THE BIOMASS ENERGY DIALOGUE
2020
Television

- BC1C2
  - 18-40+
  - 60% Current Affairs

- C2D1D2
  - 18-35+
  - 50% Sports & Entertainment

- Islam Community
  - 18-50+
  - 70% Religious

Radio & Online Media

- NilePost
  - BC1C2
  - 18-35+
  - 80% Entertainment

- NxtRadio
  - BC1C2
  - 18-35+
  - 80% Entertainment

Support Units

- next communications
- next prod.
LIVE COVERAGE VIEWERSHIP

Majority (56%) of viewers rely more on NBS for live coverage of events.

Stations relied on for LIVE COVERAGE

<table>
<thead>
<tr>
<th>Station</th>
<th>2017</th>
<th>2018</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBS TV</td>
<td>54%</td>
<td>56%</td>
<td>-</td>
</tr>
<tr>
<td>NTV</td>
<td>31%</td>
<td>26%</td>
<td>45%</td>
</tr>
<tr>
<td>Bukedde TV</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Spark TV</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>UBC</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

The findings indicate that television viewers rely more on NBS for live coverage of events happening in the country or on an international level compared to NTV.

However, viewers relying on NTV for live events has significantly increased in 2020.
Overview

• The Ministry of Energy and Mineral development with support from GIZ partnered with NBS Television to broadcast the Biomass Energy Dialogue. The rationale of the Biomass Energy Dialogue is to discuss the alternative approaches to address cooking energy challenge.

• The dialogue took place on Thursday, 3rd Dec 2020 at 2:00-4:00pm at the NBS studios.
Agreed Value – NBS Television

- Broadcast of the Dialogue live on NBS
- News story in Live @ 9
- Breakfast meeting

Extra Value – NBS Television

- Facebook live stream
- Social media amplification
- Promo generation and run
- Nxt Radio Guest appearance
The Promo
Broadcast Highlights

https://www.youtube.com/watch?v=UMQV7t1gwZ4
Breakfast Meeting-26th Nov 2020

https://www.youtube.com/watch?v=dcKyuQi8sRo
Breakfast Meeting-1st Dec 2020

https://www.youtube.com/watch?v=BNYCSoPr4-8
Guest Appearance on Nxt Radio-26th NOV 2020

https://wetransfer.com/downloads/10e024f9c662cc52b2caeb2b44ed1a920201208095852/3bb7cea557e860e5f750318906a7deb720201208095925/a5d85f
Live @ 9 News Story-3rd Dec 2020

https://www.youtube.com/watch?v=zdObih0Ng2U
Social Media Overview

Facebook:
- 60,480 people reached
- 3,470 total engagements

Twitter:
- 60,663 total impressions
- 1,325 total engagements

See next slides for breakdown
# Social Media Overview

## Numerical Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Mentions</td>
<td>22</td>
</tr>
<tr>
<td>Social Media Mentions</td>
<td>22</td>
</tr>
<tr>
<td>Non-Social Mentions</td>
<td>0</td>
</tr>
<tr>
<td>Social Media Reach</td>
<td>2.2 M</td>
</tr>
<tr>
<td>Non Social Media Reach</td>
<td>0</td>
</tr>
<tr>
<td>Interactions</td>
<td>317</td>
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<tr>
<td>Shares</td>
<td>64</td>
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<tr>
<td>Likes</td>
<td>252</td>
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<tr>
<td>Positive Mentions</td>
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<tr>
<td>Negative Mentions</td>
<td>3</td>
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<td>AVE</td>
<td>$130 K</td>
</tr>
<tr>
<td>Mentions from Twitter</td>
<td>21</td>
</tr>
</tbody>
</table>

*See next slides for breakdown*
“If we have been succeeding without standards, we have been succeeding by error,” Richard Zongi emphasizes the importance of quality clean energy cooking materials.

@energyministry
#Biomass2020 #NBSUpdates

NBS Television @nbsmr - Dec 3

How to keep your cooking stove:
- Do not leave it under the rain or sun
- Do not overload it with heavy saucepans.

@energyministry
#Biomass2020 #NBSUpdates
The top performing post had a total of 6,913 people reached and 182 total engagements.
The hashtag reached over 2 million people on social media and had 22 mentions with NBS TV being the top influential account.
Twitter Social Bearing and reach

Twitter search & analytics for '#biomass2020'

Showing all public tweets that match the phrase '#biomass2020'. Tweets are loaded 100 at a time, up to the past 9 days. Tweets returned may be limited.

New Twitter Search »

<table>
<thead>
<tr>
<th>TWEETS</th>
<th>TIMEFRAME</th>
<th>REACH</th>
<th>IMPRESSIONS</th>
<th>TOTAL RT'S</th>
<th>TOTAL FAVES</th>
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</thead>
<tbody>
<tr>
<td>85</td>
<td>2 days</td>
<td>738,632</td>
<td>11,127,004</td>
<td>64</td>
<td>129</td>
</tr>
</tbody>
</table>

LOAD MORE
Twitter Social Bearing and reach
Twitter Posts and Reach

Did you know that carbon monoxide that is produced by a charcoal stove and firewood are dangerous to your health?

Adopt clean energy today.

@energyministry

#Biomass2020 #NBSUpdates pic.twitter.com/SReFq42K8N

via Twitter Web App

"If we have been succeeding without standards, we have been succeeding by error", Richard Ebong emphasizes the importance of quality clean energy cooking materials.

@energyministry

#Biomass2020 #NBSUpdates pic.twitter.com/bzT0H2IdIE

via Twitter Web App

Adoption of clean cooking will put money in the pockets of Ugandans and improve on health. - Alfred Kusiima

@energyministry

#Biomass2020 #NBSUpdates pic.twitter.com/7awJVG032

via Twitter Web App
Twitter Posts and Reach

Alfred Kusilima Managing Director Development Revolvers: Access and affordability are still a challenge. Technology is also a challenge.

Did you know that we are using 9010 tones of charcoal a day only in Kampala?
@energyministry
#Biomass2020 #NBSUpdates pic.twitter.com/Q3fJKbbOG
via Twitter Web App

Agnes Naluwagga: There are no coordinated efforts of players in as far as clean cooking is concerned. The players should sit on a round table.

If the products on the market are of quality, the people will adopt clean energy.
@energyministry
#Biomass2020 #NBSUpdates pic.twitter.com/FnZtwWt6k
via Twitter Web App

Virginia Ssemakula Chairperson Biomass Energy Efficiency Technologies Association (BEETA): A lot of time is taken to look for firewood because it’s scarce. Charcoal is also seasonal.
@energyministry
#Biomass2020 #NBSUpdates pic.twitter.com/3JuRicqKoO
via Twitter Web App
Twitter Posts and Reach

Joshua Zake Kangawo, ED Environmental Alert: If we can deliver on clean energy, we shall improve the environment, economy and social life.

@energyministry

#Biomass2020 #NBSUpdatess pic.twitter.com/yHlU8MdcA
via Twitter Web App

The government should ensure that there is quality of the clean energy technology to ensure that people are encouraged to adopt.
- John Tumuhimbise

@energyministry

#Biomass2020 #NBSUpdates pic.twitter.com/DbhY2u4eKB
via Twitter Web App
# Facebook Reach Summary

<table>
<thead>
<tr>
<th>Post ID</th>
<th>Permalink</th>
<th>Post Message</th>
<th>Lifetime</th>
<th>Post org</th>
<th>Lifetime</th>
<th>Post Total</th>
<th>Lifetime Engaged</th>
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</thead>
<tbody>
<tr>
<td>128467260577581_3676124</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>Did you know that carbon monoxide is deadly?</td>
<td>6782</td>
<td>6990</td>
<td></td>
<td></td>
<td>143</td>
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<tr>
<td>128467260577581_3676111</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>How to keep your cooking stove: -Do you know how much you are cooking your food?</td>
<td>2110</td>
<td>2150</td>
<td></td>
<td></td>
<td>101</td>
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<tr>
<td>128467260577581_3676057</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>&quot;If we have been succeeding without something, we should not stop doing it.&quot;</td>
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<td>6835</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>128467260577581_3676054</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>The government should ensure that there is awareness and understanding of the importance of clean cooking.</td>
<td>1923</td>
<td>2004</td>
<td></td>
<td></td>
<td>220</td>
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<td>128467260577581_3676013</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>Agnes Naluwagga: There are no coordination and monitoring</td>
<td>5494</td>
<td>5433</td>
<td></td>
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<tr>
<td>128467260577581_3676010</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>The issue of awareness is very critical.</td>
<td>3072</td>
<td>3123</td>
<td></td>
<td></td>
<td>279</td>
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<td>128467260577581_3676005</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>Right policy and legal framework and implementation are critical for clean cooking.</td>
<td>1877</td>
<td>1947</td>
<td></td>
<td></td>
<td>275</td>
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<tr>
<td>128467260577581_3676002</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>Joshua Zake Kangavo, ED Environment and Water Management</td>
<td>2454</td>
<td>2544</td>
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<tr>
<td>128467260577581_3675975</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>Adoption of clean cooking will put more power in the hands of women.</td>
<td>6351</td>
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<td>128467260577581_3675976</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>Alfred Kusiima Managing Director</td>
<td>2559</td>
<td>2653</td>
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<td>128467260577581_3675960</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>John Tumuhimbise, Assistant Commissioner</td>
<td>3103</td>
<td>3048</td>
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<td>128467260577581_3675906</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>HAPPENING NOW: A discussion on Biomass Energy</td>
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<td>4844</td>
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<td></td>
<td>259</td>
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<td>128467260577581_3675397</td>
<td><a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a></td>
<td>Don’t miss the Biomass Energy Dialogue</td>
<td>3549</td>
<td>3805</td>
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<td></td>
<td>44</td>
</tr>
</tbody>
</table>

**TOTAL**

50365 51943 293
Facebook Reach

2,563 People Reached

16 Likes, Comments & Shares:
10 Likes, 8 On Post, 2 On Shares

1 Comments, 1 On Post, 0 On Shares

5 Shares, 5 On Post, 0 On Shares

190 Post Clicks:
4 Photo Views, 0 Link Clicks, 186 Other Clicks

NEGATIVE FEEDBACK:
0 Hide Post, 0 Hide All Posts, 0 Report as Spam, 0 Unlike Page

Reported stats may be delayed from what appears on posts

Video

Post

Shares

Performance for Your Post

Showing All

Distribution: -2.2x

Peak Live Viewers: 160

Minutes Viewed: 2,373

1-Minute Video Views: 290

10-Second Video Views: 1,332

3-Second Video Views: 3,597

Average Video Watch Time: 0:20

Funnel Insights
Facebook Reach

Performance for Your Post

2,110 People Reached
16 Likes, Comments & Shares

96 Post Clicks
1 Photo Views
0 Link Clicks
95 Other Clicks

0 Comments
0 On Post
0 On Shares

0 Shares
0 On Post
0 On Shares

Reported stats may be delayed from what appears on posts

Performance for Your Post

6,484 People Reached
45 Likes, Comments & Shares

260 Post Clicks
2 Photo Views
0 Link Clicks
258 Other Clicks

1 Comments
1 On Post
0 On Shares

4 Shares
4 On Post
0 On Shares

Reported stats may be delayed from what appears on posts
### People Reached

**3,072 People Reached**

- **Reactions**: 23
  - 10 Likes
  - 1 Love
  - 2 Comments
  - 4 Shares

**Post Clicks**

- 1 Photo View
- 1 Link Click
- 291 Other Clicks

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**5,436 People Reached**

- **Like**: 19
  - 14 Likes
  - 0 Comments
  - 5 Shares

- **Post Clicks**
  - 276 Total Clicks
  - 0 Photo Views
  - 1 Link Clicks
  - 275 Other Clicks

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*Facebook Reach*

The issue of awareness is very critical because cooking has a lot to do with culture. Even if the mindset hasn’t changed, technology of clean cooking won’t be adopted. - Joshua Zakie Kangaroo

Agnes Nakwaggo: There are no coordinated efforts of players in as far as clean cooking is concerned. The players should sit on a round table. If the products on the market are of quality, the people will adopt clean energy. They should serve the purpose and the needs of the users. Users input must be adopted.

@energyminstry... See More
Challenges

• There were no challenges at all and everything went according to plan.