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| EuropeAid/135818/IH/SER/TZ  Service Contract № FED/2016/375-441 |
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| Technical Assistance for the implementation of renewable energies and energy efficiency projects, including regulatory reforms" (Lot 2) |
| A7 Report  Communications and Visibility |
| October 2017  (Draft 0.1) |

This Project is implemented by Consortium led by

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| in cooperation with: | |
|  | Mott MacDonald |
| logo | PESCARES Italia Srl |

This project is financed by the European Union, under the Cotonou Agreement, through the European Development Fund (EDF). The EDF is the main instrument funded by the EU Member States for providing Community aid for development cooperation in the African, Caribbean and Pacific States and the Overseas Countries.

The authors take full responsibility for the contents of this report. The opinions expressed do not necessarily reflect the views of the European Union.

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| Report Title | A7 Report – Communications and Visibility |
| Version | Draft 0.1 |
| Date | 2 October 2017 |
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Basic Project Data

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| --- | --- | --- | --- |
| Project Title: | Technical Assistance for the implementation of renewable energies and energy efficiency projects, including regulatory reforms (Lot 2) | | |
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# List of Acronyms

|  |  |
| --- | --- |
| ACP | African, Caribbean and Pacific Countries |
| ADF | African Development Fund |
| AEGF | Africa Energy Guarantee Fund |
| AfDB | African Development Bank |
| AREF | African Renewable Energy Fund |
| CA | Contracting Authority |
| CTF | Clean Technology Fund |
| CPP | Competitive Procurement Process |
| CSP | Concentrated Solar Power |
| DoEM | Department of Energy and Minerals |
| DP | Development Partners |
| EABC | East African Business Council |
| EAC | East African Community |
| EBRD | European Bank for Reconstruction and Development |
| EC | European Commission |
| EDF | European Development Fund |
| EE | Energy Efficiency |
| EEP | Energy and Environment Partnership |
| EIB | European Investment Bank |
| ESIA | Environmental and Social Impact Assessment |
| ESIRSR | Electricity Supply Industry Reform Strategy Roadmap |
| EU | European Union |
| EUD | EU Delegation |
| FIT | Feed-in Tariff |
| GCCA | Global Climate Change Alliance |
| GEEREF | Global Energy Efficiency and Renewable Energy Fund |
| GET FiT | Global Energy Transfer Feed-in Tariff |
| GHG | Greenhouse Gas |
| GIS | Geographical Information System |
| GIZ | Die Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH |
| GVEP | Global Village Energy Partnership; now Energy 4 Impact |
| IPP | Independent Power Producer |
| KE | Key Expert |
| KfW | Kreditanstalt für Wiederafbau |
| KIST | Karume Institute of Science and Technology |
| MCA | Millennium Challenge Account |
| MCC | Millennium Challenge Corporation |
| MDGs | Millennium Development Goals |
| MIGA | Multilateral Investment Guarantee Agency |
| MKUZA | Swahili acronym for Zanzibar Strategy for Growth and Reduction of Poverty |
| MoF&P | Ministry of Finance and Planning |
| MoLWE&E | Ministry of Land, Water, Energy and Environment |
| MoU | Memorandum of Understanding |
| NGOs | Non-Governmental Agencies |
| NKE | Non-Key Expert |
| OPIC | Overseas Private Investment Corporation |
| PD | Project Director |
| PPA | Power Purchase Agreement |
| PPIAF | Public-Private Infrastructure Advisory Facility |
| PPP | Public-Private Partnership |
| PV | Photo-Voltaic |
| RE | Renewable Energy |
| RECP | Renewable Energy Cooperation Programme |
| RES | Renewable Energy Sources |
| RGoZ | Revolutionary Government of Zanzibar |
| SCCF | Special Climate Change Fund |
| SEFA | Sustainable Energy for Africa |
| SESA | Strategic Environmental and Social Assessment |
| SPPA | Standard Power Purchase Agreement |
| TA | Technical Assistance |
| TANESCO | Tanzania Electricity |
| TL | Team Leader |
| ToR | Terms of Reference |
| UNCTAD | UN Conference on Trade and Development |
| UNDP | UN Development Programme |
| UNIDO | UN Industrial Development Organization |
| WAIPA | World Association of Investment Promotion Agencies |
| WB | World Bank |
| ZCBE | Zanzibar College of Business Education |
| ZECO | Zanzibar Electricity Company |
| ZEMA | Zanzibar Management Authority |
| ZIP | Zanzibar Investment Policy |
| ZIPA | Zanzibar Investment Promotion and Protection Authority |
| ZURA | Zanzibar Utility Regulatory Authority |

# Executive Summary

1. This first part of this Report sets out the achievements from the implementation of the first year of the Communication and Visibility Plan. This Plan was put in place in September 2016 at the end of the Project inception phase. The objective of the C&V plan is to deliver ‘improved awareness of RE and EE among the population of Zanzibar’; result 7 of the Project logical framework.
2. Under the Plan, 10 activities were envisaged to begin in the first year. Of these, 9 have been totally or partially completed. Activity 7.10, Billing messaging, will be addressed in the next period. See below for brief details.

|  |  |
| --- | --- |
| Activity | Status |
| 7.0 Formulate C&V Strategy | Approved November 2016, updated for 2017 – 2019 in this document |
| 7.1 Project Visibility | Project logo, slogan, devised. Project literature, caps and T-shirts distributed widely. Reprints planned for 2017 – 2019 |
| 7.2 Platforms in the Mass Media | 20 journalists sensitised in a joint workshop. Radio and TV programmes, press articles planned from Q4 2017 and beyond |
| 7.3 E-bulletin /Facebook | 3 issues of Bulletin disseminated to 100 stakeholders, 1300 *Green Energy for Zanzibar* Facebook followers, more issues /posts planned for 2017 – 2019 |
| 7.4 Best Practice Regional Study Tour | 15 participants visited 5 sites in Tanzania in June 2017, completed |
| 7.5 Website and forums | Project documentation available for download from capacity4dev.eu. Links to RGoZ planned for 2017 – 2019. |
| 7.6 Advocacy and visibility events | RE and EE issues discussed with over 80 institutional stakeholders in Pemba and Unguja, completed |
| 7.7 RE and EE Stakeholder events | 2 events on RE and EE prospects in January (Unguja) and March (Pemba). 80 stakeholders sensitised to current issues, completed |
| 7.8 ZECO Billing messaging | carried forward into next year as 7.15 |
| 7.9 Build impact for CSOs and businesses | 2 week-long *Green Energy for Zanzibar* roadshows for Unguja and Pemba visited all bigger settlements, reaching in excess of 5,000 people, completed |
| 7.10 Other marketing and C&V support | not needed |

1. The second part of this Report details 7 new audience-specific activities under the Communications and Visibility Plan, plus more general messaging about the Project and *Green Energy for Zanzibar* continued from the first year. This latter component, 7.1 Project Visibility has been reworked to include core Project mass and social media outputs and production of promotional materials.
2. The C&V Plan has been revised on the understanding that the Project is to be extended to June 2019. The planned activities are:

|  |  |
| --- | --- |
| Activity | Result |
| 7.01 Project visibility (continued from year 1) | *Green Energy for Zanzibar* recognised as a package of RE and EE measures and investments applicable to business and households in Zanzibar. |
| 7.11 Sensitisation and Awareness for Pilot Solar Scheme | Government stakeholders will have access to good information to help make sound PPP decisions. Members of affected communities will have an understanding of the reasons for the installations and will accept the permanent change of land use this entails |
| 7.12 RE and EE for Local Government (Shehas) | All shehas will have an understanding of the basics of large and domestic scale RE and EE, and will be able to share these ideas with their communities |
| 7.13 RE and EE for government PROs and IT staff | PROs and IT officers will be able to explain the basic principles of RE and EE for Zanzibar and how their organisation reflects the growing interest in Green Energy, to the media, to their immediate stakeholders and to colleagues. They will also have a better understanding of how to promote government projects through online media. |
| 7.14 RE and EE for suppliers | By the end of the activity three key stakeholders ZBS, REZA and equipment suppliers, will have a better understanding of issues facing the domestic renewables market in Zanzibar. REZA and suppliers will have access to publicity material to better promote domestic solar electricity and solar water heaters. |
| 7.15 RE and EE for electricity consumers (bill messaging) | The aim of the activity is to cut domestic electricity consumption by encouraging good practice in the home. |
| 7.16 RE and EE for top 10 energy consumers | The Top 10 Energy consumers will be able to demonstrate that readily achievable energy saving measures can cut their quarterly electricity bills |
| 7.17 RE and EE awareness creation in secondary schools | All involved students will be able to make informed decisions about RE and EE for the home and will have a good understanding of the reasons why the Government of Zanzibar has embarked on RE projects. Students can share their understanding with their families. |

The total budget for the revised Communications and Visibility Plan is €82,343.85 under Lot 2 with a further €24145.38 identified from EUD Tanzania funds to specifically support Activity 7.17, RE and EE Awareness in Secondary Schools.

1. A work plan sets out how the all activities will be sequenced between October 2017 and June 2019.

# background

1. This Report relates to deliverable 7.2 of the Project Implementation Phase, called “Activity 7 Communications and Visibility under the EU project “Technical Assistance for the implementation of renewable energies and energy efficiency projects, including regulatory reforms (Lot 2)” (EuropeAid/135818/IH/SER/TZ), Service Contract №FED/2016/375-441, hereafter interchangeably referred to as “the Project” and/or “RE & EE Lot 2”. It is financed by the European Union, under the Cotonou Agreement, through the European Development Fund (EDF). The EDF is the main instrument funded by the EU Member States for providing European Community aid for development cooperation in the African, Caribbean and Pacific States and the Overseas Countries.
2. The Project is part of the comprehensive EU programme in support of the RE and EE Initiative in Zanzibar that consisted of the preparatory TA “Bridging Phase”, a contract for developing the supply and installation of wind and solar measurement equipment (under implementation) and two (2) TA contracts for the implementation of the programme via 2 lots:

* Lot 1: Wind Resource and Solar Potential Analysis and full-scale Feasibility Studies of wind and solar farms in the perspective of developing 40 MW wind farms in Unguja, 4 MW in Pemba and solar farms.
* Lot 2: Technical Assistance for the implementation of renewable energies and energy efficiency projects, including regulatory reforms – the present project.

1. At the time of writing, the RE & EE Lot 2 project is a 24-month technical assistance effort, whose main objective is to support the development of renewable energies in Zanzibar, promote implementation of energy efficiency and adequate regulatory and institutional framework through appropriate transfer of knowledge and capacity developments of Key Stakeholders.
2. The contract is implemented by an international consortium, led by MWH SA/NV in cooperation with Mott MacDonald and PESCARES Italia Srl.
3. The Beneficiary country is the United Republic of Tanzania – Zanzibar, and the Contracting Authority is The Alternate National Authorizing Officer (NAO) representing the Revolutionary Government of Zanzibar (RGoZ).
4. The original schedule is a 24-month project which was divided into three project phases as follows:

* Inception Phase: Months 1.5 (Inception Report: week 6).
* Implementation Phase: Months 2-23 (draft Final Report: end of month 23).
* Completion Phase: Month 24 (Final Report: end of month 24).

1. The **EU RE&EE Programme Lot 2 Implementation Phase** execution schedule has been unfortunately delayed because complications in the execution and delivery of outputs from the contractor Lot 0 (“Wind and solar Measurement Masts and data provision”), and contractor Lot 1 (“Wind and solar mapping and technical feasibility of large renewable projects”). These delays have impacted on the content of the Communication and Visibility component in as much as progress in technical preparatory work for large renewable projects could not be reported. The deliverables from Lot 0 and Lot 1 have now been reworked such that the contractor for Lot 1 will be responsible for deploying standardised refurbished and new measuring masts and instruments to complete wind and identification of pre-feasibility projects sites. As a result, the Lot 1 contact has been extended.
2. Furthermore, the RGoZ has decided to wait until the grid integration and absorption capacity report output is available from Lot 1 contractor, and then proceed with further decisions.
3. Against this background, it is anticipated that the Lot 2 contract will be extended through to June 2019. The C&V plan has been formulated with this in mind. While continuing to address core RE and EE core awareness, it has also been designed to respond to new government investment decisions such as the proposed Pilot Solar Scheme for 5 sites in Pemba and Unguja. The C&V activities planned for 2017 – 2019 will therefore be able to articulate the other 6 components of the Project:

* Activity 1: Opportunities Assessment of RE/EE Technologies for Zanzibar.
* Activity 2: Legal, Regulatory and Institutional Framework for Zanzibar for RE & EE.
* Activity 3: Supporting Mechanisms Introduced by the RGoZ and Geared to the Private Project Promoters.
* Activity 4: Technical Support to the RGoZ for Private Projects Implementation.
* Activity 5: Technical Support to the RGoZ for State-run Projects Implementation.
* Activity 6: Training and Knowledge Transfer.
* Activity 7: Communication and Visibility.

## Project next steps

1. Despite the uncertainties mentioned above which are changing the original schedule and scope of work, the next steps will be likely focused on developing the project’s outputs by middle of 2018, this will include building consensus with the stakeholders’ in **adopting a fast track strategy to build an enabling environment attracting private investors and financiers which will deploy small and middle scale renewable energy and energy efficiency projects**, and providing training and capacity building in this subjects to main project beneficiaries (in particular, ZECO) meeting their needs and fulfilling the gaps.
2. It is quite relevant for the development of a consistent RE&EE programme in Zanzibar that the new regulatory documents produced by SIDA II programme contribute to remove totally the existing Barriers detected by Lot 1 and Lot 2 contractors. At request of the donors, the consultants from SIDA II programme and from EU RE&EE programme Lot 1 and Lot 2 are coordinating efforts to enhance the Zanzibar regulatory framework under development.
3. In addition, Zanzibar has urgency in working on energy efficiency measures, and in building local renewable energy generation at least to serve its basic services to assure energy security and reliability, decreasing the dependency from mainland energy supply.
4. A workshop with all the key stakeholders in Zanzibar is planned for 2017 to present and discuss the findings of the Lot 2 RE&EE projects opportunity assessment report. The C&V activities will be able to report on such events for a wider audience.

# Communication and visibility Progress 2016 – 2017

## Communication and Visibility Context and Plan

1. This section sets out progress in reaching Result 7 of the Project: Improved Awareness of RE and EE among the population of Zanzibar. The activities implemented during the first year of the project implementation were guided by a Communication and Visibility Plan devised in September 2016 (approved November 2016).
2. The Communication and Visibility Plan was formulated to respond to the needs of the TA project and to address the situation regarding RE and EE in Zanzibar. The Plan noted that “Despite government and development interventions concerning power supply, fuel efficiency, and policy, plus considerable private sector investment in RE, the Project Inception Report notes the lack of coherence around a common vision. A symptom of the lack of a common vision is stakeholders working in “silos” instead of sharing experiences, viewpoints and learning. Without a common understanding RE investment decisions are made in an isolated way, the overall development of the energy sector is slowed and EE measures are inconsistently applied.”
3. The response of the C&V plan was to create a space for the development of such a vision that would give direction to regulatory reform and at the same time put specific technical interventions such as the Lot 1 Wind and Solar Potential assessment into an investment context. Such a vision would include encouraging a joint understanding of the different roles that stakeholders should can play and better awareness of opportunities for RE and EE.
4. The C&V Plan identified key target audiences segmented as follows:
5. Larger enterprises with high energy demands;
6. State energy institutions;
7. Private sector / social enterprise RE and EE suppliers;
8. SMEs and organisations with significant energy use;
9. Domestic users
10. By segmenting the energy sector in this way, the C&V strategy aimed to do more than simply promote energy efficiency and renewable energy, it also was concerned with building stakeholder participation in RE and EE for Zanzibar.
11. Implementation of the C&V plan was divided into three phases namely, set-up, encouraging a conversation about RE and EE, and building consensus towards a common vision.
12. The **set-up phase** readied the tools and prepares the partners, and includes developing some core materials and further developing the social media and information sharing strategy and including setting up online fora. It also includes preparing RE initiative branding and Project visibility for the subsequent activities. EU visibility requirements are also put in place. This phase ran from September 2016 to April 2017.
13. The next phase was intended to **articulate the issues** that face the different segments in the absence of a common vision and framework for RE and EE. This entails enabling advocates for RE and EE in the Zanzibar context, and also demonstrating how the energy sector has responded to RE and EE opportunities in other countries. This phase draws the segments together in a conversation about the direction for RE and EE and culminates in a RE and EE stakeholder event. This phase ran from April 2017.
14. The final phase supported the **development of consensus** about the RE and EE direction for Zanzibar including regulatory reform and policy. This phase was planned to run from December 2017 to project completion.
15. The communication tools identified included making use of the mass media and direct messaging. But the plan also recognised the significance of where RE and EE messages come from. So the plan recommended working with influential partners that are well positioned to promote RE and EE to their own constituencies, customers, communities etc.

## Communication and Visibility Achievements 2016 – 2017

1. Individual reports on the major activities in Year 1 can be found in Annex 1. The following sections summarise what was done, the immediate result and how the activity will be carried forward to the end of the Project.

### Phase 1: Set up

* **7.0 Communication and Visibility Plan**  
  **Output:** C&V plan formulated in September 2016 and approved November 2016.

**Outcome:** The Plan and budget has been used to guide the practical implementation of communication and visibility activities from November 2016 through to September 2017. The estimated budget for 2016 – 2017 was €63,371, the actual spending was €60,429 with a further €11,650 approved for press articles, radio and TV broadcasting. This later component (Platforms in the Mass Media) is carried forward into the next period, scheduled for Q4 2017.  
**Comment:** The C&V Plan needs to respond to RE and EE initiatives and to lessons learnt in the first year of implementation, section 4 of this report brings the planned activities in line with the current situation, including the extension of the Project through to June 2019.

* **7.1 Project Visibility**  
  **Output:** A project logo was designed, and approved and then systematically applied to all Lot 2 supported activities. Designed and printed posters, leaflets, pull-up banners, flyers and bumper stickers (in Kiswahili and English). Printed 500 polo shirts, 900 t-shirts and 500 caps. All stakeholders have received shirts and/or caps plus others distributed at events (see below)

**Outcome:** The Green Energy for Zanzibar logo and slogan has started to become popular in Zanzibar. Visibility materials are in demand. Acknowledgement of EU development contribution is in place.  
**Comment:** The logo can still be more widely applied to RE and EE activities. The marketing of both the Project and RE and EE will need to continue to be applied to all specific activities in the revised C&V Plan.

### Phase 2: Building a conversation

* **7.2 Platforms in the Mass Media**  
  **Output:** A RE and EE awareness raising event was held for 20 journalists which included briefing sessions and visits to current and potential solar and wind energy locations.

**Outcome:** News about the event was aired on ZBC and Star TV. Articles were published in local newspapers like Nipashe, Zanzibar Leo and Mwananchi.  
**Comment:** Follow up, in-depth articles and broadcasts need to be developed. Outputs under this Activity have now been grouped together with the continued Project Visibility component (7.1) to provide cross-platform backing to promote the core Project message of *Green Energy for Zanzibar.* Specific mass media outputs have now been integrated into the new Activities planned for 2017 – 2019.

* **7.3 E-bulletin / Facebook**  
  **Output:** Three issues of the e-bulletin have been distributed to around 100 stakeholders using an online database and marketing facility. The *Green Energy for Zanzibar* Facebook page is fully operational and is updated every week with a new item concerning Zanzibar or developments in comparable countries.

**Outcome:** Each e-bulletin has reaches progressively more subscribers, the Facebook page has around 2000 current followers with a weekly reach of 10%.  
**Comment:** As the Lot 2 training programme starts, and as the new solar pilot scheme is agreed these platforms will prove increasingly popular. As projects’ delays are overcome during 2018 – 19, the bulletin and Facebook pages will more closely reflect Lot 1 and Lot 2 progress. This activity will now be included under 7.1 Project Visibility.

* **7.4 Best Practice Regional Study Tour**  
  **Output**: A week long study tour was organised for 15 key stakeholders from ZECO, MoF, Planning Commission, DOEM, Department of Forestry, Municipal Councillors and REZA. 5 mainland RE projects / investments were visited that provided lessons for Zanzibar including Merry Water and TaTEDO in Dar es Salaam, Streetlight Projects in Dar and Bagamoyo, Biogas Electricity Plant at Hale Katani Ltd in Tanga and Hybrid Solar and Wind projects in Babati and Manyara.

**Outcome:** Improved links between key stakeholders concerned with RE and EE. Better understanding of critical issues in each organisation. A video of the experience has been produced  
**Comment:** The experiences of the participants have not yet been shared with a wider audience. The participants will feature in the newspaper articles, radio and TV programmes planned for Q4 2017 (7.1).

* **7.5 Website and forums**  
  **Output:** Lot 2 is registered with the EU Capacity 4 Development site. All approved Project documents are available for download, and similar projects’ documents also accessed.

**Outcome:** Project access to information and visibility requirements are met.  
**Comment:** To further increase access and raise EU profile, links also should be established with RGoZ sites. To facilitate this procedure government PRO and IT staff have been included in a targeting sensitisation activity for 2018 (7.13).

* **7.6 Advocacy and Visibility Events**  
  **Output:** The Project team visited institutions and held discussions about RE and EE programmes in Unguja and Pemba. These included ZBS, ZEMA, Department of Forestry, REZA, Chamber of Commerce, Industry and Agriculture, the State University of Zanzibar and Karume Institute of Technology among others.

**Outcome:** These institutions are now participating in project RE and EE activities as appropriate.  
**Comment:** The Project has not yet fully engaged with the private sector, this is will begin to be addressed in implementing 7.16, RE and EE for the Top 10 Energy Consumers, planned for 2018.

* **7.7 RE and EE Stakeholder Events**  
  **Output:** 2 stakeholder forums were organised in January 2017 and March 2017 for Unguja and Pemba respectively. The forums covered the RE and EE enabling environment with presentations on policy, legal and Project details with private sector perspectives on RE for Zanzibar.

**Outcome:** Each forum sensitised around 40 participants, who then became subscribers to the e-bulletin. The press and broadcast media covered both events.   
Comment: Stakeholders continue to be engaged through different aspects of the Project. The forthcoming training programme under Activity 6 will provide a further opportunity to strengthen engagement and to disseminate RE and EE messages through stakeholders’ organisations.

* **7.8 ZECO Billing Messaging**  
  **Output:** this activity was not addressed in the first year and has been carried over (see 7.15 in Section 4.)

**Outcome:** –  
**Comment:** ZECO has already begun energy saving messaging in various forms, and most recently has started putting EE stickers on vehicles. The Lot 2 team needs to work more closely with ZECO billing to implement this idea.

* **7.9 Build Impact for CSOs and Businesses**  
  **Output:** Organised two week-long community awareness campaigns for Pemba and Unguja in July 2017. The events which included cultural events as well as demonstrations of RE and EE technologies, and Q and A sessions drew large crowds wherever they were held.

**Outcome:** 20 events were held in towns and villages on the two islands reaching over 5,000 individuals. Further media coverage extended Project engagement still further. A video documentary of the event will further enhance impact.   
**Comment:** The Pemba programme was not as well implemented when compared to the Unguja programme. This was partly due to budget constraints but also was the result of the absence of a local team on Pemba ready to help Lot 2 practical implementation.

* **7.10 Other Marketing and C&V Support**

Output: not activated

Outcome: -  
Comment: -

## Communications and Visibility Spending 2016 – 2017

1. Spending on the first year of C&V activities amounted to €60,429 against a projected budget of €63,371. Funding of €11,650.00 for Activity 7.2 has already been released and has been carried forward into the 17 – 19 budget.

# communication and visibility plan 2017 – 2019

1. The planned activities for the remainder of the Project have been evolved to better respond to lessons learnt in the first year of implementation and to take advantage of developments in government interest in renewable energy schemes, most notably the proposed installation of 5 pilot solar generation facilities in Unguja and Pemba.
2. **One activity is continued from the first year of operation: 7.1 Project visibility. This activity articulates the Project core message *Green Energy for Zanzibar* to the general public. To this is added 7 specific new activities namely:**
   * **7.11 Sensitisation and Awareness for Pilot Solar Schemes**
   * **7.12 RE and EE for local government staff**
   * **7.13 RE and EE for Public Relations Officers and IT staff of state institutions**
   * **7.14 RE and EE for small scale equipment suppliers**
   * **7.15 RE and EE for Electricity Consumers (bill messaging)**
   * **7.16 RE and EE for the Top 10 Energy Consumers**
   * **7.17 RE and EE awareness creation in secondary schools**
3. **Each of these activities has been planned in some detail using a common format that describes and justifies the approach by detailing the context, purpose, main components, communications method, tasks, implementing partners, timeframe, budget and how the activity will be evaluated. Detailed work plans and budgets are then derived from this activity descriptor sheet. These detailed work plan and budgets will guide implementation over the next 2 years.**
4. **The activities are described in brief in the following sections. Full details can be found in Annex 2.**

## **Communication and Visibility Activities**

### ****7.01 Project Visibility****

1. Activity 7.01 has been updated for 17 – 19 to include all core Project messaging and *Green Energy for Zanzibar* promotion. It thus covers a number of messaging platforms including radio and TV, press and social media, and e-bulletins that were formerly covered in 7.02 and 7.03.
2. Content will reflect the specific activities detailed in subsequently. The activity also includes continued distribution of promotional materials such as caps and t-shirts. It also ensures that the EUD contribution to RE and EE is acknowledged in all Project outputs.
3. The estimated budget is €14,326. The activity begins in October 2017.

### ****7.11 Sensitisation and Awareness for Pilot Solar Schemes****

1. The RGoZ, Department of Energy is to fast track the procurement, installation and operation of 5 pilot solar generation schemes in Unguja and Pemba. **The associated C&V activity focusses on two main audiences** 1) state energy institutions plus other government stakeholders, 2) communities impacted by installations (domestic energy users).
2. For state energy stakeholders, it is important to have impartial information to help guide decision makers through unfamiliar territory as they negotiate contracts with the private sector and make decisions on technical options. Technical advice from the TA will be reinforced by devising a print guide to PPP investment in renewable energy. The guide can be repurposed for a wider distribution through the e-bulletin and online downloads, and also used for media briefings.
3. For communities, it essential to begin early sensitisation of those villages that will be directly affected. Although the schemes will be sited on government land, this will nevertheless impact on land *use* (and hence livelihoods) during construction and operation. Continued engagement with affected communities will smooth construction and help minimise security issues later on. Also, since large-scale solar is new to Zanzibar there is likely to be widespread misconceptions about the technology and how it may impact on their existing electricity supply situation. A series of meetings with communities is planned culminating in a widely publicised Opening Ceremony.
4. The estimated budget for this activity is €15,000. It will commence in October 2017.

### ****7.12 RE and EE for local government staff****

1. **This activity engages with Shehas who have a pivotal role in state-citizen communications.** By being able to explain basic ideas and advantages of RE and EE, and with Shehas acting as intermediaries, large scale schemes, small scale technologies and behaviour change are all likely to get a better reception in villages and homes. From the Project perspective, sheha orientation will help smooth the path for further community based awareness raising and for the introduction of schemes that may be perceived as affecting communities’ livelihoods.
2. In this context, a Zanzibar-wide awareness raising activity is proposed that will aim to give every sheha a basic understanding of RE and EE technologies. A series of 5 one-day events will be held, bringing together shehas in clusters of the 11 total districts in Pemba (4) and Unguja (7).
3. **The estimated budget for this activity is €16,400. It will commence in January 2018.**

### ****7.13 RE and EE for government Public Relation Officers and IT staff****

1. it is important that the RE and EE project develops strategic allies to help sensitisation of both government and citizens. One such are the ministry’ Public Relations Officers that form the contact point between government and people. The PROs release information to the media, and also deal with inquiries from their customers / stakeholders. At the same time IT officers play their part in the technical side of communications, and should have an understanding of online communications through websites and using social media. It is planned to conduct basic sensitisation on Renewable Energy and Energy Efficiency for PROs/IT, and at the same time demonstrate how the Lot 2 project is using mass and social media to promote Green Energy for Zanzibar. Subsequently, this will provide an opportunity to link Green Energy for Zanzibar online communications with government websites and to cross-promote common interests through social media. The orientation event will focus on Zanzibar MDAs[[1]](#footnote-1), with an interest in RE and EE, including: Department of Environment, ZECO, Department of Energy, Department of Land, ZIPA, ZURA, ZEMA, ZBS, Municipal Councils.
2. The estimated budget for this activity is €4375. It will commence in March 2018.

### ****7.14 RE and EE for Technology Suppliers****

1. An important aspect of promoting RE and EE for households, is to make sure that suppliers have confidence that the market is there for RE and EE products, and, on the other hand, that consumers have confidence in the kinds of technologies available in local markets. Although interest has been raised in RE and EE through the Project’s recent roadshow, there is no clear course of action for households that want to buy domestic solar systems. And although the Renewable Energy Zanzibar Association (REZA) participated in the roadshow this revealed that REZA has been unable to develop strong links with suppliers that could respond to increase consumer interest. This activity aims to address some of the initial issues on the supply side. It begins by creating improved links between local suppliers, REZA and ZBS (Zanzibar Bureau of Standards) through a joint workshop. It also further encourages customer demand by providing and distributing better marketing support for current and potential suppliers through point-of-sale promotion and display materials.
2. The estimated budget for this activity is €10,050. It will commence in December 2017.

### ****7.15 RE and EE for Electricity Consumers (Bill Messaging)****

1. Energy saving has already been promoted through ZECOs public relations office but this has not been regular and has been constrained by the cost of using print to reach consumers. However, messaging through the existing billing process has not been used. Customers pay their electricity bill by phone (ezy-money) whereas other customers receive printed bills which they settle at ZECO payment offices. Each of these transactions provides an opportunity to promote energy saving; either by adding an SMS message to the phone payment, a printed message on the electricity bill or a poster at ZECO pay points. In this context, in cooperation with ZECO, the activity will begin extending energy saving messages at each of these transaction moments.
2. The estimated budget for this activity is €5660. It will commence in June 2018.

### ****7.16 RE and EE for the top 10 Energy Consumers****

1. A key target audience identified in the C&V plan were ‘Larger enterprises with high energy demands’. On Unguja, there are around 300 hotels, most with diesel generators to cover power outages, each spending $4-5000 monthly on fuel and so looking for savings. There are also some large commercial enterprises that consume considerable energy. But of the top 10 business[[2]](#footnote-2) electricity consumers, 7 are resorts and 3 commercial enterprises. From a business perspective, there are sound financial reasons for the top 10 commercial consumers to become more energy efficient. From a communications and advocacy perspective, if these high energy consumers can demonstrate that they are making a concerted effort to reduce their energy costs, then it is likely that other businesses in the sector will be encouraged to emulate them.
2. In this context, a 2-part activity is proposed: 1) promote better energy use by the Top 10 Energy Consumers, 2) share this good practice with other Zanzibar businesses. The first part will concentrate on helping selected businesses monitor their own energy use, and take simple measures to reduce costs. The second part will share this experience through the mass media and then begin extending lessons learnt to other businesses including a wider distribution of support materials such as leaflets and posters.
3. The estimated budget for this activity is €14,950. It will commence in April 2018.

### 7.17 RE and EE awareness creation in Secondary Schools

1. The Green Energy for Zanzibar roadshow has already visited town centres in Unguja and Pemba to raise awareness about RE and EE for homes and small businesses but a follow up is required to deepen community understanding of RE schemes and encourage take-up of domestic solutions and energy saving measures. Thus, for the second year of C&V activities, secondary schools have been selected as an entry point for reaching domestic energy users. The idea is that as well as strengthening the school curriculum and student learning, students will become ambassadors for renewable energy and energy efficiency in their homes. A two-part activity is proposed: 1) organise a school competition to create artwork and content for a RE and EE calendar for 2018, 2) develop learning activities in selected schools through the pre-existing environment clubs culminating in a high-level Zanzibar young peoples’ debate. The activity will involve 12 secondary schools across Unguja and Pemba. These will be selected following advice from the Zanzibar Ministry of Education to ensure an even spread according to location and centres of population. However, since many students travel outside their home area for secondary level schooling it is expected that the activity will result in the dissemination of RE and EE messages over all of Zanzibar (Unguja and Pemba).
2. The TA team has been able to identify additional funding for this activity from the EUD, Tanzania. The estimated budget is €24,145. The activity will commence September 2017.

## Budget

1. The total budget for the 2017—2019 plan is 82,343. In addition, a further €24,145 is expected to become available directly from the EUD Tanzania. The summary activity costings are set out below. Detailed budgets for each activity are found in Annex 2.



## Work Plan

1. The work plan has been developed to take into account the extension of the Project to June 2019. The schedule for activities is summarised on the following page.



Annex 1: Activity Reports 2016 – 2017









annex 2: activity plans 2017 – 2019

## 7.01 Project Visibility

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| --- | --- |
| **Activity #** | 7.01 |
| **Context** | The RE and EE Communication and Visibility plan was designed to “raise awareness of the Zanzibar population on opportunities offered by RE and EE Technologies …” A basic element of raising awareness was to establish the Project’s core message in a logo, and to encapsulate its approach in a simple slogan. These elements were put in place at the start of the implementation of the C&V Plan towards the end of 2016. The *Green Energy for Zanzibar* logo and slogan are now in circulation throughout Zanzibar thanks to consistent use not only in direct C&V activities but also in Project technical presentations etc. To maintain visibility continued use of t-shirts and caps is planned for 2018–19.  Another activity planned for the first year was to make good use of mass media partners to disseminate RE and EE messages. The first part of this activity, sensitisation of selected press, radio and TV journalists was completed in early 2017. The immediate result was a number of news items across all media platforms, and this has been repeated whenever the Project has been able to create newsworthy events (e.g. the Roadshow and the Study Tour). However, a second part, in-depth coverage of RE and EE messages through press, radio and TV was delayed. t was also intended to provide support to CSOs to disseminate RE and EE messages through the mass media. The funds for these components have now been made available and implementation will start in Q4 2017, continuing through to Project completion.  Online communications through Facebook and an e-bulletin are already in place, and will be continued into 2018–19.  The first year saw the Project build its profile with immediate stakeholders largely using direct communications such as advocacy and workshops. The activities for 2018–19, see the Project reaching out to a wider constituency, an updated Project information leaflet is now needed. |
| **Purpose** | As a core element of the C&V Plan, Project Visibility needs to be maintained in all the new activities planned for 2017 – 2019. By referencing *Green Energy for Zanzibar* in various mass media platforms and in the promotional materials, the different project interventions are shown to be interlinked. At the same time the EU support to the RGoZ is also made clear. |
| **Main components** | Activity 7.01 has been updated for 17 – 19 to include all core Project messaging and *Green Energy for Zanzibar* promotion. It thus covers a number of messaging platforms including radio and TV, press and social media, and e-bulletins. It also includes continued distribution of visibility materials such as caps and t-shirts. The content will reflect the specific activities detailed in subsequent sheets. |
| **Description** | This component focusses on using the various forms of mass media to promote *Green Energy for Zanzibar.* It provides a common platform where different specific elements of the C&V plan and other Project activities can be shared and promoted to a general public. |
| **Tasks** | 1. commission bi-monthly feature articles in local newspapers 2. update Project leaflet 3. organise TV discussion programmes 4. prepare and broadcast jingle / TV advert 5. E-bulletin and social media (Facebook) 6. support CSOs to promote *Green Energy for Zanzibar* in media 7. production of promotional materials |
| **Implementing partners** | none |
| **Timeframe** | from October 2017 to June 2019 with increased intensity when extra publicity is needed to reach a broader audience |
| **Budget** | € 14,326.92 |
| **Evaluation** | *Green Energy for Zanzibar* and Project recognition will be incorporated into the evaluation of other C&V activities |

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**Detailed budget**



**Work Plan**

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## 7.11 Sensitisation and Awareness for Pilot Solar Scheme

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| Activity # | 7.11 |
| Context | The RE and EE Communication and Visibility plan was designed to “raise awareness of the Zanzibar population on opportunities offered by RE and EE Technologies …” A new initiative of the RGoZ, Department of Energy is to fast track the procurement, installation and operation of a pilot solar generation scheme(s) not exceeding 5MW per site. Although the investment context has not yet been agreed, and many technical details remain unresolved, the enthusiasm of RGoZ to engage in renewable energy should be encouraged so there is impetus behind the introduction of renewables into the Zanzibar energy mix, and a practical incentive to improve the regulatory framework. For ZECO, the scheme is likely to be an example of “learning through doing”.  In this context, it is important to begin sensitisation of the communities that will be affected by the installation of solar schemes since this may impact on their land (and hence livelihoods) both during construction and operation. It is important to recognise that land is often used in multiple ways by a community, and the different and particular concerns need to be taken into account to avoid disruptive problems later on.  Also, since large-scale solar is new to Zanzibar there is likely to be widespread misconceptions about the technology and how it may impact on their existing electricity supply situation.  These legitimate concerns need to be addressed adequately at local level to ensure community understanding and cooperation with the construction of scheme(s). Without broad community participation, the final installation(s) are potentially at risk from vandalism, theft etc. |
| Purpose | At the end of the sensitisation process all members of the affected communities will have an understanding of the reasons for the installation and will accept the permanent change of land use this entails. |
| Main components | * initial joint meeting with district commissioner, shehas and/or if necessary other locally recognised representatives from wards affected by scheme, explains overall concept and identifies the concerns that are likely to arise from affected communities * initial whole-community meetings in village cluster surrounding area affected by scheme, site plan left for consideration by different interest groups * follow-up meetings with each interest group to address specific concerns * whole-community meeting in each village cluster to confirm plans and timeframe to take account of expressed views from interest groups * immediately prior to construction “refresher meetings” to reassure community * opening ceremony for local community and institution / contractor stakeholders * latter stages shared through media |
| Description | The approach adopted is primarily participatory, relying on the involvement of local government, communities and their recognised leaders. This necessarily entails direct engagement with local stakeholders through meetings. Media will have a limited role to play during the planning phase but can be involved during construction and commissioning with a view to promoting broader understanding of renewable benefits. |
| Tasks | 1. identify shehas and local leaders 2. prepare presentation materials including map of scheme and surrounding area plus sample photos of typical scheme 3. conduct sequence of meetings with a) local administration / leaders, b) whole community, c) interest groups, d) whole community 4. interim evaluation 5. refresher meeting prior to beginning construction work 6. prepare opening ceremony with media coverage 7. final evaluation |
| Implementing partners | DoEM, ZECO, Contractor, Local government officials, Locally recognised representatives |
| Timeframe | from October 2017 |
| Budget | €15,101.15 |
| Evaluation | The success of the approach will be assessed through feedback from 10 key informants drawn from implementing partners and different segments of the affected communities. A simple questionnaire will be developed to capture views on the approach and to assess how far the Activity has mitigated risk to successful construction and operation of the schemes. |

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**Detailed budget**

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**Work Plan**

## 7.12 RE and EE for Local Government

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| Activity # | 7.12 |
| Context | The RE and EE Communication and Visibility plan was designed to “raise awareness of the Zanzibar population on opportunities offered by RE and EE Technologies …” A significant audience segment identified in the C&V plan were ‘State energy institutions’, this would include ministries, departments and authorities with an interest in RE and EE, this segment includes ZECO, the Department of Energy, Department of Environment etc. but ultimately when implementing projects on the ground all these institutions have to work through the local government administrators: shehas. Shehas form an essential link between government and citizen, and for keeping communities aware of upcoming opportunities, so can perform a value direction role in promoting understanding and take up of RE and EE in communities.  By being able to explain basic ideas and advantages of RE and EE, and with Shehas acting as intermediaries, large scale schemes, small scale technologies and behaviour change are all likely to get a better reception in villages and homes. From the Project perspective, sheha orientation will help smooth the path for further community based awareness raising and for the introduction of schemes that may be perceived as affecting communities’ livelihoods.  The RE and EE project plans to provide training for, amongst others, municipal local government staff but this proposed activity focusses on local leaders that have direct contact with households, the activity therefore supports communications with another key target audience identified in the C&V Plan: domestic energy users.  In this context, a Zanzibar-wide awareness raising activity is proposed that will aim to give every sheha a basic understanding of RE and EE technologies. A series of 5 one-day events will be held, bringing together shehas in clusters of the 11 total districts in Pemba (4) and Unguja (7).  The content for the awareness raising will be adapted from the training modules prepared for the in-service training programme. |
| Purpose | At the end of the awareness raising, all shehas will have an understanding of the basics of large and domestic scale Renewable Energy technologies and energy efficiency measures, and will be able to share the ideas with their communities. |
| Main components | * initial meeting with minister responsible for local government and 5 regional commissioners for Pemba and Unguja * prepare awareness raising day invites, schedule and contents * hold 5 one-day sheha events including presentations and participatory activities * cover event with TV and radio news item and promote through social media * evaluate through feedback questionnaire |
| Description | The approach adopted primarily uses direct communication but will be supported through print materials for information and through distributing visibility materials to contribute to on-going impact |
| Tasks | 1. meet focal person in the Ministry of local government 2. hold initial meetings with local government administrators 3. compile list of shehas to attend awareness raising event 4. prepare presentation materials for event 5. conduct 5 one-day events to sensitise all shehas in Unguja and Pemba 6. do evaluation |
| Implementing partners | Dept. of Local Government, REZA |
| Timeframe | from January 2018 to April 2018 |
| Budget | €16,415.38 |
| Evaluation | The success of the approach will be assessed through feedback from 10 key informants drawn from implementing partners and different segments of the affected communities. A simple questionnaire will be developed to capture views on the approach and to assess how far the Activity has mitigated risk to successful construction and operation of the schemes. |

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**Detailed budget**



**Work Plan**

## 7.13 RE and EE for PROs and IT staff of State Institutions

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| Activity # | 7.13 |
| Context | The RE and EE Communication and Visibility plan was designed to “raise awareness of the Zanzibar population on opportunities offered by RE and EE Technologies …” Initiatives in the sector are beginning to rapidly develop; there are plans afoot for a ZECO-led pilot large scale solar generating schemes, and there is direct investment interest in privately operated schemes. The idea of energy independence is also attracting interest at political and top government levels. At the same time the need for better use of existing energy resources particularly fuel wood for cooking is acknowledged.  In this context, it is important that the RE and EE project develops strategic allies to help sensitisation of both government and citizens. One such are the ministry’ Public Relations Officers that form the contact point between government and people. The PROs release information to the media, and also deal with inquiries from their customers / stakeholders. They also have a role to play in sharing information within their own organisations.  At the same time MDA IT officers play their part in the technical side of communications, and should have an understanding of online communications through websites and using social media.  The idea driving this activity is to conduct basic sensitisation on Renewable Energy and Energy Efficiency for PROs/IT, and at the same time demonstrate how the Lot 2 project is using mass and social media to promote Green Energy for Zanzibar. Subsequently, this will provide an opportunity to link Green Energy for Zanzibar online communications with government websites and to cross-promote common interests through social media.  The RE and EE technical content and approach for the sensitisation sessions will be similar to the Press Orientation sessions already conducted in Year 1.  The orientation event will focus on Zanzibar MDAs[[3]](#footnote-3), with an interest in RE and EE, including: Department of Environment, ZECO, Department of Energy, Department of Land, ZIPA, ZURA, ZEMA, ZBS, Municipal Councils. |
| Purpose | At the end of the sensitisation process, PROs and IT officers will be able to explain the basic principles of RE and EE for Zanzibar and how their organisation reflects the growing interest in Green Energy, to the media, to their immediate stakeholders and to colleagues. They will also have a better understanding of how to promote government projects through online media. |
| Main components | * contact relevant MDAs to arrange forum * organise and deliver orientation forum including site visit * supply PROs with Green Energy for Zanzibar visibility materials * provide mentoring follow up to participants |
| Description | The approach is intended to strengthen understanding of target PROs and IT officers through direct briefings. |
| Tasks | 1. identify forum participants 2. develop orientation forum content for PROs and IT 3. develop feedback questionnaire 4. two-day orientation forum 5. supply PROs with orientation materials 6. create online links between Green Energy for Zanzibar and RGoZ websites |
| Implementing partners | Department of Energy and ZECO |
| Timeframe | from March 2018 to May 2018 (online media maintained thereafter) |
| Budget | €4,375.00 |
| Evaluation | The success of the activity will be assessed through feedback questionnaires from orientation participants |

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**Detailed budget**



**Work Plan**

## 7.14 RE and EE for Suppliers

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| Activity # | 7.14 |
| Context | The RE and EE Communication and Visibility plan was designed to “raise awareness of the Zanzibar population on opportunities offered by RE and EE Technologies …”  An important aspect of promoting RE and EE for households, is to make sure that suppliers have confidence that the market is there for RE and EE products, and, on the other hand, that consumers have confidence in the kinds of technologies available in local markets. Although interest has been raised in RE and EE through the Project’s recent roadshow, there is no clear course of action for households that want to buy domestic solar systems. And although the Renewable Energy Zanzibar Association (REZA) participated in the roadshow this revealed that REZA has been unable to develop strong links with suppliers that could respond to increase consumer interest.  Current REZA, as an NGO, focusses on promoting RE and EE as a principle and its links to suppliers is weak. Indeed, REZA has no list of Zanzibar suppliers and so cannot guide potential buyers. REZA also sells small domestic solar systems and so is potentially in competition with the very suppliers it ought to represent. In contrast, on the mainland, (where the market for green energy is more mature) TAREA works to promote RE and EE, and was formed by the suppliers that sell equipment.  Another issue on the supply side is that the Zanzibar Bureau of Standards has yet to begin regulating the quality of domestic solar equipment[[4]](#footnote-4), and so it is hard for REZA (or the Project) to recommend particular makes or particular stockist. A risk is that consumer confidence in domestic solar may be damaged if poor quality equipment is marketed.  In this context, this activity aims to address some of the initial issues on the supply side. It begins by creating improved links between local suppliers, REZA and ZBS (Zanzibar Bureau of Standards). It also further encourages customer demand by providing better marketing support for current and potential suppliers. |
| Purpose | The ultimate goal is to develop a well-regulated, sustainable market for domestic solar products (solar electricity and solar water systems). This activity is intended to kick this process off by addressing some of the *initial* issues. By the end of the activity three key stakeholders ZBS, REZA and equipment suppliers, will have a better understanding of issues facing the domestic renewables market in Zanzibar. REZA and suppliers will have access to publicity material to better promote domestic solar electricity and solar water heater. |
| Main components | * Assess suppliers of potential/actual domestic solar solutions in Unguja and Pemba. * Organise a joint work shop of suppliers, REZA and ZBS to explain how RE and EE is important for Zanzibar and to articulate the issues in developing the market for domestic renewables * Use the work shop to get suppliers agreement in displaying and using RE and EE promotional material * Follow-up communications * Support REZA in developing trade association connections |
| Description | The communications approach initially uses direct communications to bring together stakeholders; subsequently it uses print media to further promote RE and EE in the market. |
| Tasks | 1. commission a systematic survey of actual and potential suppliers and stockists for Zanzibar 2. prepare vinyl posters and stickers for domestic RE and EE, illustrating but not endorsing reliable equipment (following ZBS and TAREA advice) 3. organise and hold a one-day information sharing workshop for REZA, ZBA and suppliers / stockist 4. organise media coverage of event 5. support REZA follow up with identified top stockists / suppliers including checking visibility material use 6. Devise evaluation questionnaire to be conducted through telephone interview |
| Implementing partners | REZA, TAREA, ZBS, |
| Timeframe | from December 2017 to July 2018 with ongoing support thereafter |
| Budget | €10,050.00 |
| Evaluation | The success of the approach will be assessed through feedback from a sample of suppliers. Feedback will focus on how the market has developed as a result of the activity. |

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**Detailed budget**

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**Work Plan**

## 7.15 RE and EE for Electricity Consumers (Bill messaging)

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| Activity # | 7.15 |
| Context | The RE and EE Communication and Visibility plan was designed to “raise awareness of the Zanzibar population on opportunities offered by RE and EE Technologies …” Domestic electricity consumers use a significant proportion of grid electricity supplier by ZECO. The introduction of pre-pay metres has increased household responsibility to use electricity wisely but demand, especially during peak times, could be reduced if consumers followed simple energy efficiency advice. This would extend ZECO capacity to serve more homes and also save consumers money.  Energy saving has already been promoted through ZECOs public relations office but this has not been regular and has been constrained by the cost of using print to reach consumers. However, messaging through the existing billing process has not been used. Customers pay their electricity bill by phone (ezy-money) whereas other customers receive printed bills which they settle at ZECO payment offices. Each of these transactions provides an opportunity to promote energy saving; either by adding an SMS message to the phone payment, a printed message on the electricity bill or a poster at ZECO pay points.  In this context, the activity will begin extending energy saving messages to each of the transaction moments. |
| Purpose | The aim of the activity is to cut domestic electricity consumption by encouraging good practice in the home. |
| Main components | * research best energy saving strategies for homes in Zanzibar context * devise appropriate short messages for billing transactions * meetings with ZECO billing section to determine best method for including energy saving messages in billing transactions * implement strategy across available platforms |
| Description | The approach adopted uses transactional messaging to reach electricity consumers. The advantage of this approach is that it matches the monthly billing cycle and so has a better chance to bring about behaviour change.  The messaging will initially focus on practical measures households can take that do not require significant investment. As the market for good solar systems develops, billing messaging can encourage take up of available domestic energy saving technologies. |
| Tasks | 1. conduct research to rank best electricity saving strategies for homes in similar contexts to Zanzibar 2. devise prioritised list of short messages for bill transaction messaging 3. agree messaging modalities with ZECO for paper billing, ezy-money, and ZECO offices 4. roll out energy saving messaging across three platforms (prioritised according to ease of implementation) 5. evaluate impact of messaging according to different platforms |
| Implementing partners | ZECO |
| Timeframe | from June 2018 to August 2018 with ongoing support thereafter |
| Budget | €5,660.77 |
| Evaluation | The success of the approach will be assessed through measuring reductions in seasonal electricity consumption, against achievable targets set in consultation with ZECO accounts. |

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**Detailed budget**

**Work Plan**



## 7.16 RE and EE for Top 10 Energy Consumers

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| Activity # | 7.16 |
| Context | The RE and EE Communication and Visibility plan was designed to “raise awareness of the Zanzibar population on opportunities offered by RE and EE Technologies …” A key target audience identified in the C&V plan were ‘Larger enterprises with high energy demands’. On Unguja, there are around 300 hotels, most with diesel generators to cover power outages, each spending $4-5000 monthly on fuel and so looking for savings. There are also some large commercial enterprises that consume considerable energy. But of the top 10 business[[5]](#footnote-5) electricity consumers, 7 are resorts and 3 commercial enterprises.[[6]](#footnote-6)  From a business perspective, there are sound financial reasons for the top 10 commercial consumers to become more energy efficient. From a communications and advocacy perspective, if these high energy consumers can demonstrate that they are making a concerted effort to reduce their energy costs, then it is likely that other businesses in the sector will be encouraged to emulate them.  In this context, a 2-part activity is proposed: 1) promote better energy use by the Top 10 Energy Consumers, 2) share this good practice with other Zanzibar businesses. |
| Purpose | At the end of Part 1, the Top 10 Energy consumers will be able to show that readily achievable energy saving measures can cut their quarterly electricity bills.  At the end of Part 2, the leading energy Zanzibar energy enterprises will begin tracking energy use with a view to reducing their costs |
| Main components | Part 1.   * visit top 10 electricity consumers to pitch idea of *energy saving for business* to management (behaviour change plus investment in technology) * joint energy efficiency orientation session for key staff (e.g. site managers and finance officers) * develop and distribute pilot energy saving materials for staff/customers * 3-6 month bill monitoring of top 10 electricity and diesel use * results and decisions publicised through media * sponsor energy-saver-of-the-month prize / recognition for enterprise staff   Part 2.   * Energy efficiency for business TV programme broadcast and posted to YouTube— guests are top 3 energy saving businesses * DVD and print support materials distributed to top 500 electricity consumers |
| Description | The communications approach begins with direct sensitisation of the most important commercial users of energy. It then uses this experience to extend messages to a wider audience through mass media. |
| Tasks | 1. involve top 10 electricity consumers in implementing RE and EE strategies for their business 2. sensitise selected management 3. develop energy saving materials for customers 4. support monitoring of business energy bills 5. publicise results in Zanzibar media and online 6. organise and present prizes to best performing staff 7. organise and broadcast energy for business programme on TV and online 8. distribute support materials to further business consumers 9. evaluate 10. extend the experience to other enterprises |
| Implementing partners | ZECO, REZA, ZATI, Chamber of Commerce |
| Timeframe | from April 2018 to February 2019 with scale-up thereafter |
| Budget | €14,953.08 |
| Evaluation | The success of the activity will be assessed by the percentage of large businesses that agree to follow energy saving measures in their premises. This will be assessed by telephone interviews with a sample of all businesses receiving promotional materials. |

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**Detailed budget**

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**Work Plan**

## 7.17 RE and EE awareness creation in Secondary Schools

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| Activity # | 7.17 |
| Context | The RE and EE Communication and Visibility plan was designed to “raise awareness of the Zanzibar population on opportunities offered by RE and EE Technologies …” As part of this plan, five key target audiences were identified including domestic energy users[[7]](#footnote-7).  In the domestic context, one barrier to the greater uptake of RE and EE technology and behaviours in the home is the perception is that this may not result in savings. This suggests that households may not have a good understanding of the long-term value of domestic solutions. Secondly, as there is currently no large scale renewable generation plant in Zanzibar, the upcoming pilot schemes need to be introduced to ordinary people unfamiliar with this new technology and its impact on land use.  A Green Energy for Zanzibar roadshow has already visited town centres in Unguja and Pemba to begin this process of sensitisation but a follow up is required to deepen community understanding of RE schemes and encourage take-up of domestic solutions and energy saving measures. Thus, for the second year of C&V activities, secondary schools have been selected as a productive entry point for reaching domestic energy users. The idea is that as well as strengthening the school curriculum and student learning, students will become ambassadors for renewable energy and energy efficiency in their homes.  In this context, a two-part activity is proposed:  1) organise a school competition to create artwork and content for a RE and EE calendar for 2018,  2) develop learning activities in selected schools through the pre-existing environment clubs culminating in a high-level Zanzibar young peoples’ debate.  The activity will involve 12 secondary schools across Unguja and Pemba. These will be selected following advice from the Zanzibar Ministry of Education to ensure an even spread according to location and centres of population. However, since many students travel outside their home area for secondary level schooling it is expected that the activity will result in the dissemination of RE and EE messages over all of Zanzibar (Unguja and Pemba). |
| Purpose | At the end of the schools’ awareness creation activity we expect that all involved students will be able to make informed decisions about RE and EE for the home and will have a good understanding of the reasons why the Government of Zanzibar has embarked on RE projects. The need for students to share their understanding with their families will be taken into account in how the topics are set for the two competitions.  Incidentally as a result of the activity, some students may be encouraged to considered RE and EE as a potential career path. |
| Main components | * initial meeting with Ministry of Education to identify 12 partner schools * orientation of head teachers and staff from 12 partner schools * teachers organise and implement an RE & EE essay writing and artwork competition * using the resulting artwork and essays, design and print a 2018 RE and EE calendar * distribute the calendar widely, and then use it as teaching material in partner schools during part 2 * collaborate with schools’ environmental clubs to set up student-led debates on the merits of Green Energy for Zanzibar * organise a zonal round of debates from which the winners proceed to a televised final * student-generated materials in support of the debates will be used for a 2019 calendar and other awareness-raising materials * winners of the final debate benefit from a short study tour on the mainland |
| Description | Young people in education are an important group for building long-term knowledge of RE & EE; to reach this group will initially entail involving the schools, central and local government, and then, of course, the students themselves. The initial approach is therefore largely participatory and uses direct communication channels.  The mass media will be invited at the later stages of the activity particularly in broadcasting the final debate to spread information to yet more communities in Zanzibar. Students will, from the beginning, be encouraged to make use of social media, including the Green Energy for Zanzibar Facebook page.  The prize giving and study tour will also be an opportunity for further RE and EE messaging. It is expected that the calendars prepared in the course of the activity will become useful visibility and learning materials about RE and EE for schools and beyond. |
| Tasks | Part 1.   1. set-up meetings with Ministry of Education to get approval 2. identify key schools and a panel to judge zonal and final debates 3. devise topic areas by modifying RE and EE adult training modules 4. meet heads and teachers to agree and orientate for calendar competition 5. teachers organise environmental clubs in schools and coordinate artwork and essay competition 6. print and distribute Green Energy for Zanzibar t-shirts for all calendar and essay competition entrants 7. print calendar for 2018 8. interim evaluation with heads and teachers, prepare for part 2   Part 2.   1. teachers organise environmental clubs for debating competition 2. organise zonal semi-final debates 3. organise televised final debate and prize giving 4. study tour arranged and covered by media |
| Implementing Partners | DoEM/ZECO, MLWEE, Ministry of Education and REZA. Participating schools and nearby Shehas representing local government. The panel of judges for the debating competition will be drawn from implementing partners. |
| Timeframe | from September 2017 to July 2018 |
| Budget | €24,145.38 |
| Evaluation | The success of the approach will be assessed through structured feedback meetings with implementing partners. A simple questionnaire, integrated into the submission of entries to the competitions will be developed to capture the insight of the students themselves. |

**Detailed budget**

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**Work Plan**

1. Ministries, Departments and Agencies [↑](#footnote-ref-1)
2. ZAWA is a major consumer of electricity as a result of 24/7 water pumping. However, as a state-owned enterprise which is not obliged to pay their bills, they have little incentive to cut energy use or to take advantage of off-peak tariffs. [↑](#footnote-ref-2)
3. Ministries, Departments and Agencies [↑](#footnote-ref-3)
4. Also, the sale of used electrical equipment is not controlled making energy efficiency difficult to address [↑](#footnote-ref-4)
5. ZAWA is a major consumer of electricity as a result of 24/7 water pumping. However as a state-owned enterprise which is not obliged to pay their bills, they have little incentive to cut energy use or to take advantage of off-peak tariffs. [↑](#footnote-ref-5)
6. 1. Zanzibar Beach Village, 2. Kenspinsk, 3. Nungwi Ltd, 4. Sea Rock Resort, 5. ASB Holdings, 6. Azam Dairy Products, 7. BOT Gulioni, 8. Karafuu Beach Resort, 9. Baraza Resort and Spa, 10. The Residency Hotel [↑](#footnote-ref-6)
7. The five segments are: Larger enterprises with high energy demands, SMEs, RE and EE technology suppliers, State energy institutions, and Domestic energy users. [↑](#footnote-ref-7)