

SOUTH AFRICA

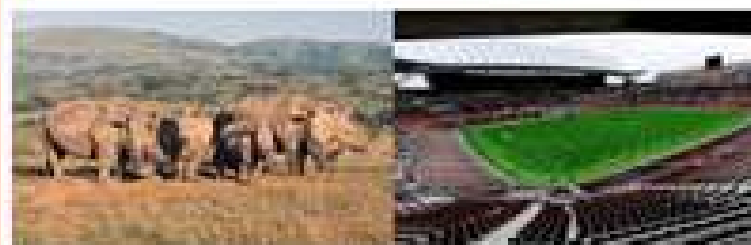
**DRIVING LEGAL, SAFE &
EFFICIENT POWER USE**

**PRESENTATION BY MABOE MAPHAKA
21 JULY 2011**



*South African
Revenue Protection
Association*

South African Revenue Protection Association Convention 2011



CONTENTS

- **Background**
- **Eskom Energy Losses Management Strategy**
- **Campaign Overview**
- **Preliminary Results**
- **Call for Action**

Background to Energy Losses Management Programme

Challenge

Utilities globally are faced with increasing costs of production and the value of pilferage is also on the increase. Eskom is not immune to this and we need to work hard to manage this. Eskom lost about **R1,2 billion** in the 2010 Financial Year

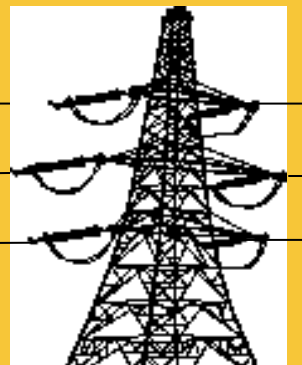
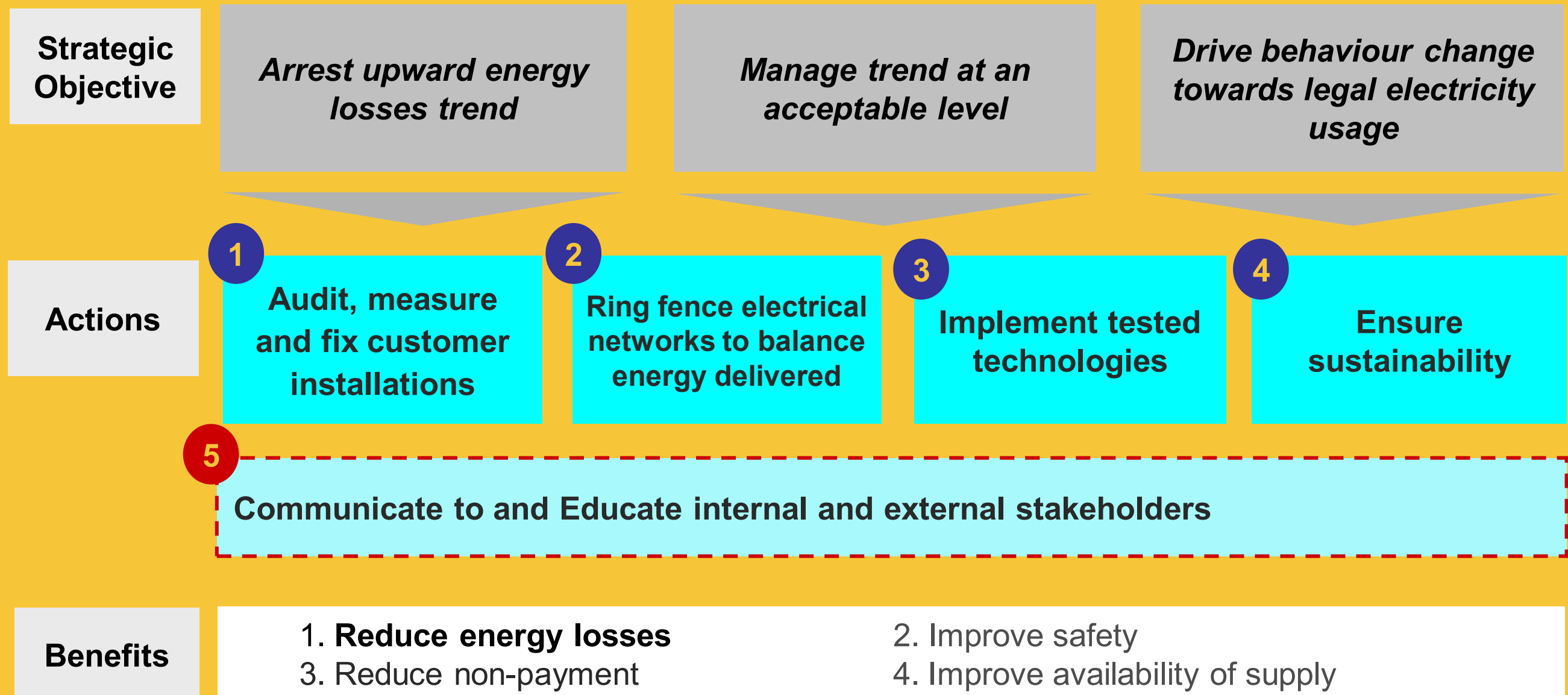
Action

Initiated the Energy Losses Management Programme

Objective

- arrest negative trend
- improve current energy loss management practices
- introduce new strategies
- establish acceptable level at which losses should be managed as an inherent risk of the business
- Ensure operational sustainability
- Leverage other internal business competencies
- In support of the Eskom Financial Sustainability Objective

MANAGING ENERGY LOSSES



Rolling out a partnership campaign ...

... Mobilising South Africans for legal power use



www.operationkhanyisa.co.za



**THERE
IS A
SILENT
CRIME
ON THE RISE IN
SOUTH
AFRICA**





ELECTRICITY **THEFT**

**ILLEGAL CONNECTIONS
& ELECTRIFICATIONS**

**METER TAMPERING
& BYPASSING**

**GHOST CDU'S, INFRA THEFT
& NON-PAYMENT**

WHO IS
STEALING
THE
POWER

?



SO YOU THINK IT'S

**'A TOWNSHIP
PROBLEM?'**

**THINK
AGAIN....**





CAMPAIGN **OVERVIEW**



**A PARTNERSHIP CAMPAIGN TO
MOBILISE SOUTH AFRICANS
FOR**

LEGAL

**POWER
USE**





THE OBJECTIVE

To **influence the voluntary behaviour** of South Africans to be legal electricity users by:

Reducing the number of energy loss incidents

Mobilising SAs to report and prevent energy losses

Building partnerships to deal with energy losses

INTEGRATED approach

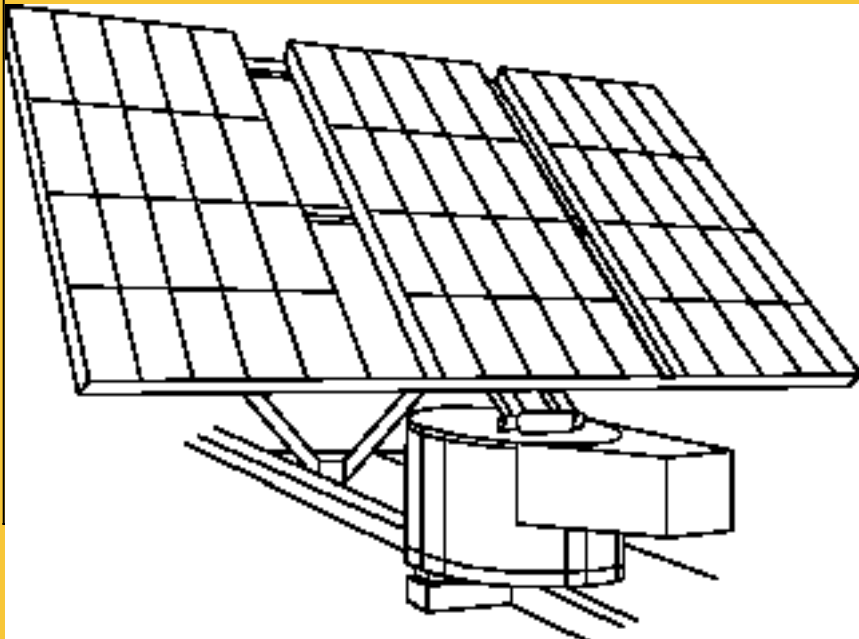
Electricity theft

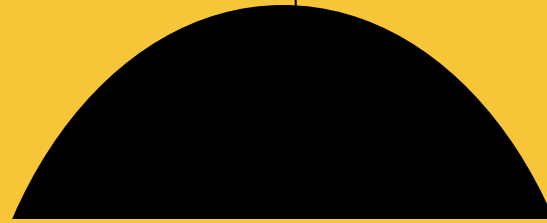
Safety

Energy Efficiency

Non-payment

Infrastructure theft





CAMPAIGN KEY FOCUS AREAS

Awareness, education, information

Advertising, PR, activations, target audience engagements

Partnership with e.g. BUSA, SALGA, civil society structures, etc

Strong reporting drive

Partnership with Primedia Crime Line

Strong focus on rapid response to reports, feedback of results

Enhanced enforcement

Partnership with NPA, SAPS, BAC, Legislative amendment

Strategy essence

- **The essence of the strategy is built on two integrated pillars aimed at achieving a sustainable strategy with substance and impact:**

Objective: Behaviour-change towards legal electricity usage

Pro-active Integrity- based Pillar

- Values, Self-regulation
- Integrity Standard
- Leadership visible
- Awareness, Info, feedback
- Unity, Commitment
- Peers, value drivers
- Partnerships
- Mobilisation

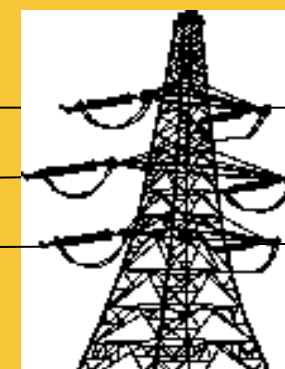
A holistic approach based on a two-pillar strategy

Compliance-based Pillar

- Code of Conduct
- Systems/Controls
- Audits
- Info management
- Detection
- Law
- Policies
- Reporting

Social Marketing Campaign

IMPLEMENTATION ...



NATIONAL LAUNCH October 2010



SUPPORT



THE PRESIDENCY: REPUBLIC OF SOUTH AFRICA

Private Bag X1000, Pretoria, 0001

25 October 2010

SUPPORT FOR OPERATION KHANYISA FROM PRESIDENT ZUMA

Today marks the launch of the important Operation Khanyisa which will help us promote legal electricity connections around the country.

I would like to congratulate Eskom, Proudly South African campaign, South African Local Government Association, Business Against Crime, Business Unity SA and Crime Line on their hard work leading to this launch.

We urge all South Africans to support this important campaign and fight the criminal behavior of those who continue with illegal connections, and those who consume electricity illegally.

Electricity theft affects each and everyone of us. In the long term it is detrimental to our economy and can contribute to job losses at a time when we must protect every job in our country. The power is in the hands of each and every citizen and resident of this country.

Let us respect the laws of the land and together build a movement for legal power use.

Working together, we can do more.

His Excellency JG Zuma
President of the Republic of South Africa



www.operationkhanyisa.co.za

We acknowledge that the future of South Africa and a better life for all is dependent on economic growth and development, powered by sustainable electricity supply. We hereby pledge to support our united future by:

- Ensuring legal, safe and efficient power use
- Reporting any form of electricity theft
- Being a champion for Operation Khanyisa
- Encouraging others to do the same

26 October 2010



Eskom



PRIMEDIA

SALGA

BUSA

Take the Operation Khanyisa Pledge

&

join the movement for legal power use now!



Community Mobilisation

Through ...

Pilot Sites

Business Meetings

Employee Activations

Contractor Activations



Tsakane Launch





Sebokeng Launch





12/11/2010 23:01



12/11/2010 23:18

KaMhlushwa Launch



13/11/2010 00:21



13/11/2010 01:00



Sterkfontein Launch





Moroke Launch



COMMUNITY MOBILISATION



MOBILISING FARMERS

May 2011



BELEIDSVERKLARING

Agri SA staan vir billike mededinging tussen produsente en vir die laags moontlike kostebedeling in die sektor.

Onwettige praktyke soos elektrisiteitsdiefstal is onversoenbaar hiermee. Agri SA ondersteun Operasie Khanyisa se nasionale veldtog vir wettige kraggebruik.



ENDORSEMENT

Agri SA advocates for fair competition among producers and for the lowest possible cost dispensation in the sector.

Illegal practices, such as electricity theft, are conflicting with this. Agri SA supports Operation Khanyisa's national campaign for legal power use.



**VERANDERING IS NODIG
'N NASIONALE VELDTOG DEUR
ALMAL VIR WETTIGE KRAGGEBRUIK**



**SELFREGULEER
VIR WETTIGE
KRAGGEBRUIK**

**VOLHOUBAARHEID
VIR SUID-AFRIKA SE
EKONOMIESE GROEI,
VOEDSELSEKURITEIT EN
WERKSKEPPING**



**CHANGE IS NEEDED
A NATIONAL CAMPAIGN BY
ALL FOR LEGAL POWER USE**



**SELF-REGULATION
FOR LEGAL
POWER USE**



**SUSTAINABILITY FOR
SOUTH AFRICA'S
ECONOMIC GROWTH,
FOOD SECURITY
AND JOB CREATION**



MOBILISING BUSINESS

South African Chambers of Commerce Conference and Energy Indaba 2011

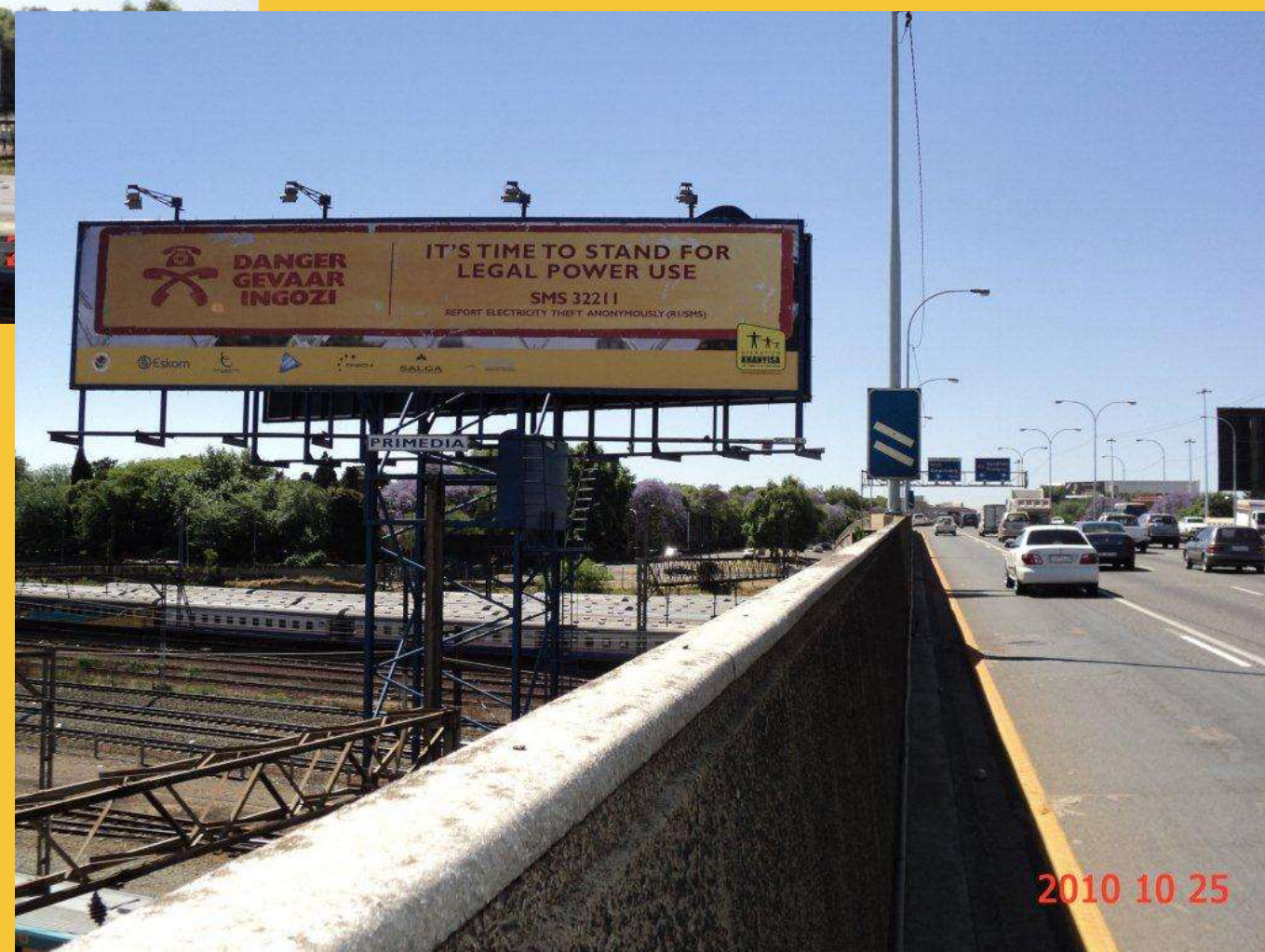
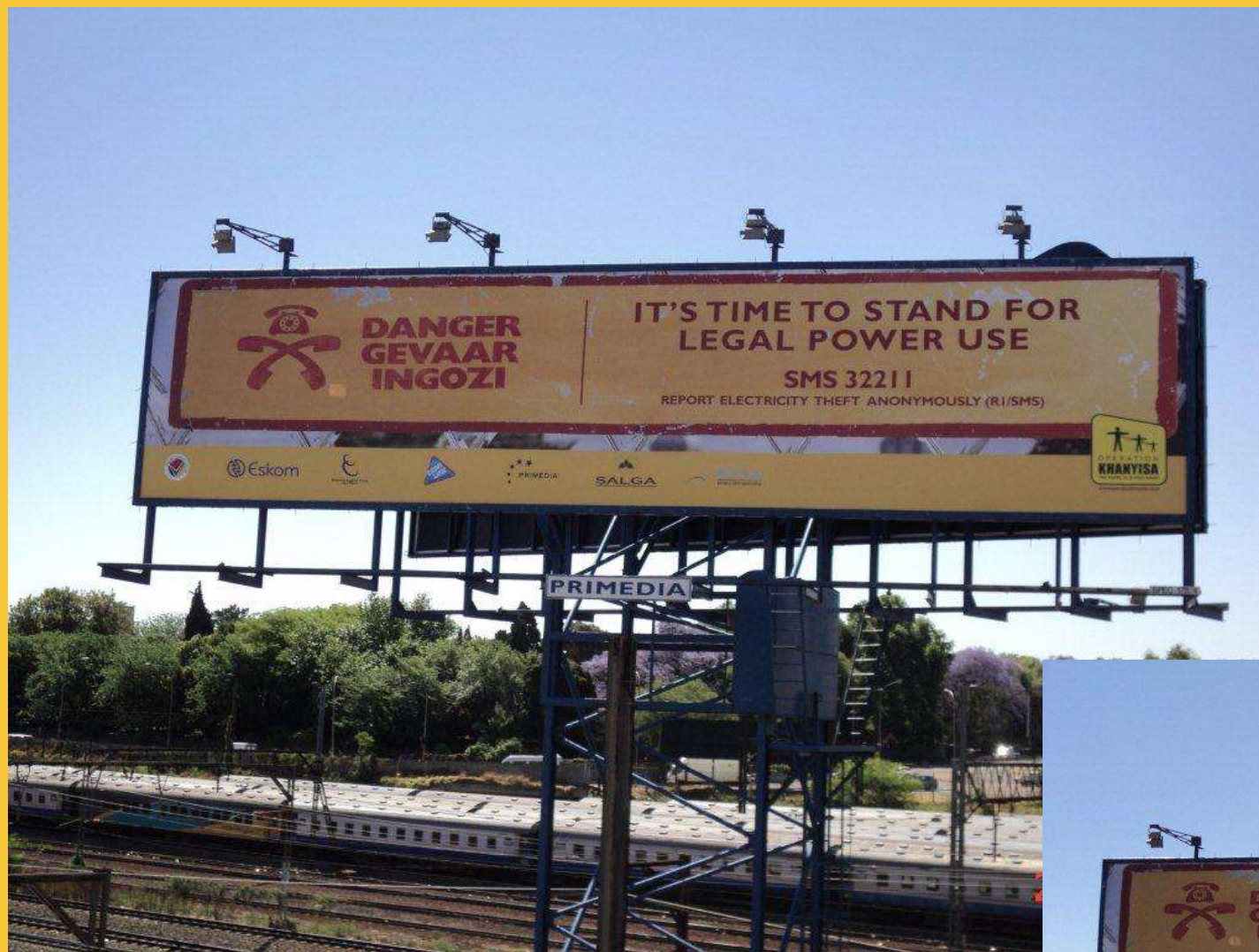




Baby Jake Matlala, Jeremy Mansfield, Jay Naidoo and Kabelo show their support for Operation Khanyisa at the 4th Anniversary of Primedia's Crime Line in Johannesburg, July 2001

NATIONAL MEDIA CAMPAIGN





Billboards



Print Ads



www.operationkhanyisa.co.za

Mobilise for
legal power use.
Report electricity
theft.

**REPORT ELECTRICITY THEFT
ANONYMOUSLY TO :**

Primedia Crimeline:

SMS 32211

(costs are R1/sms)

When reporting a crime, please remember to
provide detailed information such as:

- Address of the crime or description of the place
- Description and name of the suspect
(if it is known)
- Nature of the crime (e.g. illegal connection,
meter tampering, cable theft)

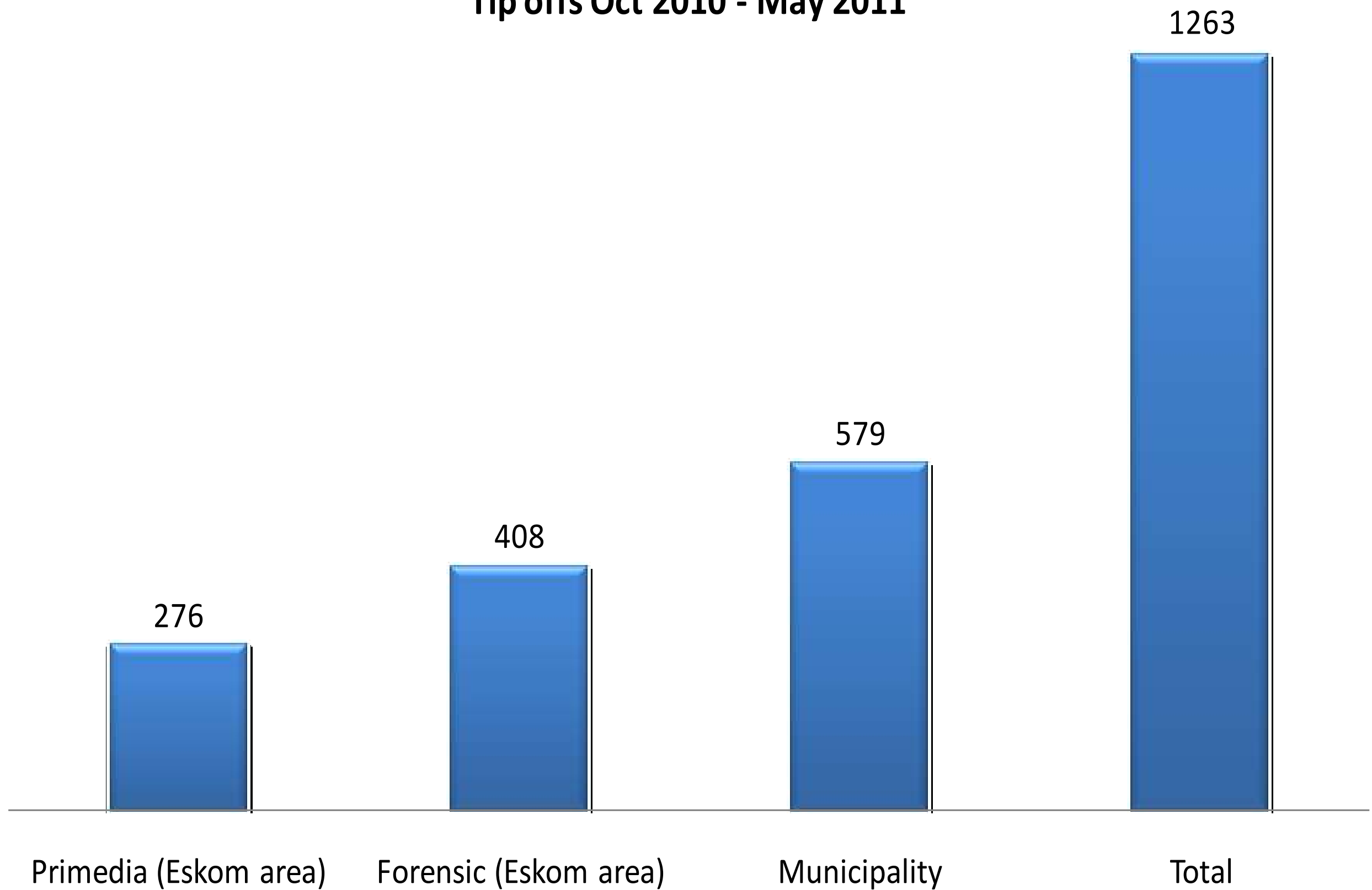


Tip-offs can also be submitted on
www.crimeline.co.za

Tip offs

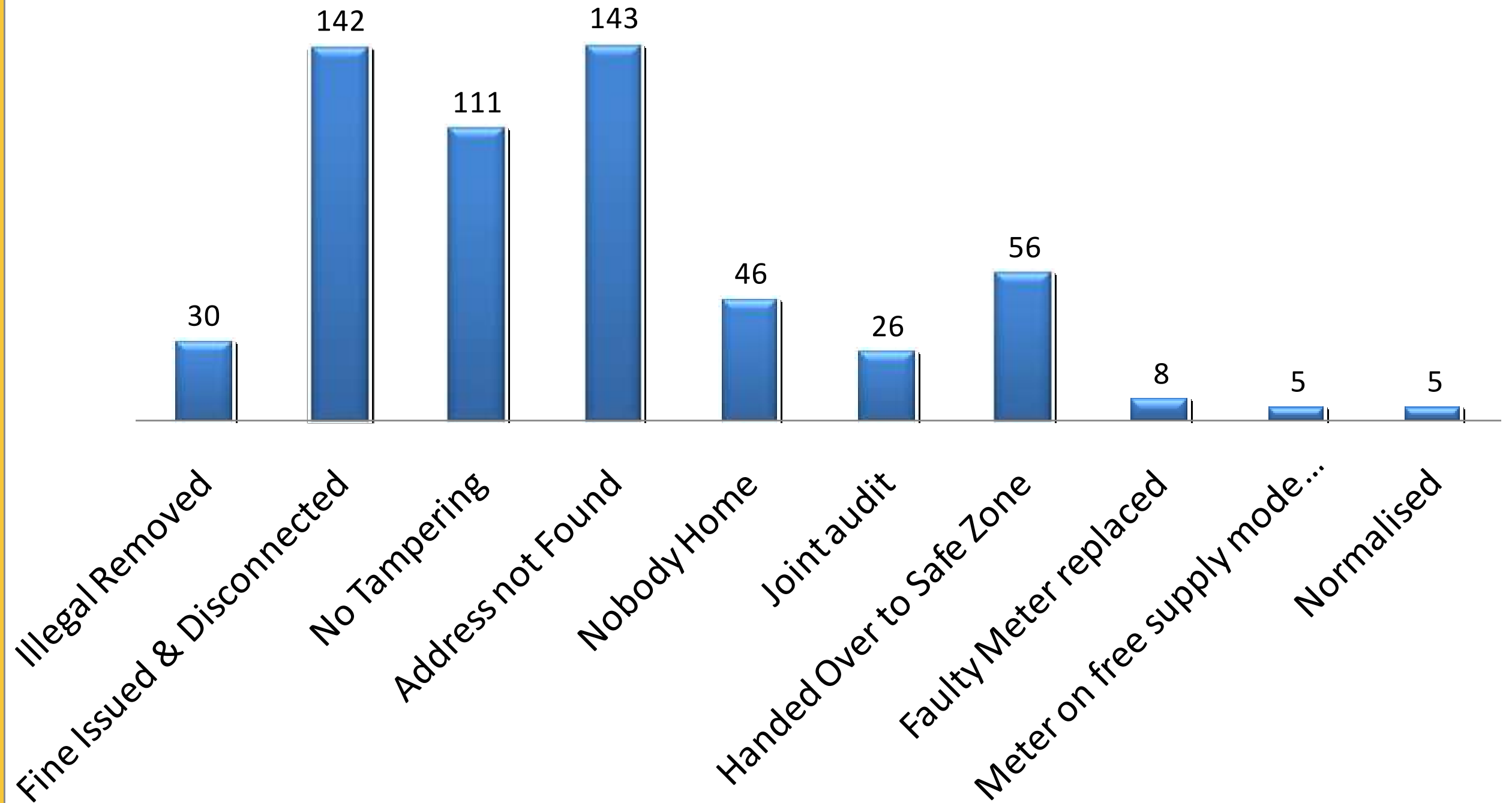
**What is coming through
the crime lines...**

Tip offs Oct 2010 - May 2011

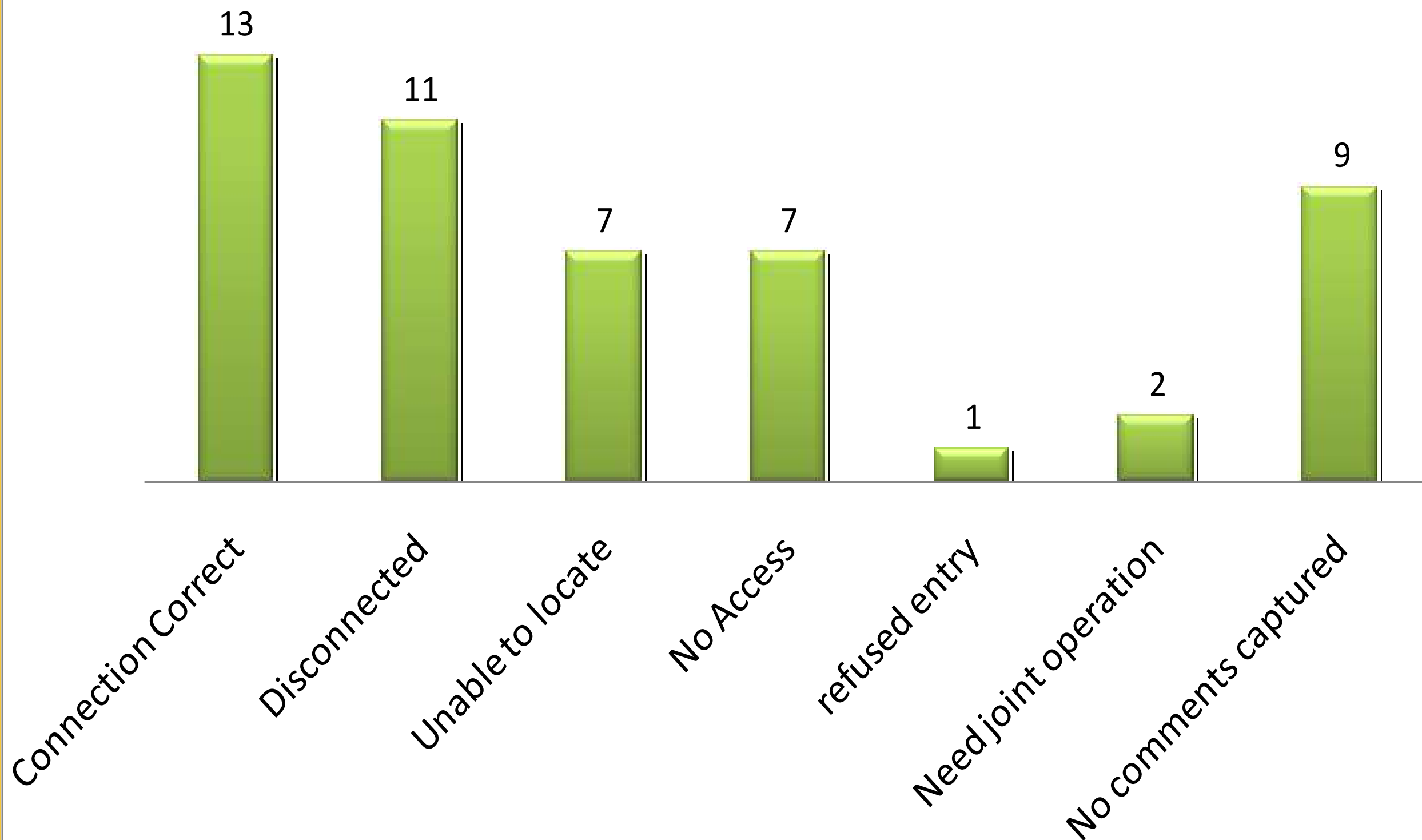


Action taken – Eskom and City Power

Action taken Action Taken (Distribution)

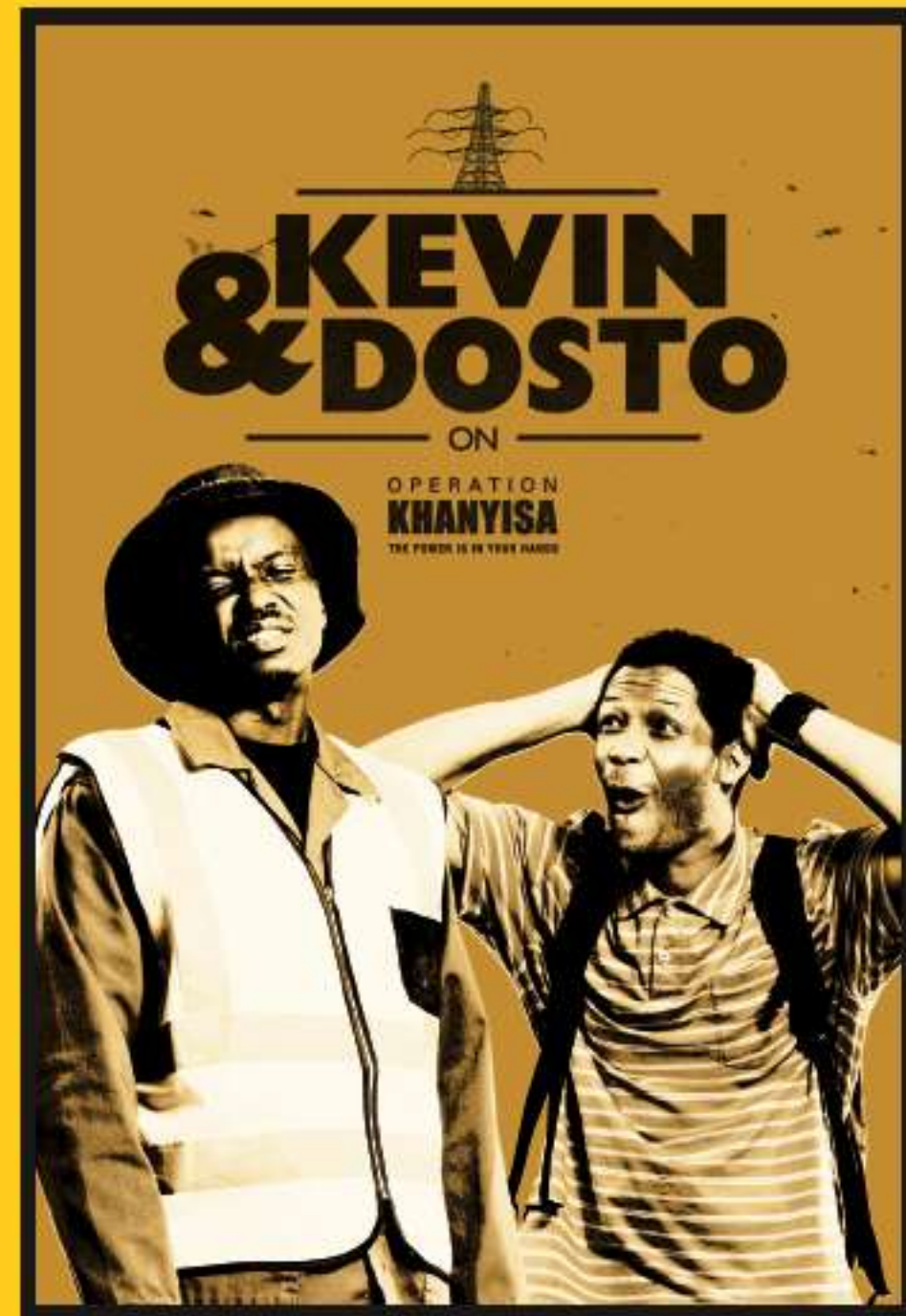
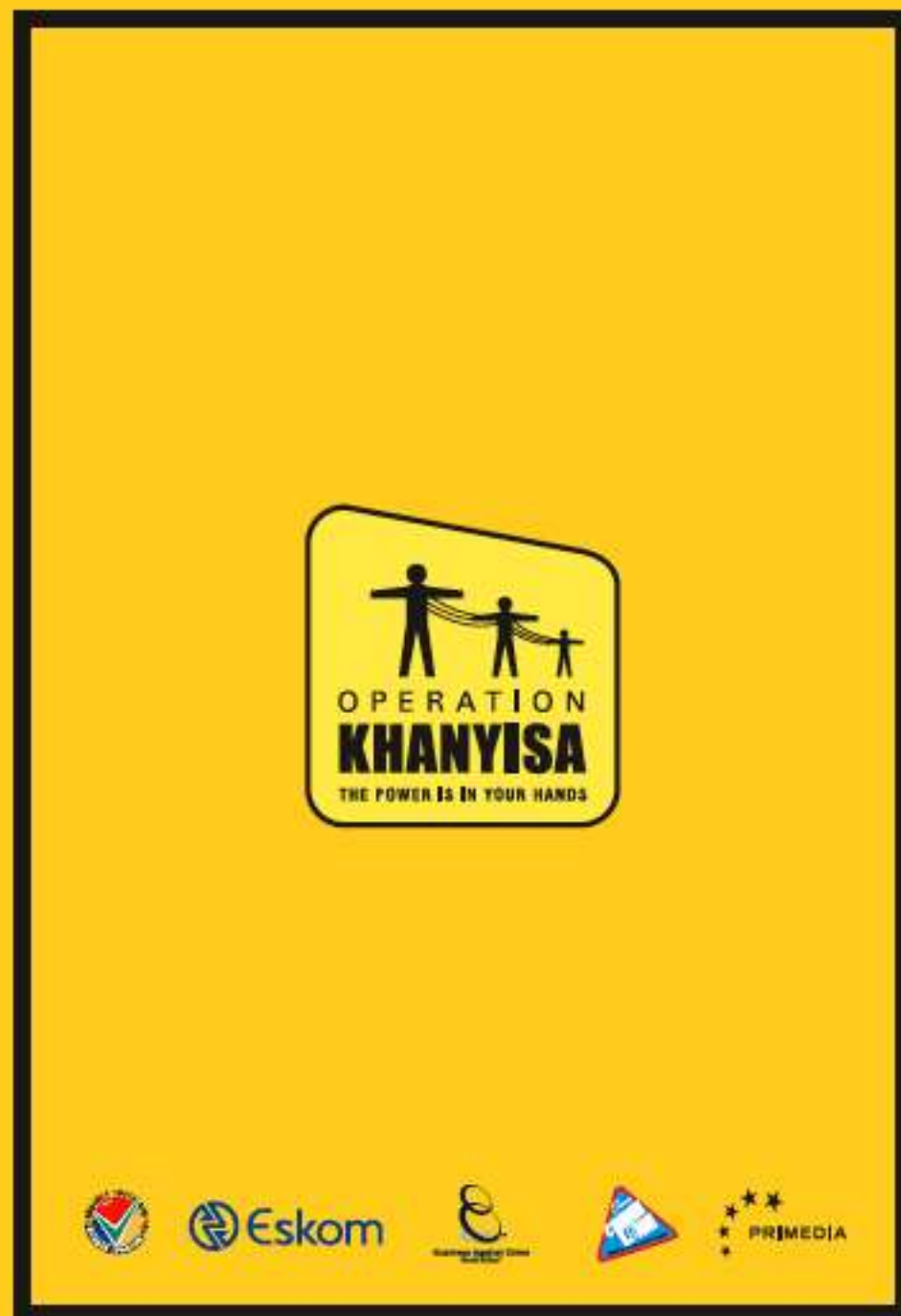


Action taken City Power





Pull-up Banners



DVD with 8 themed 2" clips

PILOT SITES: MOBILISING COMMUNITIES

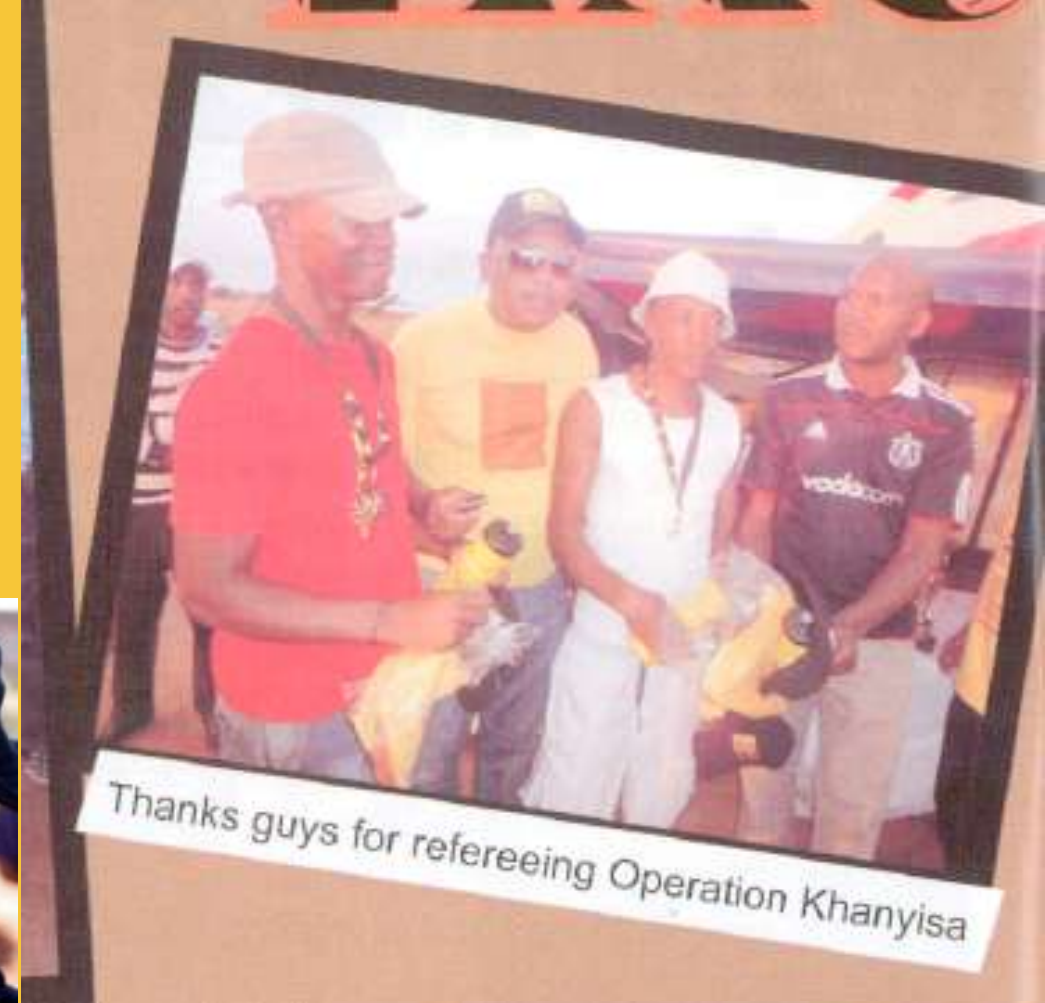




“Every day in the evenings we used to experience blackouts. Now we experience NO blackouts, thanks to Operation Khanyisa. They are teaching us about safe use, efficiency and to be vigilant in protecting our electricity.”

Chief Joseph Tlaka, Tribal Authority, Sterkfontein

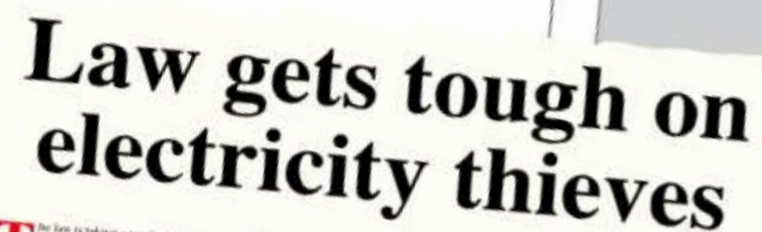
- Tsakane Operation Khanyisa soccer tournament as published on centre spread of local magazine, Kaufela, Apri/May 2011 edition.



- Moroke Business Dialogue where business owners pledged their commitment to legal power use and their support for Operation Khanyisa



Happy times at Bolivia FC: Thathi Cup Ndotha



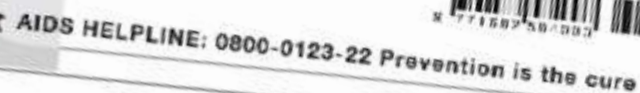
The Gunning judgment makes it clear that those involved in electricity theft should expect no mercy and can face a raft of serious charges including fraud and racketeering. Where applicable, such factors will be taken into account of their conviction.



pe Town,
apstad, 5 July 2006 No. 28992

5 July 2009

No. 4 of 2006: Electricity Regulation Act, 2006.



SARPA's role is critical in ensuring that Operation Khanyisa is implemented in all municipal areas.

SOUTH AFRICANS ARE UNITING AGAINST ELECTRICITY THEFT – JOIN US!



QUESTIONS?



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