



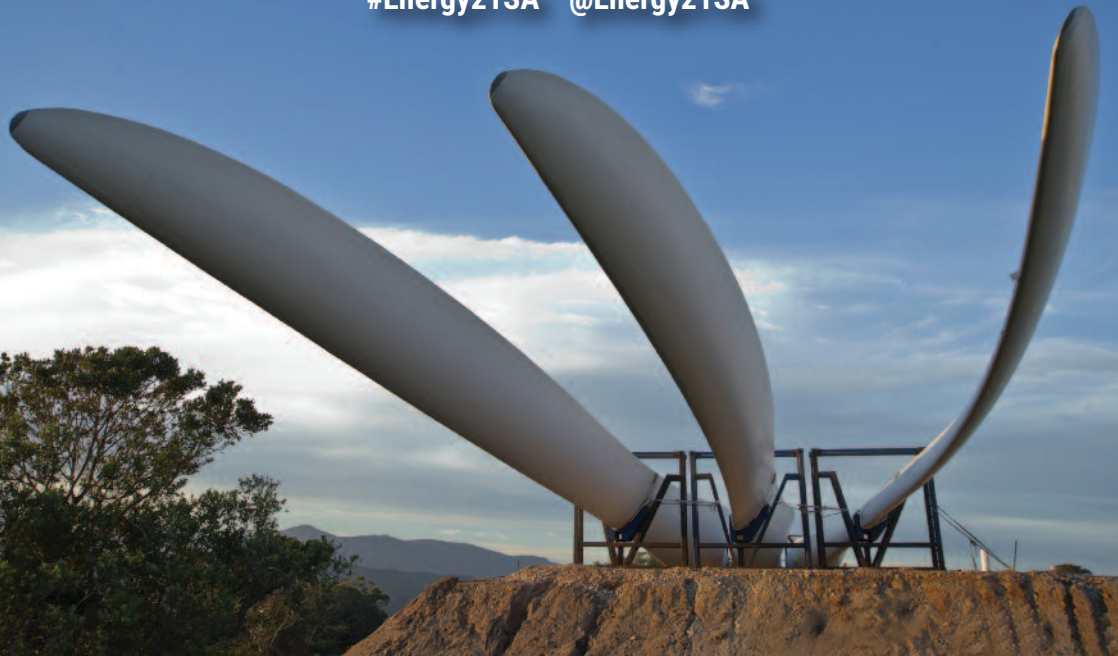
Renewable Energy for the 21st Century

RENEWABLE ENERGY FOR THE 21st CENTURY

ENERGY21: EXCHANGE HUB EVENT BOOKLET

30 November and 1 December 2016

#Energy21SA @Energy21SA



environmental affairs
Department:
Environmental Affairs
REPUBLIC OF SOUTH AFRICA



DAY 1

Time	Activity	Topic	Facilitator/Speaker
8:30 –10:30am	Arrivals/Networking/ Registration		Meropa Communications
10:30am	Welcome remarks Open remarks – Setting the scene	State of Renewable Energy in SA	Elizabeth McKay, Minister Counselor for Public Affairs at U.S. Embassy Dr Tobias Bischof-Niemz, CSIR
10:50am	What is a Tech Camp/ Exchange hub & logistics	Interactive training explained	David Shelby, Director of Public Engagement U.S. State Department
11:00am	Ice-breaker	Activity	Grace Belger & Anthea Moys
11:20am	'Speed Geeking'	Topics introduced Meet the facilitators	Thuli Magubane, MC All facilitators
12:15pm	Breakout into groups	Move to selected facilitator	Grace Belger & Anthea Moys
12:20pm	Interactive Training Session 1	Various topics	All facilitators
1:30pm	Lunch		
2:30pm	Case study presentation	GreenCape – How a sector development agency impacted the renewable energy story for South Africa.	Aman Baboolal GreenCape – Analyst
3:00pm	Interactive Training Session 2	Various topics	All facilitators
4:10pm	Break		
4:30pm	Reconvene & present problem statements		All groups
5pm	Photo & Break		
5:30pm	Conveners & facilitators debrief		Organising committee
7 for 7.30pm	Dinner Programme		
7:40pm	Welcome U.S. Embassy		Laird Treiber, U.S. Embassy Economics Counselor
	Starter		
8pm	Inspirational Address	Building social capital for ambitious climate leadership	Max Edkins, World Bank Connect4Climate
8:30pm	Dinner		
10pm	Close off		




DAY 2

Time	Activity	Topic	Facilitator/Speaker
8 – 9am	Arrivals/Networking/ Registration		Meropa Communications
9am	Opening	Explaining small group work on identifying solutions	David Shelby, U.S. State Department
9:15am	Open discussion and problem statement	Emerging themes and thoughts	Thuli Magubane, MC
9:30am	Case study	Putting together the BD special supplement: Packaging the renewable energy narrative	Colin Anthony, Intellidex
10am	Group work	Identifying solutions	All facilitators
11am	Break		
11:15am	Group work	Identifying solutions	All facilitators
12pm	Lunch & Media Session		
1pm	Case study presentation	Green financing and how important it is for renewal energy	Madeleine Ronquest, Head of Environmental and Social Risk, Climate Change, FirstRand Limited
1:45pm	Plenary and instructions		Thuli Magubane, MC
2pm	Problem definition refinement and action planning		All facilitators
3pm	Break		
3:15pm	Final presentations		Entire group
4:30pm	Survey		Thuli Magubane, MC
4:45pm	Closing remarks and photo		Jessyca Lapenn, Deputy Chief of Mission, U.S. Embassy
5:30pm	Conveners debrief		

Topic	Facilitator/Speaker
<p>1. Strategies for creating a public narrative</p> <ul style="list-style-type: none"> • Identifying, understanding and reaching desired audiences • Developing a message • Story-telling and breaking through the clutter • Marketing across channels <p>2. Media relations traditional and new</p> <ul style="list-style-type: none"> • The changing media landscape • Disruption of traditional media – moving into a new era • How to use bloggers & influencers • Press relations/pitching stories to the media • What is business unusual and how to we make it so using communications 	<p>Grace Beiger & Anthea Moys</p> <p>David Williams</p>
<p>3. Creative content development</p> <ul style="list-style-type: none"> • What makes content sticky? Appealing? Viral? • Creating compelling written content • Creating compelling static images • Creating compelling moving images • Making the complex compelling – crafting science ‘stories’ for mainstream media 	<p>Serusha Govender</p>
<p>4. Designing communication campaigns to meet the audience where they are at</p> <p>(a) Exploring the use of multiple channels (theatre, installations, multi-media, traditional and new media) to effectively share complex and challenging messages; and defining the key elements of compelling stories</p> <p>(b) Designing communication campaigns in the rural context</p>	<p>Thandi O’Hagan Morwesi Ramonyai</p>
<p>5. Using social media to understand your audience</p>	<p>JP Kloppers</p>
<p>6. Data visualization – turning technical information into accessible content</p>	<p>Anina Murrin</p>

<p>7. Action-oriented digital and social media campaign management</p> <ul style="list-style-type: none"> Using online networks to drive offline action Platforms for advocacy & changing minds and habits Community organizing for information sharing and advocacy 	<p>Max Thabiso Edkins Adebayo Okeowo</p>
<p>8. Telling a company's good news story</p> <ul style="list-style-type: none"> Creating public narratives around corporate social responsibility initiatives in the green/renewables space How to tell the good story differently 	<p>Zamafuze Ngcobo William Smook</p>
<p>9. Driving external transparency and communications through reporting</p> <ul style="list-style-type: none"> Integrated reporting & transparency & the vulnerabilities in disclosure Reporting driving transparency King IV reporting Communicating successes in reports 	<p>Madeleine Ronquest</p>
<p>Keynote – event</p>	<p>Tobias Bischof-Niemz, Head of CSIR Energy Centre</p>
<p>Welcome – dinner</p> <p>Inspirational Address: “Building social capital for ambitious climate leadership: An overview of climate action and the role of renewable energy in tackling this generation’s challenge, drawing on Connect4Climate and World Bank experiences and emphasizing the role of young people in the transition to a low-carbon resilient future.”</p>	<p>Laird Treiber, U.S. Embassy Economics Counselor</p> <p>Max Edkins, World Bank Connect4Climate</p>
<p>Programme Director/MC</p>	<p>Thuli Magubane</p>
<p>Support Team</p> <p>Amy Shelver / Lauren Human/ Mabel Mochipa/ Lindi Sibiya</p>	



E21

Case Study

Speaker

Green financing and how important it is for renewable energy.

Madeleine Ronquest, Head of Environmental and Social Risk, Climate Change, FirstRand Limited

GreenCape – How a sector development agency impacted the renewable energy story for South Africa.

Aman Baboolal, GreenCape Analyst

Putting together the Business Day special supplement: Packaging the renewable energy narrative – rationale, experience, breaking through the clutter.

Colin Anthony, Intellidex, Independent Consultant and Journalist



Speaker / facilitator contact details

Name	Surname	Company & Title	Role	Twitter	Email
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