

# A Just Transition and Climate Action Communication Strategy, Brand, and Awareness Campaign Framework Overview

## Part One: Introduction and Context

### Communications Environment

1. Primary Goal Communication Objectives And Outcomes
2. Theory Of Change
3. Collective Mandate And Responsibility
4. Context and Communications Environment
  - Just Transition Enhancing Climate Resilience For Growth and Development
  - SA Just Transition in the Geo-Political Outlook
  - Stakeholder Perspectives
5. Media Flags And State Of The Newsroom

### Communications Approach

1. Key Themes and Messages
2. Digital Engagement

## Part Two: Strategic Framework – Implementation Interventions

1. Messaging – Target Audiences and Messaging – Key Sectors
  - Slogans/'Pay-off' Lines
  - Messaging
  - Tactics
2. Recommended Platforms
  - Digital Platforms
  - Development and Engagement
  - Brand Activations
3. Institutional and Delivery Mechanisms and Next Steps





**PRESIDENTIAL  
CLIMATE COMMISSION**  
TOWARDS A JUST TRANSITION

Framework for

# **A Just Transition And Climate Action**

Communications Strategy, Brand and Awareness Campaign

**13<sup>TH</sup> ORDINARY QUARTERLY MEETING OF THE PRESIDENTIAL CLIMATE COMMISSION**



**A JUST TRANSITION AND CLIMATE ACTION** COMMUNICATION STRATEGY, BRAND, AND AWARENESS CAMPAIGN



# Climate Action and Just Transition Campaign

## Strategy and Theory of Change



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Catalyse positive  
sentiment



Build  
coalitions  
for change



Empower  
social partners



Science  
Based Information



Increase  
Share of Voice



Effective Message  
& Reach



Quality & Improved  
Engagement



Improve  
our Outcomes



**Insight:** Provide the evidence base to support better decision making by social partners.



**Inclusion:** Forge consensus between diverse stakeholders & social partners to build support for policy and action.



**Impact:** Influencing policy, promoting economic change, monitoring and implementation

### ADVANCE JUST TRANSITION OUTCOMES

Effective institutions that support an inclusive, growing economy and build people's capabilities to respond to climate change.

Decarbonisation of the economy at a pace and scale that optimizes for development outcomes (jobs, livelihoods, human development)

People are at the centre of decision-making to adapt to climate change and its social and economic impacts

### Impact

- Collective action for just transition

### Long-term outcomes

- Enabling conditions for actors to implement just transition

### Medium-term outcomes

- Knowledge and evidence informs planning & implementation of just transition

### Short-term outcomes

- Meaningful stakeholder engagement



# Our Collective Mandate and Responsibility

1. Presidential Climate Commission (PCC) primary role is the facilitation of a common vision for a socially just, net-zero, climate-resilient economy and society that responds to the need for climate change mitigation, adaptation, and resilience.
2. PCC works in an open and transparent manner with all stakeholders to build social consensus around the complex and challenging decisions required to successfully navigate a just transition.
3. Conducts evidence-based research and monitors and evaluates progress towards the country's mitigation and adaptation goals, and a just transition.

**Science and knowledge platforms** to inform the planning and implementation of a just transition. This outcome involves the gathering, analysis, and dissemination of knowledge to improve policy and economic outcomes.

**Public awareness and engagement** around a just transition, leading to improved consensus. This outcome involves public dialogue for awareness, information, platforms/networks, and partnerships.

## The Climate Change Bill Calls For A Co-Ordinated and Integrated Response To Foster A Just Transition:

1. Co-operative governance
2. Enhanced adaptive capacity
3. Reduced Greenhouse Gases emissions and sector emission targets across the economy
4. Mandatory implementation of a carbon budgeting system





# Communication Environment SA Just Transition in the Geo-Political Outlook



1. Despite the Paris Agreement which raised the level of ambition by developed countries contingent on the support provided by developed countries, we continue to see a decline in the delivery of public climate finance in real terms.



2. Rapid technological innovation around low-carbon energy solutions with cost and reliability benefits resulting in an increasing overhaul of traditional energy sources.



3. Unprecedented flows of financial capital investing and clean technology areas, albeit in a highly unequal access between the north and south economies.



4. Increased polarisation in many countries globally, caused by government failures, lack of trust, and the ever-expanding divide between the rich and poor. A global economic squeeze which has resulted in countries being unable to grow their economies at the same rates prior to the COVID-19 pandemic.



5. The energy crisis and energy wars, including the various wars in Europe, Africa and the Middle East, negatively impact energy supplies in most countries and in turn hamper global economic growth.

## Exacerbated by...

- Political contestation and uncertainty in relation to the poly-crisis reflected above and the upcoming general elections affect effective basic service delivery.
- There is a marked increase in levels of hopelessness – especially amongst the poor and vulnerable in society.
- Lack of consensus about South Africa's shift away from fossil-fuel to renewable energy. contestation on pace of the transition.
- Jobs and the JET: conversation are mainly concerned about the prospect of job losses within the coal mining industry because of the Just transition.
- Significant levels of disinformation regarding renewables, clean energy and the green economy –due to vested interests.



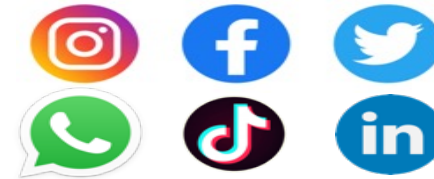
# Communication Environment The Newsroom & Digital Media

## Flags

1. Increasing media interest in the just transition inclusive investment, energy mix, climate impacts impact on livelihoods.
2. Misinformation/Disinformation targeted at and distributed by media is exacerbated by the social media.
3. Community/Traditional Media remains accessible yet is constrained by lack of resources, and the expertise to localise JT content for their captive audience.
1. **The state of newsroom** – in South Africa in relation to climate change coverage presents several challenges, and the ongoing transition to online media.
2. **Economic factors**, including revenue loss and declining circulation, have led to newsroom downsizing and a focus on survival rather than expanding coverage of climate change.
3. **Limited Capacitated Journalists** – There is a notable shortage of journalists equipped with the necessary skills to cover climate change comprehensively.
4. Reliance on **news provided by foreign agencies** a result of insufficient expertise to report on local climate change and **event-driven coverage** tends to spike during significant events.
5. Despite a huge footprint of community radio and print, the **day-to-day experiences and impacts of climate change** on local communities often go under-reported or reported as sample news stories.

43 million internet users AND 26 million social media users the age of users is aged 18 – 24 (27%) and 25 – 34 (29.6%).

**Digital should therefore be the primary communication vehicle.** Average of 3.2 hrs a day vs Global average of 2.4 hrs



Facebook: **2000**  
Twitter: **5600**  
LinkedIn: **6500**  
YiuTube: **300**

WhatsApp: **93.3%**

Facebook: **87.2%**

Instagram: **70.5%**

TikTok: **69.9%**

Twitter: **60.3%**

LinkedIn: **47.6%**

Telegram: **44.1%**



# Stakeholder Perspectives – Informing Messaging

## 1. “Justness” of the Transition – Future Energy Mix

1. Closure and Extension of Coal Power Stations
2. Energy Security , Reliability of renewable energy supply

## 2. Building Adaptation and Resilience

1. Sectors at risk ( Agriculture and Tourism,) Urban Development
2. Disaster response and Infrastructure , environmental and health impact of energy policy

## 3. Climate Finance and Investment

1. Increasing Sovereign Debt – Loan for the Transition
2. Policy and Governance – Transparency and corruption

## 4. Economic Diversification , Technology and Skills

1. Alternative Technologies in Coal Power generation
2. Skill development for youth and communities in affected regions

## 5. Procedural Justice and Capacity of the State

1. Quality of Consultations and Access to Information
2. Current climate crisis and Impact response capability

## 6. International Commitments and SA Targets

1. Loss and Damage Fund and from historic polluters
2. Role on international institutions and effect of commitments (Paris Outcomes and NDC targets)

South Africans remain preoccupied on energy security, load shedding , Job losses , crime and service delivery, governance and corruption and the increasing cost of living.

The contention remains the pace and justness of the transition and its impact on jobs and livelihoods.

There remains acute polarisation of pro- and anti-transition proponents with variable levels of understanding fuelled by misinformation and vested interests

There is lack of trust on government processes. Stakeholder feel that there is deliberate marginalisation of those mostly affected , e.g. workers, local government and local business sector.





# Communication Objectives and Outcomes

The primary goal is the mobilisation of a climate change mitigation, adaptation, and resilience groundswell in South Africa. To do so it needs changing attitudes, measurable outcomes of raising awareness, and mobilising people to act.

**1. Engage social partners** about the opportunities in the Just Transition, and empower communities

**2. Inform, empower and collaborate** with all stakeholders, to become active collaborators towards a climate action.

**3. Strive for a common understanding** of a just transition, the socio-economic, political, environmental, and technological implications of climate change impacts

**4. Advocate for and highlight** how stakeholders' environmental, social governance and responsibility can achieve just transition imperatives

**1. Messages and narratives** geared towards highlighting solutions, careful framing of issues to address misinformation.

**2. Channels & platforms** geared towards deeper contact and engagement that resonate with the target audiences.

**3. Strike the right balance** when communicating – balance despair with hope about the impact of climate change.

**4. Build brand loyalty** with an inspirational brand strategy that communicates and focuses on positive outcomes.





# Framework For Implementation And Action –A Climate Action Brand and Campaign

1. Campaign business case
2. Climate Action campaign – global and regional case studies
3. Brand development
4. Implementation measures



## Part Two: Strategic Framework

# Campaign Overview

To create a credible thorough public awareness campaign, inform the public about the just transition, create a through the development of informational resources including fact sheets, broadcast, infographics that are disseminated via print media, digital platforms, schools, and stakeholder and community engagement

### FRAMEWORK DEVELOPMENT

1. Define scale of implementation- Communication barriers and opportunities and mitigation measures
2. Define short, medium and Long term institutional and coordinating mechanism.
3. Message Design - (style, structure, language, and tone); Salient messages (key themes, messages, and excerpts);

### Why?

- To galvanise a movement – need a strong brand and proposition for stakeholders can 'own' their involvement with a tangible entity
- To align communication so that other entities can get behind the movement

### How?

- Develop a brand and associated assets and guidelines for use
- Needs a strong proposition/slogan – Example: **'A Just Transition just makes sense – a sustainable and secure future for all'**.
- Develop platforms and inclusion plan to drive campaign participation

### CAMPAIGN SCALE

#### AMPLIFY

Create and amplify creative content and localised messaging to tell our just transition story.

#### ACTIVATE

Host creative activations at local, provincial and national spaces to increase reach & impact

#### COLLABORATE

Collaborate with our creatives, communities and champions to inspire action and influence decisions.

#### CAPACITATE

To capacitate and resource networks groups, to maximise, filter and localise the campaign

# Campaign Overview – Lessons from Home and abroad



## CAMPAIGN ELEMENTS

1. Media Campaign and multistakeholder engagement with audience Outreach and Activations
2. **Mainly Driven by SA Host and Mobilization around COP 17** but stakeholder Partnership add Endorsement Limited To Environmental Interests
3. Focused On Domestic Action whilst Responding To Global Crisis
4. Mainly launched as Branding Campaign – no sustained outreach and social mobilization
5. Minimal domestic and International media campaign post COP 17
6. No Private Sector buy or association Branding and Marketing – no sustained outreach .
7. **Post WSSD Legacy Campaign on advancing MDGs and JPOI**

# Communication Environment **Key Themes**

1. We are championing and building local partnerships for climate action.
2. Forging consensus for climate mitigation and adaptation response in a just transition.
3. Engaging in global efforts to address climate change crisis.
4. Navigating the decarbonisation of our economy through a just energy transition.



***“As we take these actions to resolve the energy crisis, we are mindful of the risks that climate change poses to our society”***

– President Cyril Ramaphosa, SONA 2023

***“We will continue our just transition to a low carbon economy at a pace our country can afford and in a manner that ensures energy security.***

***We will undertake our just transition in a way that opens up the possibility of new investments, new industrialisation and that, above all, creates new jobs.”***





# Brand Campaign Messaging

## Key Sectoral Issues



**Meet National Development Goals and Net Zero**



**People driven Transition Implementation**



**Decarbonization and NDC Targets – Net Zero Economy**



**Climate Crisis and Multilateral Response**



**Respond Global Trade Opportunity and Constraints**



**Technology and 4<sup>th</sup> IR and Innovation**

## SUPPORTING STATEMENTS ON JUST TRANSITION AND CLIMATE ACTION

| EXPORT MARKET AND GLOBAL TRADE                            | DOMESTIC MARKET OPPORTUNITIES          | INVESTMENT & CLIMATE FINANCE                                     | ECONOMIC DEVELOPMENT  | LOCALISATION , SOCIAL OWNERSHIP                                  | WORKERS AND SOCIAL INCLUSION   |
|---|--|--|---|--|--|
| Secure global market share and competitive trade position | Decarbonise SA economy; primary energy | Mobilise foreign and domestic funding and low-cost green finance | Maximise development impact skills and and social inclusion | Establish local production f for battery and RE (Wind and Solar) | Maximise job creation and alternative options for potential job losses |



- **Invest in Skills Development**
- Maximize development Impact



- **Increase Local EV mobility**
- Improve Road and Rail Infrastructure



- **Decarbonize of local industry**
- Transform the Electricity Sector



- **Export Growth and Potential**
- AFTA and SADC Opportunity



- **Prioritize Regions / Nodes at Risk**
- Underlining Spatial Equity



- Reignite Manufacturing
- Build Local RE Dev Capacity



- Renewable Energy Diversification on Wind , Soar



- Green Minerals Beneficiation
- Mine Closure rehabilitation

# Implementation Interventions **Brand Campaign**

## Intervention Tactics

- **Messaging**

- Slogans/'Pay-off' Lines
- Messaging – Target Audiences
- Messaging – Key Sectors

- **Tactics**

- Recommended Platforms
- Development and Engagement

- **Short-Term**

- Brand Activations
- Institutional and Delivery Mechanisms and Next Steps

1. Use storytelling that includes authoritative scientific evidence-based information/data
2. Use compelling stories through video and image content as a key communication tactic
3. Emphasise Equity and Inclusion and Address Environmental Justice and Provide actionable advice highlight opportunities
4. Leverage multi-channel initiatives and Opportunities and showcase Economic Benefits

1. Extend the current community engagement Outreach Programme, On the ground outreach is essential to foster meaningful connections
2. Focus on influencers with whom the target audience can identify and who have a climate change story to tell.
3. Target like-minded key thought leaders and decision-makers and Mobilise the Media
4. Deal with false information and myths by providing evidence-based responses

# Implementation Interventions – Messages and Story Line

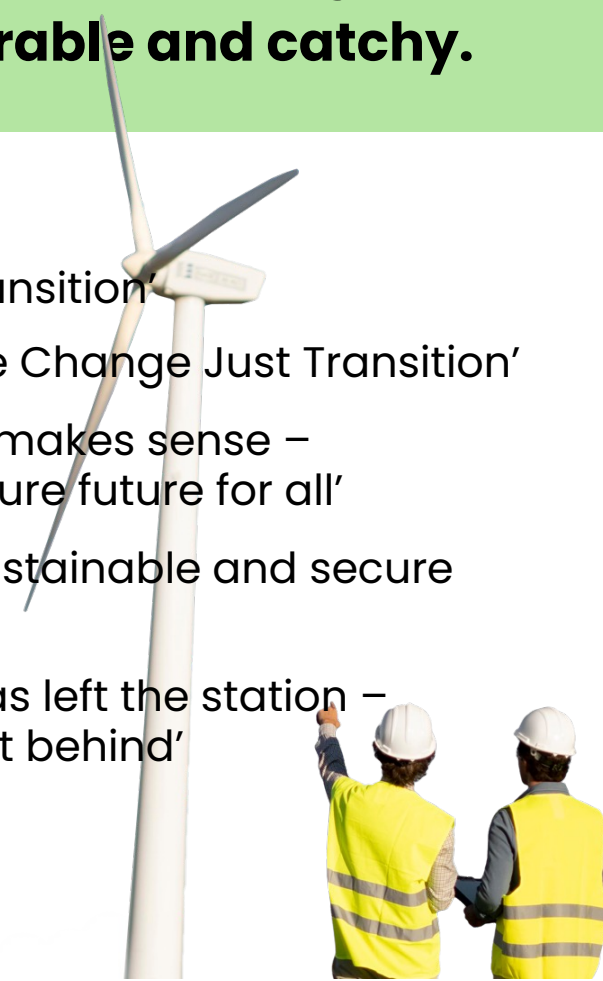
## Social media story driven content examples...

1. **The Just Transition just makes sense – meet Mpho who was unemployed for five years and now works as a solar panel installer and supports his family.** What is the Just Transition? [Find out more.](#)
2. **The Just Transition just makes sense – meet X Group who have developed an innovative farming technique to use x% less litres of water per square metre of agriculture farmland.** What is the Just Transition? [Find out more.](#)
3. **The Just Transition just makes sense – meet Mpho who was unemployed for five years and now works as a solar panel installer and supports his family.** What is the Just Transition? [Find out more.](#)

**Develop a key slogan/pay-off-line to be used for a national campaign – something memorable and catchy.**

## Examples...

- 'I am Just in a Just Transition'
- 'I am Just in a Climate Change Just Transition'
- 'A Just Transition just makes sense – a sustainable and secure future for all'
- 'Climate Action – a sustainable and secure future for all'
- 'The Just Transition has left the station – climb aboard or be left behind'



# Implementation Interventions Campaign PR Intervention

## MEDIA RELATIONS

1. Media Buying Budget to Community Radio
2. Climate Reporting and Journalism Fellowship Programme
3. Community Media Capacity Workshop (Sectoral/ Themes-
4. Journalism and Climate Change Brand Summit
5. Media Training for Commissioners and 3<sup>rd</sup> party endorsers
6. Planned Engagement with SA Editors, Press Clubs , Foreign Correspondents and Engagement with Content producers
7. Develop Detailed Annual Media Plan (Buying, Editorial, Events)

## PUBLIC COMMUNICATION

1. Increased Language Translations of Key PCC reports.
2. Targeted Publications ( Essays ,School Charts
3. Community Awareness Toolkits (Climate Change and Just Transition)
4. Baseline Review of Existing Hard and Online Hubs
5. Concept Development Just Transition Online Hub
6. Conceptualises Climate Change Outreach Vehicles

## BRAND ACTIVATIONS

1. Public Art and Community Arts initiatives for Climate Change
2. Film and Poetry Story Telling
3. Develop a thematic Annual Outreach Campaign Calendar
4. Partner Brands Activation for Climate response pros
5. Brand Campaign through community outdoor platforms ( Murals )
6. Campaign Linkages with social partners



# Implementation Interventions **Digital Platforms**

| Strategic Intervention                             | Implementation Actions   |
|--|--|
| <b>Website Development and Enhancement</b>         | <ol style="list-style-type: none"> <li>1. Proactive Media Content Update</li> <li>2. Interactive Elements</li> <li>3. Website Accessibility ( Zero-Rated/ Data Free and Language)</li> <li>4. development OF Climate Action Podcast</li> </ol> |
| <b>Development of Digital Platforms</b>            | <ol style="list-style-type: none"> <li>1. PCC Digital Platforms Enhancement</li> <li>2. Develop a Just Transition Mobilise APP</li> <li>3. Juts Transition Communications Hub</li> <li>4. Expand on PCC Digital Platforms</li> </ol>           |
| <b>Digital Marketing and Engagements Campaigns</b> | <ol style="list-style-type: none"> <li>1. Partner with Public Broadcaster on Climate Change content</li> <li>2. Digital Marketing Campaign</li> <li>3. Youth Engagement Digital Activations</li> </ol>   |

- **Consultation about the Public-facing brand, name, platform(s)**
- **Brand development required**
  - Name
  - Logo
  - Key Slogan/ 'Pay-off' lines
- **Social media campaign with significant paid media budget**
- **Working with suitable partners and available resources, Identify viable Call To Action (CTA) Campaigns.**

e.g., a dedicated short-term PCC website section that mobilises action (opportunities, dialogue, information)

# Recommended Platforms



CUSTODIANS

## Key stakeholders

Key representation from PCC's identified stakeholders/existing partners

### PLATFORM(S)

### PLATFORM(S)



#### Just Transition Public Facing Website

- Singular but one-stop-shop for all things JT
- Just Transition Branded
- Independence essential for maximum impact
- Home of the "movement"
- Access for all stakeholders
- JT Information and opportunities, jobs



#### Just Transition Empowerment App

- Just Transition Branded
- JT Information and opportunities, jobs
- Focus on youth
- Disaffected target groups (Coal, Auto)



#### Climate Change Communication Hub

- For communicators, marketers, journalists, activists, educators
- Myth busting facts to combat misinformation
- Climate change communication training to change mindsets
- Encouraging participation and collaboration – regular workshops
- Resources

**For audiences to "own" their engagement and to foster true collaboration with these platforms they must be seen to be separate from the PCC website – the PCC and stakeholders can still oversee platforms**



#### Just Transition /Climate Change Indaba (Every 2nd Year)

- Just Transition Branded taking place in October to coincide with Climate Week
- Designed to help put the JT on the map and foster collaboration and ignite opportunities
- Events, exhibitions, workshops, presentations





## Part Two: Strategic Framework

# Implementation Interventions Short-Term Delivery Mechanism and Next Steps

### 1. Finalise Integrated Campaign Concept

1. Approve campaign brand (IP) and key messages
2. Approve campaign elements (scale) and architecture

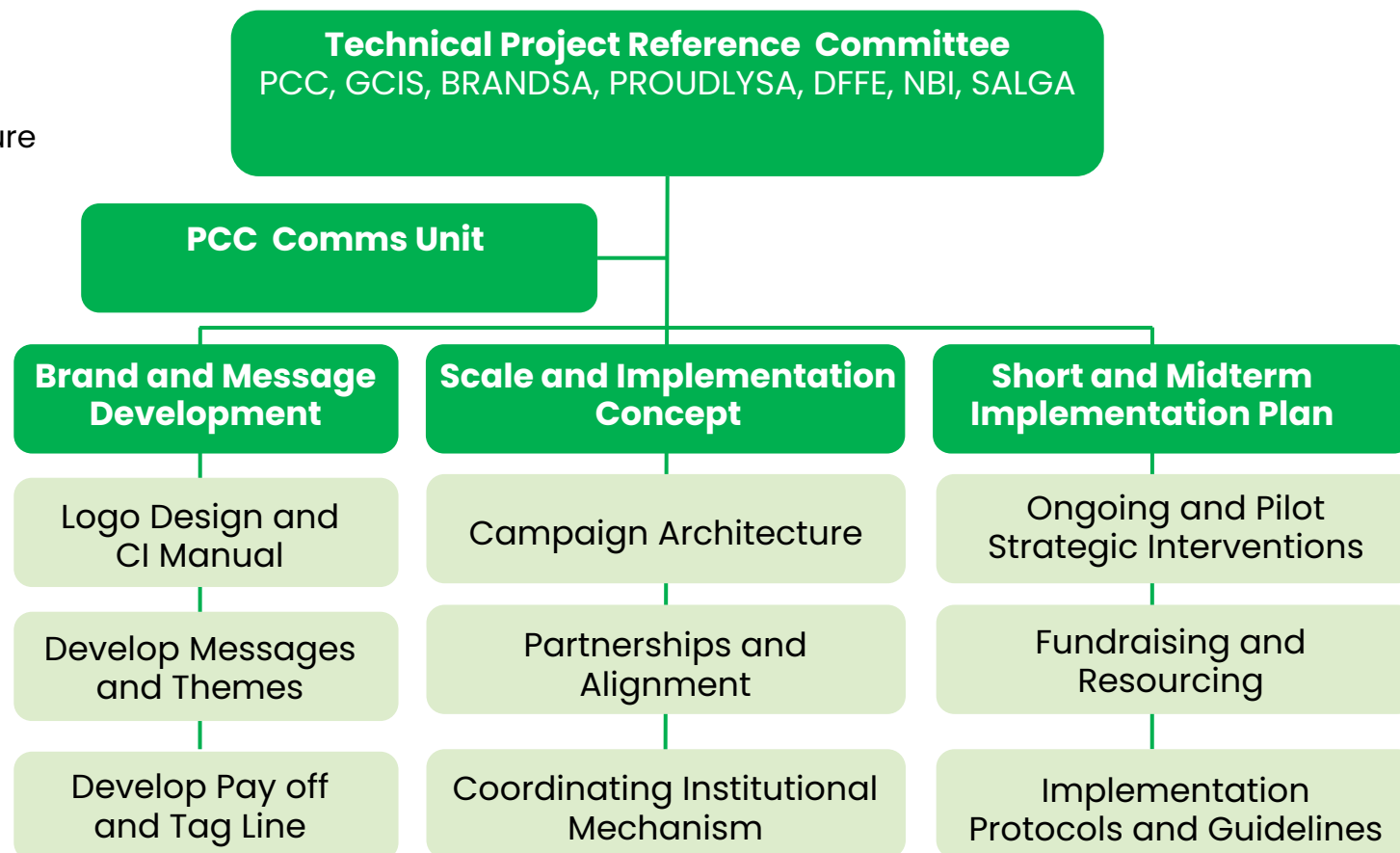
### 2. Designate Coordinating Mechanism (Secretariat, Steering Committee and

1. Develop Recommended Macro Implementation Plan ( Short-Mid -Long Term)
2. Address Human capital and short term resource allocation to catalyse the campaign
3. Implementation Plan ( Short-Mid -Long Term)

### 3. Launch Campaign and Brand 2024

1. Develop Recommended Macro Implementation Plan ( Short-Mid -Long Term)

### 4. Fund Raising and Partnership Mobilisation



# Credits, Sources, Data & Analytics



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## Consulting Agency



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## Public Sector Agencies



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