Employment contracting and procurement systems functioning more effectively

### Output 2

Skills training system functioning more effectively

### Output 3

Information and advisory systems relating to working conditions and supply chains functioning more effectively

### Output 4

Systems of representation and advocacy functioning more effectively

### Output 5

Systems supporting the provision of business services functioning more effectively



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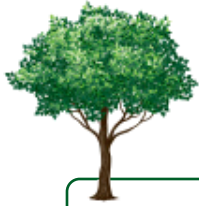
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# Organizational Snapshot



## Strengths

- Strong and Credible Leadership
- Diverse and influential membership base
- Recognition of the importance of advocacy
- Commitment to improving efforts in advocacy
- Impressive base of international affiliations which serve as a strong platform for knowledge sharing
- Fairly Organized especially in Comparison to other Business Associations.



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## Development Areas

- Clearly define advocacy approach and build capacity for improved campaigns
- Increase level of publicity and media engagement
- Increase in member engagement
- Sensitization regarding gender issues and equality
- Sustainability of financial model in light of ACEN objectives
- Increase in strategic partners and improved utilization of existing relationships for mobilizing support

# Advocacy Capacity - ACEN Progress to Date



## Efforts

- Limited experience mostly consists of visits to decision makers and periodic press exposure



## Outcomes

- Lack of successful outcomes



## Rationale

- Poor follow-up after the visits
- No prior advocacy training
- Lack of evidence in support of position
- No stakeholder mapping

# Advocacy Capacity - ACEN Progress to Date

## Notable Progress

Establishment of two pilot advocacy groups & strategic plan

Engagement of a media consultant

Increased media coverage (e.g. full page interview with President in the Guardian)

Member acknowledgement of efforts

## Recommended Initiatives

Advocacy Mentoring for the new groups; targeted outcomes/goals for strategic plan(s)

Development of comprehensive strategy vs. action on a one-off basis

Focus on publishing articles; consider new mediums if financially viable

Increase member awareness of media coverage in communications

# ACEN Member Satisfaction Scorecard



## Association Benefit



Peer group support and access to technology are the best provided benefits and ranked among the most important to members



Internal communication systems are effective and appropriate



Satisfaction with types of communication mediums employed – text messages and emails



High level of satisfaction for timeliness of delivery, clarity and relevance of information

## Needs Improvement



Advocacy towards regulators and policy makers is of utmost importance to members but is not being delivered



Association has not done well in enhancing the voice and impact of smaller firms



Members agree that they would benefit from an expansion and improvement in the portfolio of services offered

# Financial Sustainability of ACEN to Date



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Although sufficient funds exist for the administrative functioning of the association, there are several growth inhibitors that should be addressed



Insufficient funds to recruit and hire a skilled individual to manage secretariat finances

No dedicated advocacy funds

Majority of revenue derived from one-off events like conferences





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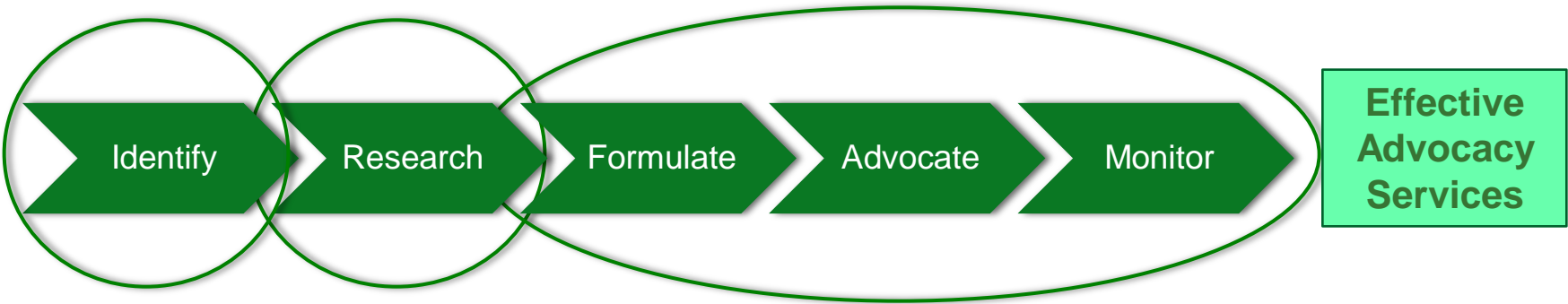
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# Enhancing Advocacy Capacity for BMOs



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*Initial Areas for ACEN/GEMS 2 Focus*



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- Globally women often face a glass ceiling in their careers and there are very few females at the top levels of management of construction corporations –as the industry has always been traditionally male dominated, across the globe generally and in Nigeria specifically.
- Reasons for this low participation of women at both semi-skilled and skilled levels of the construction sector include –socialisation and peer pressure of what is perceived as the ‘right’ roles/or occupation for women, as well as image of the construction sector as ‘dirty’ and unsafe for women.
- There is need to have more women participate in, and receive benefits equal to men, across a wide range of employment within the construction sector, not just at the lower/unskilled level, but also at the very top.

- Attitudinal change takes time, and thus to encourage more participation of women in traditionally male dominated fields, there is need to employ innovative strategies to promote equal and qualitative gender representation at the top level construction sector
- Develop and promote female role models working in the sector in all media and other publicity materials and strategic communications
- Include gender equality issues as good practice in all guidelines and standards developed by the relevant construction agencies



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# GEMS 2/ACEN Partnership Objectives



## Objective 1

**Improve ACEN's capacity  
engage stakeholders**

## Action Items

Engage an experienced advocacy specialist to guide the BMO in strategy development

Engage a construction industry specialist to discuss international best practices and assist with the development of advocacy campaigns

# GEMS 2/ACEN Partnership Objectives



## Objective 2

**Strengthening ACEN's use of evidence in its advocacy campaigns**

## Action Items

Provide capacity building on research methods to ACEN's advocacy committee

Support the advocacy groups in their research on select issues and thereafter, use and disseminate findings



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THANK YOU