



**ENVIRONMENTAL-EXTENDED  
PHYSICAL SUPPLY AND USE  
TABLES (EE-PSUTs) FOR ENERGY  
ACCOUNTS IN GHANA**

**COMMUNICATION STRATEGY**



GHANA STATISTICAL SERVICE  
OCTOBER 2020

# COMMUNICATION STRATEGY FOR PHYSICAL SUPPLY AND USE TABLES (PSUT) FOR ENERGY IN GHANA



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## Acknowledgements

This Communications Strategy for Energy Accounts in Ghana has been put together by the National Implementation Committee (NIC) for the compilation of Energy Accounts as one of the key outputs of the Technical Assistance Programme of the United Nations of Economic Commission for Africa (UNECA) to Ghana in compilation of Energy Accounts.

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## Acronyms

ACEP	Africa Centre for Energy Policy
CSO	Civil Society Organization
EC	Energy Commission
ECG	Electricity Company of Ghana
EEA	Experimental Ecosystem Accounting
EPA	Environmental Protection Agency
GRIDCo	Ghana Grid Company
GSS	Ghana Statistical Service
ISSER	Institute of Statistical, Social and Economic Research
MESTI	Ministry of Environment, Science, Technology & Innovation
MiDA	Millennium Development Authority
NDPC	National Development Planning Commission
NEDCo	Northern Electricity Company
PEF	Private Enterprise Federation
PSUT	Physical Supply Use Tables
PURC	Public Utilities and Regulatory Commission
SEEA-CF	System of Environmental Economic Accounting Central Framework
TOR	Tema Oil Refinery
UN	United Nations
UNECA	United Nations Economic Commission for Africa
VRA	Volta River Authority
WAPCo	West African Gas Pipeline Company

## **1.0 Introduction**

The adoption of Agenda 21 at the 1992 United Nations Conference on Environment and Development held in Rio de Janeiro, Brazil called for the establishment of a program to develop national systems of integrated environmental and economic accounting in all countries. More recently, the outcome document of the United Nations Conference on Sustainable Development (Rio+20) held also in Rio de Janeiro in 2012 reconfirmed that integrated social, economic, and environmental data and information is important to decision-making processes.

The System of Environmental Economic Accounting Central Framework (SEEA-CF) and SEEA Experimental Ecosystem Accounting (EEA) was therefore developed by the United Nations Statistical Division to provide the platform for countries to have a wide variety of use and applications that internalizes natural capital assets in the value generation processes. The Framework was adopted as an international statistical standard by the United Nations (UN) Statistical Commission in 2012 to measure the environment and its relationship with the Economy.

### **1.1 Context**

Ghana has already carried out preliminary work on how to operationalize environmental-economic accounts which led to the preparation of a Discussion Paper, Feasibility Study Report, Critical Analysis of SEEA Implementation in Ghana Report and an Implementation Strategy. However, awareness, knowledge and skills, and the use of the Accounts are inadequate in the scheme of things. There are also some data gaps in the country's data ecosystem particularly, in the environment sector, among others.

## **2.0 Purpose and rationale**

This strategy has been prepared to communicate the processes involved in the compilation of Physical Supply Use Tables (PSUT) for Energy based on the SEEA-Energy. The Strategy seeks to create a platform to collect, reproduce, analyze and share information with relevant stakeholders at various levels of decision-making.

### **2.1 Objectives**

The overall objective of the strategy is to provide direction and guidance for the effective transmission of information on the application and use of the Energy Accounts in Ghana.

The specific objectives of the strategy among others include the following:

- i. Sensitize and raise the awareness of relevant stakeholders and the public on the application and use of Environmental-Economic Accounts (Energy Accounts);
- ii. Foster a sense of buy-in and ownership of Energy Accounts in Ghana;
- iii. Deepen stakeholder participation and engagements in the compilation process of the Energy Accounts; and
- iv. Engage effectively with policy/decision- makers on how the findings of the Energy Accounts could influence decisions and management of natural capital.

## **2.2 Guiding Principles**

The guiding principles of this Strategy include the following:

- i. Adaptability of communication messages and information to meet the expectation, needs and interests of various stakeholders;
- ii. Design and present information in a manner that is user-friendly to targeted audiences;
- iii. Consistency and harmony of all communications with core message;
- iv. Provide opportunities for feedback and lessons learnt; and
- v. Adopt effective modes of communication.

## **3.0 Stakeholders identification and Analysis**

Stakeholders are important actors in the production of energy accounts. They have different interests and influences in ensuring the success of the compilation of Energy Accounts in Ghana. Stakeholders have been identified based on their roles and responsibilities in the country. Relevant stakeholders identified in this strategy have been broadly categorized below:

- **Data producers:** This include both public and private organizations that have the capacity to provide the needed data for the compilation of energy accounts in Ghana; and
- **Users:** Users of energy accounts related information include research community, line ministries, departments and agencies, legislature and executive arms of government, civil society organizations, international organizations, Development Partners, Media, the public and private businesses.

Table 1 presents a list of identified relevant stakeholders. The interests and influences that these stakeholders may exert have been summarized in the analysis in Table 2.

**Table 1: Stakeholders Identified**

No.	Stakeholder	Producer/User	Category
1.	Africa Centre for Energy Policy (ACEP)	User	Civil Society Organization (CSO)
2.	Bank of Ghana	User	Government/Regulator
3.	Electricity Company of Ghana (ECG)	Both	Government/Regulator
4.	Energy Commission	Both	Government/Regulator
5.	Environmental Protection Agency	Both	Government/Regulator
6.	Forestry Commission	Both	Government/Regulator
7.	Ghana Grid Company (GRIDCo)	Both	Government/Regulator
8.	Ghana National Gas Company Ltd	Both	Government/Regulator
9.	Ghana National Petroleum Corporation	Producer	Government/Regulator
10.	Ghana Statistical Service	Both	Government/Regulator
11.	Institute of Green Growth Solutions	User	Civil Society Organization (CSO)
12.	Institute of Statistical, Social and Economic Research (ISSER)	User	Academia
13.	Millennium Development Authority (MiDA)	User	Government
14.	Ministry of Energy	Both	Government/Regulator
15.	Ministry of Environment, Science, Technology & Innovation (MESTI)	User	Government/Regulator
16.	Ministry of Finance	User	Government/Regulator
17.	Ministry of Planning	User	Government/Regulator
18.	Ministry of Transport	Both	Government/Regulator
19.	National Development Planning Commission	User	Government/Regulator
20.	National Petroleum Authority	Producer	Government/Regulator
21.	Northern Electricity Company (NEDCo)	Producer	Government/Regulator
22.	Office of the President	User	Government
23.	Private Enterprise Federation (PEF)	User	Private Sector
24.	Public Utilities and Regulatory Commission (PURC)	User	Government/Regulator



No.	Stakeholder	Producer/User	Category
25.	Tema Oil Refinery (TOR),	Both	Government/Regulator
26.	The Energy Centre, KNUST-Kumasi	Both	Academia
27.	University of Energy and Natural Resource-School of Engineering -Sunyani	Producer	Academia
28.	Volta River Authority (VRA)	Both	Government/Regulator
29.	West African Gas Pipeline Company (WAPCo),	Producer	Government/Regulator

**Table 2: Stakeholder Analysis Matrix**

No	Stakeholder	Influence	Interest	Type of Interest/Influence
1.	Academia & Research Community (ISSER, UNR, KNUST)	Low	High	Research development & analysis
2.	Civil Society Organizations and NGOs	Low	High	Advocacy, research & sensitization
3.	Development Partners & International Community	High	High	National data collection and policy decision
4.	Implementing institutions (i.e. EPA, GSS, EC, NDPC)	High	High	Data providers, coordination, funding, regulation & policy decisions
5.	Law Makers (Legislature)	High	High	Legislation/regulations and policy decisions
6.	Media/Press	High	Low	Communication and dissemination (shaping public opinion)
7.	Policy Makers (MDAs, MMDAs)	High	High	Policy decisions, regulation, funding
8.	Private Sector (PEF)	Low	High	Data users and providers
9.	Regulatory Institutions (EC, GRIDCo, NPA, NEDCo)	High	High	Data providers & users, utility regulation

#### 4.0 Key Strategies

The following are the main strategies which will be implemented:

- Leverage on websites and other social media platforms of implementing institutions to raise awareness and share information on the PSUT for Energy.
- Engage the mass media in support of awareness creation and dissemination of key messages from the Energy Account.
- Develop local training programmes to pass-on technical capacity to other staff/institutions where necessary
- Publish key findings and indicators in Annual Reports and Statistical newsletters of the Ghana Statistical Service
- Raise awareness and continuously engage policy and decision-makers on the findings of the Energy Accounts

#### 5.0 Communication Channels

The Channels here refer to the process of information flow within the various processes. The strategy will adopt and use various channels to transmit key messages in order to meet each target, the expectations and interests of targeted audiences. The channels and tools adopted will also provide feedback and recommendations for future improvement in the process of compiling the Accounts. Table 3 illustrates the needs and the channels to be used for different groups.

**Table 3: Stakeholder needs and proposed channels**

No.	Stakeholder/ Target Audience	Communication needs	Channels								
			Meetings/workshops/ Conferences	Website	Social media	Annual Reports	Data and research update	Print Media (Newsletters, etc.)	Electronic media	Policy briefs/forum	Multimedia
1.	Policy/Decision-Makers	Non-technical information that provide them with evidence to promote and support policies and decisions that will benefit people	x	x	x	x	x			x	

No.	Stakeholder/ Target Audience	Communication needs	Channels								
			Meetings/workshops/ Conferences	Website	Social media	Annual Reports	Data and research update	Print Media (Newsletters, etc.)	Electronic media	Policy briefs/forum	Multimedia
2.	Regulatory Institutions	Technical information that provide evidence to inform regulatory functions and activities	x	x	x	x	x	x		x	
3.	Academia and Research Community	Opportunities for programmes, studies and research in the field of environmental- economic accounts	x	x	x	x	x	x		x	
4.	Media/Press	Continuous sharing of information and knowledge on the importance of environment- economic accounts	x								
5.	Civil Society Organizations and Non- Governmental Organizations	How the findings of environmental- economic accounting can be used for advocacy and ensuring good governance, accountability, and transparency	x								
6.	Private sector	How natural capital management provides essential benefits for businesses and communities to improve their performance in environmental and social risk mitigation, resource efficiency, access to markets and		x	x						

No.	Stakeholder/ Target Audience	Communication needs	Channels								
			Meetings/workshops/ Conferences	Website	Social media	Annual Reports	Data and research update	Print Media (Newsletters, etc.)	Electronic media	Policy briefs/forum	Multimedia
		financing, and improved reputation									
7.	Development Partners and international community	Partnerships, support, and cooperation in the environment-economic accounting		x							
8.	General public	Regular updates on the status of the SEEA-CF and their implications for national development		x	x	x			x		

## 6.0 Design of communication messages

The messages will be designed through a process that links the expectations and interests of the target audiences with key information. Communication messages will be well-designed, simple, understandable, technically relevant, appropriate and meaningful to the audience.

## 7.0 Work plan for the implementation of the Communication Strategy for Energy Accounts

No	Activity	Objective	Implementing & Collaborative Institutions	Year 2020												
				J	F	M	A	M	J	J	A	S	O	N	D	
1	Reproduce information for various stakeholders	Ensure every stakeholder can relate to the Energy Accounts	GSS, EPA, EC, NDPC													
2	Publish various reports from the Energy Accounts	Make reports available to Stakeholders and other partners	GSS, EPA, EC, NDPC, UNECA													
3	Craft messages for social media platforms, and other outreach programmes and focus group discussions	Equip people with basic knowledge and skills of leading others.	GSS													
4	Update various institutional websites	Make reports available to all users	GSS, EPA, EC, NDPC, UNECA													
5	Organize meetings and workshops	Inform, educate and communicate Energy Accounts to Stakeholders	GSS, EPA, EC, NDPC													
6	Broadcast of messages on electronic media platforms	Inform, educate and communicate Energy Accounts to Stakeholders	GSS, EPA, EC, NDPC													

## **8.0 Monitoring and Evaluation**

A monitoring and evaluation plan will be essential in tracking the implementation of the communication strategy. Monitoring and evaluation of progress would largely include the activity and output indicators below:

- Number of SEEA-CF workshops/trainings held and attendance of workshops/trainings
- Number of SEEA-CF related conferences, seminars and forums held and attended to promote the SEEA-CF
- Number targeted audiences reached
- Number of policy fora and meeting held
- Number of SEEA-CF messages tweeted and retweeted and number of Twitter likes
- Number of contributions to the newsletter and website content
- Amount of website traffic to the SEEA-CF/ environmental-economic accounting
- Number of articles published in print and/or digital media

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