

**1. Programme Name:**

Urban Environmental Management Programme (UEMP)

**2. Component Name & Number:**

Clean Fires Campaign (NP-08-04, NP-09-05)

**3. Partner Name:**

Department of Environmental Affairs

**4. Number of projects; as well as person (s) in charge and contact details:**

Planned number of projects: 1

Actual number of projects: 1

Person (s) in charge and contact details: Ms Agnes Phahlane

012 310 3730

[aphahlane@environment.gov.za](mailto:aphahlane@environment.gov.za)

**5. UEM Grant Received:**

Planned: R807 000.00

Actual Receipts: R807 000.00

**6. Duration of programme activities:**

Planned start date:

Actual start date: 2008

Planned end date:

Actual end date: 2009

**7. List of Annexures:**

*(project report, and pictures).*

## **A: Original objective (s), outputs aimed for and accomplished solutions (outputs)**

- To raise awareness in communities living in the Vaal Triangle and Highveld Priority Areas (National Priority Areas declared as air pollution hotspots) that use coal fires for cooking and space heating about the impacts of pollution from these fuels.
- To make people aware of the cleaner fire-making methodology, Basa Njengo Magogo (BnM).
- To provide BnM practical training for affected communities and encourage them to implement the methodology in their own homes when making coal fires.
- To address the level of air pollution in communities that use coal especially in dense low-income communities in the National Air Priority Areas.

What were key successes, highlights and failures (and how the latter could have been avoided)?

- The campaign received a political buy-in and was launched by the Deputy Minister of Water and Environmental Affairs, Ms Rejoice Mabudafhasi and other political heads in the National Priority Areas.
- The project also received an overwhelming support from different stakeholders and was conducted through partnerships with a wide range of stakeholders, including the Department of Minerals and Energy, Department of Health, Central Energy Fund, Sedibeng District Municipality, Ekurhuleni Metropolitan Municipality, City of Johannesburg, the Jupiter Drawing Room, Eskom, Anglo Coal, Sasol and NOVA Institute.
- A suite of communications materials including, radio and newspaper advertisements, billboards, posters and flyers were developed.
- The radio adverts were aired in three different languages on SABC radio stations, and the Vaal Triangle and Highveld community radio stations once a week from July to September in 2008 and 2009.
- Newspaper adverts were placed in Sowetan, daily sun and other Vaal Triangle and Highveld community newspapers between July and September in 2008 and 2009.
- Billboards were placed in the affected areas of the Highveld and Vaal Triangle Priority Areas.

- During winter, the project partners held practical demonstrations in various areas in the National Priority Areas between July and September.
- During the launch in 2008, about 250 officials including Air Quality Officers and Environmental Health Practitioners in the Vaal Triangle Airshed Priority Area, Ekurhuleni Metropolitan Municipality, and the City of Johannesburg Metropolitan Municipality were trained on the BnM fire making methodology and since then the numbers are increasing as these workers provided further training to wider communities within their areas of jurisdiction.
- The evaluation conducted to assess target market response to the campaign communication materials, flyer, poster, and the press advertisements, has indicated that the campaign has successfully reached many people within the targeted areas.

**B: Thematic focus areas addressed (e.g. National Air Quality, Waste Management, Integrated Urban Planning; City Sustainable Energy Strategies; Climate Change, etc):**

To address residential air pollution in dense, low-income communities, which largely result from the burning of coal and wood for cooking and space-heating as it has direct impacts to health and wellbeing of the people living in those communities.

**C: Contribution of overall programme management and organisation; financial management and procurement; programme and component monitoring to achievement of desired outputs.**

- No problems with regard to overall programme management that hindered the achievements of the outputs.
- Improved working relationship with the UEMP project manager has helped a lot in receiving updates and feedback in time.

**D: Contribution of component institutional anchoring and implementation management (as contained in the attached section 4.4 of the UEM Programme Document) to the successful achievement of the desired outputs.**

Having the UEMP project manager within the department has helped to have adequate support for the implementation of the project, even though there were delays in receiving the financial status from finance section.

### **E: Alignment with other Partners within and outside your Component**

The project was managed by the Department and conducted with various partners. The project management team was established which comprises of all representatives from the campaign partners including some UEMP partners. Several working groups within the project management team were also established to oversee different aspects of the project. The implementation plan with detailed activities from the partners was compiled to ensure alignment and smooth implementation of the project. The project management team met regularly to monitor the implementation of the campaign. The department also supported the campaign partner activities with air quality related information materials

### **F: Best practice and overall lessons learnt about the programme**

- Collaboration with project partners made it possible for the effective implementation of the project and for the project to reach a wide audience.
- Committed campaign management team and clear implementation plan assisted a lot in monitoring the implementation and the overall success of the project.
- The evaluation survey conducted to assess the level of response from the target market also help in identifying challenges and how to improve on the project implementation.
- The usage of the spoken languages in the areas improved the level of communication and understanding of the messages.

### **G: Key Recommendations**

- More educational activities should be in place to increase the level of knowledge with regards to air quality and air pollution within the community, especially those in dense low-income communities.