H2.SA

H2.SA Communication Strategy

Contents

1. Introduction

Around the world the demand for green hydrogen (GH2) and the associated Power-to-X products like ammonia and synthetic jet fuel is on the rise. South Africa is considered one of the future suppliers of green H_2 products and is already well on the path to establishing itself as a global leader in the production of green hydrogen.

The GH2 economy opens up exciting economic development opportunities for South Africa and provides a clearer pathway for a just energy transition. But South Africa does face challenges in the implementation of its green hydrogen vision, particularly around the expansion of its renewable energy production, access to water and land all within the context of a complex energy crisis.

The H2.SA project aims to support the development of a GH2 economy for South Africa. The project has four aims: to remove existing market barriers, align political and regulatory frameworks, develop the capacity needed by the GH2 sector and address risks to the environment and society.

A critical element to support and amplify the H2.SA work in these four areas is a stakeholder engagement and communication strategy. This document has been developed following extensive sector research, over 20 stakeholder interviews, a communications audit and a media landscape mapping process.

What follows is a detailed communication strategy that makes use of stakeholder engagement, PR and media relations, digital communications strategy and partner collaboration to create a positive public perception of green hydrogen; foster stakeholder cooperation, trust, and alignment; strengthen dialogue, knowledge exchange and thought leadership positioning and create a movement of change agents within the public, private and civil society sectors.

2. Sector research

South Africa is one of the most carbon intensive countries in the world. This is driven by a reliance on coal-based electricity generation, carbon-intensive transport systems and the dominance of energy intensive industries such as mining, refineries and steel production.

As a result South Africa is a major contributor to climate change and is vulnerable to the impacts of climate change with increasingly frequent extreme weather events including floods, fires and droughts. South Africa also continues to grapple with the triple challenge of poverty, inequality and high levels of unemployment, which have all been exacerbated by the Covid-19 pandemic.

In addition South Africa faces several transitional risks including the introduction of carbon trade barriers that will reduce South Africa's current economic advantage and competitiveness in specific sectors and may result in job-losses in carbon-intensive sectors. These issues will need to be carefully navigated to ensure a just transition to a low-carbon economy.

South Africa's climate change response

The South African government has recognised the threat of climate change and the urgent need for climate change mitigation and adaption strategies. The green economy is seen as major opportunity for adaptation as outlined in the Just Energy Transition Investment Plan. The inclusion of green hydrogen as one of the four 'frontiers', shows the important role that this new economy will play in South Africa's future. It gives clear signals about government's intention to embark on a sustainable development pathway and its commitment to a just energy transition that will enable economic development while protecting the best interests of all South Africans.

The place of Green Hydrogen (GH2)

Within this broader context green hydrogen presents a unique opportunity to the country. Around the world the demand for green hydrogen (GH2) and the associated Power-to-X products is rising.

South Africa is considered one of the future suppliers of green GH2 products thanks to an abundance of renewable energy resources, large Platinum Group Metal (PGM) reserves, active R&D programmes at universities and scientific councils and access to Sasol's patented technology and hydrogen production process.

Building a green hydrogen economy opens up exciting job and economic development opportunities for South Africa including new export markets and the domestic use of GH2 by local manufacturers and industry. Importantly it offers a tangible solution for how to make the energy transition a just one.

But South Africa does face challenges in the implementation of its green hydrogen vision, specifically the need to expand its renewable energy production and it must address issues of water scarcity and access to the land. South Africa also faces a complex energy crisis combined with a reluctance to embrace renewable energy and move away from coal-fired power stations. As a result there is concern around South Africa's strategy to produce green hydrogen for export when the country cannot currently meet its own energy needs.

The role of H2.SA

GIZ's H2.SA project's objective is to support the South African public and private sectors to maximise the potential of a sustainable GH2 economy for South Africa. Within this context H2.SA has been promoting the green hydrogen economy in South Africa since 2021. The project falls within the GIZ Energy Cluster. Broadly the project aims to remove existing market barriers, align political and regulatory frameworks, develop the capacity needed by the GH2 sector and identify and mitigate any risks to the environment and society.

This is achieved by partnering with key stakeholders including the Investment and Infrastructure Office in The Presidency, the Department of Mineral Resources and Energy (DMRE), the Department of Trade Industry and Competition (DTIC), the Department of Science and Innovation (DSI), and Eskom as well as with lead researchers and academics in universities and at scientific councils.

The government framework

The Hydrogen Society Roadmap (HSRM) published by the Department of Science and Innovation (DSI) in 2021 provides a co-ordinating framework that aims to facilitate the integration of hydrogen into various sectors in South Africa to stimulate economic development and growth while moving the country towards a low-carbon economy. This is to be achieved through four catalytic projects and 70 key actions. In addition these projects will contribute to the growth of sustainable green industries that are resource and energy efficient, low-carbon and low-waste.

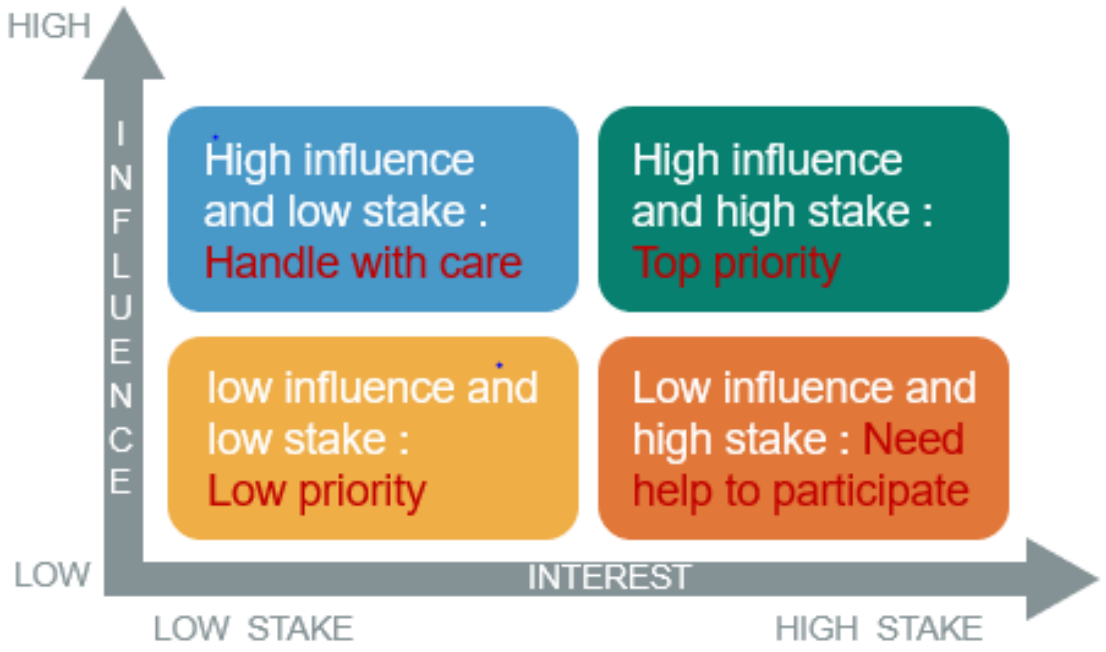
Please see the full sector analysis in appendix 1.

3. H2.SA and Green Hydrogen SWOT Analysis

4. Stakeholder mapping and analysis

This section focuses on the various stakeholders involved in the green hydrogen sector. We have mapped stakeholders according to their level of influence and stake in the GH2 sector. This approach allows us to match the priority of the various stakeholder groups with their needs to develop a strategic approach that focuses our communication efforts to maximise impact.

This stakeholder mapping has been informed by interviews with over 25 different stakeholders.



Top priority: high influence and high stake

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Employees: • Professionals • High levels of literacy • Regular web users • Urban • Well educated and informed • Good knowledge of GH2	GIZ employees	• Want to secure buy-in and support for Green Hydrogen • Reduce the siloed approach to work in the sector • Build capacity with key stakeholders • Want to share knowledge and experience • Enhance 'matchmaking' between role players • Speed up the implementation of policy and other enabling elements • Ensure the just elements of the transition are prioritised • Showcase success stories and case studies • Facilitate access to data and information	• Share success stories • Share sector data and information	• May be limited by advisory role • Complex topic that is hard to communicate

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Project Partners: • Professionals • High levels of literacy • Regular web users • Urban • Well educated and informed • Excellent knowledge of GH2	• IIO • Presidency • DMRE • DSI • DFFE • DTIC • IDC • DPWI	• Access to information and data • Support and buy-in for their green hydrogen projects/initiatives • Support in drafting a hydrogen strategy • Support in drafting policy • Support in implementing key catalytic projects • Profile and showcase the work that is already being done	• Profile success stories • Establish government cohesion in strategy and policy • Create an enabling environment through capacity development • Share training and capacity development	• Lack of mandate to own GH2 • Lack of GH2 strategy • Poor public awareness • Misunderstanding of role of GH2 • Inconsistent messaging in government • Siloed working approach • Risk of being seen as a 'talk shop' with limited implementation • Absence of DMRE in high profile event

Top priority: high influence and high stake

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Other government departments • Professionals • High levels of literacy • Regular web users • Urban • Educated • Varying levels of GH2	• Government departments: national/provincial • Municipalities • Special Economic Zones • Industrial Development Zone	• Access to information, data and resources • Access to training and capacity building • Access to strategic support in delivering projects • Profile and showcase the work that is already being done • Policy certainty • Regulatory framework to work within	• Enable policy development process • Enable regulatory framework development process • Share success stories • Share sector data and information • Share training and capacity development opportunities • Connect government with private sector suppliers for pilot projects	• Lack of decision-making/slow decision making as lack information • Lack of clear ownership of GH2 • Lack of GH2 strategy • Inconsistent messaging across government departments • Siloed working approach • Poor public awareness • Misunderstanding of role of GH2 • Lack of central steering committee • Seen as a 'talk shop' with limited implementation

Top priority: high influence and high stake

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Private sector • Professionals • High levels of literacy • Regular web users • Urban • Educated • Varying levels of GH2 awareness	• Bambili • Cape Stack • SASOL • AngloAmerican • Enertrag • Atlanthia • SMEs • Engie	• Policy certainty • Regulatory framework • Access to funding • Access to markets • Access to training and capacity building • Support in funding applications, feasibility studies etc • Access to strategic support in delivering projects • To showcase and profile their projects • Open source data/national pre-feasibility study	• Enable contribution to policy development • Enable contribution to the regulatory framework • Share success stories • Share sector data and information • Share training and capacity development opportunities • Connect government with private sector suppliers for pilot projects	• Low investment in GH2 projects without policy/regulatory certainty • Limit projects to those that only serve direct business interests due to lack of policy/regulatory certainty • Access to funding for feasibility studies • Exclusion from the policy development process

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Funders • Professionals • High levels of literacy • Regular web users • Urban • Educated • Varying levels of GH2 awareness	• DBSA • KfW • Development banks • Climate Fund Managers • Banks • UK-PACT	• Policy certainty • Regulatory certainty • Access to a pipeline of bankable projects • Mechanism to support funding applicants through the application process	• Share success stories • Share sector data and information • Enhance 'matchmaking' between role players	• Low investment in GH2 projects without policy/regulatory certainty • Lack of project preparation funding

Need help to participate

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Organised labour Management profile: • Professionals • High levels of literacy • Regular web users • Urban • Educated • Varying levels of GH2 awareness	• COSATU • NUM • SATAWU	• Access to information, data and resources • Access to training and capacity building • Support in mapping the labour implications of JET • Engagement in discussion around reskilling, upskilling etc	• Enable contribution to policy development • Enable contribution to the regulatory framework • Share sector data and information • Share training and capacity development opportunities	• Exclusion from the policy development process • Resistance to GH2 implementation due to lack of awareness • Resistance due to lack of inclusion in JET process • Low engagement due to complexity of issues and limited awareness and understanding • Scepticism about future of GH2 and decarbonisation generally

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Industry • Professionals • High levels of literacy • Regular web users • Urban • Educated • Varying levels of GH2 awareness	• Chemical • Steel • Refinery • Mining • Cement • Transport	• Policy certainty • Regulatory framework • Access to funding • Access to markets • Access to training and capacity building • Support in funding applications, feasibility studies etc • Access to strategic support in delivering projects • To showcase and profile their projects	• Enable contribution to policy development • Enable contribution to the regulatory framework • Share sector data and information • Share training and capacity development opportunities	• Exclusion from the policy development process • Low investment in GH2 projects without policy/regulatory certainty • Limit projects to those that only serve direct business interests due to lack of policy/regulatory certainty

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Industry bodies and associations • Professionals • High levels of literacy • Regular web users • Urban • Educated • Varying levels of GH2 awareness	• Africa Green Hydrogen Forum • Africa Green Hydrogen Alliance	• Contribute to policy development • Contribute to regulatory framework • Access to funding • Access to markets • Access to training and capacity building • Support in funding applications, feasibility studies etc • Access to strategic support in delivering projects • To showcase and profile their projects	• Enable contribution to policy development • Enable contribution to the regulatory framework • Share sector data and information • Share training and capacity development opportunities	• Exclusion from the policy development process • Industry won't take a position without more information • Low investment in GH2 projects without policy/regulatory certainty • Limit projects to those that only serve direct business interests due to lack of policy/regulatory certainty

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Civil Society • Professionals and practitioners • Varying levels of literacy • Regular web users • Urban and rural • Low levels of GH2 awareness	• NGOs • Community Based Organisations • Faith Based Organisations	• Access to information, data and resources • Access to training and capacity building • To play an active part in policy and strategy development	• Enable contribution to policy development • Enable contribution to the regulatory framework • Share sector data and information • Share training and capacity development opportunities	• Exclusion from the policy development process • Resistance to GH2 implementation due to lack of awareness • Resistance due to lack of inclusion in JET process • Low engagement due to complexity of issues and limited awareness and understanding

				• Scepticism about future of GH2 and decarbonisation generally • Exclusion of young people, women and minority groups

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Education sector • Professionals • High levels of literacy • Regular web users • Urban and peri-urban • Educated • Low levels of GH2 awareness	• TVET colleges • SETA • DHET • DBE	• Access to information, data and resources • Access to training and capacity building • Support in mapping the labour implications of JET • Engagement in discussion around reskilling, upskilling etc	• Share sector data and information • Share training and capacity development opportunities • Enable contribution to skills mapping for this new sector	• Skills shortage due to lack of involvement from the beginning • Won't mainstream into education system without more information

Handle with care

Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
Media • Professionals • High levels of literacy • Regular web users • Urban and peri-urban • Educated • Generally low levels of GH2 awareness	• Journalists • Editors • Producers	• Access to information, data and resources • Access to training and capacity building • Access to resources: footage, images, infographics etc • Access to spokespeople • Access to new and interesting stories	• Share sector data and information • Share training and capacity development opportunities • Share success stories • Share educational information	• Complex topic and difficult to communicate • Incorrectly report on the role of GH2 in SA • GH2 may be perceived as 'all talk' due to lack of implementation

Low priority

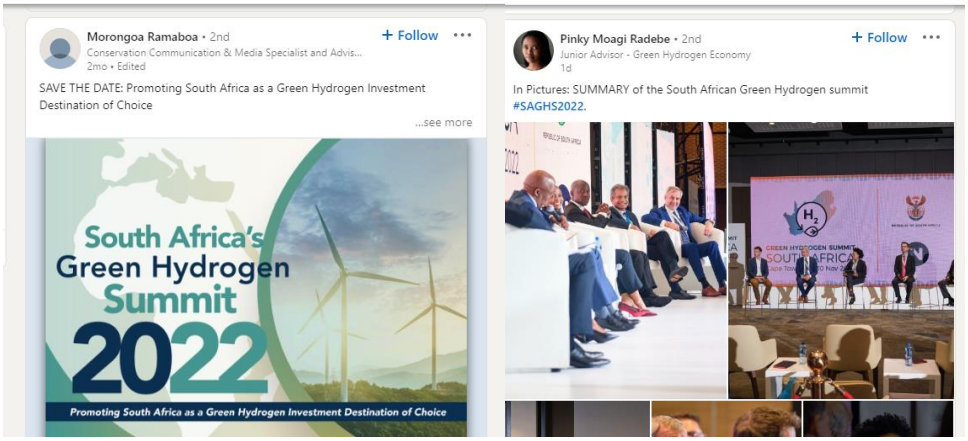
Group	Description	What do they want or need?	What does H2.SA want to communicate/achieve?	Risk/threat
R&D and Academia • Professionals • High levels of literacy • Regular web users • Urban • Educated • Excellent understanding of GH2	• CSIR • SANEDI • HSRC • HySA Systems, HySA Catalysis, HySA Infrastructure • PARI • TIPS	• Access to funding • Open source platform to share information, data, resources and learning • Access to training and capacity building specifically in communications • Access to strategic support in delivering projects • Policy certainty • Regulatory certainty • Secure public and civil society acceptance	• Share success stories • Share sector data and information • Enhance 'matchmaking' between funders and R&D and academia	• Lack of funding for R&D to establish SA as a world leader • The true cost of implementation hasn't been calculated and this will limit progress in the sector • Exclusion of young people and women

5. Communication audit

We completed a full audit of all communication channels, platforms and previous communication activities. This audit process helps to give a picture of what is working and what isn't to inform the strategic recommendations.

5.1 LinkedIn

The audit of the H2.SA LinkedIn group has revealed what is working and the opportunities to enhance this digital community. Below we have reviewed the LinkedIn page using a SWOT analysis structure.



H2.SA currently has 89 members in the closed H2.SA group and an audit of the page reveals the following:

Strengths	**Weaknesses**
New content is posted regularly (approximately once a week)	Posts receive limited engagement in terms of likes or comments.
The page curates high quality Green Hydrogen and related content from around the world, with a focus on South African content	Although content is high quality, it is not content that can't be found elsewhere.
The page was created as a networking and collaborative forum	The page is not being used for its intended purpose as communication and engagement on the page is limited.
	GIZ and staff are the main regular contributors to the page.

Opportunities	**Threats**
To establish or use a content calendar to plan content to create more strategic focus.	The page becomes an echo chamber if authentic discussion and debate is not facilitated.
To establish the page as a place for content that can't be found elsewhere. It should offer niche, specialised content.	The page becomes seen as redundant as it isn't bringing anything new or fresh to the table.
Establish structures to encourage engagement and collaboration, discussion.	The page slowly dies due to a lack of interest in the content etc.

Encourage programme partners and sector leaders to contribute through regular features or page takeovers (through the use of a content researcher/writer who can prepare the content on their behalf if necessary).	A lack of diversity of voices undermines broader stakeholder engagement initiatives.

5.2 Key message matrix

The key message matrix is a comprehensive and accessible guide for staff to ensure consistent messaging is shared about the programme. The guide is concise and clearly articulates the key messages for all the core elements of the programme. The matrix takes it a step further and outlines the key messages for each audience and workstream and is matched with the key communication channels for each audience. This ensures that the matrix is a comprehensive communications toolkit.

Much of the preparatory work in the matrix has been used to inform the development of this communication strategy. A further opportunity exists to enhance the guide by adapting the matrix to align with the most up to date messaging and converting this into a simple toolkit for staff to use when reviewing all communication documents.

5.3 Brand CI

H2.SA

The logo requires a refresh, to reflect the programme and its role more accurately in supporting the development of the green hydrogen economy in South Africa. The rebranding process would offer potential for profiling the H2.SA programme. To enhance the logo use and brand recognition even further we recommend a full CI is developed to guide the use of the logo and branding elements among partners.

5.4 Fact sheet

The H2.SA fact sheet is a useful and effective communication product. The fact sheet sets the scene, outlines the challenges, some key jargon as well as the four key focus areas. The fact sheet however is tailored to GIZ stakeholders and may not be useful for all audiences. There is an opportunity to produce a wider range of communication products for a broader range of audiences that makes use of graphics and visuals to simplify some of the more complex information.

6. Media landscape mapping

Grounded Media commissioned Ornico to complete a full media landscape mapping report. Covered here is a high-level overview of the report, the full report is attached as appendix 2.

This analysis provides a very robust data set with **244** media items reviewed for the period **1 June 2022 - 1 December 2022.**

Various metrics are utilised to categorise the data and including media volume over time, key topics, sentiment measures, representative visibility, audience reach and Advertising Value Equivalents (AVE), media types and top media sources, regions of coverage and others.

6.1 Highlights

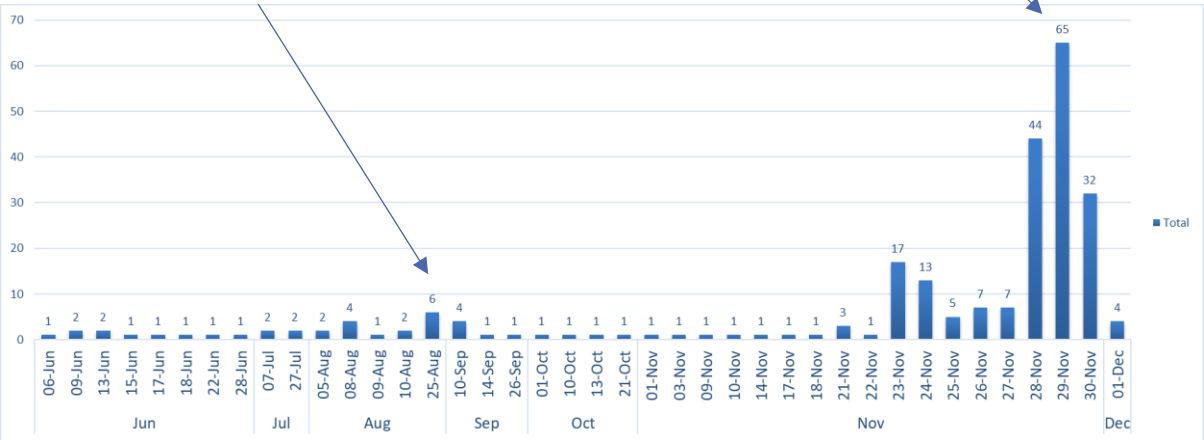
- A total of **244 media items** across magazine, online, television and radio sources were identified and analysed.
- Content appeared in **93 unique media sources** for the period.
- Media coverage was predominantly **Positive** to **Neutral –** with 62% of all coverage being deemed positive or neutral (38%) in nature. No **Negative** media items could be identified.
- Coverage was relatively low during most of the reviewed period, however this spiked dramatically at the end of November 2022 as President Cyril Ramaphosa opened and delivered a keynote address at the **Green Hydrogen Summit** in Cape Town.
- Main events included **COP27**, The **South Africa Green Hydrogen Summit** and the **Sustainable Infrastructure Development Symposium South Africa.**
- Main companies mentioned included **Sasol, Transnet NPA, Eskom, Anglo American Platinum** and **ArcelorMittal.**
- Main Government institutions included the **Industrial Development Corporation, Public Investment Corporation, The Department of Science and Innovation** and **Ministry of Public Works and Infrastructure.**
- Main projects featured included **Boegoebaai Green Hydrogen,** the **Saldanha Bay Hydrogen Project, Hydrogen Valley, Prieska Power Reserve** and the **Atlanthia Green Hydrogen project.**
- **Top media sources** per volume included **Mining Weekly Online** (23 items), **Engineering News & Mining Weekly** with 2 items (magazines), **RSG and SAFM** (radio) with 7 items each, as well as **SABC News and Newzroom Afrika** (television) with 5 items each.
- Top authors included **Martin Creamer** (Engineering News / Mining Weekly), **Esmarie Iannucci** (Mining Weekly Online)and **Admire Moyo** (ITWeb).
- **Online sites**, with 80% of total coverage, and radio (10% of total coverage) were the most predominant media types featuring coverage.
- A total **Advertising Value Equivalent** of **R5 506 399.33** was allocated to all media coverage for the period 1 June – 1 December 2022, with a total Audience Impressions figure of **73 716 078** being recorded.

6.2 Key insights

Overall the Green Hydrogen topic saw relatively low coverage during the period June – 1 December 2022, but the data is skewed due to the massive spike in media volume towards the end of November during the South African Green Hydrogen Summit.

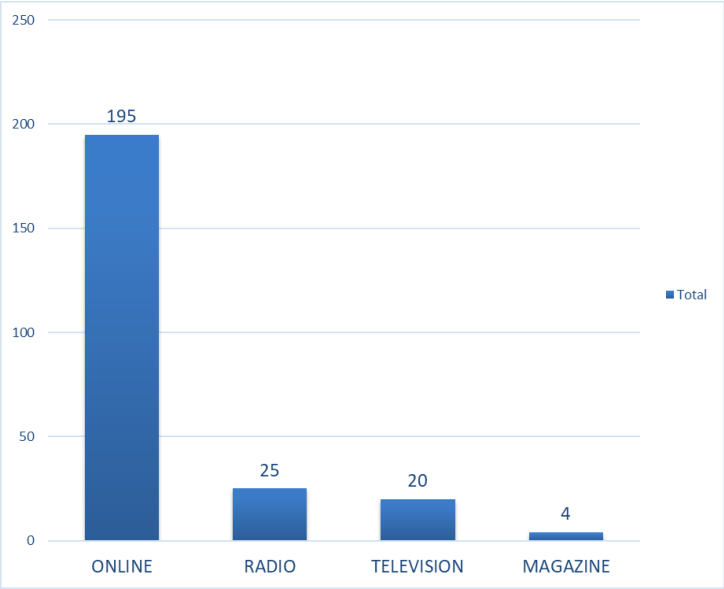
Coverage spikes as the Green Hydrogen Summit happens in Cape Town.

Namibia has selected four Power-to-X green hydrogen pilot projects that will receive more than €30m in German-backed funding.



Media types

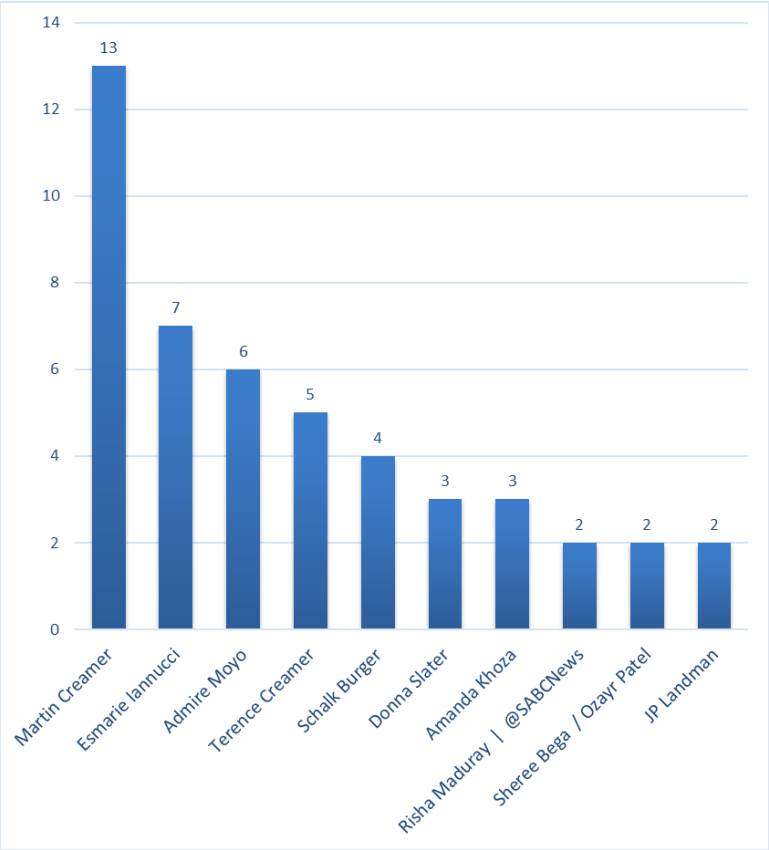
The vast majority of coverage was identified in Online news channels (80%), TV and radio coverage (18%) was focused on the Green Hydrogen Summit in Cape Town.



Top sources

Audience Reach Impressions, also known as “Opportunities to See”, measures the number of times audiences were potentially exposed to media items based on readership figures. The media report indicated that technical publications covered the topic of GH2 most extensively, indicating that the topic is still very niche. TV and radio coverage target the general public and did broaden the reach of the coverage around the time of the Green Hydrogen Summit.

6.7 Top authors



Though the vast majority of coverage had no particular bylines associated with it, the following journalists were of note during this period.

It is noteworthy that the journalists reporting on the matter regularly are reporting for technical publications like Engineering News and IT Web.

Notable events, bodies and initiatives and companies

During the reporting period three main events dominated the media coverage COP27, the South African Green Hydrogen Summit and the Sustainable Infrastructure Development Symposium. This shows that events are major drivers of media coverage on the topic.

Notable bodies that received regular coverage or mentions were the Africa Green Hydrogen Alliance, Partnership on Minerals for Future Clean Energy Technologies, Green Hydrogen Panel, Mapungubwe Institute for Strategic Reflection, Energy Council of South Africa. This reveals a mix of bodies or institutes from government and civil society, reflecting the mix of players in the sector.

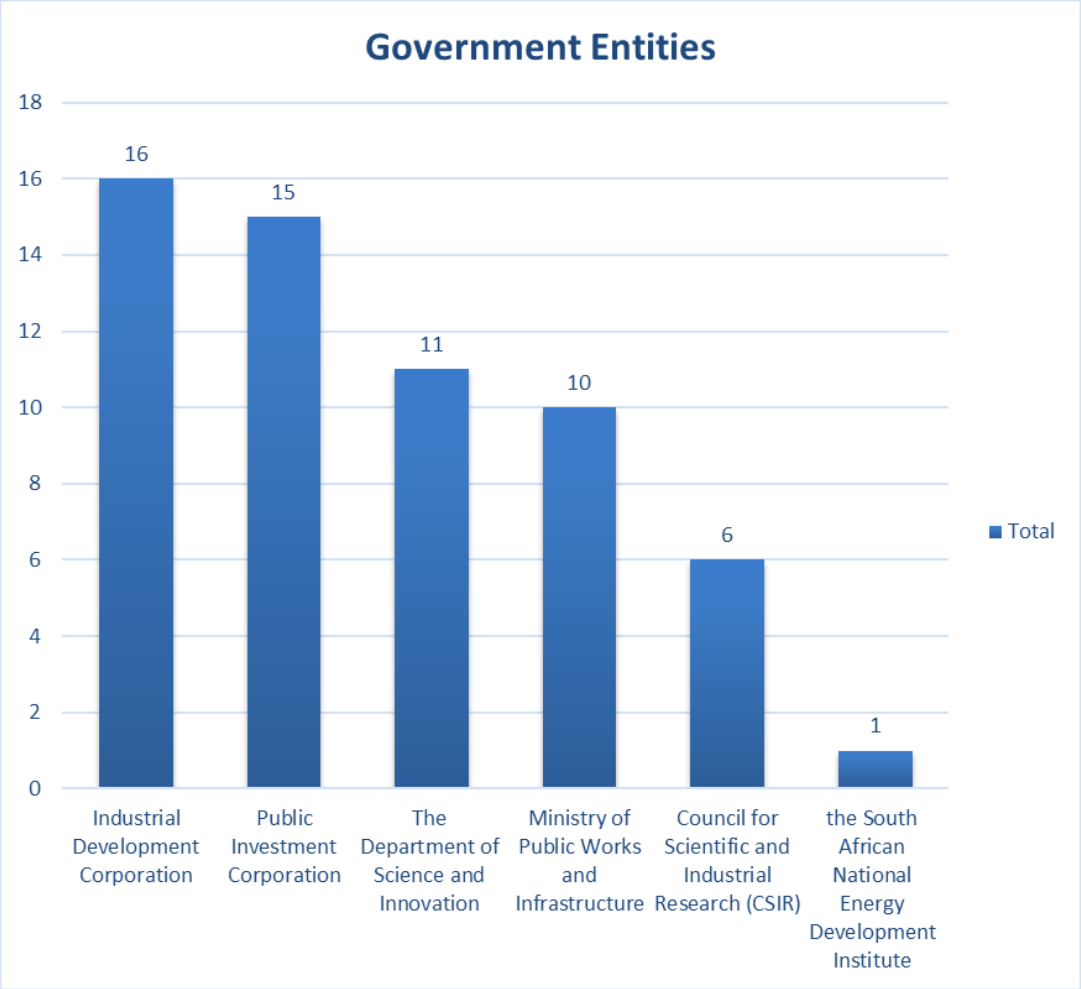
The most frequently mentioned initiatives were the Just Energy Transition Investment Plan, the Green Hydrogen Corridor, the Hydrogen Society Roadmap, South Africa's Green Hydrogen National Programme and the Northern Cape's Green Hydrogen Strategy. Again this shows a mix of government and private-sector initiatives, highlighting the mix of stakeholders in the sector.

The report also tracked mentions of projects and again highlights the range of private and public players. Boegoebaai, Saldanha Bay, Hydrogen Valley and Prieska Power Reserve received the most mentions indicating that large infrastructure projects are found to be most noteworthy to the media. The graph also highlights the value of demonstration projects in driving media coverage and exposure.

As is to be expected, Sasol was the leader in terms of companies with the most media mentions, with 55 mentions in total, followed by Transnet, Eskom, Anglo-American Platinum and ArcelorMittal.

This coverage is driven by the players with a high stake in the GH2 sector but also may point to the active PR and media strategies being implemented by these organisations.

In the government space this coverage reflects the departments and government institutions that are playing the most active role in the GH2 economy. What is notable is that the Department of Mineral Resources and Energy doesn't feature, this indicates the lack of leadership/engagement by the Department that many feel should be leading the development of the GH2.



As is to be expected President Cyril Ramaphosa is the most frequently mentioned 'personality', this is largely due to his high visibility at COP27 and the opening of the South African Green Hydrogen Summit. Other government officials include Alan Winde, Zamani Saul, Patricia de Lille and Masopha Moshoeshoe. This is balanced by coverage of high-level executives at private companies leading in the space, including SASOL, Engie, Enetrag etc. This highlights that media are interested in reporting on noteworthy initiatives and demonstration projects by government and the private sector.

National and regional coverage

When reviewing the national and regional breakdown we see that online media leads with 195 items, followed by national, and then regional media in Gauteng, Western Cape and KwaZulu-Natal. This aligns with trend for greater consumption of online media and highlights that the vast majority of media coverage reported on the topic from a national perspective.

6.12 PR SWOT Analysis

Strengths

The work that H2.SA does is important, newsworthy and linked to high-level government strategies and work being done in the private sector. GIZ is a reputable organisation as are the project partners. Any reputable journalist in the financial, political or environmental space should see H2.SA as a highly credible organisation, a thought leader and source of high-quality information and stories. H2.SA can also leverage its relationship with the programme partners to secure media coverage and advance the programmes key agenda.

From the media landscape report we also see the power of using events and conferences as media hooks to drive coverage of GH2 as well as the potential for collaborating with partners and private sector players to drive media coverage and exposure.

PR Weaknesses

- GH2 is a complex topic.
- GH2 may be seen as a project of President Cyril Ramaphosa.
- The role of GH2 is already being misunderstood or incorrectly reported on, most commonly as an alternative energy source and solution to the current South African power crisis.
- There is skepticism about the real potential for GH2 in South Africa this is reflected by some of the neutral media articles that mention GH2.
- GH2 may be perceived as 'all talk' and that the existing strategies have no real muscle because there is no GH2 strategy or policy.
- The H2.SA programme plays a technical advisory role and because the programme is aligned with the presidency, any support is viewed as guidance.
- H2.SA is not designed as a public facing entity, this present challenges in how the programme is positioned with the broader GH2 ecosystem.
- A lack of leadership and engagement by key government departments like DMRE means that GH2 project could be come to be seen as a private sector initiative.
- The large sums of money being committed could be seen to be benefiting the private sector predominantly as they are leading the implementation currently.

PR Opportunities

- GH2 is a hot topic currently and is top of mind in many influential circles
- H2.SA receives high level presidential support and the work that it does is a central component to delivering on the President's economic redevelopment and reconstruction plan.
- The work that H2.SA does is central to the just energy transition.
- H2.SA does important work in a cutting-edge field, with massive potential and opportunity. This can be used to establish H2.SA as a trusted source on GH2.
- Media training of journalists is empowering and will have a long-term impact on how the topic is covered.

PR Threats

- A loss of faith in government and its associates
- Newsrooms are short staffed and more junior as a result organisations dealing with complex topics like this often don't receive the necessary coverage or accurate coverage as journalists have limited capacity.

- The controversy surrounding Cyril Ramaphosa may spill over and undermine H2.SA's work and the GH2 project in South Africa.
- There is the potential for misinformation or disinformation for political purposes
- Complexity of the information, the technology and the science makes it challenging to communicate and hard to control the message

7. Strategic communications approach

7.1 Key objectives

At its core the H2.SA project is supporting an energy transformation process that will help South Africa transition to a low carbon economy through decarbonisation and a move away from fossil fuels. This transformation requires the alignment of important change makers to establish a shared vision and mission for "South Africa to be a global leader in the production of green hydrogen". This involves influencing the opinions of key stakeholders to collectively lead the process of building South Africa's Green Hydrogen economy.

Communication to relevant stakeholders plays an important role in supporting the vision and actively demonstrating the project's aims and objectives. This strategy must achieve the following objectives:

1. Foster stakeholder cooperation, trust, and alignment
2. Strengthen dialogue, knowledge exchange and thought leadership positioning
3. Develop a cohesive green hydrogen narrative
4. Create a movement with change agents and opinion leaders within the three spheres of the South African Government (local, provincial, and national), the private sector, as well as in civil society.
5. Create a positive public perception of a green hydrogen economy and by association the expansion of renewable energy in South Africa.

7.2 Stakeholders/target audiences

H2.SA has four main categories of target audiences:

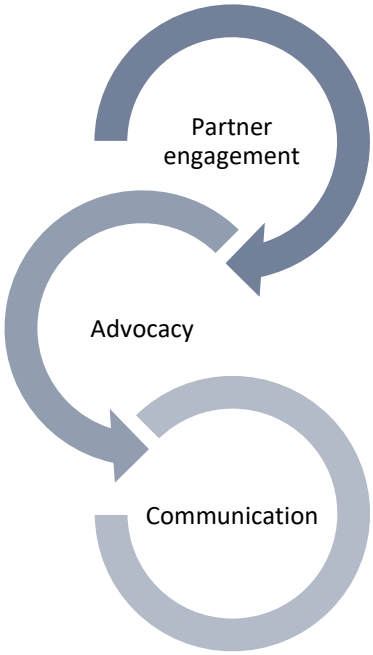
- Internal audience: GIZ Staff
- H2.SA project partners: government departments and affiliated institutions
- External audiences: government departments, private sector, civil society, academia and labour, general public, funders, industry
- Media

7.3 Stakeholder engagement approach

The very first step to securing buy-in and support for the GH2 economy is to undertake extensive advocacy with key stakeholders. Typically stakeholder engagement and advocacy aims to influence the perceptions, attitudes and beliefs of key audiences to secure buy-in and support and in turn take action to advance the GH2 economy. As a result advocacy typically aims to:

1. Establish a direct connection or relationship with the key stakeholder in order to highlight the relevancy of the issue to them.
2. Provide the stakeholders with information, data and other resources to help them become more informed and knowledgeable about an issue.
3. Encourage stakeholders to open doors to promote the implementation of the GH2 vision.

Within this framework we have outlined a stakeholder engagement approach that includes 3 key pillars:



These three elements are designed to work together to drive engagement with the topic of GH2, increase awareness and in turn influence policy and implementation.

7.4 Advocacy

Within this context advocacy must take place with key individuals from whom the project requires buy-in and support.

Advocacy aims to target key decision makers but also stakeholders and leaders, as they constantly interact with constituencies and communities, often at grassroots level, and represent the needs and interests of people who are likely to be directly impacted by the GH2. Stakeholders are often credible, trustworthy and reputable individuals and leaders of recognisable and trusted organisations and have influence within their spheres.

There are three five key approaches to this advocacy work:

1. **Meetings:** face-to-face or virtual meetings with key decision makers to inform, educate and influence them to take action.
2. **Training and information sessions:** as GH2 is a new technology with limited application currently it is important to provide training and information sessions to a wide range of stakeholders including legislators, civil society, organised labour, DHET and DBE, SMEs, industry etc.
3. **Workshops:** to facilitate discussion and debate around specific issues or details.
4. **Public meetings:** an avenue for informing, creating awareness and establishing support for GH2
5. **Stakeholder summits:** opportunities to discuss, debate and agree on key actions and outcomes to drive the agenda.
6. **Knowledge exchange platforms:** with so many diverse players in this space it may be useful to convene a knowledge exchange platform. This would be an opportunity for different stakeholders to share updates, research, showcase their work etc. This could

be a virtual platform or face-to-face platform that encourages learning and development.

Through effective advocacy we can ensure that key stakeholders use their own networks to communicate and engage the majority of people in their communities

To support these direct engagements we propose the following additional activities:

- **Development of a toolkits and resources** (housed on the proposed H2.SA website) for niche groups to use when communicating with their constituencies. This can include information packs for legislators, civil society, organised labour, schools, SMEs, industry etc.
- **Digital advocacy campaigns:** in future it may be useful to develop advocacy campaigns that aim to lobby government representatives to take specific action, for example to support a specific policy etc. These campaigns can be housed on the website.
- **Government advocacy**: the importance of working through national, provincial and local structures should not be overlooked. It will be critical to engage with the relevant departments as the GH2 projects progresses.
- **Emailers**: we also propose the use of emailers that target specific groups of stakeholders with information tailored to them, their interests and needs. These can be regular bulletins to keep key stakeholders abreast and up to date, with ad hoc emailers as necessary. These can also be used to mark days like Earth Day or World Environment Day.
- **Collective Leadership Approach:** The stakeholder engagement process must align with the activities undertaken as part of the Collective Leadership Approach methodology that GIZ and H2.SA will be involved in. This approach works with existing strengths and embraces development areas in order to map future possibilities using collective intelligence and engagement with a wide range of stakeholders in the GH2 sector.

Please find the full stakeholder list in appendix 3.

7.5 Communications approach

Phased approach

Considering the context and necessity to begin progressively building the profile of green hydrogen with various target audiences, we recommend a phased approach to the communication.

Awareness phase: We propose that the communication rollout starts with an awareness phase. This phase will focus on establishing awareness of H2.SA as a brand and more specifically on establishing awareness of green hydrogen and its potential in South Africa. This awareness phase will focus on using digital anchor channels supported by strategic stakeholder engagement and PR and media liaison to educate key stakeholders and create awareness of green hydrogen. The primary objective of this phase is to raise awareness levels among key stakeholders (mapped in appendix 2) of green hydrogen, its uses and applications and its role in driving South Africa's socio-economic development and environmental agenda.

Engagement phase: this phase will lean heavily on interaction and interventions with key stakeholders to drive direct engagement with key H2.SA initiatives, projects and programmes. This phase will build on the newly established green hydrogen awareness and encourage direct engagement with the H2.SA programme offering. Through consistent engagement there will be enhanced stakeholder alignment. This phase will make extensive use of learning engagements, dialogues and targeted stakeholder engagement and lobbying supported with targeted communication on digital channels.

Action phase: during this phase the strategy will aim to catalyse this brand awareness and engagement into direct action by key players. This phase will use digital channels coupled with PR ad media relations to maintain the awareness and catalyse action in H2.SA's four key focus areas.

Using this phased approach and key communication channels we would aim to achieve the four key communication objectives.

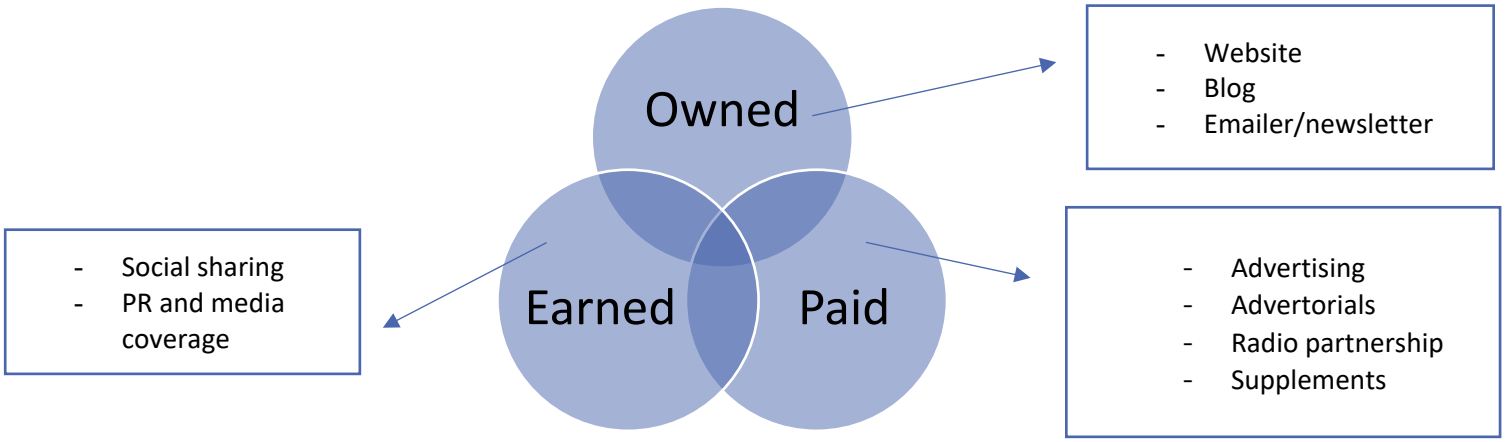
A three-pronged communication approach

This strategic communication approach is predicated on a multi-channel approach that is strategically phased over the duration of the contract and is designed to build on each channel in order to reinforce messaging to best achieve awareness creation, facilitate engagement and drive action.

For this project we propose a strategic approach that makes use of three key components that can be effectively amplified using H2.SA's existing communications channels and built on with the addition of a website and where appropriate supported by a mass media campaign informed by strategic media buying when appropriate. This strategic framework allows for flexibility when tactical opportunities arise.

The owned-earned-paid media model

Using a combination of owned, earned and paid media H2.SA can create awareness using relatively low-cost communication channels with an "always-on" approach and support this with the strategic use of media budget during specific campaign periods for high impact.

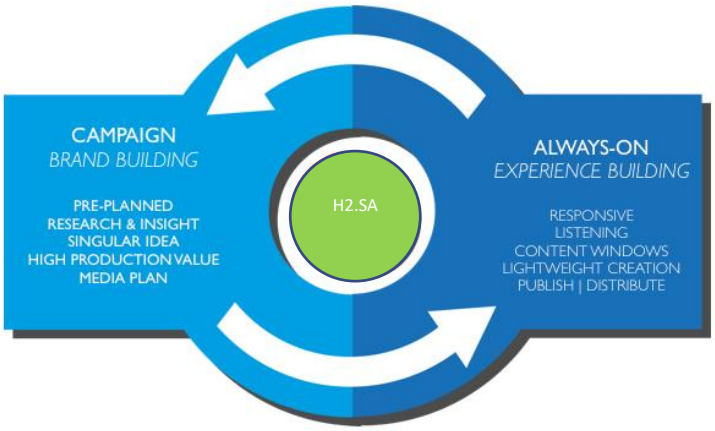


The interplay between these three components will ensure that we are growing awareness of green hydrogen, establishing awareness around critical themes, case studies, projects and South Africa's long-term sustainability objectives. This combination helps to establish meaningful connections and

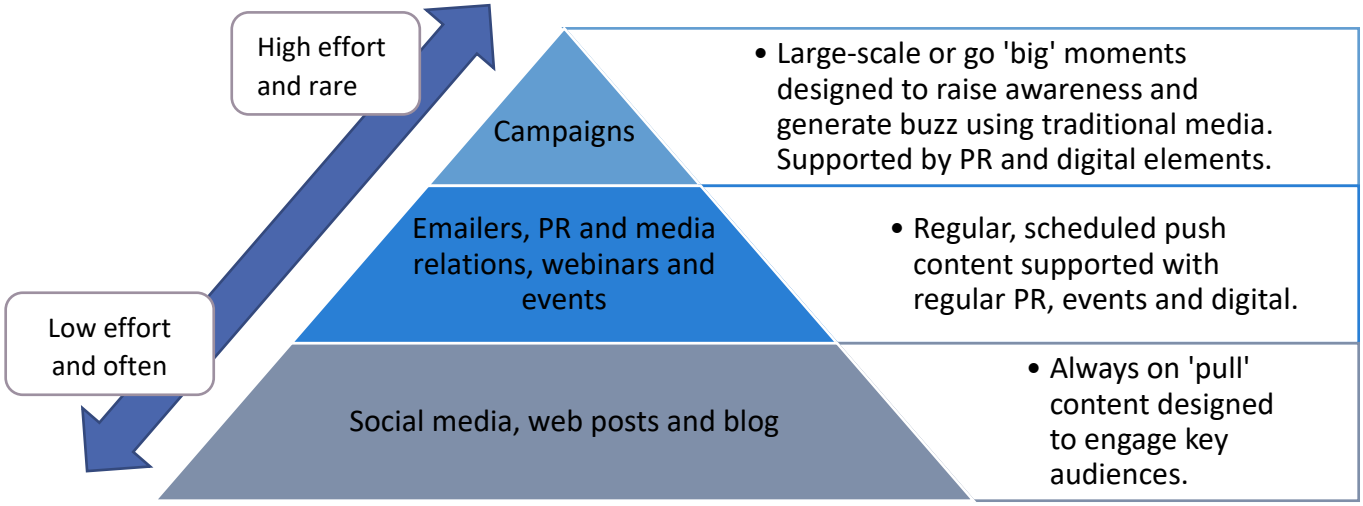
conversations that will create awareness, drive engagement and begin to shift behaviour. Below we outline the key communication methodologies and tactics.

Always on and campaign framework

These three prongs are underpinned by an always-on and campaign framework that works in conjunction with the traditional marketing pyramid. This approach allows for ongoing 'always-on' communication to ensure a consistent presence supported by relevant campaign periods that acts as a hook to generate greater engagement at strategic points throughout the year for example during the South African Green Hydrogen Summit, during training sessions or other conferences.



Communication pyramid



Using the communication pyramid approach, we can ensure that we achieve the overarching communication objectives of establishing and growing awareness of H2.SA, GH2 and the key themes associated with the programme and generating regular engagement using established and most effective channels. This then enables the use of stand-out communication and more intensive efforts for strategic campaigns and events.

Finally, this approach allows for the effective use of budget to bolster the campaign while also using tactical opportunities to engage with audiences in an authentic and appropriate manner.

7.6 Communication approach and methodologies

We propose the use of an overarching story-telling approach. In South Africa there is a strong African tradition that has major cultural relevance and significance. We propose using an engaging

story-telling approach that aims to show rather than tell the green hydrogen story. Storytelling is a robust way to establish relevance with key audiences and is effective in print, digital and multimedia.

7.6.1 Communication products and assets

Communication efforts are enhanced with the support of communication products. These products can be used in a variety of settings and are particularly useful when communication efforts focus on education and awareness. We propose the development of the following communication products:

- **Video:** GH2 is a complex topic that is best explained using video. We recommend the production of between 10 and 15 key videos that capture success stories, case studies as well as a H2.SA programme video. We propose a story-telling approach that brings these complex projects to life by showing the people involved and the communities that are benefiting from this new technology.
- **Photos:** in our highly visual world an extensive image library or archive is critical. It is important that images are South African and reflect local conditions, people and projects. We recommend a photographer is commissioned to produce an image library that includes a range of photos including RE, hydrogen projects as well as people who will be profiled in the communication activities.
- **Communication collateral:** we recommend the development of a range of fact sheets, infographics and booklets. These can cover topics including: the basics of what GH2 is, how it is produced, what it can be used for, the GH2 value chain, the South Africa's green hydrogen vision etc). In order to produce this collateral we will develop a range of graphic elements that can be used on digital channels, print and on audio visual elements.

7.6.2 PR

Because GH2 is a new technology we will make extensive use of PR and media relations to establish awareness and educate key stakeholders. We propose a combination of tactics to leverage earned media coverage and extend reach through interviews and media coverage in the national media as well as through local press and radio.

The PR campaign will make use of the following earned media tactics:

- **A robust media database*:*** at the project onset it is critical to develop a comprehensive database that is segmented according to key stakeholders. The database should include a wide range of journalists, editors and reporters covering finance, economics, politics, the climate crisis as well as more general reporters from national, local and community media. It will be critical to build and nurture relationships with a range of journalists, editors, reporters, producers, editors-in-chief and managing editors.
- **Media training:** for selected spokespeople and officials in partner organisations and government departments. This media training will ensure that spokespeople are well equipped and confident to engage with the media even on controversial topics and issues. Media training also enables a spokesperson to influence the direction an interview takes and ensures they are able to incorporate key messages into media coverage.
- **Regular media releases:** we recommend bi-monthly media releases to ensure a steady flow of information for consistent communication across all key projects and programmes in the sector. Ad-hoc media releases can be produced should the need arise.
- **Ongoing media liaison with identified key media:** we aim to build positive working relationships with a range of media to ensure effective ongoing communication.
- **Media roundtables**: we propose launching the PR campaign with a media roundtable, this is an opportunity for media to engage with high-level stakeholders around topics of critical

importance to green hydrogen and provides interview opportunities with high level spokespeople and sector leaders. Roundtables create the space to set-the-scene with media and establish positive working relationships up front.

- **Hosting media at key events and activations**: where appropriate we propose media events and engagements to stimulate media coverage around specific topics or projects. Hosting media is an effective means to build relationships and provide them with high-quality content.
- **Media tours:** hosting media tours to key demonstration projects to educate media about green hydrogen and the positive impact it can have in South Africa. We propose two media tours per year. These are effective at bringing stories to life and enable the media to engage directly with project beneficiaries etc.
- **Media industry advocacy:** in order to secure high-level buy-in and support for GH2 we propose media industry advocacy with organisations like South African National Editors' Forum (SANEF), National Association of Broadcasters (NAB) and Media Institute of Southern Africa (MISA). Many of these organisations host workshops and training activities and help to shape and inform media development in South Africa. Conducting training sessions, workshops and advocacy with these organisations will help to secure buy-in and support at a high-level.
- **Multimedia material:** produce multimedia material (video and audio) for use by TV and radio channels.
- **Community and campus media focus:** specific areas will be impacted more seriously by the JET. In order to improve awareness of GH2 in these areas we propose a strategic media engagement plan for community radio and print publications in these areas. We recommend partnering with the Wits Journalism Department who routinely run community media training. This media engagement should include media training for journalists at these stations and publications, as well as the production of media content specifically for these audiences. This will help to improve local awareness around GH2 and the positive impact it could have in these vulnerable communities.

Paid media and PR tactics:

- **Advertorials:** advertorials are useful when targeting niche audiences. We may look to use advertorials to target key stakeholders using specialist publications on an ad hoc basis.
- **Radio partnership:** we propose a paid radio partnership on a programme like the Bruce Whitfield's Money Show on 702 and Cape Talk or SAFM Sunrise with Stephen Grootes. These are leading radio talk shows and provide an opportunity to influence decision-makers and highly influential listeners. We would recommend a weekly slot of about 10 minutes each, with the radio host interviewing a key stakeholder on a specific topic. This partnership would run three times during the year, for a one-month period. This allows for detailed exploration of the topic and provides a powerful branding opportunity.
- **Paid media supplement**: in order to extend the reach we propose a media supplement insert into a national publication like the *Sunday Times* or *City Press*. These are well respected publications with high numbers of readers. Producing a supplement is an effective way to provide educational content in an engaging manner to a broad audience. We propose producing a weekly supplement for a one month period ideally during a campaign period, for example in the lead up to and following the Green Hydrogen Summit.
- **Science writing/training for emerging journalists:** to build on the skills and capacity development with journalists that H2.SA is currently conducting we propose running a series of 'science writing/reporting' training sessions with emerging journalists across a broad range of publications, radio and TV programmes. This will contribute to building the capacity

of young and less experienced journalists so they are equipped to write on a broad range of science topics related to the Green Hydrogen sector. To ensure that this secures the buy-in and support from management we propose initial advocacy sessions with management or editorial staff.

7.6.3 Digital

The vast majority of H2.SA key stakeholders are professionals who make extensive use of a variety of digital channels. For H2.SA we recommend a combination of digital platforms to publicise and promote the green hydrogen story and to drive awareness and engagement with the campaigns.

Digital channels are a critical part of the always-on strategy and require ongoing and regular management to ensure consistent messaging is available throughout project implementation.

- **Website:** we propose the development a H2.SA website. The website should act as the anchor for all digital communications and much of the offline and online communications should drive users to the website for more information to support the strategy objectives. Aside from the general components of a website we recommend the development of a stakeholder portal as part of the website. This will form the nexus of the stakeholder engagement approach, providing stakeholders with access to information, reports, data, case studies as well as tools, opportunities and training courses to support the capacity development aspects of the H2.SA programme. The website will also have an event section with details on upcoming events, trainings, webinars etc. The website must make use of the latest SEO practices and the best user experience guidelines. In addition we recommend the site uses a content management system to enable regular updates by the H2.SA team.
- **Blog:** A key component of the website should be a blog section. We recommend that the blog is affiliated with the H2.SA website and features articles written by experts and guest contributors as well as by the communications team. The blog should be viewed as the go to source of information on GH2 in South Africa and should cover key topics, trends and should not be shy to tackle contentious topics. We propose that the blog is published on a weekly or bi-weekly basis. The blog will make use of cutting edge SEO principles and can be marketed through emailers/newsletters as well as through LinkedIn and PR activities. The blog should also facilitate engagement and discussion using a comments function.
- **LinkedIn:** LinkedIn is an effective social media channel for highly targeted stakeholder communication. Most users use LinkedIn for professional purposes and as a result LinkedIn communities are typically specialists in niche areas. LinkedIn is ideal as another channel for content distribution, it is ideally suited for blog posts, case studies, profiles and sharing research and sector related content and is effective at leveraging existing content and driving users to the H2.SA website and blog. As with other social media platforms, visual content performs best. Below we outline the proposed approach to using LinkedIn:
    - **LinkedIn Group:** the focus of the existing LinkedIn group should remain curating highly relevant and engaging content for programme stakeholders on topics including renewable energy, the just transition, case studies and success stories as well as leading global research of relevance to SA audiences. We believe there is value in retaining the current strategy, creating a safe space for debate and discussion and sharing content with a carefully selected audience.
    - **LinkedIn page:** we propose the creation of a public-facing LinkedIn page to engage with a wider audience. LinkedIn is a major source of industry-specific news and it is an ideal platform for content distribution. The page can be used to share industry news, the latest research, reports, news announcements, case studies and blog posts. It is the ideal platform to cross-pollinate and drive users to the website and blog.

    - **LinkedIn advertising:** We also propose the use of LinkedIn advertising to expand the reach of the page and encourage engagement with a broader audience.
    - **Content development and community management:** We propose the development and implementation of a tailored content plan that makes extensive use of multimedia content. Multimedia content is the best performing content on social media and drives engagement, discussion and debate. We also propose dedicated community management to ensure conversation and engagement is leveraged. F
    - **Social listening:** finally we propose the use of regular reporting and social listening and reporting and analytics tools. Using data and analytics is critically to assessing what is working, what isn't and how the pages can be enhanced.
    - **Bring staff and partner voices into the conversation:** personal accounts are valuable on LinkedIn and can act as an extension of the brand account. We recommend that all GIZ staff and partners are encouraged to follow the page and share H2.SA posts. This helps to extend the content to even further and has the added benefit of establishing staff as thought-leaders in the industry.

- **Emailers:** we also propose the production of a quarterly digital emailer to key stakeholders on issues of general interest and to drive stakeholders to the website. Emailers are ideal channels for pushing content to key stakeholders and provide valuable space to profile H2.SA's work and the work of programme partners.

7.7 Events communication approach

Events are valuable communication channels that allow for direct engagement with a range of stakeholders and audiences. They also provide great PR opportunities with potential for direct media engagements and media coverage. They are also useful sources of content which can be amplified on the website, social media pages and through emailers.

To ensure events are used to their optimum we propose the following communication elements form part of each event:

- Social media campaign: profiling of the event on social media, creating hype ahead of the event to encourage participation. During the event we would recommend live posting or coverage of the event to share with stakeholders who aren't present.
- Emailer: a series of emailers to keep stakeholders informed about the event. This should include a set of emailers with invites and event information. Following the event it is good to close the loop by sharing highlights, outcomes, action points and any resources that emerge from the event.
- Website: profiling the event on the new website using the events listings as well as news articles to create hype in the build-up.
- PR and media relations: where appropriate it may be beneficial to host media at the event. This would require a PR plan for the event which would outline details on the media houses to be invited, press packs, interview opportunities and additional media relations.

7.8 Partner engagement approach

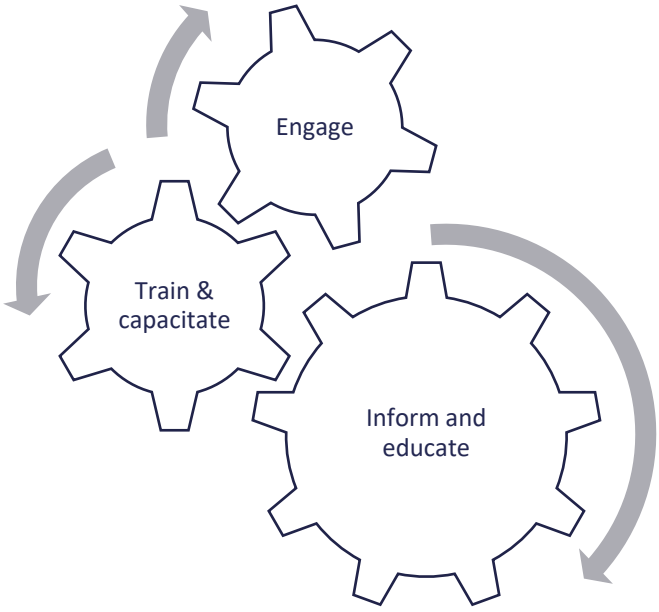
H2.SA partners are critical to the successful implementation of the GH2 economy. With such a diverse range of partners onboard, there is a need to develop a clear communication approach to ensure consistent messaging and effective implementation of communication activities that reduce clutter and provide clarity of vision. To achieve these we recommend the following elements:

- **Communication strategy summary document and presentation:** this is a high-level summary of the strategy including approach, key tactics and key messaging. This can be used by partners to guide their communication and implementation.
- **Green Hydrogen Narrative:** this document, infographic and graphic video contains key messages and a high-level narrative that unpacks South Africa's Green Hydrogen story using bite-sized information snippets. This can be used by partners when crafting their own communication products and activities.
- **Communication toolkits:** to enhance and aid communication implementation by partners we propose the development of toolkits that include resources like graphics, videos, photographs, posters, educational presentations as well as key messages and digital communication assets for example social media posts.
- **Training of partner communication specialists and spokespeople:** although many project partners may have received media training in the past, we propose providing these communication specialists and spokespeople with media training that focuses on green hydrogen. This training could cover how to communicate how green hydrogen is produced, its uses, key projects and success stories. This would enable key stakeholders to talk confidently around the topic, address any misconceptions and direct attention to projects and success stories.
- **Project demonstration:** the best way to communicate is to show rather than tell a story. Where demonstration projects are available we would encourage partners to showcase these to the media and other key audiences. Demonstration projects bring green hydrogen to life and profile how it could be used effectively. We can develop communication guidelines on how to use demonstration projects to best effect.

8. H2.SA brand outline

In this section we outline the H2.SA brand. The brand outline is a critical component of the communication. We use the brand outline to ensure consistency in communication, messaging, branding.

Guiding principles



Brand values

These are the foundational beliefs that H2.SA stands for. They capture the “ideals” guiding H2.SA actions and are influenced by the issues that the project focuses on including environmental protection, sustainability, inclusivity, diversity, co-operation, collaboration, capacity-building and knowledge sharing. These brand values should be subtly interwoven into all communication elements to leave a lasting impression with key stakeholders.

Brand archetype

Brands become more relatable when brand archetypes inform their brand personalities. There are 12 traditional brand archetypes and they typically appeal to people’s emotions, eliciting a feeling that remains and can help in establishing a feeling of loyalty with an organisation or movement that helps to drive action.

This diagram shows the 12 main archetypes and the attributes associated with that personality. H2.SA naturally falls within the citizen brand archetype. H2.SA is a socially motivated archetype that aspires to connect but also features elements of the creator archetype which aims to provide structure in the world.

The citizen archetype is driven by a sense of integrity and fairness, acts with the best interests of the community in mind and finds purpose in service. The Citizen values things larger than profit or personal gain.

Using this structure can help to ensure that all communication embodies these values and elements.

Brand personality

Drilling down into the precise personality we propose that the H2.SA brand personality aims to build trust and cohesion and as a result is: supportive, a mentor, guides, is community minded, trusted and innovative.

Brand overview

- Identity: Ambitious, pragmatic, engaged and supportive
- Language: positive and engaging
- Tone of voice: optimistic, respectful and assertive
- Written tone: active and co-operative
- Characteristics: solution-orientated, reliable, supportive
- Motivation: progress
- Fear: stagnation

9. Key messages

This messaging matrix provides an outline of the key messages as well as the secondary messages that should be incorporated into all communicate elements and work. These have been divided into technical messages (about the technology), the economic messages and the social messages and is designed to complement the work already done in the key messaging matrix.

Main message

The green hydrogen economy is an emerging industry that has great potential to drive economic development and growth in South Africa. Green hydrogen will help to decarbonise South Africa's economy but will also help to address poverty and unemployment through the development and expansion of this new industry.

Technical messages	Producing hydrogen is an energy intensive but it can now be produced sustainably through the use of renewable energy sources like solar and wind energy. Using renewable energy in the production makes hydrogen green.
	South Africa could be a leader in green hydrogen as the country has some of the best renewable energy sources in the world, has the largest deposits of platinum group metals and is a hydrogen market leader through SASOL's Fischer-Tropsch process
	Green hydrogen is not a primary energy source, it is a way to carry and store energy produced by solar and wind for use in other processes. Such as transport and industrial processes.
	Green Hydrogen is a way to help hard-to-abate industries to become green and more sustainable. Without green hydrogen the survival of these sectors is threatened as importers in the global north will soon demand products that are made using 100% sustainable production processes.
	Green hydrogen can help local industry to stay or become more competitive in the export market.
	Green hydrogen is a stabilising factor in South Africa's energy mix as it reduces demand for electricity by industrial users so that Eskom can supply residents.
	The most immediate application is the use of green hydrogen in fuels cells in trucking and the transport industry. The transport sector will move away from internal combustion engines to fuel cells powered by green hydrogen.
Economic messages	Green hydrogen is an innovative energy carrier that could be a new and lucrative industry for South Africa both domestically and internationally.
	The transition away from fossil fuels is inevitable and necessary for South African industry and businesses to remain competitive globally.
	The private sector will gradually phase out fossil fuels to remain globally competitive and to retain their market share. They will replace this with a mix of renewable energy sources and green hydrogen in the production process.
	There is a cost to decarbonise and a cost of doing nothing. If SA does nothing there will be decline in the major industries (steel, mining and car manufacturing) leading to job losses. GH2 could future proof these industries.

	South Africa must invest in local beneficiation to PGMs to get maximum benefit from our natural resources and avoid becoming a raw material exporter once again.
	GH2 economy could offer potential employment opportunities for South Africans.
	To begin the transition in earnest to green hydrogen requires a policy framework that provides certainty and the right market signals for the private sector.
	Green hydrogen presents an opportunity to convert existing fossil-fuel powered industrial assets so that they don't become obsolete and has the potential to revive inactive sectors.
Social/just transition messages	Green hydrogen is central to a just energy transition that puts people at the centre of the process.
	Green hydrogen will not solve South Africa's energy crisis but it can help alleviate pressure on the grid. As a result South Africa must diversify its energy mix.
	South Africa walks a tight rope and we must balance the often-time conflicting needs to people, communities and the private sector. GH2 provides shared value to all stakeholders.
	South Africa is committed to reducing its carbon emissions to tackle climate change. Green Hydrogen(GH2) and PtX is a viable technology that SA is advancing for decarbonisation of the economy.
	Green hydrogen is a key contributor to achieving South Africa's low carbon economy vision.
	Green hydrogen is an opportunity for South Africa to achieve its national economic and social objectives. Green hydrogen could boost local value chain businesses, improving livelihoods for its local population.
	We must act now and take immediate steps to take full advantage of this new economy.

Flowing from this key messaging framework is a content style guide. This style guide will guide all communication elements and includes content principles, voice, tone plus a short summary of how to describe H2.SA and broad concepts like green hydrogen. The guide should cover language and style fundamentals like how to use abbreviations and acronyms, the active voice, use of capitals, spelling, numbers and punctuation. This should also include a H2.SA dictionary which includes a bank of words that can be used (plus a guide on words to avoid). This guide can also incorporate specifics when communicating on different channels and formats.

10. Reporting plan

Monitoring implementation, tracking results and outcomes and documenting the impact of the campaign is a central component within the project management function.

In order to develop a holistic picture our reporting structures gather information and data on all communication components and where appropriate we incorporate data from project partners to provide a holistic view of the campaign performance.

To facilitate seamless reporting we recommend that the reporting structure is co-created to ensure all project partners and actors can contribute their results and learning. This collaborative reporting approach ensures we have a nuanced view of the project and can adapt implementation as and when required.

In terms of planned reporting there will be client status meetings and reports, as follows:

- **Weekly status meetings & reports** – these meetings are critical to enable effective day-to-day management of the account and will be accompanied by a report to track progress week by week against milestones outlined in the implementation plan.
- **Monthly project reports** should include media monitoring, social media analytics, social listening reports as well as report on the website and blog (using Google Analytics), an emailer report and a report on stakeholder engagement. This document should provide in-depth reporting on what has been achieved in the preceding month, challenges, lessons learnt, recommendations and were relevant analysis.
- **Campaign reports:** at campaign completion we recommend a report is produced that captures the impact and outcome of all the elements of the campaign. This report should document successes, challenges, lessons learnt and recommendations.
- **Close out report** – the final report that captures what was undertaken through the project, achievements, challenges, lessons learnt and recommendations. This should also include a handover of all material developed for the project when the contract ends.