



ENERGY & MINERALS WEEK 2019



September 23-29, 2019

Table of Contents

1	introduction	1
1.1	Background	1
1.2	Why Energy and Minerals Week.....	1
1.3	Energy week in history	1
1.4	Expected Outcomes of Energy Week 2018.....	2
1.5	Proposed Dates	3
1.6	Proposed Theme	3
1.7	Energy & Minerals Week 2019 Focus Areas.....	3
2	Key Activities of the Energy & minerals Week 2019.....	3
1.8	Energy & Minerals Exhibition 2019 (September 23 - 29, 2019).....	3
1.8.1	Exhibition side events	4
1.9	High level conferences	5
1.9.1	Power Forum 2019 – Transformations towards a sustainable electricity market, a focus on mini grids (Tuesday September 24, 2019).....	5
1.9.2	The National Biomass Energy Dialogue 2019	5
1.9.3	Fuel Efficiency Forum – Facilitating continuous traffic flow to improve fuel efficiency	5
1.9.4	Energy and Minerals Joint Sector Review 2019	Error! Bookmark not defined.
3	Promotion and Marketing of the Energy & Minerals Week 2019.....	6
1.10	Radio Promotions	6
1.11	Print media (Brochures and fliers).....	6
1.12	Newspaper advertising	6
1.13	Street Advertising.....	6
1.14	Road shows	6
1.15	Press Conference at the Media Centre (Wednesday September 18, 2019).....	6
1.16	The Kampala Energy & Minerals March 2019 (Monday September 23, 2019).....	7
4	Sponsorship	8
1.17	Lead Sponsorship.....	8
1.18	Platinum Sponsorship.....	8
1.19	Gold Sponsorship	8
1.20	Silver Sponsorship.....	8
5	Management of the Energy & Minerals Week 2019.....	9
6	Energy & Minerals Week 2019 Programme	9
7	Partners.....	10
8	How to get involved.....	11

1 INTRODUCTION

1.1 Background

The 15th edition of the Energy Week is here, **The Energy & Minerals Week 2019**. It is being rebranded as “The Energy & Minerals Week” with a view of ensuring ensure participation of the entire Ministry. This annual event organised by the Ministry of Energy and Mineral Development is aimed at updating the general public on what the Ministry has achieved in the previous financial year. The different sub-events of the Energy& Minerals Week provide a platform for all sector players, service providers and private enterprises to interact with each other as well as the general public with a view to dialogue and exchange ideas on how to develop the sectors as well as building market for the products and services within energy and minerals sector. A number of sub-events happen during the Energy& Minerals Week and these include the energy and minerals exhibition, focussed high-level conferences, Joint Sector Review. The driver of the Energy and Minerals Week is Efficiency and Sustainability.

1.2 Why Energy and Minerals Week

Energy in Uganda’s context is Power; Petroleum; New and Renewable Sources of Energy; and Atomic Energy. This makes the Energy Sector one of the key sectors in the Ugandan economy as energy aids in powering our country, supports the population to carry out all our economic activities and facilitates the delivery of services of all kinds in the country. On the other hand, the Ministry of Energy and Mineral Development ensures the sustainable management of mineral resources for development of the country so as to promote investment in Uganda’s mineral sub-sector.

The objective of the Energy & Minerals Week is to facilitate the exchange of ideas and discussions on pertinent energy and minerals related issues and engage stakeholders on matters of efficiency and sustainability.

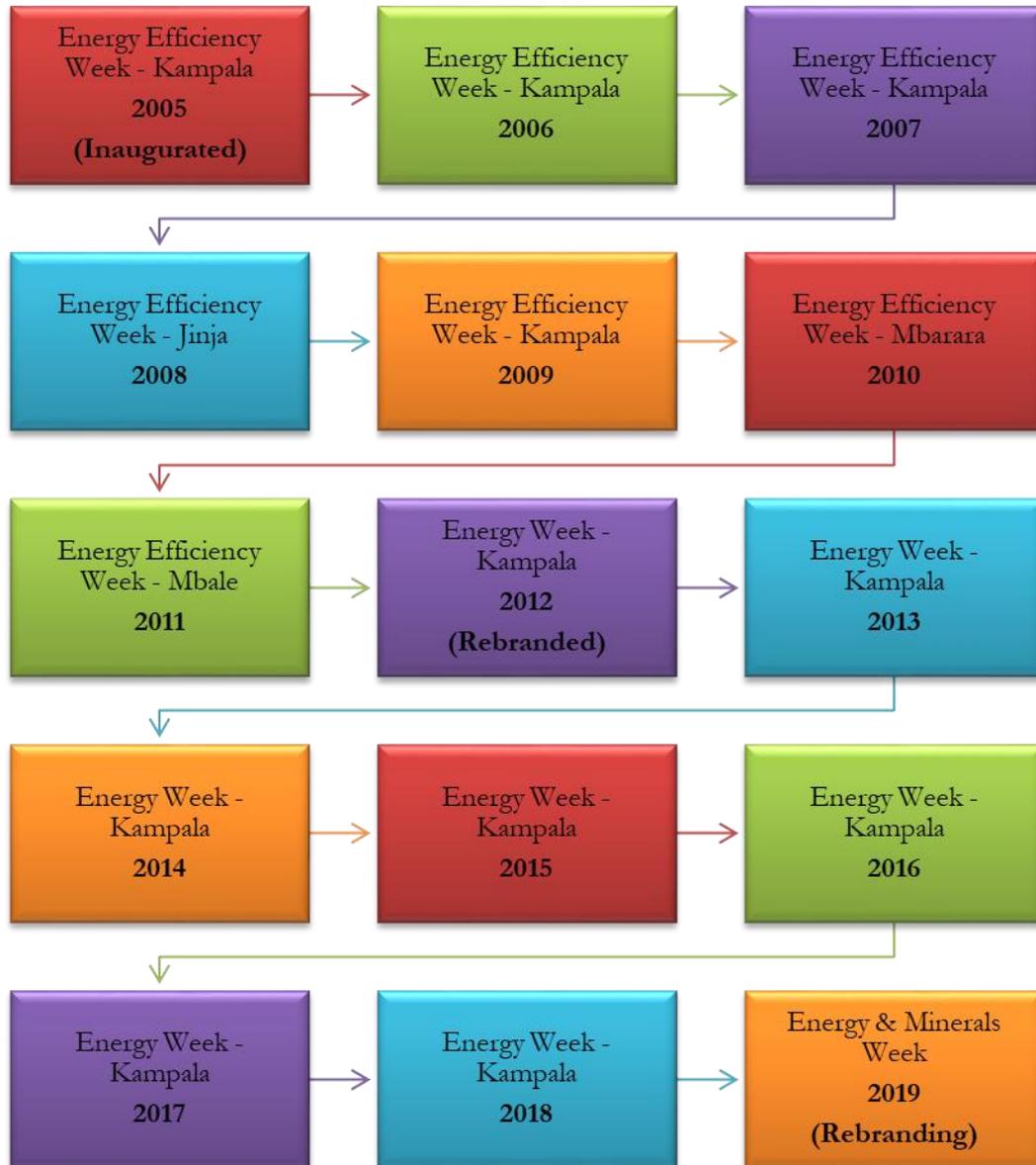
The specific objectives include;

- Create awareness of the opportunities in the Energy and minerals sectors;
- Update the general public on the new and emerging issues in the sectors;
- Review energy and mineral sector performance for the previous year;
- Disseminate information on the sustainable management of energy and mineral resources;
- Promote private sector involvement in the development of the energy and minerals sectors;
- To support private sector in the sale and marketing of technologies related to energy and minerals;
- Promote the efficient utilization of and conservation of energy resources.

1.3 Energy & Minerals Week in History

It started as an energy efficiency week in 2005 with the objective of creating awareness amongst the public on the efficient utilisation of energy. Key players in the energy sector

would come together through an exhibition to share ways of conserving energy using sensitization campaigns and marketing of efficient energy products. In 2012, it was rebranded as the Energy Week. The focus then was Sustainable Energy Utilization. Since then, it has become a popular event with numerous partners and over 100 key stakeholders participating.



1.4 Expected Outcomes of Energy & Minerals Week 2019

The expected outcomes of the Energy & Minerals Week 2019 are outlined below.

- Performance review for the FY 2018/19;
- Strategizing on the implementation of 2019/20 planned interventions;
- Actionable programs for FY 2020/21;
- Enhanced decision making regarding the management and utilization of energy and mineral resources;
- Demonstration to the general public on various measures and technologies in energy and minerals that can be used for the country's sustainable growth;

- Enhanced collaboration between the general public, government and private sector through the generation of action plans that will ensure that energy will be used sustainably;
- There will be improved awareness of on new developments in the energy and mineral sectors;
- Show case of energy and minerals technologies available on the market.

1.5 Proposed Dates

The proposed dates for the Energy & Minerals Week 2019 event is 23rd to 29th September 2019.

1.6 Proposed Theme

Energy & Minerals, the Drivers for Uganda's Economic Transformation.

1.7 Energy & Minerals Week 2019 Focus Areas

The Energy & Minerals Week 2019 will put more emphasis in the following energy forms.

- Power/Electricity for industrialization
- Off-grid energy/electricity
- Energy for cooking and heating
- Renewable Energy solutions
- Fuels for transport
- Uganda's mineral wealth

2 KEY ACTIVITIES OF THE ENERGY & MINERALS WEEK 2019

2.1 Energy & Minerals Exhibition 2019 (September 23 - 29, 2019)

The Energy & Minerals Exhibition 2019 will take place in Kampala and organisations and companies dealing in Energy and Minerals will be mobilised to show case their products and services to the general public. This exhibition will give the sector leaders an opportunity to create awareness and promote the latest technologies and services in the Energy and Mineral sectors. The exhibition targets both to benefit all players including government, private sector companies, development partners, and general public. The benefits of the exhibition include;



- Creation of awareness among the public on the benefits associated with the sustainable utilization of energy and mineral resources;
- Provision of a platform for Companies, Institutions and Agencies in the Energy and mineral sector to promote their activities, products and services;

- Support the private sector in promoting and marketing their projects, products and services.

The Exhibition therefore will attract all stakeholders in the energy & minerals sector where exhibitors will show case their products and services. The Exhibition will be held from 23rd to 29th September 2019. The proposed Venue for the exhibition in Kampala is KCCA grounds – Lugogo.

The exhibition will be categorised as below.

- i) **Power & Energy Management expo:** All companies dealing in electrical products such as lighting and machinery will participate in the expo. Target technologies for show casing include efficient lighting and efficient appliances for homes such as TVs, fans, fridges, etc., this expo will also be targeting suppliers of energy efficiency technologies for industrial applications aiming at connecting all industrial and commercial energy users with experts, policy makers and suppliers of technical solutions. This will be a free to attend expo that will help users control energy costs, gain industry insights, source innovations, share knowledge and stay up to date with the latest and upcoming legislative changes and how these will be affecting businesses in Uganda. The energy management expo is the major opportunity to bring the commercial and industrial consumers of energy together with manufacturers and suppliers of efficient technologies
- ii) **New and Renewable Energies expo –** Targeting exhibition of solar products, cook stoves, biogas, LPG, Briquettes, etc... as well as financing schemes and distribution approaches. This will be a free to attend expo where the general public is invited to come see, learn and get an opportunity to buy new and renewable energy technologies and appliances for use
- iii) **Petroleum energy technologies expo –** These will include fuels and lubricants and related latest technologies.
- iv) **The minerals expo –** These will include exhibition of all types of minerals in the country and will feature mineral sector player show casing latest developments and technologies.

2.1.1 Exhibition side events

a) Business Corner

In partnership with KCCA, Uganda Revenue Authority (URA), Uganda Registration Services Bureau (URSB) and Uganda Investment Authority (UIA), there shall be a business corner. The Business Corner will feature officials from both entities advising people on the process and importance of company registration, taxation, issuance and registration for TIN numbers, information on the City Operator Identification Number (COIN) Process (KCCA) and many other business and tax related issues that the Exhibitors, general consumers and public may need. Also associations of the energy sector will have the opportunity to present themselves and their services.

b) Health corner

We are planning to partner with Naguru Teenage Centre and Uganda Blood Transfusion Services (UBTS) to organise a health corner that shall feature Free HIV Testing & counselling, Blood donation, and Hepatitis B testing.

c) Lunch corner

Two Restaurant services shall be given permission to operate restaurant services at the lunch corner dedicated for provision of lunch services at the exhibition venue.

2.2 High level conferences

2.2.1 Power Forum 2019(Tuesday September 24, 2019)

This will be a one day activity featuring a forum where stakeholders in the power sector will convene to discuss various issues in the power sector with a focus on mini grids. This is catalyse discussion on how to increase access from the current 22%. The forum will be consist of two main sessions where Session 1 is to focus on emerging issues on Power for industrialization and Session 2 will focus on off grid electrification through mini grids for increased access.

For the forum, the following key topics will be discussed.

- Government policies & Strategic focus
- What drives the cost of electricity – justification of cost reflective tariffs?
- Efficiency in energy consumption – Integrating Energy Efficiency for reduced energy bills and increased environmental responsiveness in power utilization
- Strategies to address Power Quality issues affecting industrialists - Umeme
- Status on the Mini-Grid development for rural electrification acceleration
- Mini grids – a feasible option for rural electrification-Strategies for accelerated uptake

2.2.2 The Biomass Energy Dialogue 2019 (Wednesday September 25, 2019)

This will be a high-level conference focussed on sustainable utilization of biomass energy resources. It aims at bringing together all stakeholders to a common understanding regarding the issues that affect Biomass resources in the country. The National Biomass Dialogue will involve a series of events structured into presentations and panellist discussions as well as side exhibition. The focus areas may include:

- Biomass recourses availability issues and regulation of biomass harvesting;
- Sustainable Charcoal production & regulation;
- Biomass energy conversion technologies.

2.2.3 Fuel Efficiency Forum2019 (Wednesday September 25, 2019)

Message for the year 2019: Drive with a fuel saving mind.

The Ministry will undertake a campaign to sanitize the road users on how to save fuel on the road. Through the use of road exhibits and campaign on all roads entering the city, awareness will be created targeting drivers/owners of cars, traffic controllers, pedestrians, etc... Messages to be passed on the road users will include:-

- i) Journey planning
- ii) Traffic control
- iii) Driving behaviour
- iv) Taking care of cars for fuel efficiency
- v) Measures by government

3 PROMOTION AND MARKETING OF THE ENERGY & MINERALS WEEK 2019

3.1 Radio Promotions

Radio adverts and talk shows will be conducted before and during the Week. Energy and minerals officials in the country shall participate in talk shows which will be aired on selected stations, disseminating information about the week and its rationale.

3.2 Print media (Brochures and fliers)

These shall be given out at strategic locations such as the supermarkets to advertise the event. These will be distributed before the start of the week.

3.3 Newspaper advertising

Announcements will be placed in national newspapers (Bukedde, Monitor and New Vision) to inform the public about the week and the different activities that will be taking place during the week. Exhibitors will also be invited using newspaper adverts and radio announcements

3.4 Street Advertising

Posters and banners will be used in this case to advertise the event along the main roads and those that frequently have heavy traffic. Generic messages about energy efficient and renewable energy technologies shall be used to maximize the shelf life of our adverts.

3.5 Road shows

Road shows will be conducted in different areas in Kampala. These road shows will be mainly targeting market places and are expected to run for a period of two weeks. The proposed dates are 17th – 29th September 2018. To reasons for the road shows:

- Encourage public to come and visit the exhibition
- Give out prize tickets

3.6 Press Conference at the Media Centre (Wednesday September 18, 2019)

The press conference is a platform for the deliverance of the Minister’s Message to the Media. It will be organized at Media Centre for the Minister to address the media on the status of the energy & minerals sector, indicating key achievements and progress made on the various energy projects. Also during the press conference, the Minister



will announce the Energy Week 2018 highlighting the key activities and calling upon the general public and other stakeholders to actively participate in the activities of the exhibition. The Minister of Energy and Mineral Development will address the media about the Energy Week, the theme of the week, and the need to invest in new and improved Energy technologies since they can promote efficient utilisation of energy.

3.7 The Kampala Energy & Minerals March 2019 (Monday September 23, 2019)

The launch will involve a march with a band from Amber House to the main exhibition venue where they will officially launch Energy & Minerals Week 2019, and the Energy Exhibition. It is proposed to take place on Monday, 23rd September 2019. The march will include MEMD, Sector agencies, private sector companies, GIZ, exhibitors, schools and other stakeholders. Invitations to the Launch ceremony will also be sent out to key stakeholders and partners.



The route for the Kampala energy march is as shown below:

- **Start at Amber House Entrance:** From Amber House, we will head north on Pilkington Rd toward Portal Ave (210 m), Turn left onto Nile Ave (99 m) and at the roundabout, continue straight onto Shimoni Road (240 m) and then straight on Buganda Road (170 m). Turn left onto The Square 1 to Kampala Road (77 m) and then turn right onto Kampala Road (40 m).
- **Take Johnson Street, Wilson Rd and Luwum St to Entebbe Road:** At this point we will turn left onto Johnston Street (200 m) and then take a sharp left onto Wilson Rd (300 m). At the roundabout, take the 3rd exit onto Burton St (120 m) and then turn left onto Luwum St
- **Take Jinja Road to Shoprite Rd:** We will then turn left onto Entebbe Road (61 m) and then to the right onto Kampala Road (750 m) and continue onto Jinja Road (900 m). At the roundabout, take the 3rd exit onto Jinja - Kampala Rd/Jinja Road (1.7 km). Turn left onto Shoprite Rd (110 m) and Destination (KCCA Grounds) will be on the right

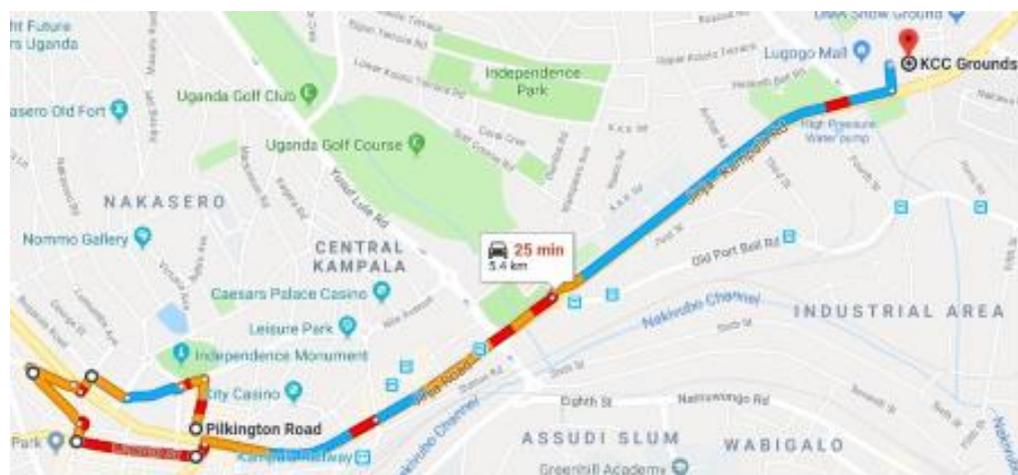


Figure 1: Kampala Energy & Minerals March Route

4 SPONSORSHIP

The Energy and Minerals Week 2019 is expected to raise financing of activities through sponsors. Sponsoring will help in promoting your company/organisation and will facilitate you to increase your brand exposure and stand out from other participants. There are a number of opportunities and options that can help your company improve its visibility throughout the show, as well as providing excellent pre-event branding. As a sponsor, you will:

- Reach a new audience: You will have an opportunity you need to shine in front of your target persons.
- Increase your market share: Put your brand's name in front of potential clients, which helps you get ahead of the competition.
- Communicate a message: Support the Energy & Minerals Week and you will be demonstrating your social responsibility values to your clients.

The following packages are available

4.1 Lead Sponsorship

Be the lead Sponsor for any event of the Energy & Minerals Week 2019 and be above everybody with regards to advertising your company/organisation. If any company chooses to take lead sponsorship of any event, the event venue will be branded with acknowledgement to the lead sponsor. The lead sponsor will have the opportunity to make a keynote speech at the opening of the event and they will be acknowledged by the organisers. There is the opportunity to provide your own full branding pull-ups.

4.2 Platinum Sponsorship

All participants at any event will receive a branded folder containing the material, including information from the platinum sponsor. In addition the sponsoring company's logo will be printed on the delegate folders. In addition, on the name tag, your logo will be printed there and everyone will remember who you are, because they will be wearing your logo throughout the entire event.

4.3 Gold Sponsorship

This is tailored for companies/organisation who are interested in associating with the Ministry with a limited touch such as co-sponsors of any activity of the Energy & Minerals Week like the exhibition, the Power Forum, The Biomass Energy dialogue, the Joint Sector Review, Fuel Efficiency Forum, etc... Gold sponsors will be entitled to free exhibition space and logo will appear on banners, name tags and posters with an opportunity to erect 1 pull up banner and 1 tear drop at all events of the week.

4.4 Silver Sponsorship

This is similar to gold sponsorship except that the sponsor under this category will only erect pull up banners and tear drop at exhibition.

Summary of sponsorship benefits is given below:

Benefits	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Exhibition space	Yes	Yes	Yes	Yes
Logo banners and posters	Yes	Yes	Yes	Yes
Headline indicator	Lead	Co-	Co-	Co-
Appearance on tags/Badges	Yes	Yes	Yes	
Participation in other events	Yes	Yes		
Speaking or panellist opportunity	Yes	Yes		
Appearance on Press Banner	Yes	Yes		
Branding venue in Sponsor's colours	Yes			
Logo on T-shirts	Yes			
Lead sponsor of plenary keynote	Yes			
Erecting Pull-up banners	4	2	1	
Rate (Million Ug. Shs)	=/>50	30-<40	20-<30	10-<20

5 MANAGEMENT OF THE ENERGY & MINERALS WEEK 2019

The lead role for implementing the Energy & Minerals week will be performed by the Energy Efficiency and Conservation Department. The department will come up with a framework under which the various activities will be performed. A company may be hired to manage the various events of the energy and minerals week 2019. The role of the company will be to prepare and co-ordinate the implementation of the activities of the energy and minerals week 2019. Specifically the company will:

- Coordinate the implementation of promotional and marketing activities of the campaign;
- Coordinate the energy exhibition;
- Coordinate the high level conferences.

6 ENERGY & MINERALS WEEK 2019 PROGRAMME

Activity	Date
Press Conference	Wednesday September 18, 2019
Road Shows	Thursday September 19 – Monday September 23, 2018
Energy Exhibition	Monday September 23 – Sunday September 29, 2018
The Launch March 2019	Monday September 23, 2019
Exhibition Launch	Monday September 23, 2019
Power Forum 2019	Tuesday September 24, 2019
The Biomass Energy Dialogue 2019	Wednesday September 25, 2019

Activity	Date
Fuel Efficiency Forum 2019	Wednesday September 25, 2019
Uganda International Oil & Gas Summit	Wednesday September 25 –Thursday September 26, 2019
Energy & Minerals Joint Sector Review 2019	Thursday September 26 – Friday September 27, 2019
Energy Football Match	Saturday September 28, 2019
Energy Family Day out	Sunday September 29, 2019

7 PARTNERS

Main Partner: Ministry of Energy and Mineral Development

Activity	Partners
Press Conference (<i>To announce the Energy & Minerals Week 2019</i>)	Media Centre, Media Houses
The Launch March 2019	Police Band, Traffic Police, Utility Companies, Other government agencies, Exhibitors
Energy & Minerals Exhibition 2019	All MEMD directorates, All MEMD agencies, Utility Companies, Other government agencies, Private companies dealing in energy businesses, General Public, Media Houses, Service Providers, KCCA, UMAUIA, URA, URSB, KCCA, General Public, Business owners Naguru Teenage Centre, MoH/UHMG, UBTS Technicians
Exhibition Launch	Invited guests, Exhibitors, General Public
Road Shows (<i>Publicity activity to sample the general public on what to expect</i>)	Selected exhibitors, General Public, Other interested stakeholders
Uganda International Oil & Gas Summit	MEMD, PAU, UNOC, Global Event Partners, Image Care.
The Biomass Energy Dialogue 2019	MEMD, UNREEEA, Technology dealers, MAAIF, NFA, NEMA, Traders, Institutions, LPG dealers
Power Forum 2019	UEGCL, UETCL, UEDCL, Eskom Uganda Limited Bujagali Energy, Umeme Ltd, Electromaxx, Maji Power, Sinohydro, China International Water and Electric Corp, TronderEnergi, Norfund, Hydromax, ERA, Power Africa, IET, ABB, Umeme, ERA, REA, Other interested parties
Fuel Efficiency Forum 2019	MEMD, MoWT, Partners
Energy & Minerals Joint Sector Review 2019	All Energy & Minerals sector stakeholders
Publicity	Media Houses, Advertising & Events companies

8 HOW TO GET INVOLVED

If you are interested in actively taking part in in any activity of the Energy & Minerals Week 2019 or as a sponsors of some activities contact the Office of the Commissioner, Energy Efficiency and Conservation Department; email: d.birimumaso@energy.go.ug; Tel: 0414341494/0776836984; Amber house, room B 305.