

SARPA CONVENTION 2010

Energy Losses Management Programme

*Social marketing Campaign and its application of
Amnesty and Reporting*

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30 July 2010



1. Recap on the Eskom ELP & Social Marketing Campaign
2. Reporting facility
3. Amnesty offering in support of behaviour-change

Eskom Distribution's Energy Losses Problem

Utilities globally battling with energy losses

Costing the country billion of Rands annually

Developing countries are worst hit

Increase in losses

- Eskom Distribution energy losses increased from 4% to roughly 6% between 2002 and 2005

Raised Concern

- Increase in concern of national problem

ELP Initiation

- Initiated the Energy Losses Management Programme

Strategy

1

Audit, measure and fix customer installations

2

Ring fence electrical networks to balance energy delivered

3

Implement tested technologies

4

Ensure sustainability

5

Communicate to and educate internal and external stakeholders

National & Regional Campaigns

- **Compliance & Enforcement**
- **Amnesty**
- **Reporting Line**
- **Research, Monitoring & Evaluation**

Regional Sub-Campaigns

- **LPUs & Non-residential SPUs**
- **Residential SPUs & PPU**s
- **Pilot sites x 6**
- **Employees & Contractors**
- **Stakeholders & Partners**
- **General public**

Integration Areas

Electricity Theft

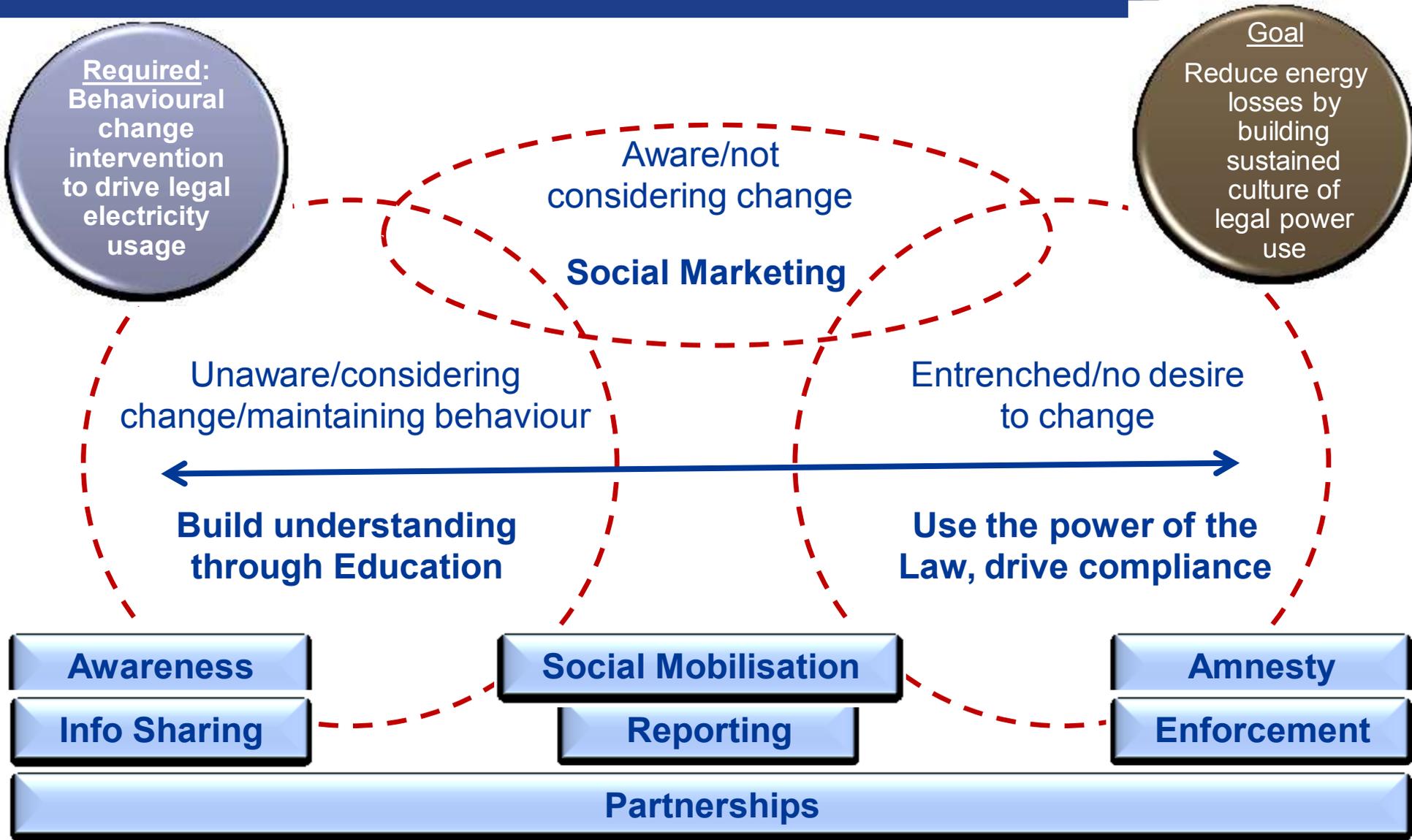
Safety

Energy Efficiency

Infra Theft

Non-payment

Social Marketing Continuum of Interventions



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Key considerations for a reporting facility

Assured Anonymity	Intimidation & fear of discovery is often a deterrent for reporting. Assurance of anonymity.
Independence	Should not be seen as being part of the organisation. Assurance of independence.
Public Trust	The reporting public must trust that there is value derived in the information they submit.
Reputational Credibility	Organisation's reputation and credibility when asking for reporting is core driver of public trust and willingness to use the facility.
Action	Effective action must be taken on information received. If the public does not see action following reporting, there will be a break down in trust, resulting in possible apathy.
Feedback	Regular feedback must be given to the public regarding the type of action taken following tip-offs, as well as results achieved.
Access/availability	Reporting facility must be easily accessible at all times and should be available 24/7.

Reporting options considered for Operation Khanyisa

**Existing Eskom
Crime Line
(0800 11 27 22)**
toll-free & highly
confidential

**Existing Eskom
Contact Centre
(08600 ESKOM)**
sharecall service

**Primedia Crime
Line (SMS
32211)**
anonymous

**Setting up a
new hotline for
the campaign**

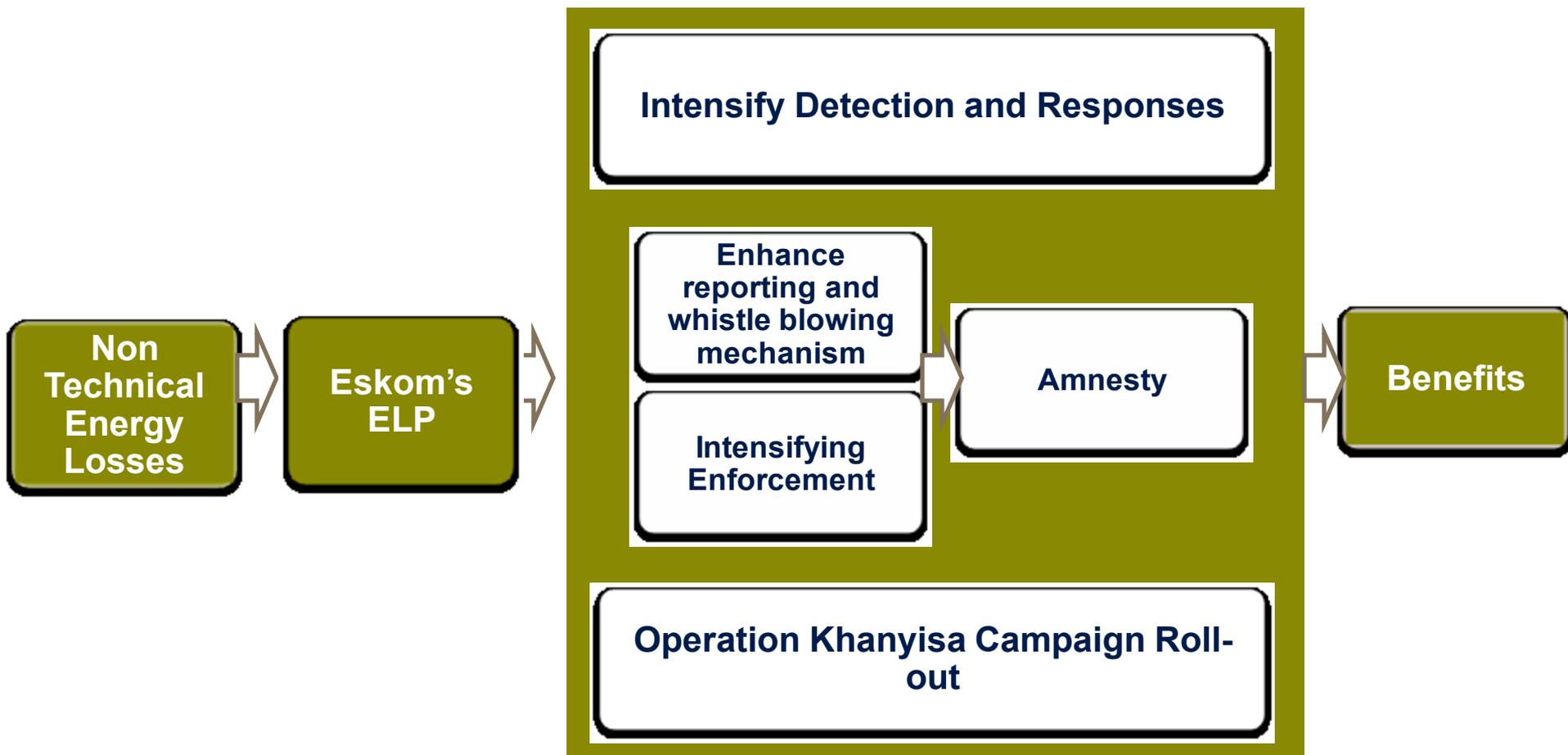
Option of choice – Partnering with Primedia Crime Line

- Well established, independent facility – recently celebrated 3 year's existence
- Very successful initiative & enjoys high public trust
- Hosted by an organisation with solid reputation and high credibility
- Offers an anonymous reporting facility, easily accessible at all hours
- Strong partnership in place with SAPS Crimestop nationally and regionally
- Powerful media house behind the offering to help publicize the campaign through various channels
- Regular public feedback mechanism to the public on results, tip-offs, etc

- Anonymous tip-offs routed to Eskom (primetipoffs@eskom.co.za) & SAPS on daily basis
- Eskom gearing up to ensure rapid response to tip-offs, tracking action taken and feedback to Primedia and general media to share results with the public

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Amnesty forms part of broader campaign strategy



- Amnesty comes from the Greek word “amnestia” which means oblivion/forgetfulness
- Amnesty may be defined as *a process whereby a public or private organisation such as Eskom provides an exemption from prosecution (and/or penalties) for past wrongful acts in exchange for voluntary information disclosure about such past wrong doing* (Adapted from Columbia Electronic Encyclopaedia definition)
- Amnesty should also be differentiated from a pardon, which is typically granted by the Head of State after the conviction and sentencing of an individual

Financial

- Identify unbilled customers and widen the customer base
- Increased revenue in the medium to long term

Reputation

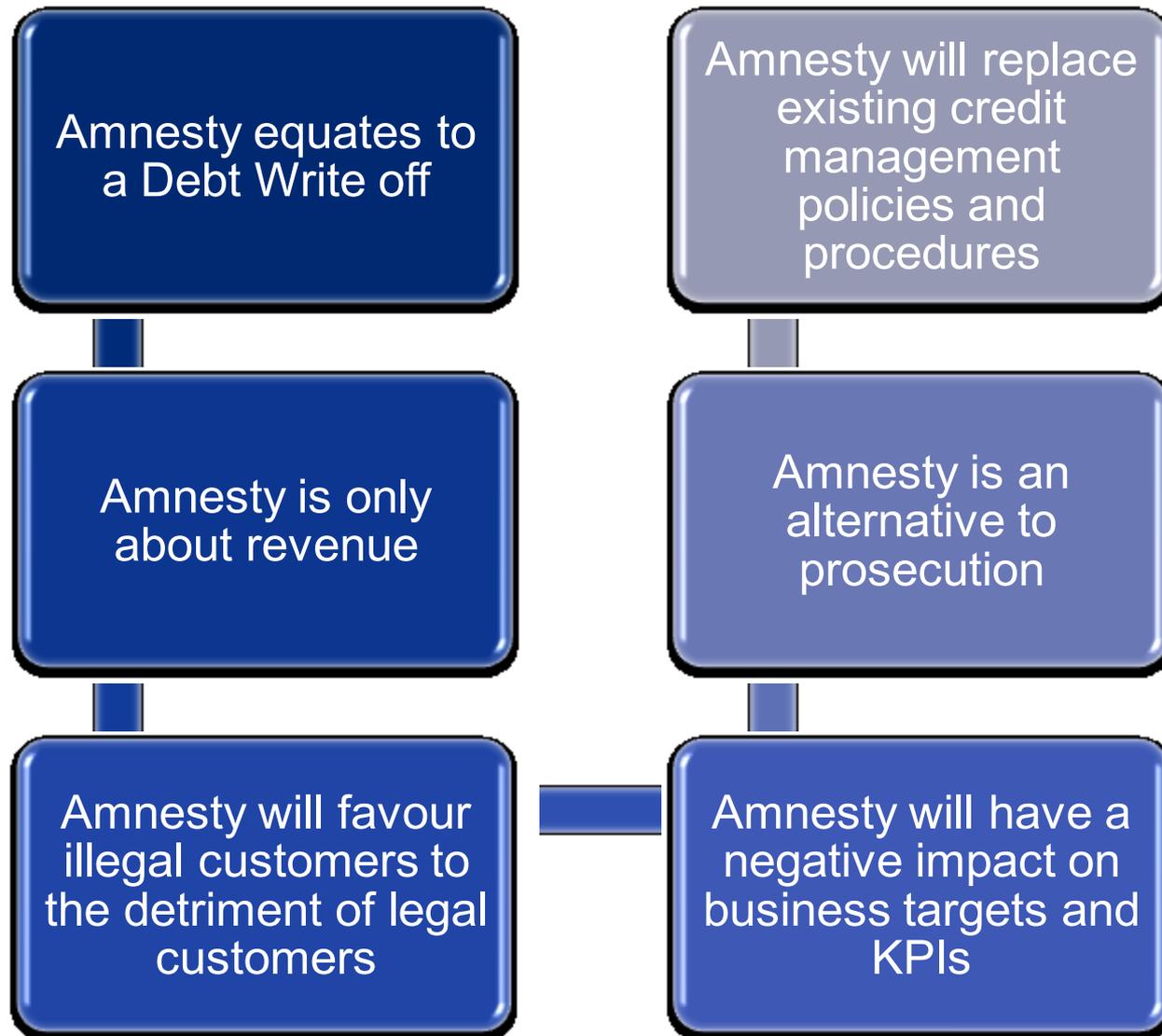
- Eskom is seen to be pro-actively dealing with energy losses in a fair and accommodating manner

Operation

- Will give Eskom business intelligence regarding electricity theft
- Voluntary self reporting will save time and money and avoid costly audits in certain circumstances
- Will drive value chain integration

Sustainability

- It creates a positive opportunity for citizens to act responsibly i.e. giving those who want to become legal a mechanism to do so
- Improved demand side management and longer term energy planning



Offences In Scope

Electricity theft:

Unauthorised or Illegal connections

Unauthorised or Illegal re-connections

Meter tampering / bypassing

Illegal purchasers of pre-paid electricity

Recognising that in both instances there is a wide range of different types of meter tampering or illegal connections

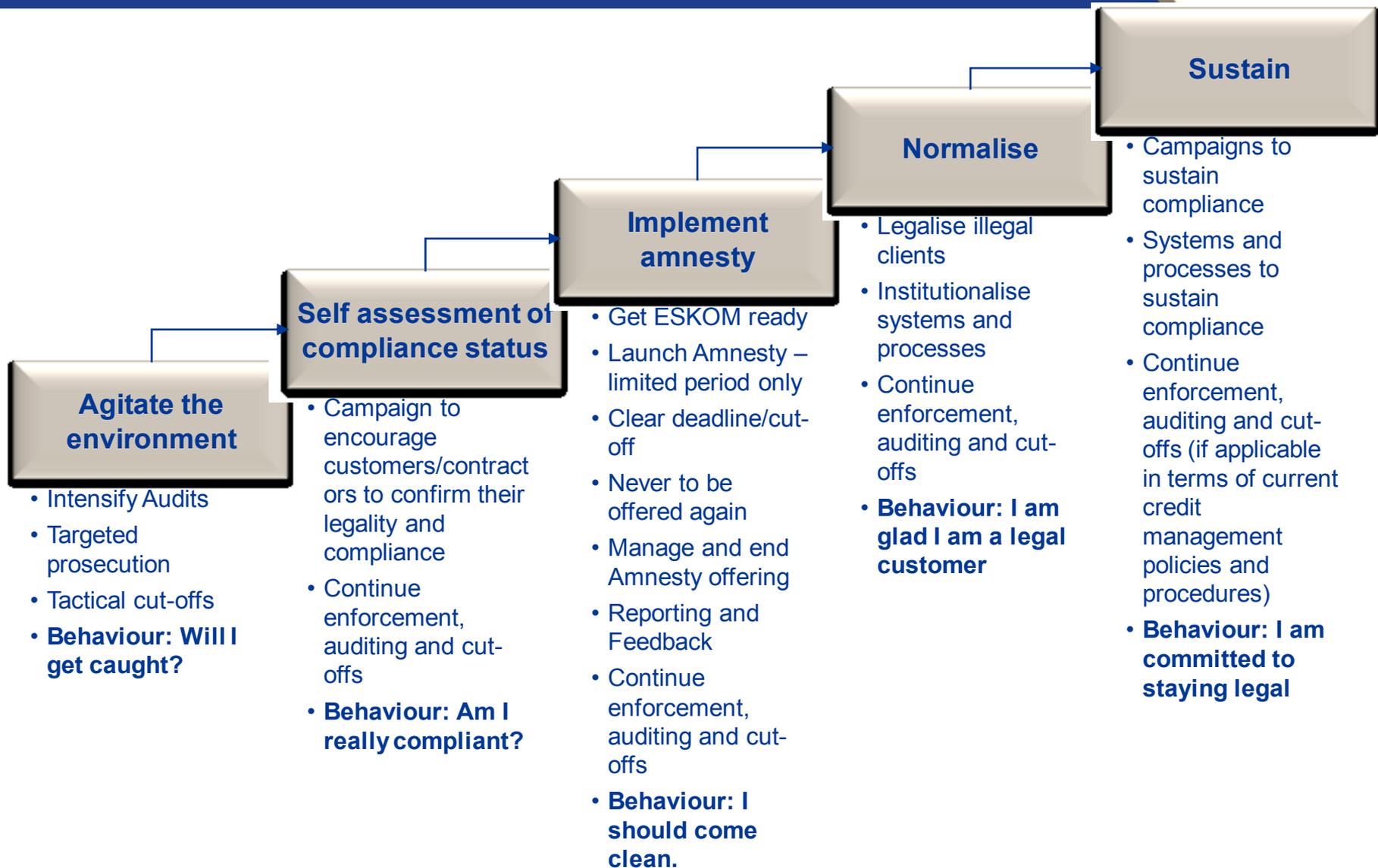
Fraudulent data manipulation e.g. Billing manipulation

Theft / Fraud relating to CDUs

Offences Out of Scope

- Death or personal injury to 3rd parties due to an individual being involved in electricity theft
- Non payment of accounts / arrears
- Organised crime / syndicates
- Electricity infrastructure theft
 - Cable theft
 - Malicious damage to Eskom property

Tactical Model for Implementing Amnesty



... Mobilising South Africans for legal power use



www.operationkhanyisa.co.za

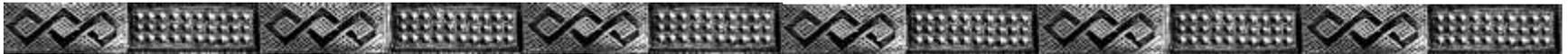


Questions?

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Thank you



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