



Concept: The Energy Week 2017



Theme: Access to Clean Energy, a Bridge to Sustainable Development.

Dates: 11- 16 September 2017

Venue: KCCA Grounds (between UMA and Game, Lugogo)

EXECUTIVE SUMMARY

Uganda is endowed with numerous natural resources. The country has abundant biomass, water, solar, peat, geothermal, wind, oil, mineral and gas resources.

Of all these, water and biomass are the most significantly utilized; these two resources contribute a great deal to meeting the Energy demands of Uganda's population. The uneven use of available resources has led to insufficient supply of energy, a situation which is aggravated by consumers' mostly inefficient use of the little energy that is available. It has further placed the country among the lowest consumers of modern and clean energy, both in sub-Saharan Africa and the world.

To combat this, and in line with its mandate, the Ministry of Energy and Mineral Development conducts Energy Week, an annual awareness campaign. Energy Week aims to sensitize the public about efficient utilization of energy and alternative modern forms of clean energy.

The Week currently focuses on different interventions that all departments of the Ministry of Energy (and their partners) are engaged in, with a view to promote sustainable Energy access and use. This year's Energy Week will involve activities such as the Energy Exhibition, a Biomass Dialogue, a Future Energy for Uganda Forum, and roadshows around Kampala. All the activities are geared towards sensitizing the public regarding efficient utilization of energy and access to clean and modern forms of energy.

During the Week, over 100 key stakeholders (government agencies, private companies and civil society organizations) will come together to discuss and exchange ideas and discussions on pertinent energy-related issues. The week will also provide a good opportunity and platform for organizations and companies to network and actively engage the public, with a view to promote their products and services.



A. OBJECTIVES OF THE WEEK

General Objective;

To facilitate the exchange of ideas and discussions on pertinent energy related issues, while simultaneously meeting Ministry's mandate of establishing, promoting the development of, strategically managing and safeguarding the rational and sustainable exploitation and utilisation of energy and mineral resources for social and economic development.

The specific objectives;

- To increase awareness of the public on utilisation of Uganda's energy and mineral resources so that they can become better stewards in the utilization of all forms of energy.
- To promote a platform for engaging stakeholders and establishing dialogue on the many challenging aspects of energy and minerals sector.
- To promote the private sector's involvement in the development of the energy and minerals sector.
- To achieve more efficient and coordinated actions of government, private sector and civil society towards increasing sustainable energy use for the development of the country.
- To promote the sale and utilisation of renewable energy and energy efficient technologies - this will in turn support the private sector in the promotion of their products.
- Demonstrate how energy supports the economy

B. KEY ACTIVITIES

1. The Energy Week and Exhibition Launch

The launch will involve a marching band which will start from amber House, march down Jinja road and end at the exhibition venue. The Minister of energy and Mineral Development will flag off the march and then be at the exhibition venue to officially launch Energy Week 2017, and the Energy Exhibition. The marching party will include Ministry of Energy staff, GIZ staff, exhibitors' representatives, schools' representatives and members of the general public.

Invitations to the launch event will also be sent out to key stakeholders and partners. The launch event will take place on Tuesday, 12th September 2017.



2. The Energy Exhibition

An Energy exhibition will be held at the KCCA grounds in Lugogo. Exhibitors will show case their products and services for example renewable and energy efficient technologies and products, petroleum products, energy innovations, information, opportunities and demonstrations.

The exhibition aims to create awareness and promote latest technologies, services and opportunities in the Energy sector. The exhibition seeks to benefit all energy players including domestic consumers, industries, real estate players and the transport sector (including oil and gas). The Exhibition will run the all week from 12th to 16th September 2017.

3. Energy Conferences

a) Future energy Uganda (September 13 – 14, at Serena Hotel, Kampala)

The Future Energy Uganda is the leading investor and trade power and energy conference in Uganda. With the theme "Developing and Expanding Access to Power", and focus on the future of the Uganda's energy sector, the event will provide a unique platform for delegates to identify potential business opportunities in response to an increasing power demand from the consumer and industry. The event will include a strategic conference at and an exhibition to act as a networking platform for exhibitors to showcase their products and services. Conference discussions will focus on policies, project briefings, ROIs and project implementation. Most importantly it is a forum for investors, government and private sector to come together, collaborate on fast-tracking these projects to support the plans for Uganda's power expansion. The exhibition will essentially provide a base for enabling exhibitors to have a meeting space to market their products and/or services and to have much more exposure.

b) Biomass Energy Dialogue

The Renewable Energy Department is organizing a Biomass Dialogue to be held in Kampala. It will focus on sharing major policy and technological interventions in the biomass subsector. The dialogue will focus on accelerating collective efforts towards promotion of sustainable utilization of biomass energy and its impacts on the environment and climate change.

During the dialogue, presentations and discussion on selected topics shall be made and cases relating to the theme of the dialogue shall be presented. Actors in Uganda's biomass energy supply, regulation, policy making and implementation as well as the consumption side shall present cases related to the theme.

c) Supplementary workshop and energy clinics

The ministry of Energy and Mineral Development shall carry out education and workshop training sessions for the general public concerning energy aspects and proper utilization. The workshop



shall include clinics for hands-on knowledge and training about proper solar installations, motors, cook stoves, energy efficiency, oil and gas and minerals. The training in the energy clinics will be executed by experts in the specific technology, and will run throughout the week.

This activity aims to equip the public and all energy players with basic knowledge and skills that they can implement at home, at work or even at an industrial level.

4. School energy education reach-out campaign

There will be a team to visit 10 schools (5 primary and 5 secondary) selected from in and around Kampala to educate pupils and students on energy sources and energy use and other related issues such as modern energy technologies as well as efficiency issues in the utilization of energy.

C. FUN ACTIVITIES

1. Daily entertainment

This aspect aims to ensure that there's something energetic for everyone to do, all week long. Activities herein will include daily football matches, cultural entertainment, quizzes, drama and bouncing castles, among others. Activities will follow a pre-set schedule, running from 3 pm to 6 pm daily. They will culminate in a family day event to take place on Saturday 16th September 2017

2. Family day

The day is aimed at sensitizing school children about sustainable utilization of Energy. The Family day will include ; Presentations about sustainable utilization of energy, a theme park (with bouncing castle, clowns, face painting) and energy competitions to educate and entertain the school kids about sustainable utilization of energy. This event will be the climax of the Energy week 2017 and will take place on Saturday 16th September 2017.

D. PUBLICITY ACTIVITIES

1. Press Conference

A press conference will be organized together with the media centre to announce the Week (and its activities), and call on the public stakeholders to actively participate in the activities of the week. The Minister of Energy will use the opportunity to address the media about the Week and its theme.

The messages delivered by the Minister will revolve around; the need to invest in new and improved Energy technologies, how Ugandans can better ready themselves to benefit from the nascent oil and gas sector, updates from the nuclear sector, and how all forms of energy can be used more efficiently.

2. Radio, TV and Newspaper Promotions



Radio and TV adverts will be conducted before and during the Week. Announcements will be placed in national newspapers (Bukedde, Monitor and New Vision) to inform the public about the week and the different activities that will be taking place during the week.

Exhibitors will also be invited using newspaper adverts and radio announcements

Energy planners and decision makers in the country shall participate in talk shows which will be aired on selected stations, disseminating information about the week and its rationale.



This year, owing to its registered great success in drumming publicity for its own events, CBS/ Simba has been selected as the anchor/ predominant station for promoting the week.

3. Road shows

Road shows will be conducted in different areas in Kampala such as Nakawa, Katwe and Wandegeya, targeting especially market places. These will take place before and during the Energy Week.

4. Print media

Print media will also be utilized through awareness materials (posters, brochures, fliers etc.) which will be distributed during the week. Stretch banners will also be hung around the city to boost awareness.

Street adverts will also be put up along the main roads and those that frequently have heavy traffic. Generic messages about renewable energy, energy efficiency, efficient gas use, how Uganda's labour force can ready itself to benefit from the nascent oil and gas sector, updates from the nuclear sector and how nuclear energy will change Uganda's electrification profile, to mention but a few. The messages shall remain generic so as to prolong the shelf life of the adverts.

5. Internet Advertising

The internet, particularly social media and the Ministry websites will also be used to drum up publicity for the week. Messages and tips shall be put on face book and twitter to inform about Energy Week 2017 exhibition and activities therein, before and during the Week. Stakeholders will also be requested to put the adverts and tips up on their internet pages.

E. EXPECTED OUTCOMES OF THE WEEK

- Enhanced decision making amongst the public and energy stakeholders on management and utilization of energy resources.
- Increased collaboration between Government, private sector and civil society through generation of action plans that will ensure that energy is used more sustainably.
- Improved awareness of benefits of efficient energy use among the public.

- Raised public profile and image of participating stakeholders (Government agencies, private sector and civil society organisations).
- Spread of successful examples of renewable energy and energy efficient technologies available on the market.
- Demonstrate to the general public on various energy measures and technologies that can be used for the country's sustainable growth.

F. SPONSORING THE WEEK

The Energy Week event has many sponsorship opportunities for partners and stake holders. The benefits to sponsors include;

Diamond sponsorship (15 mio +)

- An opportunity to speak at the launch, on your company's energy sector projects and successes
- An opportunity to participate in an energy week talk show aimed at updating on the week's activities and energy topics relevant for the week.
- Self-Branded tent at preferred location at the Energy Exhibition
- Company Logo appearance on all publicity items; stretch banners, posters, roadsters, flyers, etc.
- A chance to promote your company's visibility – Diamond sponsors are cleared to fly their tear drop banners around the venue.
- Sponsors will have the opportunity to invite their clients and/or partners to any of the Week's invite-only events.

Gold Sponsorship (10 mio +)

- An opportunity to participate in an energy week talk show aimed at updating on the week's activities and energy topics relevant for the week.
- Self-Branded tent at preferred location at the Energy Exhibition
- Company Logo appearance on all publicity items; stretch banners, posters, roadsters, flyers, etc.
- A chance to promote your company's visibility – Gold sponsors are cleared to fly their tear drop banners around the venue.
- Sponsors will have the opportunity to invite their clients and/or partners to any of the Week's invite-only events.

Silver Sponsorship (5 mio +)

- Prominent stall space at the Energy Exhibition
- Company Logo appearance on all publicity items; stretch banners, posters, roadsters, flyers, etc.
- Sponsors will have the opportunity to invite their clients and/or partners to any of the Week's invite-only events.

Platinum Sponsorship (1 mio +)

- Prominent stall space at the Energy Exhibition



- Company Logo appearance on all publicity items; stretch banners, posters, roadsters, flyers, etc.
- Sponsors will have the opportunity to invite their clients and/or partners to any of the Week's invite-only events.

Ivory Sponsorship (500,000 +)

- Sponsors will have the opportunity to invite 2 of their clients and/or partners to any of the Week's invite-only events.

G. HOW TO GET INVOLVED

If you are interested in actively participating in the Energy Week 2017 or in any activity of the Energy Week 2017 or as a sponsors of some activities such as workshops, promotional materials, Media Campaigns or any other support, please contact the Office of the Commissioner, Energy Efficiency and Conservation Department; email: d.birimumaso@energy.go.ug; /or maasodavid@gmail.com; Tel: 0414 – 341494 /or 0776 – 836984; Amber house, Room B 305 not later than 4th September, 2017.



H. BUDGET

| Item | Qty | Days | Rate (UGX) | Amount (UGX) |
|--|------|------|------------|-------------------|
| Exhibition | | | | |
| Venue Clearing and preparation | 1 | 1 | 2,000,000 | 2,000,000 |
| Chairs for Exhibition (armless) | 200 | 6 | 500 | 600000 |
| Chairs for Launch (armless) | 200 | 1 | 500 | 100000 |
| Executive chairs for the launch (armless) | 20 | 1 | 5,000 | 100,000 |
| Rectangular Wooden Tables with linen | 80 | 6 | 5,000 | 2,400,000 |
| Tents (26 tents @ day) | 26 | 6 | 100,000 | 15,600,000 |
| Master of Ceremony @ day | 2 | 6 | 350,000 | 4,200,000 |
| T-shirts for exhibitors | 200 | 1 | 45,000 | 9,000,000 |
| Wiring the grounds (lamps and sockets) | 1 | 1 | 3,000,000 | 3,000,000 |
| Hire of Mobile toilets | 2 | 6 | 250,000 | 3,000,000 |
| Certificates and name tags | 100 | 1 | 10,000 | 1,000,000 |
| Facilitation for trainers (solar, energy efficiency, cookstoves and briquettes) | 1 | 5 | 150,000 | 750,000 |
| Power supply at the exhibition venue | 1 | 1 | 300,000 | 300,000 |
| Daily Entertainment (evenings/guest artists) | 1 | 6 | 400,000 | 2,400,000 |
| Sub-Total | | | | 44,450,000 |
| Road shows + PA system | | | | |
| Local government / municipality permits | 1 | 15 | 200,000 | 3,000,000 |
| PA System | 1 | 6 | 500,000 | 3,000,000 |
| Fuel for Generator (Road shows) | 1 | 15 | 30,000 | 450,000 |
| Fuel for standby Generator (Exhibition) | 1 | 6 | 50,000 | 300,000 |
| Facilitation for road show team | 4 | 15 | 100,000 | 6,000,000 |
| Facilitation for exhibition team | 5 | 6 | 100,000 | 3,000,000 |
| Roadshow MC and entertainers | 3 | 15 | 150,000 | 6,750,000 |
| Facilitation for Drivers | 2 | 15 | 55,000 | 1,650,000 |
| Sub-Total | | | | 24,150,000 |
| Supplementary workshops | | | | |
| Experts allowances | 5 | 5 | 350,000 | 8,750,000 |
| Demos and materials for use during training | 15 | 5 | 200,000 | 15,000,000 |
| Sub-Total | | | | 23,750,000 |
| School Energy Campaign | | | | |
| Visits and facilitation of knowledge sharing and information dissemination | 20 | 5 | 150,000 | 15,000,000 |
| Booklets and giveaways | 1500 | 1 | 5,000 | 7,500,000 |
| Sub-Total | | | | 22,500,000 |
| Family Day | | | | |
| Bouncing castles (lamp sum) | 2 | 1 | 500,000 | 1,000,000 |
| Trumpolines (lamp sum) | 1 | 1 | 400,000 | 400,000 |
| Face painting (lamp sum) | 150 | 1 | 1,000 | 150,000 |
| Children T-shirts | 100 | 1 | 15,000 | 1,500,000 |
| Soda | 150 | 1 | 2,000 | 300,000 |
| Water | 100 | 1 | 1,500 | 150,000 |
| Snacks | 150 | 1 | 2,000 | 300,000 |
| Sub-Total | | | | 3,800,000 |
| Biomass Energy Dialogue | | | | |

| Item | Qty | Days | Rate (UGX) | Amount (UGX) |
|---|-------|------|------------|--------------------|
| Flyers and brochures on the Modern Biomass technologies (2000 Improved cook stoves, 1000 Biogas, 1000 LPG, 500 gasification, 500 Bio fuels) | 5,000 | 1 | 800 | 4,000,000 |
| Banner (At the front of the audience) | 1 | 1 | 450,000 | 450,000 |
| Pull up banner s | 4 | 1 | 500,000 | 2,000,000 |
| Transport Refund (participants including the media crew) | 150 | 1 | 100,000 | 15,000,000 |
| Facilitation for the panellists | 20 | 1 | 100,000 | 2,000,000 |
| Venue Hire including the conference facilities | 150 | 1 | 120,000 | 18,000,000 |
| T- shirts | 150 | 1 | 30,000 | 4,500,000 |
| Flash discs | 150 | 1 | 15,000 | 2,250,000 |
| Distribution of letters (Fuel) | 300 | 1 | 3,000 | 900,000 |
| Airtime | 4 | 1 | 50,000 | 200,000 |
| Sub-Total | | | | 49,300,000 |
| Radio Spots on, CBS and Simba | | | | |
| Radio spot adverts: breakfast, drive time, evening prime time (4x 45 days x 2 stations) | 8 | 45 | 80,000 | 28,800,000 |
| DJ mentions: breakfast, drive time, evening prime time (4x 45 days x 1 stations) | 8 | 45 | 70,000 | 25,200,000 |
| Advert production and translation | 1 | 1 | 1,800,000 | 1,800,000 |
| Sub-Total | | | | 55,800,000 |
| TV appearances | | | | |
| NTV (Guest Appearance) | 1 | 1 | 3,500,000 | 3,500,000 |
| UBC (Guest Appearance) | 1 | 1 | 1,500,000 | 1,500,000 |
| Bukedde TV (Guest Appearance) | 1 | 1 | 1,500,000 | 1,500,000 |
| Sub-Total | | | | 6,500,000 |
| Print Campaign | | | | |
| One pager on the Energy Week and activities therein, in the New Vision Newspaper | 1 | 2 | 10,000,000 | 20,000,000 |
| One pager on the Energy Week and activities therein, in the Bukedde Newspaper | 1 | 2 | 7,000,000 | 14,000,000 |
| One pager on the Energy Week and activities therein, in the Monitor Newspaper | 1 | 2 | 10,000,000 | 20,000,000 |
| Quarter page announcement in New Vision, Bukedde and Daily Monitor | 3 | 1 | 3,600,000 | 10,800,000 |
| Newspaper strip per week in New Vision for four weeks (with free editorial full page article) | 1 | 4 | 3,200,000 | 12,800,000 |
| Sub-Total | | | | 77,600,000 |
| Energy Week Promotion | | | | |
| Banners (Energy Week and Exhibition) | 25 | 1 | 450,000 | 11,250,000 |
| Tear drops (Energy Week Exhibition) | 10 | 1 | 300,000 | 3,000,000 |
| Energy Week Exhibition flier | 1,000 | 1 | 800 | 800,000 |
| Street Pole Advert design, printing and set up (1.2x1.8 m) | 60 | 1 | 240,000 | 14,400,000 |
| Sub-Total | | | | 29,450,000 |
| Videography for 2 mini-documentaries (the launch, future energy conferences) | 2 | 6 | 750,000 | 9,000,000 |
| GRAND TOTAL | | | | 346,300,000 |