



**environmental affairs**

Department:  
Environmental Affairs  
**REPUBLIC OF SOUTH AFRICA**

## Climate Awareness Campaign Proposal



**Climate Action Now!**

*Save the future*

Contents	
1. Background.....	3
2. Objectives .....	3
3. Content and Phases .....	4
3.1. Campaign Launch .....	4
3.2. Mobilisation.....	5
3.3. Activation .....	5
4. Campaign Stakeholders .....	5

## I. Background

***“We owe it to the people of South Africa to partner with them to minimise the effects of climate change on their lives – to help them reclaim their futures, indeed, all our futures. I am inviting you to partner with us in this campaign, and in our stated determination to act against climate change and reclaim our futures.”*** Edna Molewa, Minister for Water and Environmental Affairs, Briefing to the National Business Initiative

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The Climate Awareness Campaign forms a key aspect of the Department of Environmental Affairs’ communications strategy for promoting the recently published National Climate Change Response White Paper. The White Paper provides the substantive policy directions that need to be communicated through the campaign.

While COP17 presents a unique opportunity for launching the Climate Awareness Campaign, DEA’s vision is for a long term campaign that is linked to the COP17 Legacy Programme and the implementation of the National Climate Change Response.

South Africa has billed COP 17, the first international climate negotiations to be hosted on African soil, as being “The People’s COP”. It is expected that South Africa will provide more opportunities for constructive social engagement and mobilisation of civil society than was the case in Cancun or Copenhagen.

Indeed, social mobilisation and stakeholder engagement are central to the Department’s conceptualisation of its Climate Awareness Campaign. The Department wants messaging about climate change to reach all South Africans, and for opportunities to engage with the issue to be afforded to all. Stakeholder engagement will therefore be critical to the success of the campaign, and civil society, labour and business must be active participants in the campaign.

This proposal provides a high-level description of the objectives and content of the Climate Awareness Campaign, as well as a description of stakeholder involvement.

## 2. Objectives

The objectives of the campaign are to:

- *Build awareness of the causes and effects of climate change*
- *Mobilise South African businesses, households and stakeholders to take action to build climate resilience*

“Climate resilience” encompasses actions that mitigate climate change and that respond to the effects of climate change, in particular those actions that achieve both.

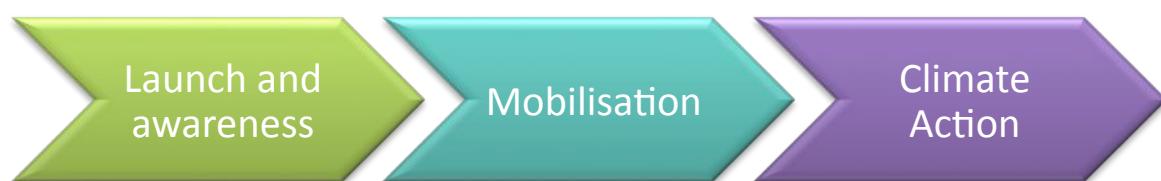
The campaign aims to mobilise social capital by uniting government, business, labour, and civil society to achieve these objectives.

The campaign is informed by the principles, strategies and policies described in the National Climate Change Response White Paper.

### 3. Content and Phases

DEA's fundamental requirement for the Climate Awareness Campaign is that it speaks to all South Africans. This represents a profound challenge, as social inequality interacts directly with the appropriateness of different messaging. Climate change impacts are felt disproportionately by the poor who contribute relatively little to the causes, while behaviour change by the wealthy has a significant role to play in mitigation of climate change. This implies that the campaign must include some differentiation of content according to target audience, and that this needs to be considered in relation to the use of particular media channels.

The Department see the campaign as consisting of 3 inter-locking phases:



These are discussed in greater detail below.

#### 3.1. Campaign Launch

The primary objectives for this phase of the campaign are:

- *To build stakeholder ownership of the campaign*
- *To establish a common brand identity for the campaign*

A key prerequisite for establishing the brand is the finalisation for the Slogan, Logo and creative media. The key activities that need to be accomplished to ensure a successful launch include:

- *Development and scheduling of broadcast media (TV and Radio)*
- *Print Media*
- *Outdoor advertising*
- *Website and online/mobile Social Networking*
- *Public Art*
- *Sponsorships and stakeholder engagement*

COP 17 provides an important target in relation to this phase of the campaign. The intention is to launch the campaign at COP 17 as a COP 17 Legacy project.

#### Climate Change Charter

The formulation of a "Climate Change Charter" which is being driven by Indalo Yethu has the potential to be a key anchor for stakeholder engagement and social mobilisation. The Climate Change Charter should draw on the principles established in the Climate Change White Paper to provide a call for action and statement of intent under which all stakeholders can unite. For this to happen, there needs to be immediate focused engagement with stakeholders on the content of the charter.

### 3.2. Mobilisation

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The objectives for this phase are to:

- *Build and deepen awareness of climate change*
- *Mobilise stakeholders*

Structured involvement of stakeholders – including sponsors, NGO's and other civil society organisations, and all spheres of government – will be critical to ensuring deep penetration of the campaign into South African society. Stakeholders need to participate in carrying the campaign to:

- *Schools*
- *Government Departments*
- *Workplaces*

There will be a requirement for more detailed content, tailored for specific audiences, during this phase. Potential examples include:

- *Creation of lesson plans and an essay/art competition for schools*
- *Water and Energy Conservation, Recycling Programmes*
- *Advocacy linked to urban and sustainable agriculture projects*

### 3.3. Climate Action

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Having built awareness of climate issues and threats, it is important to convert this into concrete action and initiatives to mitigate greenhouse gas emissions, and to prepare communities for the inevitable changes resulting from a changing climate. The Slogan of the campaign is "Climate Action Now", and it is important to give this meaning by directing people towards concrete initiatives and actions that they can participate in. Business commitment to lowering carbon emissions and improving sustainability will be an important part of this process.

Climate Change is not going to be resolved in the near future. DEA envisage the Climate Awareness Campaign as a long term initiative, linked to the implementation of the National Climate Change Response and COP 17 Legacy projects and programmes. Institutional arrangements for the long term future of the campaign need to be considered that involve the maintenance of a broad front of stakeholders and long term relationships with sponsors.

It is anticipated that a range of government departments and other organisations will be announcing initiatives related to the National Climate Change Response White Paper, and the impact of these initiatives can be considerably strengthened through the Climate Awareness Campaign.

## 4. Campaign Stakeholders

DEA is acutely aware that for the campaign to have maximum impact, a broad range of stakeholders need to be actively involved and take ownership of the campaign by, for example:

- *Integrating the campaign into existing and new programmes*
- *Using their existing marketing platforms to promote the campaign e.g. websites, billboards, in-store media*
- *Promotion of the climate charter*
- *Mobilising members to take climate action*

Stakeholder sectors that should be actively involved include:

## Climate Change Awareness Campaign

- *Organised labour*
- *Organised business*
- *Religious and church organisations*
- *Youth*
- *NGO's and CBO's*
- *Farming associations and cooperatives*
- *Development agencies*

During the weeks leading up to COP 17, DEA will be hosting stakeholders forums to co-ordinate initiatives from civil society at COP 17.

DEA will also be engaging with various corporate and other potential sponsors to support the campaign, and will develop a roadmap for the sponsorships programme. This will include determining the level of financial commitment that will be achieved through the sponsorship programme and the prerequisite licensing arrangements, which will influence the ultimate scope and extent of the campaign.