

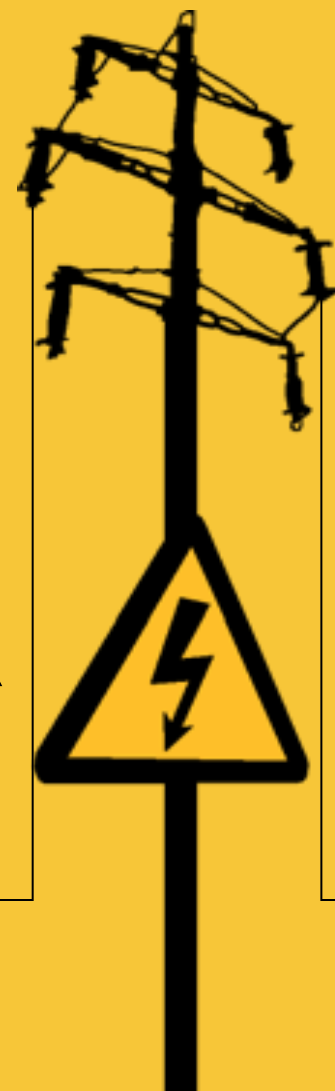
SOUTH AFRICA

DRIVING LEGAL POWER USE

ENERGY LOSSES AND OPERATION KHANYISA – ONE YEAR LATER

**Maboe Maphaka, Senior Manager: Energy Trading & Sales Forecasting,
Group Customer Services, Eskom**

**SARPA NATIONAL CONVENTION
11 – 12 JULY 2012**

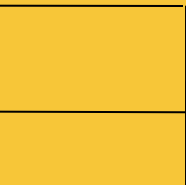


Structure

Recap on strategy

Progress Overview

Plans for going forward



BACKGROUND



ELECTRICITY **THEFT**

**ILLEGAL CONNECTIONS &
ELECTRIFICATIONS**

**METER TAMPERING
& BYPASSING**

**GHOST CDU'S & ILLEGAL
PREPAID VOUCHERS**

**INFRA THEFT & NON-
PAYMENT**

WHO IS
STEALING
THE
POWER?



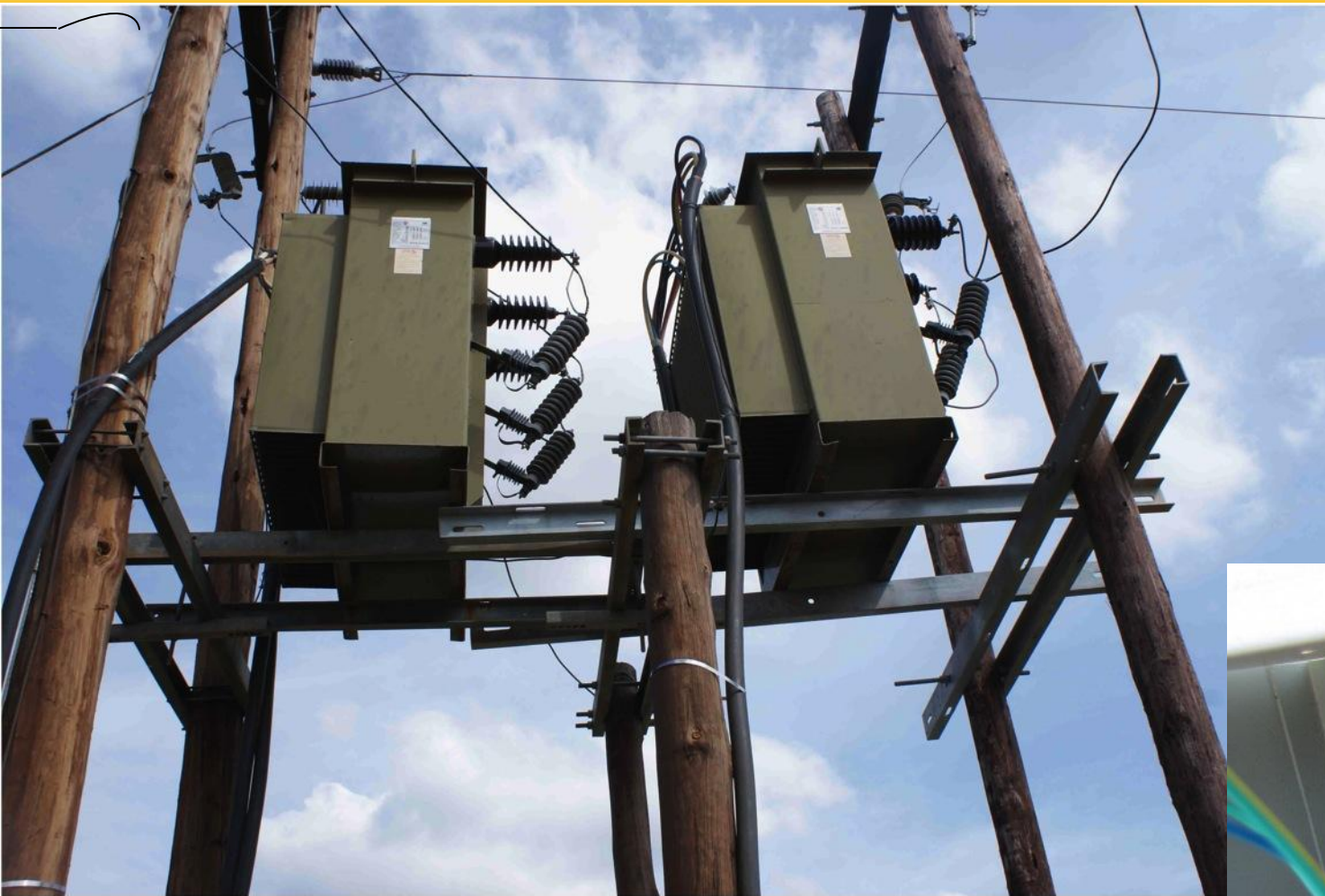
SO YOU THINK IT'S

**'A TOWNSHIP
PROBLEM?'**

**THINK
AGAIN. ■■■**

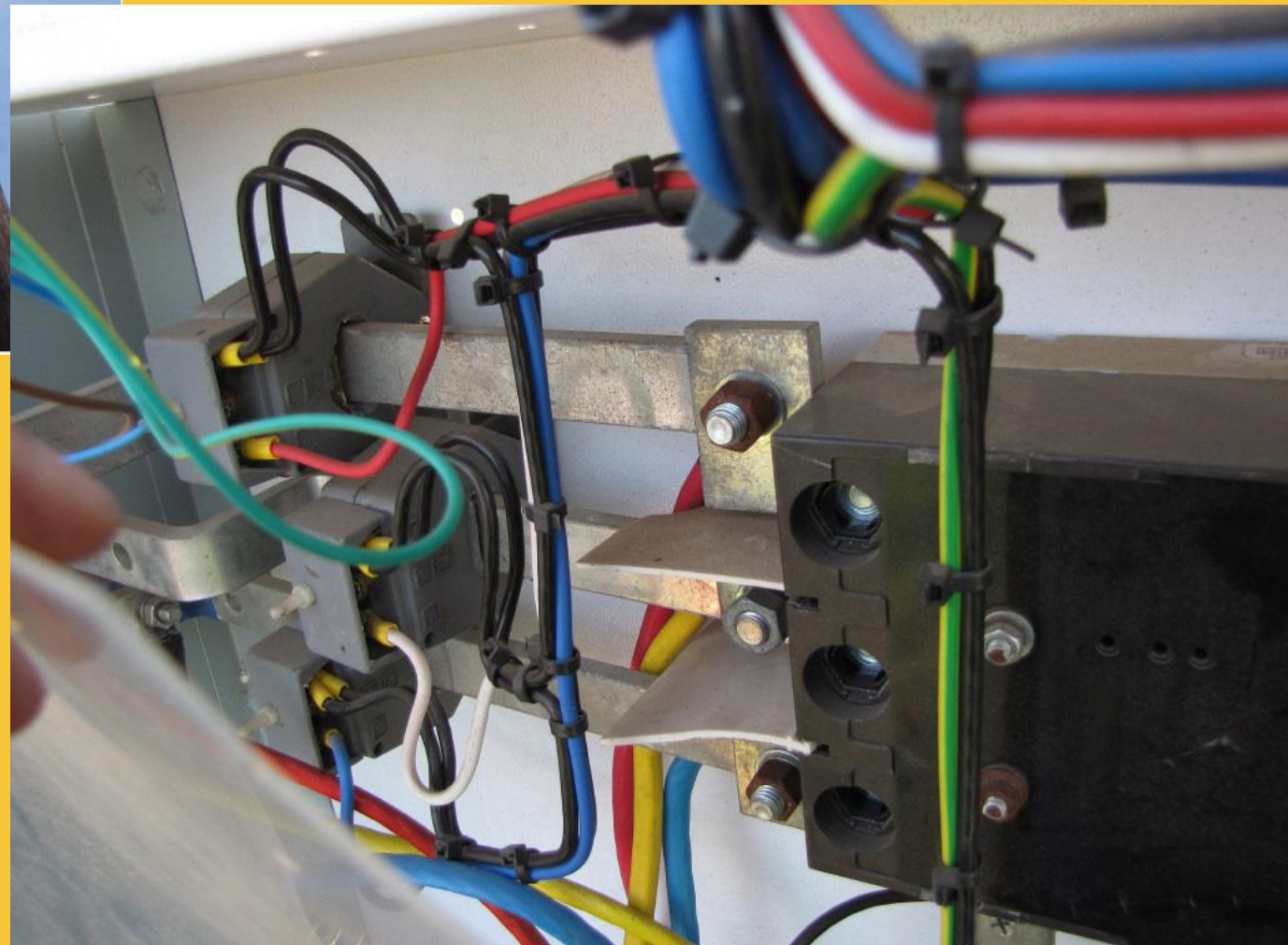


SPOT THE TAMPER!



Electricity theft by large power users is much more sophisticated and discreet ...

... and much more prevalent than expected!



**BUSINESS,
COMMERCE,
AGRICULTURE
RESPONSIBLE FOR ...**

**66% OF
LOSSES**



ELECTRICITY THEFT IS A FREE FOR ALL ...



Large Power Users (LPUUs)

(e.g. big businesses, industry, manufacturing, commerce and agriculture)

Non-residential Small Power Users (SPUUs)

(e.g. commerce and agriculture)

Residential Users (SPU/PPU)

Employees & contractors in the electricity industry

THE PROBLEM

SERIOUS **PROBLEM**

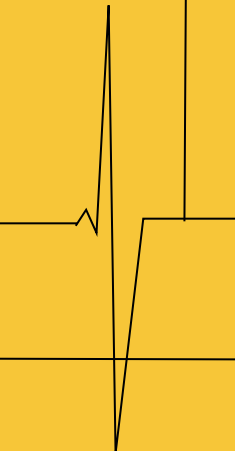
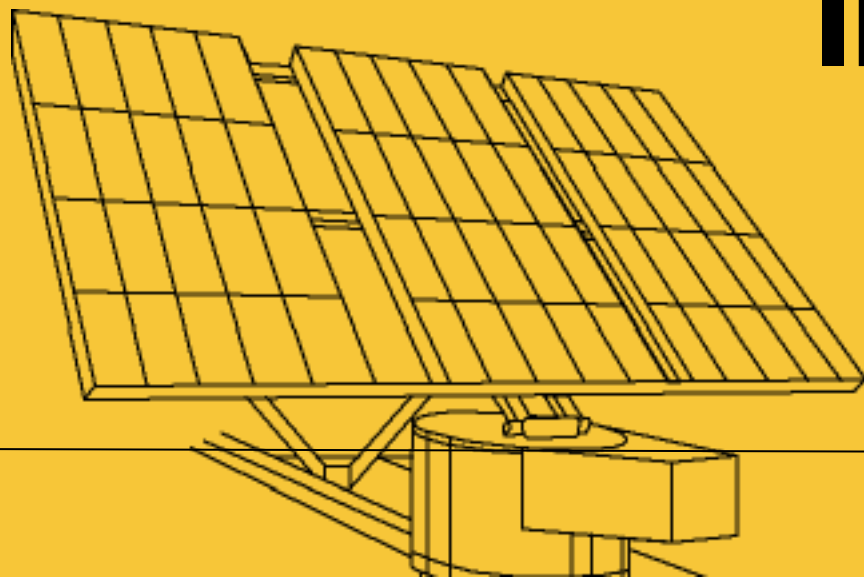
AFFECTS SOUTH AFRICA AS A WHOLE

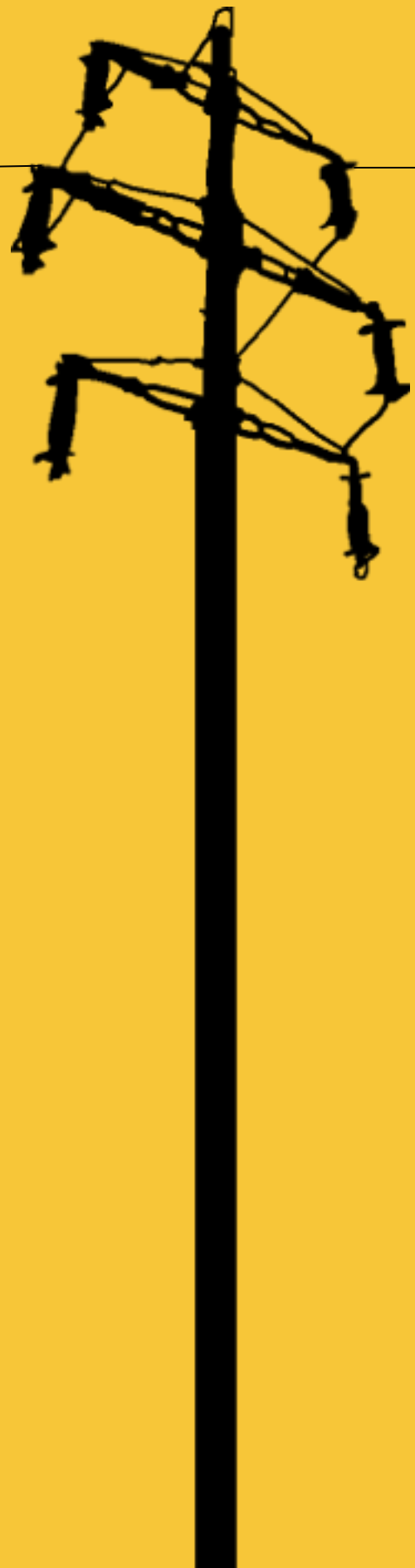
LOSSES AMOUNT TO R4.4BN P/A

**IMPACTS ECONOMIC GROWTH &
JOB CREATION**

**STABILITY AND QUALITY OF
POWER SUPPLY AFFECTED**

**IMPEDES ELECTRIFICATION
PROGRAMME**





Illegal users have no incentive to be energy efficient – overloads the grid

Terrible cost to human life – innocent children die



IT AFFECTS **EVERYONE**

OUTAGES!

RISING PRICES!

ELECTROCUTIONS!

INJURY! DEATHS!

SLOWING ECONOMIC GROWTH!

JOB LOSSES!

PROSECUTION!

THE STRATEGY

MANAGING ENERGY LOSSES

**Utilities globally
battling with energy
losses**

**Costing billions of
Rands annually**

**Developing countries
are worst hit**

Increase in losses

- Eskom Distribution energy losses increased from 4% to roughly 6% between 2002 and 2005

Raised Concern

- Increase in concern of national problem

ELP Initiation

- Initiated the Energy Losses Management Programme to deal with non-technical losses

Actions

1

**Audit, measure
and fix customer
installations**

2

**Ring fence
electrical networks
to balance energy
delivered**

3

**Implement tested
technologies**

4

**Ensure
sustainability**

5

Communicate to and Educate internal and external stakeholders



ELP YIELDED

RESULTS

HUNDREDS OF METERS AUDITED

**ILLEGAL INSTALLATIONS
REMOVED**

**AUDITING, INVESTIGATIONS
ARE IMPORTANT**

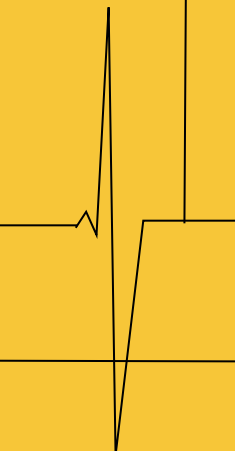
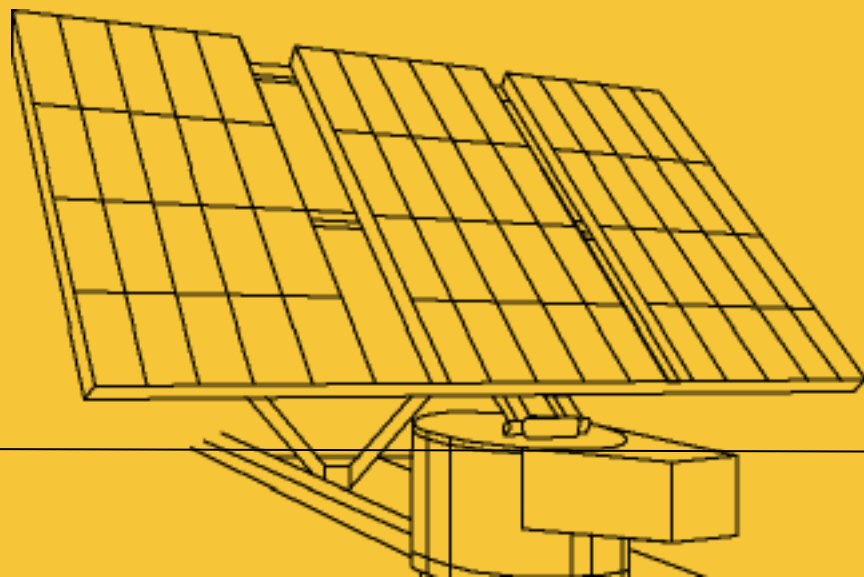
BUT ...

IF WE ARE **TO WIN...**

**MUST MOBLISE ALL OF SOUTH AFRICA FOR
LEGAL, SAFE AND EFFICIENT POWER USE**

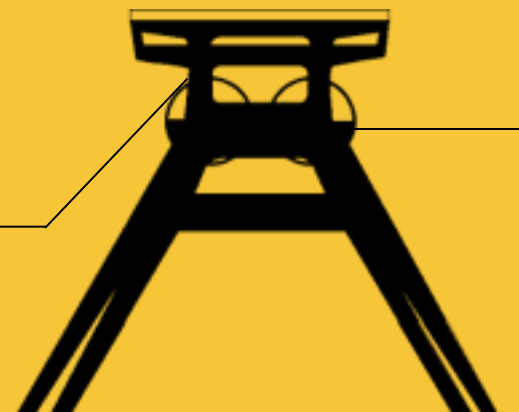
**UNITE IN FIGHT AGAINST
ELECTRICITY THEFT**

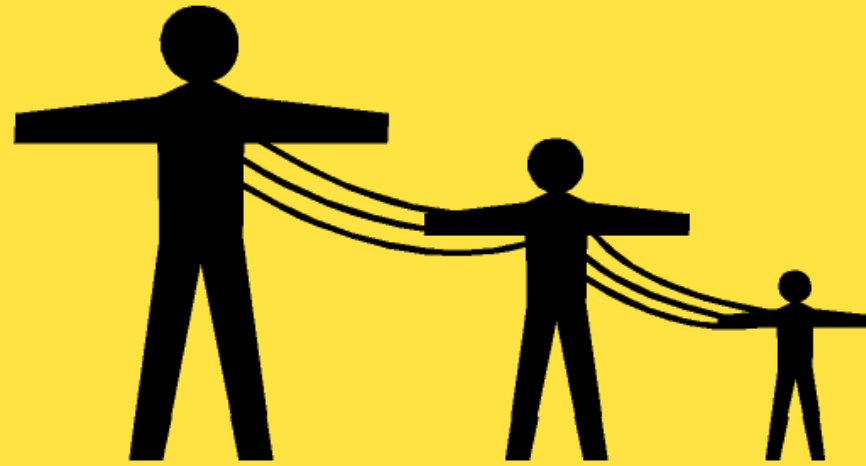
**SO WE ACTIVATED 5th WORK
STREAM OF ELP...**



**AND WE LAUNCHED
A NATIONAL
CAMPAIGN
BY ALL FOR
SOUTH AFRICA**

ON 26 OCT 2012





OPERATION
KHANYISA

THE POWER IS IN YOUR HANDS





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

LEGAL

**POWER
USE**



THE CAMPAIGN THEME

SUSTAINABILITY FOR

**SOUTH AFRICA'S
GROWTH AND JOB
CREATION**





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

SUPPORT

FROM THE HIGHEST OFFICE OF THE COUNTRY!



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



The Operation Khanyisa Pledge



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 electricity theft

Building partnerships to deal with energy losses

INTEGRATED **approach**

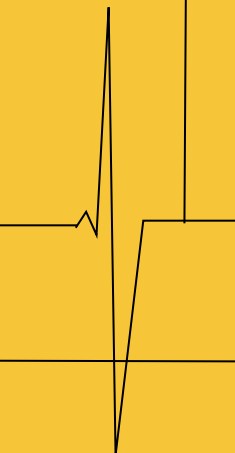
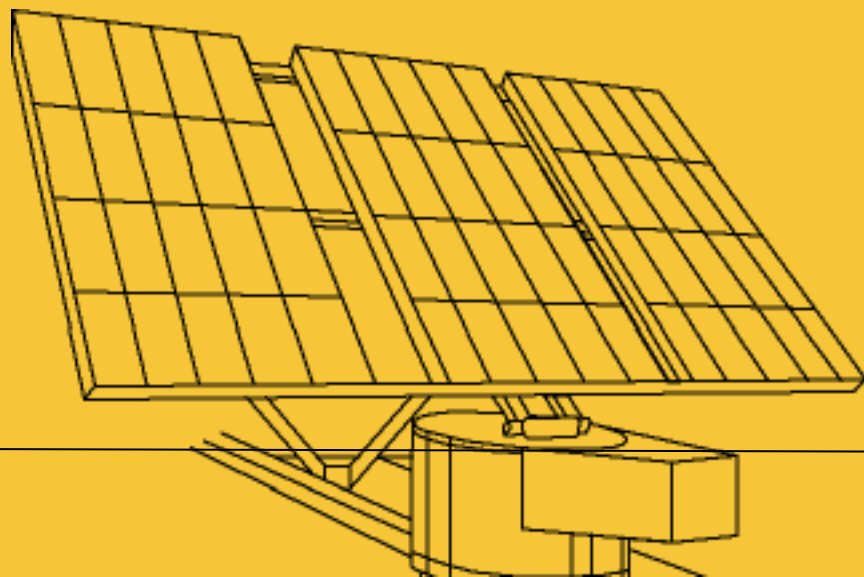
Electricity theft

Safety

Energy Efficiency

Non-payment

Infrastructure theft



Level 1 Strategy: **OPERATION KHANYISA CAMPAIGN STRATEGY**

The approach is one that combines audit, detection and enforcement methods with a behaviour-change communication campaign.

LEVEL 2 STRATEGIES

LPU CAMPAIGN

AGRI CAMPAIGN

BUSINESS
CAMPAIGN

SPU/PPU CAMPAIGN

HIGH LSM
CAMPAIGN

LOW LSM
CAMPAIGN

FOCUS SITES CAMPAIGN

CURRENT

NEW

Compliance
Campaign

Education
Campaign

Stakeholder
Campaign

Contractor
Campaign

Employee
Campaign

Municipal Campaign

CPF Campaign

CROSS-CUTTING STRATEGIES

PR Strategy

TTL Strategy

Media Strategy

Research/M&E Strategy

CAMPAIGN PROGRESS



WE HAVE MADE

GOOD

PROGRESS

A FEW

HIGHLIGHTS...

1. Partnerships

Not just an Eskom problem, but a challenge for SA



PARTNERSHIPS

- **Launched as a national partnership campaign**
- **Forged core campaign partnerships across public and private sector: BUSA, BAC, PRIMEDIA CRIME LINE, SALGA, PROUDLY SA**
- **Also partnerships with e.g. NPA, SAPS, municipalities**
- **Working with Agri SA to work with agriculture sector**



NATIONAL LAUNCH October 2010



2. Social Mobilisation

Social mobilisation is key



SOCIAL MOBILISATION

- **Using approach to bring about individual and society behaviour-change**
- **Work directly with communities: non-confrontational, joint problem-solving**
- **Tested approach in 5 pilot sites – good results; communities taking ownership**
- **Also engaged with various partners to mobilise business, commerce, agriculture, law enforcement**



COMMUNITY MOBILISATION





The approach is working – talent contests in November 2011

OPERATION KHANYISA'S talent competition



One of the poster designs



A young and talented singer



Participants waiting to perform



A colouring in competition entry

Operation Khanyisa has talent

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**

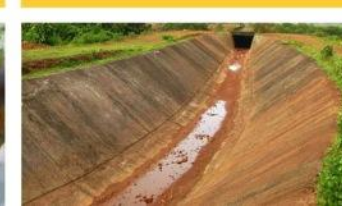
**VOLHOUBAARHEID
VIR SUID-AFRIKA SE
EKONOMIESE GROEI,
VOEDSELSEKURITEIT EN
WERKSKEPPING**



**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**





BLACK FARMERS' EXPO JULY 2011



MOBILISING BUSINESS

South African Chambers of Commerce Conference and Energy Indaba 2011



Energy News

Special Edition July, 2011



REPORT ELECTRICITY THEFT

SEND SMS TO 32211

Blowing the whistle on electricity theft

The South African public is joining the fight against electricity theft and is blowing the whistle on those who steal power. Over 1000 tip-offs have been received by Primedia Crime Line since the launch of Operation Khanyisa in October last year. Nearly 200 of these in the last month alone, with another 579 tip-offs received by Eskom's Crime Reporting Line.

Most of these tip-offs deal with illegal connections, meter tampering and bypassing. Whilst the majority of tip-offs are from Gauteng, reports have been received from as far afield as Durban, Pietermaritzburg, Soshanguve, Bloemfontein, Stellenbosch, Mdantsane, Amanzimtoti, Port Elizabeth and Queenstown.

Whilst many of the reports were about alleged electricity theft in disadvantaged areas and townships, tip-offs have also been received about electricity theft in suburbs like Sandton and Morningside.

The tip-offs received via Primedia Crime Line deal with alleged electricity theft in areas serviced by Eskom and municipalities, and are routed from Crime Line to Eskom and local government for investigation and action. Where appropriate, SAPS are also involved in the investigation.

The action taken by Eskom in the majority of cases includes disconnections and the issuing of tamper fines. Eskom disconnected 16,800 illegal connections and meter

tampers last year and recovered over R13.9 million in tamper fines.

However, a number of more serious cases have also been brought before the courts, including a case involving so-called 'ghost' or stolen prepaid credit dispensing units. Those in such cases have been found guilty of racketeering and fraud, emphasizing the seriousness with which the criminal justice system is beginning to view the crime of electricity theft. In the Johannesburg South High Court in May, two accused were convicted of electricity theft and racketeering amongst others, and received a combined sentence of 111 years. Assets worth R7.5 million were also seized by the Gauteng Asset Forfeiture Unit.

Where children have been killed or injured as result of electrocutions caused by illegal connections, charges of murder and culpable homicide are being brought against culprits. Those involved in illegal connections have also been successfully prosecuted for contravening the Occupational Health & Safety Act.

In recent months, the following successes have been notched up against electricity theft:

- 16 accused found guilty of contravening the Occupational Health & Safety Act;
- 33 accused found guilty of electricity theft;
- 10 accused pleaded guilty to theft of electricity.

In most of these cases the guilty parties were fined R1000 or sentenced to four months imprisonment, highlighting the need to speed up amendments to the Electricity Regulation Act, 2006 to ensure much tougher penalties.

Many of the cases reported to Primedia Crime Line and Eskom unfortunately still do not contain enough information to allow for effective follow-up. For example, in 24% of the cases referred to Eskom, investigators were unable to locate addresses based on the information provided in the tip-off. City Power investigators fared slightly better and were unable to locate 14% of the addresses based on the information provided by callers.

South Africans are urged to continue reporting electricity theft anonymously by sending a detailed SMS to 32211. (R1/SMS). Information required includes:

- The specific place or address of the crime, or description of the place (include pole numbers, street names and sections where possible. Directions to the premises also help a lot where there are no stand numbers).
- Description and name of the suspect/s if it's known.
- Nature of the crime e.g. illegal connections, meter tampering cable theft, etc.

Tip-offs can also be sent to www.crimeline.co.za

Business among main culprits

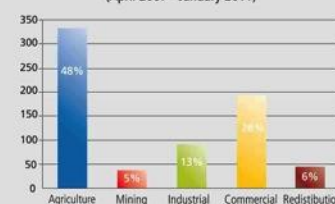
It's time to bust some myths about electricity theft in South Africa. One of the biggest is the idea that electricity theft is a 'township problem' and that it is only poor people who resort to illegal connections. The reality is very different. While illegal connections and meter tampering are certainly happening very visible in residential areas, the same is happening within the commercial,

industrial and agricultural sectors. Businesses are currently involved in some type of electricity theft, whether this is in the form of meter tampering, bypassing or illegal connections. In this environment, meter tampering and bypassing is discreet and sophisticated.

Even though the prevalence of meter tampering among large power users (such as the business, industry, commerce

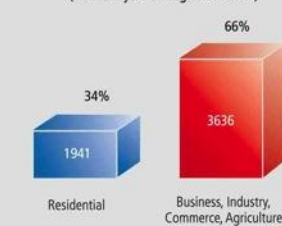
and agriculture sectors) is on average only 1% as compared to about 6% among residential customers, the impact of energy loss is significantly higher. Energy loss suffered through electricity theft among large power users is double that of residential customers, due to their high consumption volumes. This translates to a revenue loss of R805m per year, compared to residential losses at R407m per year.

Instances of electricity theft among Large Power Users (April 2007 - January 2011)



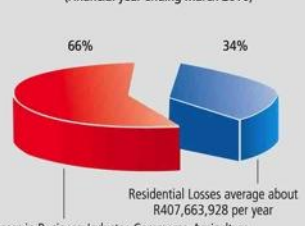
Source: Eskom energy loss audits.

Energy loss suffered by Eskom due to electricity theft (Financial year ending March 2010)



Source: Eskom energy loss audits.

Revenue loss suffered by Eskom due to electricity theft (Financial year ending March 2010)



Residential Losses average about R407,663,928 per year
Losses in Business, Industry, Commerce, Agriculture sectors amount to around R805,621,572 per year

BOFE

- Operation Khanyisa won an award for the best overall stand at the Business Opportunities & Franchise Expo (BOFE) in September 2011!



Business
Opportunities &
Franchise

EXPO

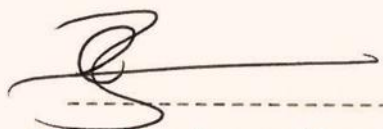
2011 Sponsor:
 Standard Bank

This is to certify that

*Operation
Khanyisa*

has been presented with the

Overall Award
for stand excellence


Eskom Development Foundation


Thebe Exhibitions & Projects

Thursday 15 - Sunday 18 September 2011

Proudly brought to you by:

 Eskom


THEBE
EXHIBITIONS & PROJECTS
GROUP

Exhibitions • Special Projects • Events
Conferences • Venue Management



3. Enforcement

Although social mobilisation is key, enforcement forms an important part of the strategy



ENFORCEMENT

- Our research has shown that less than 17% of the population believe that one could get caught and prosecuted for electricity theft
- Achievements in this area include:
 - Drafting of a proposed ***amendment chapter*** on electricity theft, for the National Electricity Regulation Act, 2006
 - Development of a ***First Responder's Guide*** to ensure evidence collection and protection of the chain of evidence on the scene of a tamper
 - Publishing of a first-ever ***Guide to the Prosecution of Electricity Theft in South Africa*** to assist investigators and prosecutors



ENFORCEMENT (cont)

- **Further achievements:**

- Major victory in South Gauteng High Court in March 2011 – ***landmark ruling that electricity theft as an incorporeal/intangible property can be stolen.*** Two suspects sentenced to over **111 years'** imprisonment, and assets forfeited. ***For first time, racketeering*** was used in prosecuting electricity theft.
- 59 other court successes and convictions
- Disconnected over 17,000 illegal connections
- Recovered R20m in tamper fees during 2011/12
- Various cases and investigations ongoing with Hawks and NPA





FOREWORD

Eskom is proud to present this guide for the prosecution of electricity theft. Our purpose is to assist prosecutors, investigators, Eskom and municipalities as they prepare for and prosecute cases related to electricity theft. Eskom is working closely with both the National Prosecuting Authority (NPA) and the South African Police Services (SAPS), including its Directorate for Priority Crime Investigations, the Hawks, to ensure that cases of electricity theft are thoroughly investigated and prosecuted.

During this collaboration process, it became clear that there is a gap that needs to be filled to ensure that prosecutors and investigators from SAPS, Eskom and municipalities are provided with accurate and easily accessible information on energy losses, electricity theft, and related issues. This guide is intended to fill that gap. It's not the last word on energy losses or electricity theft, but should rather be viewed as a work in progress. We therefore welcome any comments or suggestions that you feel will improve the guide.

Please forward any suggestions or ideas you may have to metauk@eskom.co.za.
A representative from Eskom will contact you should this be necessary.

We hope this guide provides you with the kind of assistance you require as a prosecutor or investigator, and look forward to closer co-operation and greater success in handling cases of electricity theft and related matters.



Mabon Maphele
Senior Manager: Energy Trading, Eskom





SA's heeding the call

- The **Reporting Campaign** is also growing from strength to strength
- Good response since launch in October 2010
- Pushing our partner, Primedia Crime Line's anonymous SMS line at 32211 (R1/SMS) for tip-offs
- More than 3 800 tip-offs received to date
- Of these 2 224 in Eskom areas, rest from municipalities areas.
- Tip-offs for municipalities are forwarded for resolution
- Eskom regions are responding and work on 11 day turn-around for resolution of tip-offs



Baby
Jake



Kabelo



Jeremy Mansfield



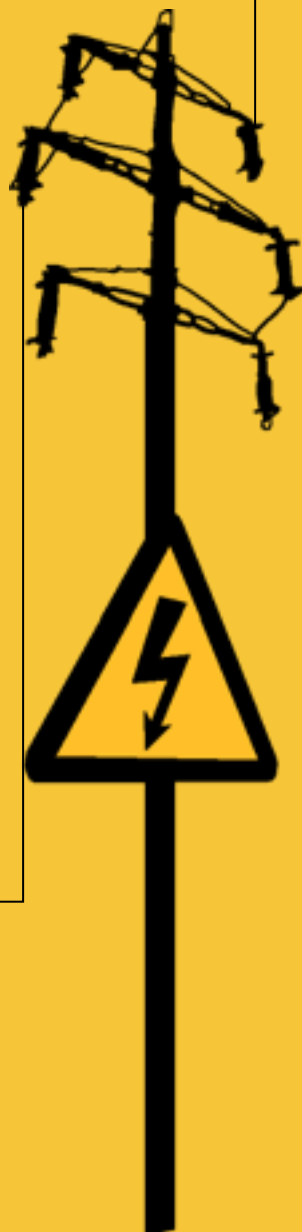
Jay

4. Awareness

Achieved high levels
of awareness



Dec 2011 Tollgate Campaign



- One of the biggest summer promotion campaigns ever at toll gates
- More than 300,000 families reached during December 2011, with an amplifier reach of 1.2 million people
- Special travel packs containing activity books, card games, board game, etc.

Operation Khanyisa at the tollgates!

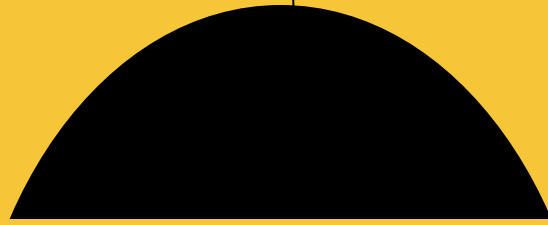


Motorists receiving Operation Khanyisa bags at tollgates



Members of the Johannesburg Council of the Disabled packing Operation Khanyisa material





OUTDOOR

- Outdoor was a major feature in the awareness campaign throughout 2011
- And rolling out further in a massive effort from February 2012 to main highways, Gautrain and other train stations, billboards, buses, taxis, airport plasma screens, cabs, private cars, train coaches, street poles, etc.
- Radio, TV, competitions, mall activations, promotions, etc. to follow



... 2012 outdoor campaign



PSNO1
08/02/2012 14:16



www.operationkhanyisa.co.za

**DON'T
FOLLOW
ILLEGAL
POWER USE**

SMS 32211
REPORT ELECTRICITY THEFT ANONYMOUSLY (R1/SMS)

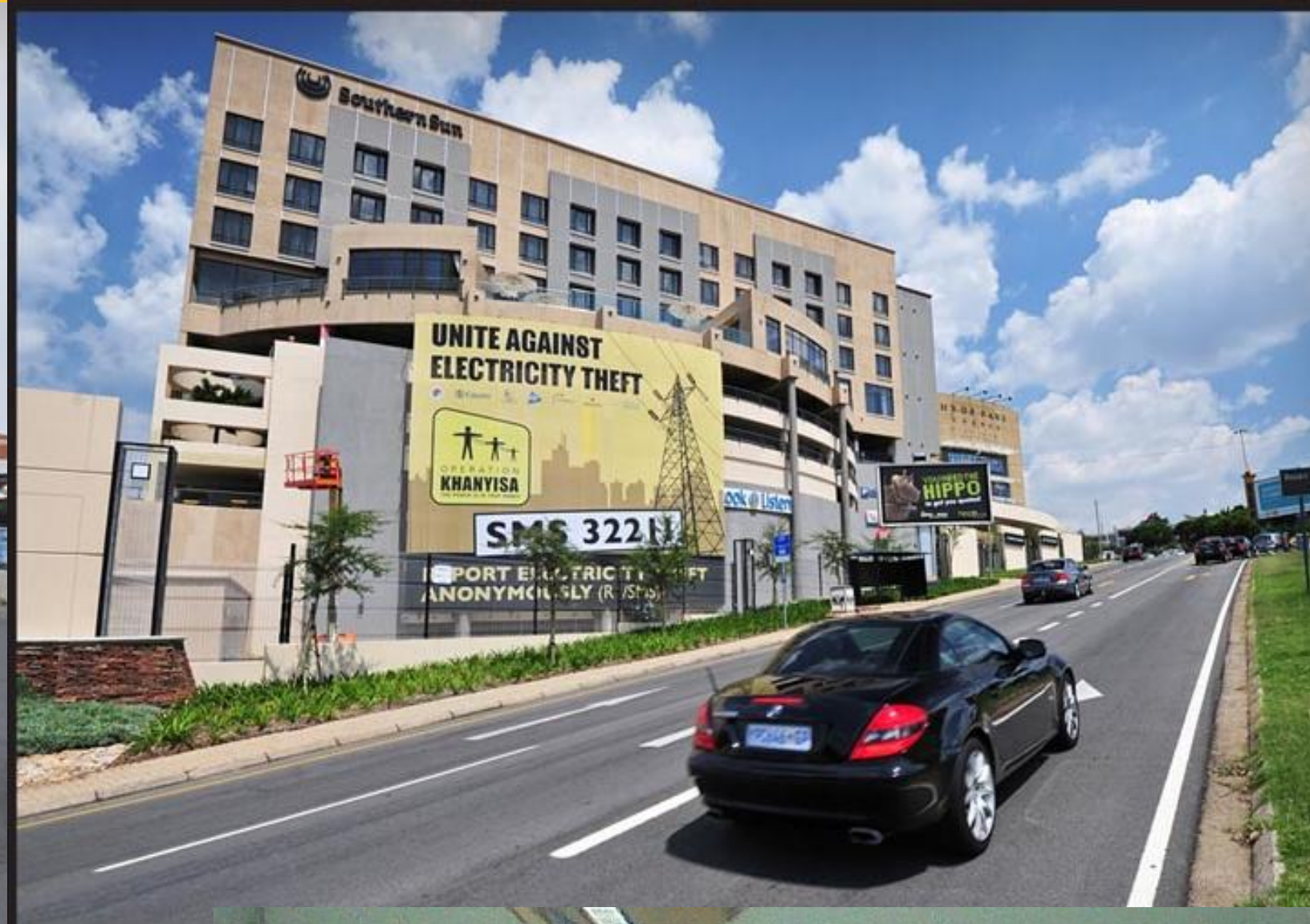


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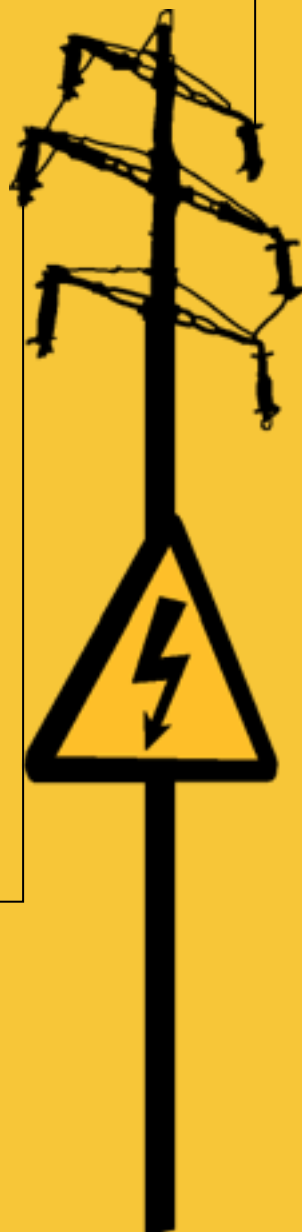


18/02/2012 21:22

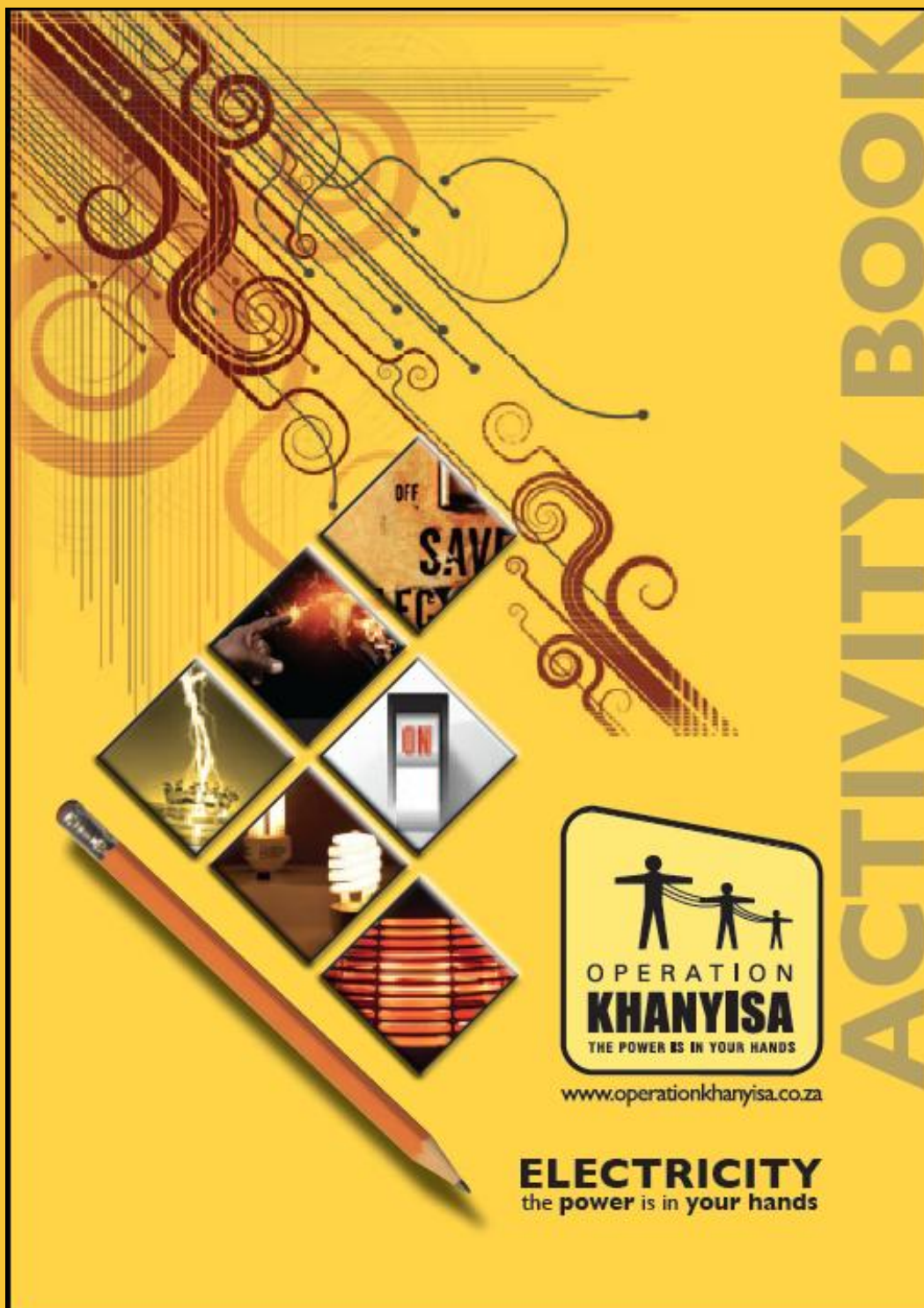
Increasing awareness ...



Driving further awareness & education



- Various brochures
- Leaflets, pamphlets – all 9 languages
- Posters
- Banners
- Print ads, Advertorials & Editorials in various newspapers, magazines, specialist press
- Kevin & Dosts clips on TV
- Various radio ads, interviews, talk shows



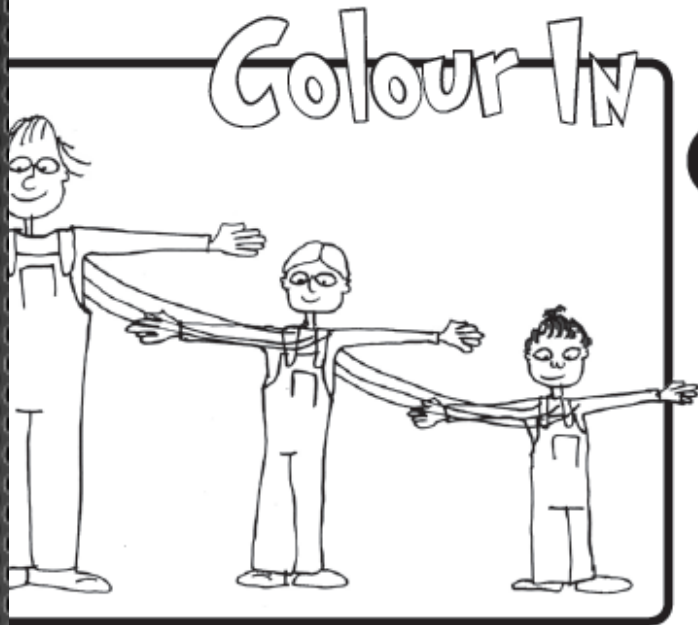
ACTIVITY BOOK

contents

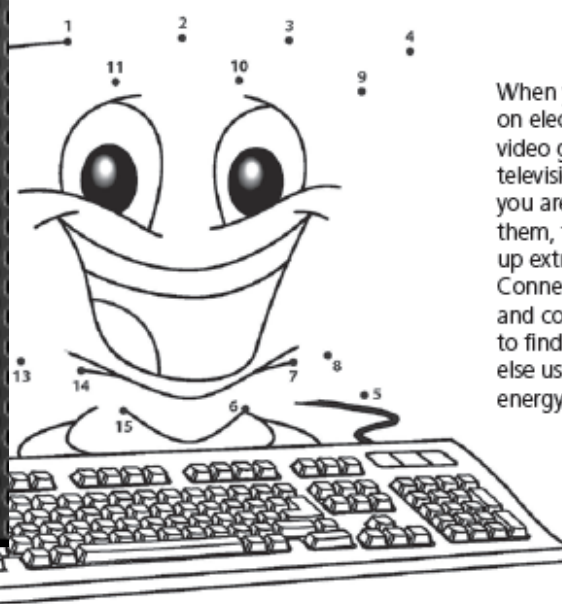
What is electricity and how is it made?	2
Who produces our electricity?	6
Who uses the electricity in South Africa?	7
What is electricity theft?	8
How does it affect all of us?	9
Who is stealing the electricity?	10
So what can we do about the problem?	10
What can South Africans do to help Operation Khanyisa?	11
So how do we save electricity?	14
Using electricity safely	15
<hr/>	
Here are some ideas about activities you can do in your school	16
Some exercises	17
Experiments	21



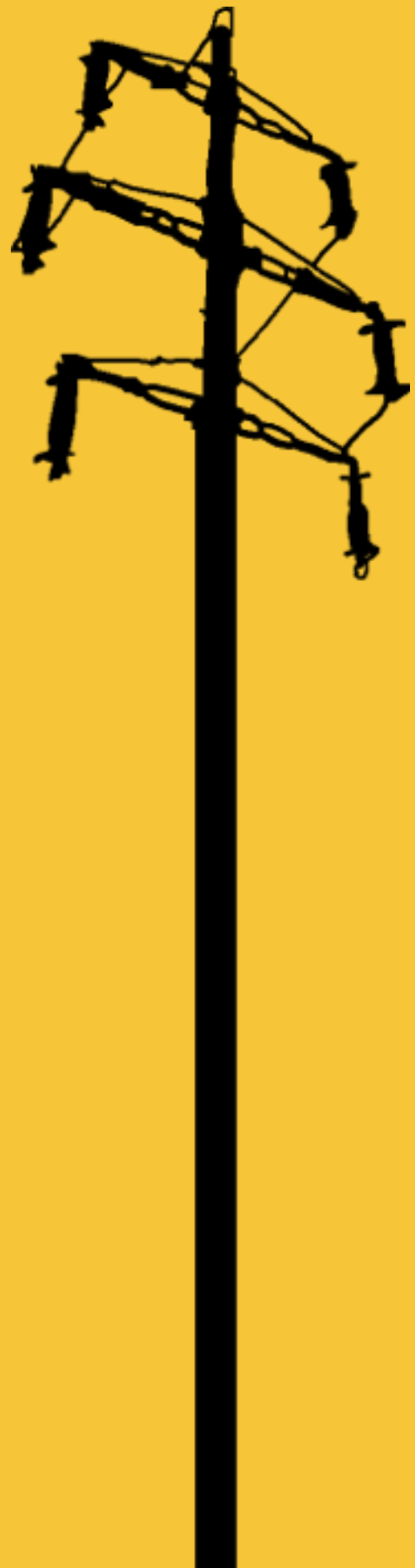
www.operationkhanyisa.co.za



3



When you leave on electronics like video games and television when you aren't using them, they use up extra energy. Connect the dots and colour it in - to find out what else uses up extra energy.



Energy News

- Special editions of Operation Khanyisa's newspaper, Energy News, were produced for events such as NAMPO, Energy Indaba, Crime Line Anniversary, etc.

(You will receive latest edition today!)

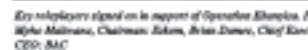
Business Among Main Electricity T

Even though the prevalence of meter tampering among power users (such as the business, industry, commerce, agriculture sectors) is on average only 1% as compared to 6% among residential customers, the impact of energy



**Business
Supports
Campaign
Against
Electricity
Theft**

Privately SA's CEO, Mr. Herbert Miklas, said the organisation focused on enhancing the capacity of local groups to create jobs, develop needed services and



POST
 DISTRICT OF COLUMBIA
 IN THE DISTRICT OF
 "TOWNSHIP"
 PROBLEM IN

WEN MET DIE KRAGTOEF
BY NAMPO BL.2

Die landbou sektor is nie immuun

fabriek voldeet de grond die ze daar aan 'n paar meters op pleien in omgeving gepaart in, daar kan het vooral aan 80% van die meters/tekstuur pleien in de omgeving gepaart in. Dit kan de "diameter" door groenwitten individuen om! groenwitten groene kan boere gebied word om halve te half daar aan ha meters te geater. Ondersiek het gewys dat kwante individue oewerlegs samelingsen op pectio-diameter been swart R300 op pleien/meter half in halfe door swart twee pleien in 30 minuten. Maar wat gelok word om van die dieste gebruik te maak son sin mei die skuldige se salke nie, maar loop ook groot riste



Agri SA ondersteun die veldtog teen elektrisiteitsdiefstal

Mr. Anthony Miller, President, was Aug. 5.

Diogenes in die landbousector was by elektrisiteitsdefisiet betrekke is, het 'n oorgewichtige mededingingsvoordeel by die verskaffing van elektrisiteit aan boere.

Agri SA will not run Operate Khayama sawmills on its own and is needing our local electricians and fittings to have regular visits to maintain the old mill as well as the new.



groenmerk is as 'n keimiel in die oë van die greg en die gemeenskap. Suid-Afrikaners en die saksieseer word al hoe minder verdraagsaam teenoor omvattende epideemioe soos elektro-magnetiese. Die Suid-Afrikaanse regering sal ook nie verklaar word as onbegreep wat by elektro-magnetiese breuk is nie. Beheerde en baer soos belyf skuldig; maak van elektro-magnetiese kan op 'n swartig gepaas word in verbod word as sels te doen dat die versiering en ander oorsake.

Veldtog kry momentum

Althoewel die fokus van die velding elektrositometrie is, is dit 'n velding wat ook verwants sake soos veiligheid, swaartebeleg, energiedoelwittebeleg en industriële ontwikkelings betref. Stark fokus word ook gegee op selfregulerende en wetenskaplike ontwikkeling. Versteende toepassing van die wet is 'n sleutelwoord, met swaartebeleg wat aangepas en versterk word doordreefde opvoering, ondersoek en versterking. Daar strek wettige soos goegeneitende instansie, instansie ontwikkeling, bestu-

Dit veldtoeg volg 'n sosiale bemerkingsbeoordeling van grondbeginsels en is kern van die strategie.

am te staan teen misdaad

nie. Ek wil graag 'n verskeie rig tur die mateerheid van vertogteomane bargin in die landboumarkte, en dit is om hande te wat met Operate Kharylan on standpunt in te nomen om skitterende te bevestig.

¹⁴ 'Ik is nu vertrokken dat die moordenaarheid Zuid-Afrikaanse gods, weigaloorrens burgers is wat glo in waarden soos integriteit, verantwoordelijkheid en onafhiktheid. Hierdie is die tipiese gemeenskapgegrigte waarden wat ons benodig en waarop ons moet verhou. Kruis ons 'n beweging vir 'n weigaloorrens moordenaarheid'.



Talking to Eskom employees

- Number of inserts and advertorials produced for Eskom publications throughout the year
- Number of Eskom regions organised special briefing events for employees



OPERATION KHANYISA NEWS BRIEFING



Operation Khanyisa is a national partnership campaign that aims to mobilize all sectors of South African society against electricity theft and build a movement for legal power use.

Khanyisa is a Zulu word meaning 'to light' or 'enlighten'.

Most of us are aware of the crime of electricity theft but are not aware of how deeply it affects all of us. One of the saddest impact of the crime is the death and injury it causes. Few people are aware that illegal connections are the main cause of deaths and injuries related to electrocution. Unfortunately most of the innocent victims are young children, toddlers and even babies.



OPERATION KHANYISA NEWS BRIEFING



June 2011



Visitors at Operation Khanyisa's exhibition stand at NAMPO Harvest Day in Botshabelo.

Operation Khanyisa's campaign to reach the agricultural sector got off to a lively start in 2011 at the NAMPO Harvest Day. The exhibition stand, titled 'Come do the Power Walk' was that of a virtual maize farm combined with a competition to drive visitors to the stand to engage with the content and answer 10 questions correctly to win prizes such as rugby tickets.

The stand proved extremely successful with promoters finding themselves swamped with enthusiastic participants. The greatest success of the stand was that each visitor had at least five contact points with Operation Khanyisa promoters to engage on the topic of electricity theft. The competition was also designed to ensure that visitors had to engage with content in order to answer questions and be eligible for prizes.

Visitors were also exposed to point in the stand entered pledges to use power legally.

It was the first time that Eskom staff in the agricultural sector had a talking point for lively debate.

According to recent figures, Eskom is responsible for 48% of the three years from April 2007 instances of electricity theft.



VIVA OPERATION KHANYISA!



OPERATION KHANYISA'S talent competition

What is Operation Khanyisa?

Operation Khanyisa is one of the largest personality campaigns rolled out by Eskom to date. It is a strategic campaign that targets the agricultural sector and aims to educate, inform and encourage legal power use and to build a movement for legal power use.

Eskom forged a national partnership with key players such as Private South African Business Against Crime (PSAC), Business Against Crime (BAC), Business Unity Front (BUF), Private Crime Unit (PCU) and the South African Law Government Association (SALGA) to roll out Operation Khanyisa. The campaign reaches South Africans to stop electricity theft by working with people and groups from traditional rural business and agriculture to ensure legal power use.

Electricity theft is a serious problem and takes the form of illegal connections, meter tampering or bypassing and the buying and selling of illegal power. Eskom receives about 100,000 reports every year due to electricity theft.

Electricity theft also impacts directly on our ability to deliver an affordable and reliable electricity supply to all South Africans.

Operation Khanyisa was launched in October 2009. Khanyisa is a Zulu word meaning 'to enlighten, explain or light up'.

While electricity theft is the main focus of the campaign, it is an integrated effort and the focus is on energy efficiency, energy infrastructure theft, and environmental.

Eskom staff and contractors are key to the campaign. Operation Khanyisa also involves Eskom's community development and social investment teams, as well as its legal and enforcement teams.



One of the poster designs



A young and talented singer



Participants waiting to perform



A coloring in competition entry

Operation Khanyisa has talent

More than 1,500 children and community members participated in talent shows hosted by Operation Khanyisa in November and December 2011.

Schools and the youth have been an important focus of community mobilization efforts. Schools in Operation Khanyisa pilot the areas in Botshabelo, Tlokweng, Tlokweng, Tlokweng and Tlokweng were invited to put their knowledge of legal power use and its benefits to the test, and to submit group and individual entries to participate in the talent competition.

The five competition categories included singing and dancing, drama, and other creative arts.

more than 24 groups and a total of 571 people participating. Singing and dancing was the most popular, with 24 group entries across the five communities.


The competition was open to all age groups and those who performed competently on stage in the final included participants from children and grandmothers who were eager to show the youth how it should be done. Dancing ranged from traditional dancing groups to modern hip-hop.

Community members praised this initiative saying that the talent competition was 'one of a kind' and that it had driven home the message of legal power use.

THOHOYANDOU



Going digital

- 
- Revamped the Operation Khanyisa web site to a fully fledged, interactive site
 - Went live recently with great success, good reception and feedback
 - Offers information, resources, pic gallery, etc
 - Also full-blown social media, such as Facebook and Twitter
 - Blogs also going strong
 - Please go visit us at:

www.operationkhanyisa.co.za

www.operationkhanyisa.co.za



**HOME**

**EDUCATION**

**BUSINESS AND AGRICULTURE**

**STAKEHOLDERS AND PARTNERS**

**HOUSEHOLDS**

**MEDIA**

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Operation Khanyisa is a partnership campaign to mobilise South Africans to use power legally





LATEST NEWS



OPERATION KHANYISA EXHIBITS AT POWER &

ABOUT THE CAMPAIGN

DANGERS OF ELECTRICITY THEFT

TAKE ACTION



FROMTHEBLOG

OPERATION KHANYISA IN THE INTERNATIONAL SPOTLIGHT

Matthew van Onselen — Jul 4, 2012

At the recent the 17th congress of the Union of Producers, Transporters and Distributors of Electric Power in Africa (UPDEA) earlier this month, Mr Mpumelo Mnyani, representing Operation Khanyisa, presented his paper, Social Marketing (Behaviour Change): A new weapon in the war against electricity theft.



[READ MORE](#)

 [Tweet](#)  [Like](#)

KEEP WARM THIS WINTER WHILE YOU SAVE ON YOUR ELECTRICITY BILLS

Jun 28, 2012

In winter electricity bills tend to skyrocket but here are some tips to keep the cold away and the expenses down. When it comes to rising electricity costs, a major culprit is the heater, but you can keep warm by using more blankets and wearing jerseys.



[READ MORE](#)

 [Tweet](#)  [Like](#)

OPERATION KHANYISA MOBILISES COMMUNITIES THROUGH TALENT COMPETITION

Bianca Bothma — Jun 18, 2012

As part of its community mobilisation efforts to promote the legal, safe and efficient use of electricity in South Africa, Operation Khanyisa recently hosted the prize giving ceremonies for talent competitions held at five pilot sites. More than 1500 participants from Sterkfontein and Moroke in Limpopo, Tsakane and Sebokeng in Gauteng, and KwaMhlushwa in Mpumalanga, took part in the Operation Khanyisa Talent Competition. Young and old,



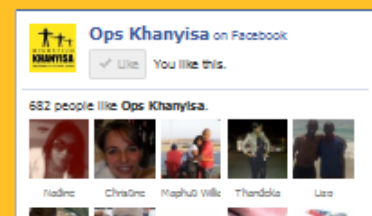
FOLLOW US ON TWITTER

Op_Khanyisa Don't miss out! RT @Eskom_SA: Eskom energy efficiency expo's could be coming 2 u this #Winter. [bit.ly/Eskom_Expos](#) #Winterwise
8 hours ago · reply · retweet · favorite

Abramjee Minister Trevor Manuel & General Riah Phiyega will be the guest speakers at @CrimeLineZA 5th anniversary celebration this week. @MariissaO
7 hours ago · reply · retweet · favorite

ProudlySA Did you know @CrimeLineZA celebrates it's 5th birthday on Tues? Well done! @MariissaO @Abramjee [pic.twitter.com/4Nk3Zbh](#)
8 hours ago · reply · retweet · favorite

Op_Khanyisa What are some your clever #EnergySavingTips share with us
2 days ago · reply · retweet · favorite



5. More than just a campaign...

Our ethos is to do more,
to make a real difference
everywhere we touch our
audiences



MORE THAN JUST

- **Some heart-warming stories:**
 - Restoration of a home-based care centre in Sterkfontein pilot site that was on the verge close-down. They rendered catering services for one of our events, and ploughed this income into revamping the centre
 - 37 jobs created by recruiting and training coordinators and fieldworkers from the pilot sites
 - Support local suppliers when doing events, etc.
 - Creating platform for people to show-case their talents, for some it opened doors to life-changing opportunities
 - Various suppliers and business come to the party with donations, discounts, etc. – picking up on our ethos





Before: the dilapidated care centre



The centre after the revamp

Touching lives...



CHALLENGES



WE FACED A FEW CHALLENGES

Working out how to activate and support key partnerships – this is not always easy

Grappling with the politics of the day

Capacity constraints

Negative perceptions about Eskom

Perception that culprits won't get caught or prosecuted

OUR PLANS FOR NEXT 12 MONTHS



Plans for 2012/13

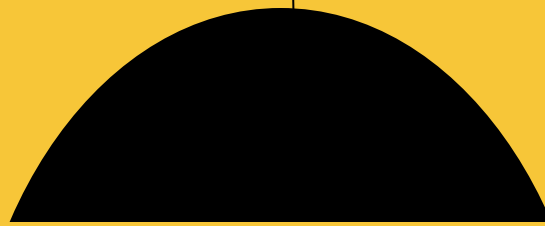
- 
- Local government – municipal activations
 - Schools
 - Government structures
 - Community policing forums
 - Business
 - Agriculture
 - Enforcement
 - On-going advertising, PR, education, empowerment



Plans for 2012/13

- Continue work across all five streams of ELP
- Strengthen partnership with Local government, other government structures, National House of Traditional Leaders
- Special campaign with and through Community Police Forums
- Outreach programme for schools, educational institutions to empower learners, students, teachers
- Campaign to reach higher-income consumers
- Focused efforts in mobilising business, commerce, industry and agriculture with our partners. Strong drive for self-regulation, good governance
- Step-up enforcement with NPA, Hawks, SAPS Detective Services – special teams, improved investigation methods
- On-going advertising, PR, education, empowerment

IN CLOSING

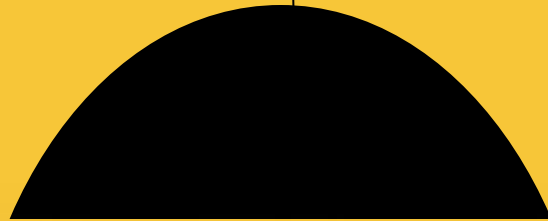


LET'S PARTNER!

- Operation Khanyisa is going BIG in 2012/13
- Need full activation of all core partners
- Make use of constituencies & all available platforms to spread the message
- **The power is indeed in our hands**



**LET'S KEEP
SOUTH AFRICA
POWERFUL**



Thank You