



## Workshop Report

# Youth in Renewable Energy Movement Campaign

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### Background

The Strategic Youth Network for Development (SYND) is a youth-oriented NGO, which promotes youth inclusion in the governance of our Natural Resources and Environmental (NRE). The organisation works in four thematic areas namely Climate Change, Biodiversity, Forestry and Renewable Energy. SYND also convenes the Youth in Natural Resources and Environmental Governance (Youth-NREG) platform, which provides space for knowledge learning and sharing among young people on different environmental actions as well as facilitate joint advocacy in a concerted manner.

The workshop was organised to build the capacity of Youth-NREG members to become advocates of Renewable Energy and to draw knowledge and experiences from one another towards achieving the collective agenda of building a Youth in Renewable Energy Movement campaign led by SYND. The campaign seeks to increase advocacy on the development and utilization of renewables as well as strengthen the Youth-NREG Platform as the youth voice positively influencing Renewable Energy policy, legislation or regulations and programming in Ghana. Total participants were 42 made up of 20 females and 22 males.

### Day 1

The meeting commenced at 10am with an opening prayer by Yaw Yeboah after which there was a round of introduction of participants. Chibeze Ezekiel, Executive Coordinator of SYND, welcomed participants and thank them for attending the workshop. He also noted that some key development partners could not participate in the workshop due to COVID-19 restrictions and he used the opportunity to entreat all participants to observe the safety protocol put in place by the SYND COVID-19 team.

### 1<sup>st</sup> Presentation: The Overview of Ghana's Renewable Energy Sector by Chibeze Ezekiel, Exec. Coordinator of SYND

His presentation touched on:

- Definition of Renewable Energy
- Types of renewables
- Potential sites for renewable energy in Ghana
- Advantages and disadvantages of renewables

He also shared that there are enabling mechanisms such as Ghana's Nationally Determined Contributions (Gh-NDCs), Renewable Energy Master Plan (REMP), National Climate Change Policy, Sustainable Energy for All Forum (SE4ALL) and the Sustainable Development Goals (SDGs) which support renewable energy development thus providing a basis for our campaign in promoting it. He explained the advantages of incorporating renewables into Ghana's energy mix and the need for the youth to take up this advocacy campaign. Some of the key objectives of the project according to Chibeze, were to build on the success story of stopping the coal plant in Ghana, divert the attention from the current plans to build a nuclear plant in Ghana, increase advocacy on the development and utilization of renewables and also create a Youth



Movement in Renewable Energy. He noted that the project is expected to produce a number of deliverables such as development of advocacy materials (educational materials, policy briefs, position papers, factsheets etc), embarking on social media campaign and organizing a general assembly meeting.

### **2<sup>nd</sup> Presentation: Overview of Ghana's Energy Sector with emphasis on Renewable Energy by Gideon Peasah, the Exec. Director of ACEES.**



In his presentation, Gideon sensitized participants on the roles played by the key stakeholder in the energy sector such as Policy Makers, Regulatory Bodies, Industry Players, Environment Assessment Agencies and Security Services. He gave an insight of the renewable energy sector indicating that currently, renewable energy contributions to the national grid is about 42.6MW approximately 0.82% and that per the Renewable Energy Act 832, a renewable energy production that exceeds 100MW supply of power is not considered as renewable.

He stated that solar energy emits radiation but per the grid emission, it is minimal as compared to other forms of energy. He stated that Ghana's Broad Energy Policy aims at, "ensuring that Ghana has fully functional energy sector, which delivers on its mandate to build an energy economy with reliable supply of high quality energy services for the Ghanaian economy and for export".

He emphasised that the goal of Ghana's Renewable Energy Masterplan is to increase the contribution of Renewable Energy (RE) in the overall energy mix while ensuring efficient production and utilization of biomass energy resource with the view to reducing the causes and effects of climate change. He stated that, currently the share of RE in the total energy consumption stands at 6%.

He also noted that there are some planned RE projects currently ongoing in Ghana, however, many of the planned projects are yet to commence and some are uncompleted. Gideon observed that currently Ghana has excess power that goes to waste. He further argued that power contracts should be made open to enhance efficiency and accountability.

He concluded by expressing optimism in the Youth in Renewable Energy Movement to lead the way in promoting RE in Ghana.

This led to a discussion session which then brought the meeting to an end on Day 1.

### DAY 2:

The second day facilitated by Ben Addo began with a quick recap of the previous day's session.

Participants shared that, they now have a better understanding of the renewable energy sector and the roles of the various stakeholders involved. They also indicated that, they were enlightened about how fossil fuels contribute to climate change and the importance of RE in mitigating the impact of climate change.

One of the participants indicated that, she learnt about the key policies governing the sector and was looking forward to how to properly analyse these policies to influence advocacy and push for youth inclusion in decision making.



### 1<sup>st</sup> Presentation: Building a Movement for Clean Energy and Climate Actions by Chibeze Ezekiel, Exec. Coordinator of SYND



Chibeze defined a movement as a loosely organised effort by a large group of people to achieve a common goal or to bring about a positive change. He explained the types of movement, which include; a legal or registered; a loose or informal; an adhoc or a long-term movement. He shared some best practices or experience on successful campaigns by movement using the case study of Anti-coal campaign led by 350 Ghana Reducing our Carbon (G-ROC).

### 2<sup>nd</sup> Presentation: How to Develop Advocacy Materials (Policy Briefs, Position Papers, Factsheets etc) by Patience Agyekum, SYND Policy Team Lead

Patience noted that the first step in writing a policy brief is to identify a problem, conduct intensive research on the problem, use case studies to explore the possible outcomes of the situation and verify all your information to ensure accuracy. She defined a position paper as an essay that presents an arguable position on an issue with the goal to convince the audience the author's opinion is valid and defensible. She took participants



through the structure of a position paper that is, introduction, background, presentation of arguments and position backed with facts and a strong convincing conclusion.

She further took participants through the process of developing a fact-sheet as a tool for advocacy. She stated that, before developing a fact sheet, one must understand the audience that the material is targeted at and must have a clear goal and objectives.

### **3<sup>rd</sup> Presentation: Harnessing Social Media for Renewable Energy Advocacy by Enoch Anyane and Nii Noi Omaboe, Media Team (Youth-NREG)**



Enoch defined a campaign as a planned set of activities that people carry out over a period of time in order to achieve results. He discussed the strategies, tactics and implementation of social media campaigns. He also explained how Facebook works and new policies of Facebook as well as how to make effective campaign on Facebook. Taking his turn,

Nii Noi Omaboe took the participants through Twitter campaign planning and strategies such as deciding on a topic, target audience, creating a hashtag.



Evelyn Addor contributed to the topic by citing an example of how she got a Climate Activist “Greta Thunberg” to retweet her post in which she was tagged and how quickly she was able to reach a large number of people due to her massive following. She again indicated that the tagging relevant people or organisation and using the appropriate hash-tags helps to widen the reach of the campaign messages.

## GROUP WORK AND PRESENTATIONS



### *Participants working on their group presentations*

Participants were divided into 2 groups – Policy Team and Social Media Team.

The Policy Team was tasked to conduct a case study of an environmental challenge in a community and write a position paper on it while the Social Media team was tasked to outline how to get a good topic for a social campaign and the resources needed.

### **Presentation by Policy Group: Case Study of Deforestation in Ellebelle Community**

#### Background:

- High demand for paper, fuel wood and wood for construction.

#### Objectives:

- Introducing alternative sources of energy
- Encouraging afforestation
- A shift from paper work to electronics

#### Recommendation:

- Passage of wood fuel regulation
- Encouraging sustainable wood lot system
- Public education on deforestation and its negative impacts (Local dialect)



## **Presentation by Social Media Team**

### **How to organize a good campaign.**

- Select a good topic

### **Q2 Tools and Tactics**

- Social media platforms
- Method (Twitter chats and storms)
- Time

### **Q3 Resources**

- Smart Devices
- Internet connections

### **Q4 How to engage a wider community**

- Sharing
- Posting (level of interactions)

### *To look at trending topics and interest areas*

- Simple but attractive
- Linked with SDGs
- Facebook - messages + pictures
- Twitter – message (nugget)
- Instagram- infographics
- Drama – Poetry

### Audience

- Hashtags
- Tagging social media influencers
- Social media platform (WhatsApp)

### Activities

- Designate a day for RE example renewable – Wednesday
- News bulletins will be shared on that day
- Creating a SM community for
- Youth Engagement in Renewable Energy

## **Appendix:**

1. Link to photos from the workshop:

[Day 1 Photos](#)

[Day 2 Photos](#)

2. Link to workshop summary video:

<https://drive.google.com/file/d/1K06qedXGPm1FAUe6kNVB6CX3cEB2e5/view?usp=sharing>