



A PUBLIC-PRIVATE PARTNERSHIP BETWEEN
THE DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND TOURISM, THE DEPARTMENT OF
MINERALS AND ENERGY, THE DEPARTMENT OF HEALTH, THE CENTRAL ENERGY FUND,
PROVINCES AND MUNICIPALITIES IN THE AIR QUALITY MANAGEMENT PRIORITY AREAS, THE
JUPITER DRAWING ROOM, ESKOM, ANGLO COAL AND SASOL

THE WINTER 2008 CLEAN FIRES CAMPAIGN

**A NATIONAL HIGH-PROFILE OUTREACH
CAMPAIGN TO ROLL OUT DME'S BASA NJENGO
MAGOGO FIRE-MAKING METHODOLOGY IN
NATIONAL PRIORITY AREAS IN WINTER 2008**

DETAILED IMPLEMENTATION PLAN

**Initial working draft for discussion purposes only
April 2008**

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1. PURPOSE

This document provides the detailed implementation plan for an outreach campaign within the national Priority Areas, particularly the Vaal Triangle Air-shed Priority Area, to roll out the Department of Minerals and Energy's Basa Njengo Magogo (BnM) fire-making methodology in winter 2008 with the working title of the "2008 Winter Clean Fires Campaign".

This document should be read in conjunction with the Winter 2008 Clean Fires Campaign Business Plan (Rev 2.0 of November 2007) and replaces Chapter 4 of the Winter 2008 Clean Fires Campaign Business Plan.

2. INTERVENTION

2.1 Development Objective

Table 1: Development Objective

Development Objective	Verifiable Indicator	Means of Verification
By the end of winter 2008, at least 50% of the households in the Vaal Triangle Air-shed Priority Area that use coal fires for cooking and heating are made aware of the impacts of pollution from "dirty" fires, are made aware of the Basa Njengo Magogo fire-making methodology, are motivated to change to cleaner fire-making practices and are able to implement the methodology in their own homes with back-up support and encouragement from local Environmental Health Practitioners.	Measurable reduction in PM ₁₀ concentrations in the Vaal Triangle Air-shed Priority Area over the 2008 winter months	PM ₁₀ monitoring reports from the DEAT ambient air quality monitoring network

2.2 Immediate Objectives

In order to meet the development Objective, The immediate objectives described in Table 2 below must be met –

Table 2: Immediate Objectives

Immediate Objective		Verifiable Indicator	Means of Verification
2.2.1 The Campaign Plan and Communication Copy Objective	By mid May 2008, the Winter 2008 Clean Fires Campaign plan and associated marketing / communication copy ¹ is approved for roll out	The DEAT DG, the BnM Steering Committee and the 2007 Winter Clean Fires Campaign partners have approved the Campaign plan and associated marketing copy	Signed DG and BnM Steering Committee submissions and 2007 Winter Clean Fires Campaign partner meeting minutes
2.2.2 The Campaign Launch Objective	The Winter 2008 Clean Fires Campaign is launched at a high profile event in the Vaal Triangle Air-shed Priority Area in June 2008	Good press coverage of launch	The press

¹ Marketing copy refers to branding, logos, slogans, messages, story-boards, mockup posters, billboards, print adverts, radio spots, etc.

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Immediate Objective		Verifiable Indicator	Means of Verification
2.2.3	The Campaign Implementation Objective The Winter 2008 Clean Fires Campaign is successfully implemented in the target areas during the 2008 winter months	Measurable reduction in PM ₁₀ concentrations in the Vaal Triangle Air-shed Priority Area over the 2008 winter months	PM ₁₀ monitoring reports from the DEAT ambient air quality monitoring network
2.2.4	The Campaign Review Objective The impact of the Clean Fires Campaign is independently reviewed by December 2008	Detailed independent review report	Review report

2.3 Outputs and Activities

Outputs refer to the products or deliverables to be generated in order to meet the above immediate objectives and activities refer to the work that must be done to generate the outputs.

2.3.1 Outputs and Activities in respect of Immediate Objective 2.2.1 - The Campaign Plan and Communication Copy Objective

In order to meet immediate objective 2.2.1 as described in Table 2, the Campaign partners must generate the outputs by implementing the activities detailed in Table 3 by the required delivery dates.

Table 3: Outputs in respect of Immediate Objective 2.2.1

Output	Verifiable Indicator	Means of Verification	Responsible Party	Delivery Date	
2.2.1.1	The 2008 Winter Clean Fires Campaign Implementation Plan (i.e. this document) is compiled and circulated to the Campaign Partners for comment.	Campaign Partner acknowledgement of receipt of draft 2008 Winter Clean Fires Campaign Implementation Plan	E-mail acknowledgements from Campaign Partners	DEAT	6 May 2008
2.2.1.2	The 2008 Winter Clean Fires Campaign Budget is compiled and circulated to the Campaign Partners for comment.	Campaign Partner acknowledgement of receipt of draft 2008 Winter Clean Fires Campaign Budget	E-mail acknowledgements from Campaign Partners	DEAT	6 May 2008
2.2.1.3	Draft Clean Fires Campaign plan, budget and associated marketing / communications copy presented to Campaign Partners	Draft Clean Fires Campaign plan, budget and associated marketing / communications copy	Campaign Partner Meeting minutes	DEAT and the Jupiter Drawing Room	By 14 May 2008
2.2.1.4	All necessary Campaign Partner approvals for the Campaign plan, budget and associated marketing / communications initiatives are in place	All Campaign Partners have the necessary mandates for their partnership in the Campaign	Campaign Partner feedback	All Campaign Partners	By 30 May 2008

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Output		Verifiable Indicator	Means of Verification	Responsible Party	Delivery Date
2.2.1.5	All necessary translations have been made	All campaign media requiring translation has been translated	Translations	DEAT / JCIS	By 30 May 2008
2.2.1.5	Campaign marketing / communications copy ready for submission to media houses, etc.	Finalised Campaign marketing / communications copy	Marketing / communications copy	The Jupiter Drawing Room	By 30 May 2008

2.3.2 Outputs in respect of Immediate Objective 2.2.2 - The Campaign Launch Objective

In order to meet immediate objective 2.2.2 as described in Table 2, the Campaign partners must generate the outputs detailed in Table 4 by the required delivery dates.

Table 4: Outputs in respect of Immediate Objective 2.2.2

Output		Verifiable Indicator	Means of Verification	Responsible Party	Delivery Date
2.2.2.1	Contract in place with film-maker for the shooting of the BnM training video.	Contract	Service Level Agreement	DEAT	By 30 May 2008
2.2.2.2	Agreement in place with GCIS / Mercury Media for DEAT's printing and placing of billboards, newspaper adverts and radio adverts.	Agreement	Signed Agreement	DEAT and GCIS	By 6 June 2008
2.2.2.3	Contracts in place with media house for Campaign partners', other than DEAT, printing and placing of billboards, newspaper adverts and radio adverts.	Contract	Contracts, Service Level Agreements, etc.	Identified Campaign Partners (see budget)	By 6 June 2008
2.2.2.4	Contracts in place with printing works for the printing of flyers, banners and posters.	Contract	Contracts, Service Level Agreements, etc.	DEAT	By 6 June 2008
2.2.2.5	Contracts in place with promotional product service provider/s for the supply of give-aways (Branded beanies, scarves, gloves, blankets).	Contract	Contracts, Service Level Agreements, etc.	DEAT	By 6 June 2008
2.2.2.6	Contract in place with BnM trainers	Contract	Service Level Agreement	Sedibeng Municipality	By 13 June 2008
2.2.2.7	BnM training video ready for distribution and publication on the Campaign Partner websites and at the launch on 18 June 2008	BnM training video	BnM training video	DEAT / Service provider	By 13 June 2008

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Output		Verifiable Indicator	Means of Verification	Responsible Party	Delivery Date
2.2.2.8	Billboards and radio and newspaper adverts ready for placement on 18 June 2008	Media	Service provider confirmation	Service provider	By 13 June 2008
2.2.2.9	Flyers (100,000), Banners (5) and Posters (2,000) ready for distribution	Flyers, banners and posters	Flyers, banners and posters	Service provider	By 13 June 2008
2.2.2.10	Give-aways ready for distribution (1,000 Branded beanies, 1,000 scarves, 1,000 gloves, 10,000 blankets).	Branded beanies, scarves, gloves, blankets	Branded beanies, scarves, gloves, blankets	Service provider	By 13 June 2008
2.2.2.11	High profile launch event (see Annexure B for draft programme)	Good press coverage	Press	Sedibeng, DEAT, BnM Steering Committee and all partners	18 June 2008
2.2.2.13	200 officials and community leaders trained as BnM trainers at event directly following the launch	200 officials and community leaders attend training course	Participant feedback questionnaires	DEAT, BnM Steering Committee and all partners	18 June 2008
2.2.2.14	High profile media blitz on day of launch	TV, newspaper, etc.	Media coverage.	DEAT and all partners	18 June 2008

2.3.3 Outputs in respect of Immediate Objective 2.2.3 - The Campaign Implementation Objective

In order to meet immediate objective 2.2.3 as described in Table 2, the Campaign partners must generate the outputs detailed in Table 5 by the required delivery dates.

Table 5: Outputs in respect of Immediate Objective 2.2.3

Output		Verifiable Indicator	Means of Verification	Responsible Party	Delivery Date
2.2.3.1	1 st Phase media campaign (the "silent killer" ads) implemented in accordance with Campaign Plan	Newspapers, radio and billboard adverts, etc.	Newspapers, radio and billboard adverts, etc.	All campaign partners	18 June – 18 August 2008
2.2.3.2	Campaign material (flyers, branded beanies, scarves, gloves and blankets) distributed to implementing agents	flyers, branded beanies, scarves, gloves and blankets	Confirmation of receipt		By 20 June 2008
2.2.3.1	2 nd Phase media campaign (the "ordinary heroes" ads) implemented in accordance with Campaign Plan	Newspapers, radio and billboard adverts, etc.	Newspapers, radio and billboard adverts, etc.	All campaign partners	18 August – 18 October 2008
2.2.3.3	NOVA and SASOL implement their BnM project in Mpumalanga	BnM project successfully implemented in Mpumalanga	Progress reports	NOVA and SASOL	Jun-Sep'08

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	Output	Verifiable Indicator	Means of Verification	Responsible Party	Delivery Date
2.2.3.4	CEF and Johannesburg Metro implement their BnM project in Soweto	BnM project successfully implemented in Soweto	Progress reports	Johannesburg Metro	Jun-Sep'08
2.2.3.5	Sedibeng Regional Municipality implements its BnM project in Sedibeng	BnM project successfully implemented in Sedibeng	Progress reports	Sedibeng Regional Municipality	Jun-Sep'08
2.2.3.6	Ekurhuleni Metro implements its BnM project in Ekurhuleni	BnM project successfully implemented in Ekurhuleni	Progress reports	Ekurhuleni Metro	Jun-Sep'08
2.2.3.7	Campaign media placed in all appropriate Eskom public service kiosks, etc.	Campaign media in all appropriate Eskom public service kiosks, etc.	Campaign media in all appropriate Eskom public service kiosks, etc.	Eskom	Jun-Sep'08
2.2.3.8	Weekly air quality comparative reports circulated to all campaign partners and media	Weekly air quality reports comparing 2008 data with historical trends	Press coverage	DEAT	Jun-Sep'08

2.3.4 Outputs in respect of Immediate Objective 2.2.4 - The Campaign Review Objective

In order to meet immediate objective 2.2.4 as described in Table 2, the Campaign partners must generate the outputs detailed in Table 6 by the required delivery dates.

Table 6: Outputs in respect of Immediate Objective 2.2.4

	Output	Verifiable Indicator	Means of Verification	Responsible Party	Delivery Date
2.2.4.1	Services of independent review consultancy secured	Contract	Service Level Agreement	DEAT and/or other funder	June 2008
2.2.4.2	Baseline awareness survey complete	Survey	survey	Service provider	Before 17 June 2008
2.2.4.3	Final air quality comparative reports circulated to all campaign partners	Final air quality report comparing 2008 data with historical trends	Final report	DEAT	October 2008
2.2.4.4	Draft review findings work-shopped with all campaign partners	All campaign partners share a common understanding of the initial review findings	Workshop proceedings and feedback	Service provider	November 2008
2.2.4.5	Review report presented to the BnM Steering Committee	Review report	BnM Steering Committee minutes	Service provider	December 2008

2.4 Inputs

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In order to carry out the work directed or implied by the above objectives and related outputs, the campaign partners will commit the following resources as inputs into the successful implementation of the 2008 Clean Fires Campaign.

2.4.1 Human resources inputs

The human resources inputs committed by the campaign partners to the successful implementation of the 2008 Clean Fires Campaign are detailed in Annexure A.

2.4.2 Financial inputs

The financial inputs and budget for the successful implementation of the campaign is detailed in Annexure C.

2.4.3 Technological inputs

The technological inputs committed by the campaign partners to the successful implementation of the campaign are detailed in Table 7.

Table 7: 2008 Clean Fires Campaign technological inputs

Partner	Technology
DEAT	The operation and maintenance of 5 ambient air quality monitoring stations in the Vaal Triangle Air-shed.
	The installation, operation and maintenance of 5 new ambient air quality monitoring stations in the Highveld
DEAT (with the South African Weather Service (SAWS)) and Eskom	The use of the South African Air Quality Information System (SAAQIS)
DME	The use of the BnM methodology

2.5 Implementation Timetable

The implementation timetable for the 2008 Clean Fires Campaign is summarised in Table 8.

Table 8: Campaign implementation timetable

Ref	Objective	2008											
		J	F	M	A	M	J	J	A	S	O	N	D
2.2.1	The Campaign Plan and Communication Copy Objective												
2.2.2	The Campaign Launch Objective												
2.2.3	The Campaign Implementation Objective												
2.2.4	The Campaign Review Objective												

ANNEXURE A: PERSONNEL COMMITMENTS TO THE 2008 CLEAN FIRES CAMPAIGN

Partner	Designation	Name	Role	E-mail	% Work hours committed to the campaign
DEAT	Chief Director: Air Quality Management and Climate Change	Peter Lukey	Overall coordination and strategic management	plukey@deat.gov.za	5%
	Director: Atmospheric Quality Information	Tsietsi Mahema	Campaign Manager	tmahema@deat.gov.za	10%
	Deputy Director: Atmospheric Quality Outreach	Agnes Phalane	DEAT Campaign Team Leader	aphalane @deat.gov.za	50%
	Deputy Director: Atmospheric Quality Monitoring and Research	Margot Richardson	Information management	mrichardson@deat.gov.za	20%
	Deputy Director: Priority Area Management	Mathabo Phoshoko	Priority Area implementation management	mphoshokodeat.gov.za	30%
	Deputy-Director: Air Quality Management Planning	Andrew Motha	Planning alignment and support to the Team Leader	amotha@deat.gov.za	20%
	Assistant-Director: Air Quality Monitoring	Tabby Resane	Air quality monitoring	tresane@deat.gov.za	20%
	Principle Environment Officer: Publications	Nthabiseng Lucas	Media campaign coordination	Nlucas@deat.gov.za	50%

ANNEXURE B: DRAFT PROGRAMME FOR WINTER 2008 CLEAN FIRES LAUNCH EVENT – 18 JUNE 2008

Time	Event
10:30 – 11:00	All participants take their seats (300 campaign partner representatives, Environmental Health Practitioners, Community Development Workers, Community Environmental Workers, Community Leaders, etc.)
11:00 – 11:05	Initial welcome by Programme Director
11:05 – 11:15	Welcome by host Mayor
11:15 – 11:40	Presentation on the campaign and its objectives
11:40 – 12:00	Official campaign launch and vote of thanks by the Deputy-Minister
12:00 – 13:00	Press conference with dignitaries
	Participant's Lunch
13:00 – 13:30	BnM Training lecture (theoretical)
13:30 – 14:00	BnM Demonstration (practical)
14:00 – 15:30	BnM trainer assessment (practical examination)
15:30– 15:45	BnM trainer graduation ceremony
15:45 – 16:00	Closing comments