



BUILDING RENEWABLE ENERGY CONSCIOUS COMMUNITIES





The Building Renewable Energy Conscious Communities (BRECCs) project aims to address the lack of bottom-up, community-level initiatives promoting awareness and advocacy for renewable energy in marginalized and underprivileged communities. This is achieved through a two-pronged approach: raising awareness about renewable energy within these communities and providing employment opportunities for unemployed youth, thereby empowering both the community and its youth.

1

PROJECT RATIONALE

The project aims to engage disenfranchised communities in the Just Energy Transition discourse, promoting active citizenship and meaningful participation in energy policy. Many marginalized individuals lack understanding of renewable energy technologies and their benefits, posing a challenge to the transition. Therefore, the project seeks to address this gap by promoting awareness and highlighting the inclusive and beneficial nature of renewable energy for South Africa's sustainable development.

2

PROJECT OBJECTIVES

BRECCs aims to raise awareness about renewable energy (RE) among marginalized communities and empower unemployed youth through training and short-term employment opportunities in the RE sector. Objectives include creating RE awareness through live demonstrations in community spaces to enable community engagement in energy policy decisions, addressing unemployment challenges among youth by providing training and employment opportunities, and demonstrating the benefits of clean energy to youth by linking RE technologies to livelihoods. The project seeks to ensure that marginalized communities are included in energy discussions and have access to knowledge about RE technologies and their potential for sustainable livelihoods.

3

PROJECT STRATEGY

BRECCs follows a 3-pillar approach: classroom, practical, and exposure training, co-led by The Centre of Renewable and Sustainable Energy Studies and industry experts. Training covers technical and socioeconomic aspects of renewable energy, with an 80% classroom and 20% practical/exposure format over a week and a half.

Succeeding the training, Top performers are selected as Renewable Energy Champions leading paid activations in their communities and also have opportunities to work as interns with industry partners like SolarMD. The other candidates become part of the BRECCs alumni database and are also connected to further opportunities.

The project aims to build a database of champions for future studies and entrepreneurship, actively seeking opportunities through partnerships. It also includes a public relations component to promote renewable energy and its links to livelihoods with the hashtag #BRECCs.



We as individuals must change our consumption habits and spread the word by encouraging our friends and family to reduce their carbon pollution” LUNGA DUNGULU, ATLANTIS



“This programme gave me an opportunity to believe in myself again and my dreams. I am inspired to reach for my dreams. This was a lifechanging programme”



SIMONE LOUW, ATLANTIS

4

PROJECT PARTNERS

BRECCs adopts a partnership model to ensure diverse perspectives are aligned with project goals. Partnerships are chosen to fulfil specific roles and enhance project value.

Below details Cohort 1 partners, selected in August 2022, who will continue to play key roles in the project.



RETAIL PARTNERS & PROPERTY OWNERS

These partners play a crucial role in disseminating information and raising awareness about renewable energy. The Clicks Group hosted the first cohort, allowing Champions to engage with over 100 employees at their head office. Additionally, we partnered with Atlantis City Mall, reaching over 200 shoppers with information about renewable energy.



REPUTABLE LEARNING INSTITUTIONS

We were fortunate to receive support from the Centre of Renewable and Sustainable Energy Studies regarding the technical aspects of training for the students.



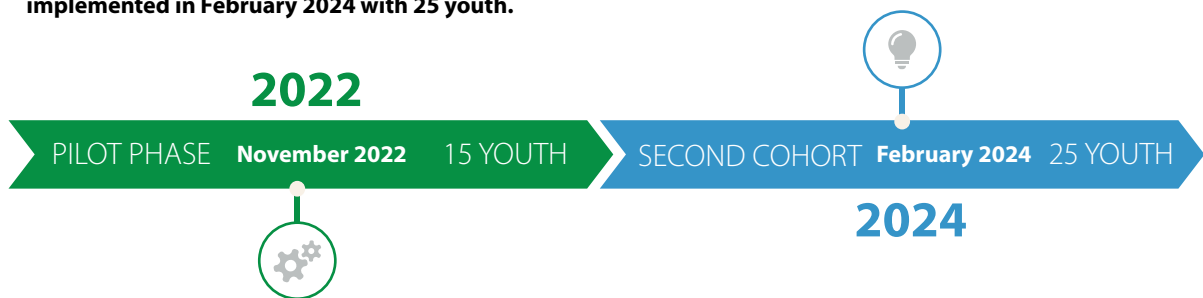
OTHER PRIVATE AND PUBLIC SECTOR PARTNERS (PAST & PRESENT)

- Training facility partner - Atlantis Special Economic Zone SOC
- IPPs - Acciona, EIMS & SlimSun Swartland
- Battery Manufacturer - SolarMD
- Solar Intermediary - The SunExchange
- Renewable Energy Consultancy - Tournesol

5

FACTS AND FIGURES FROM PREVIOUS COHORTS

The first pilot phase of BRECCs was implemented in November 2022 with 15 youth from Atlantis. The second cohort was implemented in February 2024 with 25 youth.



BRECCs outputs

- 1 Increased renewable energy awareness (youth and communities at large) to enable increased engagement on climate change & energy related policy & practice
- 2 Linkages to employment opportunities for unemployed youth
- 3 Dissemination of renewable energy information via various media channels & platforms



Yesterday's lesson opened my eyes to what is happening!

DYLAN ROOS, MAMRE CAPE TOWN