

## Outline of the ‘Advocacy Roadmap for Competition Reforms in Senegal’

*As a part of the advocacy activities under the 7Up4 project, key national stakeholders from the country (representing the National Reference Group, NRG) contributed to developing an outline of the ‘advocacy roadmap’ for competition reforms in Senegal.*

*CRES, Consortium pour la Recherche Economique et Sociale, partner organisation of CUTS in Senegal developed this outline of the ‘advocacy roadmap’ in consultation with CUTS and the NRG members in Senegal.*

*CUTS firmly believes that the operationalisation of this advocacy roadmap with the involvement of CRES and other key national stakeholders, would not only lead to the evolution of a ‘need-based’ competition regime in the country – but also the enabling environment for the effective enforcement of the competition regime.*

Specific Action Point	Inputs required	Likely outcome/impact
Contribute towards strengthening the CNC (national competition agency)	Identify the challenges faced by the CNC, and brainstorm on the possible ways of addressing such challenges	Systematic and forward looking development of CNC
Establish a national forum on competition policy and law issues	CRES to organise periodic, focused meetings of key stakeholders (through this forum that would emerge from the NRG process) to advance the competition agenda in the country	Focussed discussions on competition policy issues, and greater interest among key actors
Interface meetings with policymakers and parliamentarians	Organise a series of interface meetings between NRG members and officials from the Law Commission and Trade Ministry to discuss best way forward for legislative and institutional reforms	Systematic approach and better attention to competition reforms in the national development process
Analysis of specific sectors, wherein there is a fair degree of competition across market players	CRES to identify such sectors and analyse the enabling policy/legal framework in the sector and also measures taken by the market players to compete on merit with their rivals. Outcome of this analysis would be used as a ‘good practice’ example to pursue policymakers and sensitise market players	Induce ‘good practices’ in other sectors
Media and public campaigning	Program on competition issues in radio and television.  Articles in local media focussing on prevalent anti-competitive cases and their impact on consumers  Poster campaign across the country in schools and public places.	Greater consumer attention and understanding on impact of anti-competitive practices on their daily lives