



COMMUNICATION STRATEGY

2020 - 2025

DEPARTMENT OF ENERGY AFFAIRS

PRIVATE BAG 309

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1.0 INTRODUCTION

1.1 OVERVIEW OF THE DEPARTMENT OF ENERGY AFFAIRS

The Department of Energy Affairs (DoE) was established in 1992 as one of the three departments that constituted the then Ministry of Energy and Mining (MEM). The other departments were Department of Mines (DoM) and Department of Geological Surveys (DGS). The Department is responsible for policy direction to all energy sector stakeholders. Among other activities, the Department is also responsible for energy demand and supply assessments, promotion of renewable energy sources and increasing access to energy in both rural and urban areas. Currently DoE is one of the constituent departments of the Ministry of Natural Resources, Energy and Mining (MNREM).

DoE has four functional divisions, namely.

- Management & Support Services Division.
- Policy and Planning Division;
- Rural Electrification Division; and
- Alternative Energy Development Division.

1.2 VISION

The Department of Energy Affairs has a shared vision with its Ministry of Natural Resources, Energy and Mining and is:

“to be a dynamic, high performance, consultative and client focused Department that promotes, builds and ensures sustainable development, utilization and management of the environment and natural resources in Malawi”

1.3 MISSION

The mission of the Department of Energy Affairs is *“To fully satisfy public need for quality modern energy services by effectively governing and facilitating the development of a robust, sustainable and efficient private sector-driven energy industry.”*

DoE is also technically responsible for the following Parastatal Agencies:

- a. Electricity Supply Corporation of Malawi (ESCOM) Limited, which is responsible for the transmission and distribution of electricity in Malawi;
- b. Malawi Energy Regulatory Authority (MERA) which is responsible for the regulation of the energy sector.
- c. Electricity Generation Company of Malawi (EGENCO) which is responsible for generation of electricity in Malawi.

- d. NOCMA which is responsible for managing the country's Strategic Fuel Reserve facilities; promote competition in the oil and gas industry; and to promote oil and gas exploration activities to ensure stability and security of supply of liquid fuel and gas products.

2.0 CURRENT SITUATION

The Department of Energy is the overseer of the energy sector; however, it is challenged when it comes to timely data collection and dissemination to relevant stakeholders. Having put in place many interventions to curb the current energy crisis in energy supply in the country, the potential power sector developers, media and other stakeholders have developed a keen interest to understand what activities the Department is implementing in the sector to improve the energy demand and supply balance.

The Department has recently developed a website; however, comprehensive data collection structures are not yet in place. The Department has insufficient data in some of the categories, such as Petroleum Fuels and Liquefied Petroleum Gas, Natural Gas and Biomass.

To address these problems going forward, there is need for accurate records to be kept according to the categories of energy as presented in the new energy policy and other strategy documents.

A combination of techniques will be used to overcome the data scarcity problem. These include development of a comprehensive Information Management System and enhancement of cooperation and coordination with sector stakeholders.

3.0 COMMUNICATIONS OBJECTIVES

Below are communication objectives for the Department;

3.1 External Communication

1. Build positive image of the Department of Energy Affairs through the media;
2. Improve quality, consistency and management of publications;
3. Develop a suite of visual communications to promote the Department's services, projects and events;
4. Improve the Department' electronic communications;
5. Utilise social media to communicate clearly and consistently to the audience; and
6. Strengthen partnership with the community.

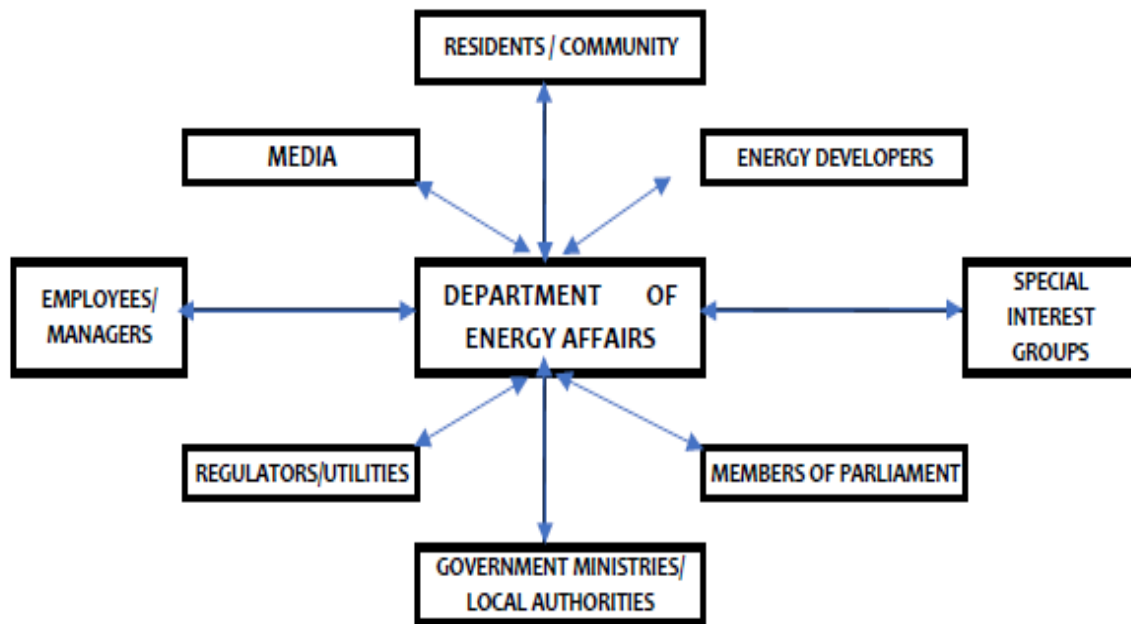
3.2 Internal Communication

1. Improve the coordination of communication across the Department.

2. Improve internal communication channels for staff and management.
3. Develop communication procedures to assist in the provision of proactive, planned, coordinated communications.
4. Raise awareness of the role of the Public Relation Office across the Department.
5. Improve Communication Skills of Employees
6. Improved teamwork among officer in various sections of the Department

4.0 TARGET AUDIENCE

The diagram below shows audience to energy information;



5.0 KEY MESSAGES PER TARGET AUDIENCE

Our key communication messages reflect the key objectives of the Energy Sector Projects.

The Department of Energy aims:

1. To strengthen the Electricity Supply Industry and make it more efficient and capable of providing an adequate, affordable and reliable electricity supply which will enable industrialization, rural transformation, sustainable economic development and wealth creation, as well as regional electricity trading.

2. To ensure the country has adequate production, supplies and stocks of petroleum fuels always, complemented with biofuels at affordable prices.
3. To ensure availability of LPG, biogas and natural gas in sufficient quantities at affordable prices for industrial and domestic use.
4. To promote a coal supply industry that has broad private sector participation and that competes favourably with those in neighbouring countries but using technologies that eliminate or greatly reduce harmful emissions.
5. To ensure biomass is sustainably used and carbon emissions are reduced using energy efficient technologies.
6. To ensure that a vibrant, reliable, incentivized and sustainable private sector driven Renewable Energy Technology industry is established.
7. To promote energy programming, budgeting and monitoring that routinely addresses all aspects of social, gender and economic development in energy programmes and services.
8. To increase access to electricity in rural and peri-urban areas.

6.0 COMMUNICATION MIX

The Department has considered two dimensions in its communication mix, External and Internal, and the suitable communication strategies are outlined below;

6.1 External Communications Mix

➤ Press

- Press release
- Radio
- Opinion editorial
- Features
- Features advisories

➤ Online

- The Department's website and Other related websites
- Multimedia: video, slideshows
- E-mail newsletter

➤ Advertising

- Radio
- Television
- Website
- Newspapers

➤ **Print**

- Brochures
- Posters
- Letters
- Leaflets
- Scientific reports

➤ **Public Relations**

- Event/Stunt
- Endorsements
- Telephone calls
- conferences
- Etc.

6.2 Internal Communications Mix

- Face-to-face meetings
- Emails
- Memos
- Reports
- Notice Board
- Etc.

7.0 COMMUNICATIONS ACTION PLAN

External Communication

Priority

- 1 : Highest Priority
5 : Lowest Priority

Key Aim: Raise Department of Energy's image and communicate projects, events and activities to stakeholders

Target	Means	Priority	Timeline	Responsibility
1. Build positive image of the Department of Energy through the media	1.1 Generate media releases from departments and produce 1-2 media releases a monthly promoting 'good news stories'	1	Monthly-	DEA
	1.2 Generate media releases proactively or in response to arising energy issues.	1	Depending on publication	DEA
	1.3 Coordinate media briefings with appropriate policy staff	1	On need basis	DEA
	1.4. Establish contacts with media houses to promote relevant projects	1	Monthly	DEA
	1.5 Conduct monthly media analysis (record number of media releases/enquiries – who publishes media releases/what goes where).	2	Monthly	DEA
2. Improve quality, consistency and management of publications	2.1 Conduct a publications audit and prepare a publication register.	3	Monthly	DEA
	2.2 Develop a Publication Procedure and Publication Checklist to improve timely planning and appropriate format choice and specifications for publications.	3	Quarterly	DEA
	2.3 Develop a suite of publications in line with Department of Energy's corporate image.	4	Monthly	DEA

	2.4 Coordinate production of major publications on time and on budget.	1	Ongoing	DEA
3. Develop a suite of visual communications to promote the Department's services, projects and events	3.1 Centralise data in G Drive so all in the organisation can store and access pictures in one system and communicate this to staff	1	September, 2017	DEA
4. Improve the Department' electronic communications	Develop and Review the Department's electronic communications, including: <ul style="list-style-type: none"> ➤ Website ➤ E Newsletters • ➤ Social Media sites 	2	Yearly	DEA
5. Increase positive perception of the Department	5.1 Ensure timely response to enquiries posed via social media other media of communication	4	Ongoing	DEA
	5.2 Allocate and train staff responsible for maintaining and responding to various media channels.	3		DEA
6. Strengthen partnership with the community	6.1 Engage social media avenues to encourage two-way dialogue with the community.	3	Ongoing	DEA

Internal Communication

Key aim: Improve the coordination and communications across the Department.

Target	Means	Priority	Timeline	Responsibility
1.0 Improve the coordination of communication across the Department.	1.1 Maintain agenda item during team meetings of each strategy area in which Communications will be discussed, including highlighting current projects and activities.	1	Monthly	DEA
2.0 Improve internal communication channels for staff and management.	2.1 Design and introduce a monthly staff news e-Bulletin via the Intranet, which links to media releases for the month, advertisements and other timely/relevant employee news.	3	Monthly	DEA
3.0 Improve Communication Skills of Employees	3.1 Develop a Staff Training Program for communications skills including: <ul style="list-style-type: none"> ➤ web site content management, writing and editing; ➤ professional writing; and ➤ issues management 	1	Yearly	DEA
4.0 Improved teamwork among officer in various sections of the Department	4.1 Involve officers from various sections in all Projects/Programmes planning and implementation. 4.2 Information sharing among the different sections of the Department.	1	Ongoing	DEA

8.0 RESOURCES

The Plan will be implemented using financial resources from various programmes under the Department. The Human resource will include officers from the Department of Energy, and support on Information Communication Technology (ICT) will be sought from the Ministry Headquarters IT Officers and Communications Unit's Staff in the E-Government Department.

9.0 EVALUATION PLAN

The Department will evaluate effectiveness of the Communication strategy in the middle and at the end of the implementation period. Evaluation of the effectiveness of the strategy will consider both internal and external audiences.

Data collection will be done through Internal Communications Survey involving all staff and managers and Monthly Reports. Media Analysis and achievement of actions on Implementation Plan will be a means of verifying success in implementation on the Communication Strategy.

The results from the evaluation will be used to inform, review and amend the strategy. A communications strategy is a working document and will change over time.