Getting climate stories to your audience
– a few examples

Craig McKune
Climate communicator
Investigative journalist
February 2021
ALTERNATIVE ENERGY SOURCES
Okavango Delta under threat from oil, gas exploration
Sheree Bege 12 Feb 2021

7 Beckett has travelled through South Africa on foot before, but for the indigenous San youth leader, his latest 1 500km protest walk is his most important: saving the Okavango Delta, Africa’s last intact wetland wilderness, from major oil and gas development.

On 1 February, Beckett, joined by a group of San indigenous leaders and supporters, left Kweza for the Namibian consulate in Cape Town.

On Monday, they will hand over a petition from the San First People of southern Africa objecting to ReconAfrica, a Canadian oil and gas firm, to which Namibia and Botswana have given the green light to scout the Kavango Basin in the Kalahari desert for oil and gas. The petition is being sent to the Botswana government.

As the custodians of this land for thousands of years and the rightful current inhabitants, we’ve never been consulted, nor have we given the go-ahead to any

Keep fracking out of the Kalahari Desert’s Kavango Basin – activists
Sheree Bege 24 Feb 2021

The Okavango Delta is one of Africa’s last remaining great wildlife habitats and provides refuge to huge concentrations of game. (Photo by Monial Bhuyies/AFP)

Zuma tells ANC top six not to hold their breath
IZUKA FANDWA

Namibia’s agriculture, water and land reform minister must work with other government ministries to introduce an immediate moratorium on Canadian oil and gas firm ReconAfrica’s current petroleum exploration activities in the Kavango region in Namibia.

This is the contention of Save Okavango’s Unique Life (Sou), an alliance of Namibian and Southern African civil society organisations, activists and international groups promoting social, climate and environmental justice, who have written an open letter to Minister Calle Schlettwein asking him to keep oil drilling and fracking out of the Kavango.

ReconAfrica has been given the go-ahead by Namibia and Botswana to explore the deep Kavango Basin in the Kalahari Desert for oil and gas. Soul said ReconAfrica
Greenpeace members blockade Eskom’s entrance

20 August 2019, 10:50 AM  |  Hlengiwe Mkhwanazi  |  @SABCTelegraph

Tags: Johannesburg, Eskom, Megawatt Park, Greenpeace Africa
Greenpeace Says South Africa Is No. 2 Sulfur Dioxide Hotspot

By Paul Burkhardt
August 19, 2019, 2:00 PM

Russia's Norilsk and S.African coal town Kriel top SO2 emissions hot spots -NASA data

This picturesque corner of South Africa has the world’s deadliest air pollution

By Lynsey Chutel · October 29, 2018
Sasol, Eskom gee SA amper vuilste lug op aarde

19 Augustus 2019 09:17

Health professionals should support landmark "Deadly Air" case

NEWS / 4 OCTOBER 2019, 9:07PM / SHeree BEga

ON AIR: @Greenpeaceafric found Mpumalanga air to be the most polluted in the world. @NUM_Media says this is reckless. @aycawe chats to Greenpeace's @Melita_Steele and NUM's Tshilidzi Mathavha. #POWERBusiness

2018/11/05, 18:54

3 RETWEETS 5 LIKES

Bongani @Bongani07353480 · 29m @Powerfm987 @Greenpeaceafric @NUM_Media @aycawe @Melita_Steele
We must move with time, Eskom must evolve to clean renewable energy
Area in Mpumalanga is second highest SO2 emissions hotspot in the world - new study

2019-08-19 08:19

Sarah Evans

In the latest study to illustrate alarmingly high levels of air pollution caused by humans, the area around Kriel in Mpumalanga is now the world’s second biggest sulphur dioxide (SO2) emissions hotspot in the world. This is according to new data from NASA satellites, released on Monday morning.

Greenpeace India commissioned a study using NASA satellites to track SO2 hotspots around the world, the environmental organisation said in a statement.

The area’s high levels of pollution are a direct result of a concentration of coal power plants there, the study found. Eskom has a fleet of 12 coal power stations, all located in the Highveld Priority Area in Mpumalanga and Gauteng.

Deadly Air: Ramaphosa named in multi-billion-rand coal pollution court case

By Kevin Bloom • 10 June 2019

People Are Dying From Eskom’s Pollution in South Africa

By Antony Sguazzin and Londell Phumi Ramalepe

June 27, 2019, 5:00 AM GMT+2
Meet the activists who are energised to avert climate catastrophe

By Tessa Knight • 13 June 2019

11-year-old environmental activist Yola Mgogwana holds a sign saying "try to leave earth a better place than when you arrived" at the Frid...
The cheapest #renewables installed is offered at R0.65 (2017 prices) for Wind & Solar but was not picked. This tariff is about 58% cheaper than the average price Kusile and Medupi deliver at power at (R1,55) and 40% cheaper than a coal #IPP plant @SAPVIA

The data does not even include bid window 4 expedited which has been completed at R0.65 per kWh (in April 2017 terms) but the appointment of the independent expert resolving the impasse with Eskom and the finalization of the IPP (Calitz & Y) kWh tariff is about 58% cheaper than the average price Kusile and Medupi (R1,55) (Calitz & Wright, 2019) and 40% cheaper than a coal IPP plant (Wright, 2019).

Comparison of estimated cost per kWh

Figure 5: Bid window pricing expressed in April 2018 terms. Medupi and Kusile pricing bar.

5 likes

centreenvironmentalrights The grasslands of Mpumalanga contain wetlands and rivers that are vital to the local way of life. A coalition is getting approvals for a large new coal mine the Mabola Protected Environment in Mabola. Find out how you can help by visiting mabola.cer.org.za/#life

2 likes

centreenvironmentalrights Residents of the MNS community outside Emalahleni, Mpumalanga collecting coal for use at home. Despite the large scale extraction of coal in the area for electricity generation, the community has no electricity. #Toxic Tour #Mabola #watermeanslife

@groundwork.sa
Toolkit

• Communications strategy
• Press release
• Media list
• Social media profile
Communications strategy

1. What is your objective?

Something you hope to achieve in a year – best formulated as a single sentence.

Examples:

• The government gives up its plans to build new coal-fired power stations (policy).

• The need for ‘rapid energy transition’ is embedded in the public terminology of ministers and bureaucrats (narrative).
Communications strategy

2. What are your key audiences for objective?
Who needs to do what to reach your goal?

Examples (who – must do what?):

• Top tier media – regularly covers cost/risk of coal, air pollution, greenhouse emissions

• Environmental regulator – enforces air pollution and climate rules.

• Bankers – commit to stop funding coal.

• Electricity utility CEO – commits to wind and solar, cancels planned coal plant.
Communications strategy

3. Tactics and partners
What will you do to make this objective happen? Which partners will you work with? What media channels will you target? What are your key messages?

Key message example (air pollution in SA)
1. South Africa has some of the world’s most polluted air
2. It makes 1000s of people sick and kills them early
3. Most of it is from Eskom and Sasol’s coal emissions
South Africans are paying for pollution at the pump

October 13, 2020

Johannesburg, October 13—South African government subsidies not only result in higher fuel costs for consumers, but they also help to prop up one of the world’s biggest polluters, according to new research from the International Institute for Sustainable Development (IISD).

In their policy brief, The Role of Subsidies in South Africa’s Coal-Based Liquid Fuel Sector, IISD experts estimate that coal-based fuels produced by Sasol’s Secunda Plant received in excess of ZAR 8 billion in total government support during 2019. The Secunda plant is South Africa’s second-largest greenhouse gas emitter after Eskom and the single-biggest point source of greenhouse gases in the world.

Of this support, Sasol received approximately ZAR 1.55 billion in direct subsidies through the Basic Fuel Price, a regulated price paid to producers of petroleum and synthetic fuels. This subsidy is responsible for 3.7% of Sasol’s total revenue from energy operations.

On top of this, the company received a further subsidy of over ZAR 6.5 billion due to exemptions from the Carbon Tax Act 15 of 2019 that permits Sasol to emit 302 Mt of carbon dioxide equivalent between 2016 and 2020. Under these exemptions, Sasol pays no tax on more than 90% of its emissions.

Richard Bridle, Senior Policy Advisor at IISD, says that this subsidy would provide much greater benefits to the public if it were spent on policies that are aligned with social or economic priorities, such as improving public transport, targeting support at vulnerable groups, or simply reducing the price of fuel.

"Because of the way fuels are priced in South Africa, consumers are forced to prop up Sasol every time they fill up their tank," says Bridle. "It doesn’t matter if you take a taxi, a bus, or drive your own car, for every ZAR 100.00 that you spend on syngas, ZAR 5.00 goes to Sasol. Syngas fuels make up around 30% of all gasoline sold in South Africa."

These subsidies distort the market and lock in coal consumption in the transportation sector, the report shows.

"South Africa’s reliance on coal is already badly polluting local air in several cities. Subsidising Sasol adds to the pollution burden and hurts consumers," says Mostafa Mostafa, Policy Advisor, IISD.
Social media profile

**Fridays for Future Whk**
@fff_whk

We are warriors that believe in true Justice for all living beings and the planet as a whole.

 Joined August 2020

546 Following 522 Followers

**Fridays for Future Whk Retweeted**

BELIEVE @believe_youth · 30m

Yesterday, young climate activists from @fff_whk delivered a letter to the Minister of Agriculture and Speaker to save the Okavango Delta from the PEL73 oil exploration project. #BreakFreeFromFossilFuels

: Ernst Calitz

**Frack Free Namibia & Botswana**
@FrackFree_NB

Campaign to keep oil in the ground in Namibia and Botswana. No to drilling and fracking in northwestern Namibia and Botswana! We cannot eat money or drink oil!

© Namibia and Botswana  Joined September 2020

906 Following 665 Followers

**Frack Free Namibia & Botswana Retweeted**

Conservation Namibia @ConservationNa1 · 19h

Replying to @AnnSchroederW12 @KayoMuriungi and 3 others

These are two entirely different matters. Human-elephant conflict is a long-standing issue, one which the ministry of environment is under pressure to mitigate (see link below). Oil drilling is a different issue entirely.
## Media list

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Thank you

craig.mckune@gmail.com