



The project encourages media representatives to report authoritatively on energy issues by training and educating them on the topic.

## **THE MODEL**

ZERO Regional Environment Organisation is a regional non-governmental organisation working in Southern Africa and headquartered in Zimbabwe. ZERO focuses on promoting development through the sustainable utilization and management of natural resources. The organisation has partnered with Hivos in an effort to empower civil society organisations (CSOs) and media representatives to better understand and appreciate sustainable energy, energy efficiency, and energy access. The goal of this project is to increase effective advocacy efforts among governments and communities. ZERO accomplishes this through convening meetings, collaborating on statements and other publicity materials, and holding roundtable meetings with key stakeholders. ZERO educates and trains media representatives to report authoritatively on energy issues, even taking them on field tours to learn about challenges on the ground. The organisation then offers advice on how participants can use their positions to advocate for renewable energy to the government, donors, the private sector, and other stakeholders.

## **THE STORY**

ZERO brings together journalists, such as Stephen Tsoroti, for trainings and field tours. Mr. Tsoroti believes that the media tour made it possible to exchange ideas, network, and build synergy among journalists and development practitioners in relation to energy issues. He also now sees the potential to raise awareness of SE4All goals in Zimbabwe.

Mr. Tsoroti has said that energy is a completely new beat in the newsrooms, hence the need for journalists to continue improving their reporting on energy and the environment. He noted that his new understanding of practical and sustainable energy solutions in his country enable him to report authoritatively and accurately.

Meanwhile, Zimbabwe CSOs involved in the program have a better understanding of sustainable energy issues in their community. The project also aims to teach CSO staff better lobbying and advocacy skills to help them share this new knowledge with the media, the government, and the communities in which they work.

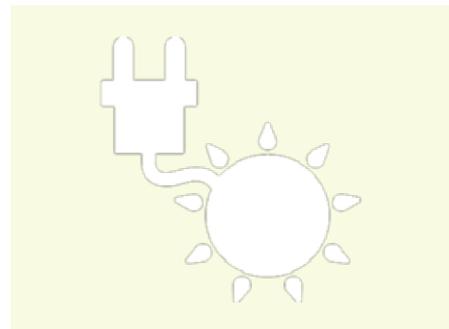
The project promotes awareness throughout Zimbabwe by reaching individuals who have the power to educate and inform the public about the renewable energy available to them.



Only 19 percent of the population in Zimbabwe has access to electricity.

## **THE IMPACT**

More than 70 percent of Zimbabwe's 12.5 million residents live in rural areas without access to modern energy. In fact, only 19 percent of the population has access to electricity. Currently, more than 53 percent of Zimbabwe's total energy supply comes from fuelwood, 20 percent from coal, 14 percent from liquid fuels, and 13 percent from electricity.



The project aims to foster a more vibrant group of advocates who can demand accountability and advocate strongly for the common good.

## **MEDIA EDUCATION**

A well-informed civil society organisation translates into a vibrant group of advocates that can demand accountability and advocate strongly for the common good. By training the media to better understand the human face of energy issues, this work ensures that better reporting will promote awareness of sustainable energy, efficiency, and access. It will also build advocacy efforts to help communities access sustainable energy. The project has brought a wider awareness of energy issues to the forefront of the media landscape and helped put the sustainable energy movement into the spotlight. It also has helped the private sector articulate and share the challenges they face in engaging with CSOs and governments and promoting renewable energy in Zimbabwe.