

Feedback on Operation Khanyisa and its sub-campaigns.

The purpose of the paper is to provide SARPA with an update of Eskom's Energy Losses management public communication campaign, Operation Khanyisa, and its associated sub-campaigns including:

- Partners aligned to the campaign
- Tip offs via CrimeLine and Eskom
- Pilot Sites

Operations Khanyisa was launched in October 2010, by Eskom CEO Brian Dames and the then minister of public enterprises, Barbara Hogan. The purpose of the campaign is to change customer behaviour with regard to the theft of electricity and related crimes. The campaign will consist of radio, television and print media communications, support by building strong relationships with customers via an intensive social marketing approach. Since its launch, Operation Khanyisa has engaged with the business community, residential customer and has established 6 pilot sites across the country. These initiatives will be examined in detail in the paper.

- Partners aligned to the campaign

To date Business Unity South Africa, Business Against Crime, SALGA and Prime Media are all active partners in Operation Khanyisa. An overview of the role of the partners and the nature of the engagement with them will be presented. SALGA's active involvement in the campaign is critical to its success. SARPA's role in actively engaging SALGA will be examined in detail. As part of Operation Khanyisa, Eskom has engaged various organised business sectors (AgriSA etc) and detail feedback from these engagements will be present.

- Tip-offs via CrimeLine and Eskom

Core to the success of Operation Khanyisa is the involvement of the public. In this regard Eskom has instituted a high profile tip-offs campaign, which allows all member of the public to anonymously report any illegal connection, meter tamper or other electricity related crime. Details on the type of tip-off, the areas from which they originate and the action taken will be provide. Furthermore, information on how other utilities can benefit and contribute to this sub-campaign will be outlined.

- Pilot Sites

Six pilot sites have been selected across the country to start the implementation of Operation Khanyisa's's social marketing approach. The objectives, methodology, results and learning's in the pilot sites will be presented.

The paper concludes with the assistance which Operation Khanyisa can provide to SARPA members and the expectation of the campaign of SARPA.