



## LOCAL CONTENT POLICY

### Introduction

This policy outlines the framework for aligning operations with regulatory, legal, and industry-specific requirements while emphasizing adherence to the Nigerian Oil and Gas Industry Content Development (NOGICD) Act. The policy ensures compliance, promotes local content development, and fosters sustainable practices within Nigeria's energy sector.

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### 1. Purpose and Scope

- To comply with the NOGICD Act by prioritizing Nigerian content in staffing, subcontracting, and operations.
  - To leverage local expertise in public relations campaigns tailored to the unique demands of Nigeria's energy sector.
  - To enhance value creation within the local economy while delivering effective PR solutions to energy sector stakeholders.
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### 2. Local Content Policy

#### 2.1 Staffing and Workforce Development

- **Priority for Local Professionals:** Ensure that at least 70% of the PR firm's workforce consists of qualified Nigerian professionals.
- **Capacity Building:** Implement training programs to enhance the skills of Nigerian employees in PR and energy sector-related competencies.
- **Internship Opportunities:** Partner with Nigerian universities and institutions to offer internships, creating a pipeline of local talent.

#### 2.2 Subcontracting and Partnerships

- **Preference for Local Vendors:** Subcontract PR-related services such as graphic design, printing, and media production to Nigerian-owned companies.
- **Collaborative Engagements:** Work with local media outlets and community organizations to amplify campaign effectiveness and meet local content requirements.

#### 2.3 Local Expertise in Campaigns





- **Cultural Sensitivity:** Employ Nigerian PR specialists who understand the cultural and social dynamics of the target audience to design effective campaigns.
- **Language and Localization:** Develop communication materials in local languages and dialects where necessary to enhance engagement and inclusivity.
- **Community Relations:** Engage directly with host communities to foster trust and mitigate risks during campaign execution.

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### 3. Compliance with Regulatory and Legal Frameworks

#### 3.1 Adherence to the NOGICD Act

- **Documentation and Reporting:** Maintain detailed records of compliance with local content requirements, including staffing, subcontracting, and operations.
- **Quarterly Audits:** Conduct regular audits to ensure alignment with the provisions of the NOGICD Act and submit compliance reports to relevant regulatory bodies.

#### 3.2 Industry-Specific Regulations

- **Regulatory Liaison:** Designate a compliance officer to stay updated on policies issued by the Department of Petroleum Resources (DPR) and other regulatory agencies.
- **Intellectual Property Rights:** Ensure all materials produced align with Nigerian copyright and intellectual property laws.

#### 3.3 Ethical Standards

- **Transparency:** Operate transparently in financial dealings, contract awards, and media relations.
- **Anti-Corruption Measures:** Implement measures to prevent bribery and corruption in all aspects of operations.

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### 4. Monitoring and Evaluation

#### 4.1 Key Performance Indicators (KPIs)

- Percentage of Nigerian staff employed.
- Volume of contracts awarded to local vendors.
- Number of training sessions or capacity-building initiatives conducted annually.





## 4.2 Regular Reviews

- Conduct bi-annual reviews of the policy to ensure its effectiveness and alignment with evolving regulations.
  - Incorporate feedback from employees, clients, and stakeholders to improve the policy.
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## 5. Stakeholder Engagement

- Establish open communication channels with regulatory authorities, clients, and community leaders to foster collaborative relationships.
  - Participate in industry forums and workshops to stay updated on best practices and policy developments.
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## 6. Consequences of Non-Compliance

- Any deviation from this policy will result in internal investigations and corrective actions.
  - Severe non-compliance may lead to disciplinary measures, including termination of employment or partnerships, and legal actions if necessary.
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## 7. Conclusion

This policy underscores our commitment to compliance with local content requirements and the development of Nigeria's energy sector. By prioritizing local talent and expertise, we aim to deliver impactful public relations campaigns while fostering economic growth and sustainability.

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