

Gearing up to meet Africa's
rising power and water demand



12 – 14 May 2015
Cape Town, South Africa



**AFRICAN
UTILITY
WEEK**

**CLEAN POWER
AFRICA**



- Jodie Sherwin Hill
- Executive Director
- JOMAT Investments
- South Africa & Australia

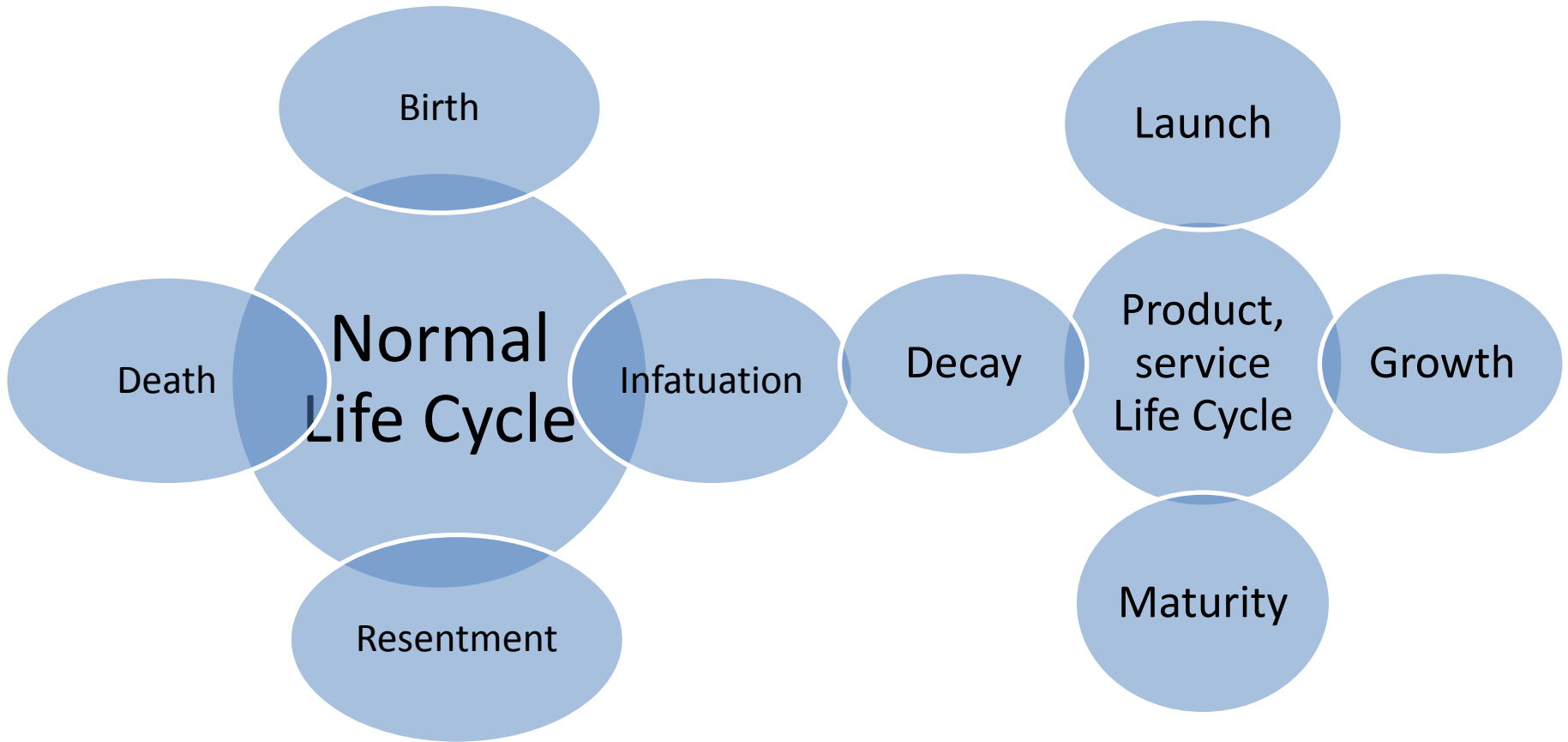
jomat
“At your fingertips”

Perception and Change

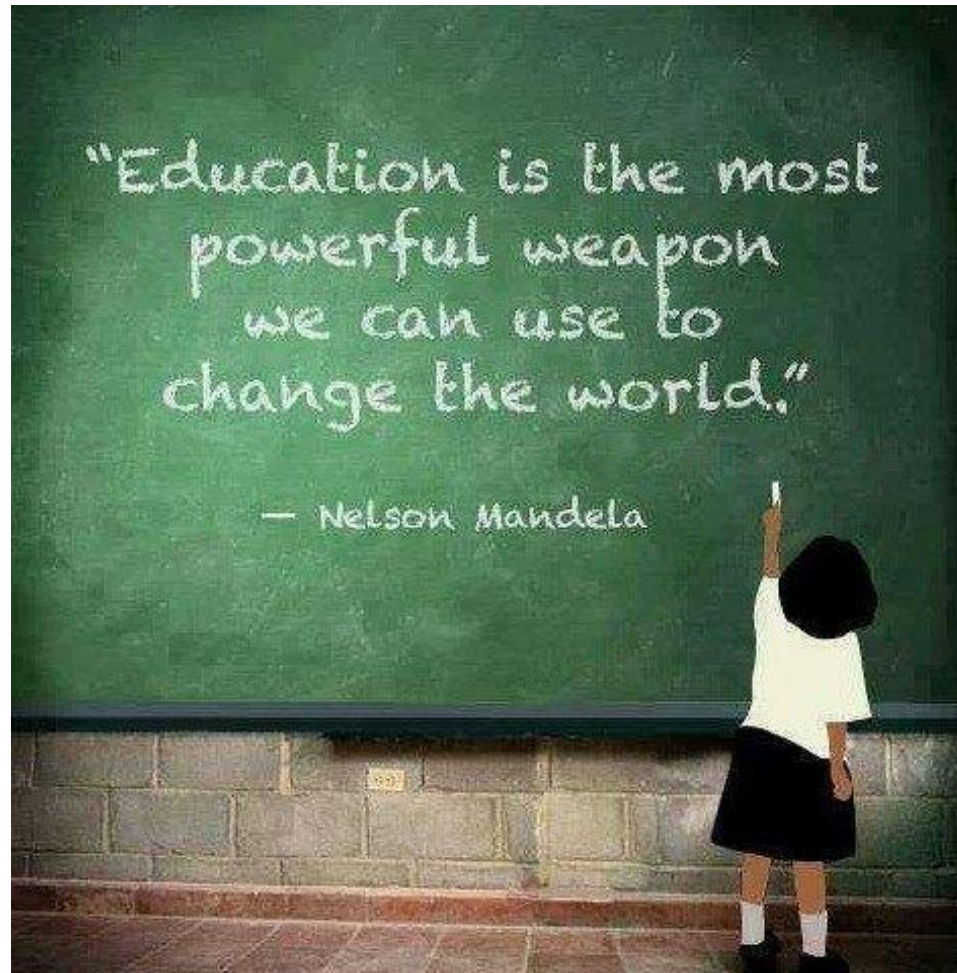
- Rules the game
- Recency
- Only as good as your last product, sale or performance
- Change existing perceptions
- Change is a given, our control comes in our ability to shift perceptions



Life Cycles....Demand



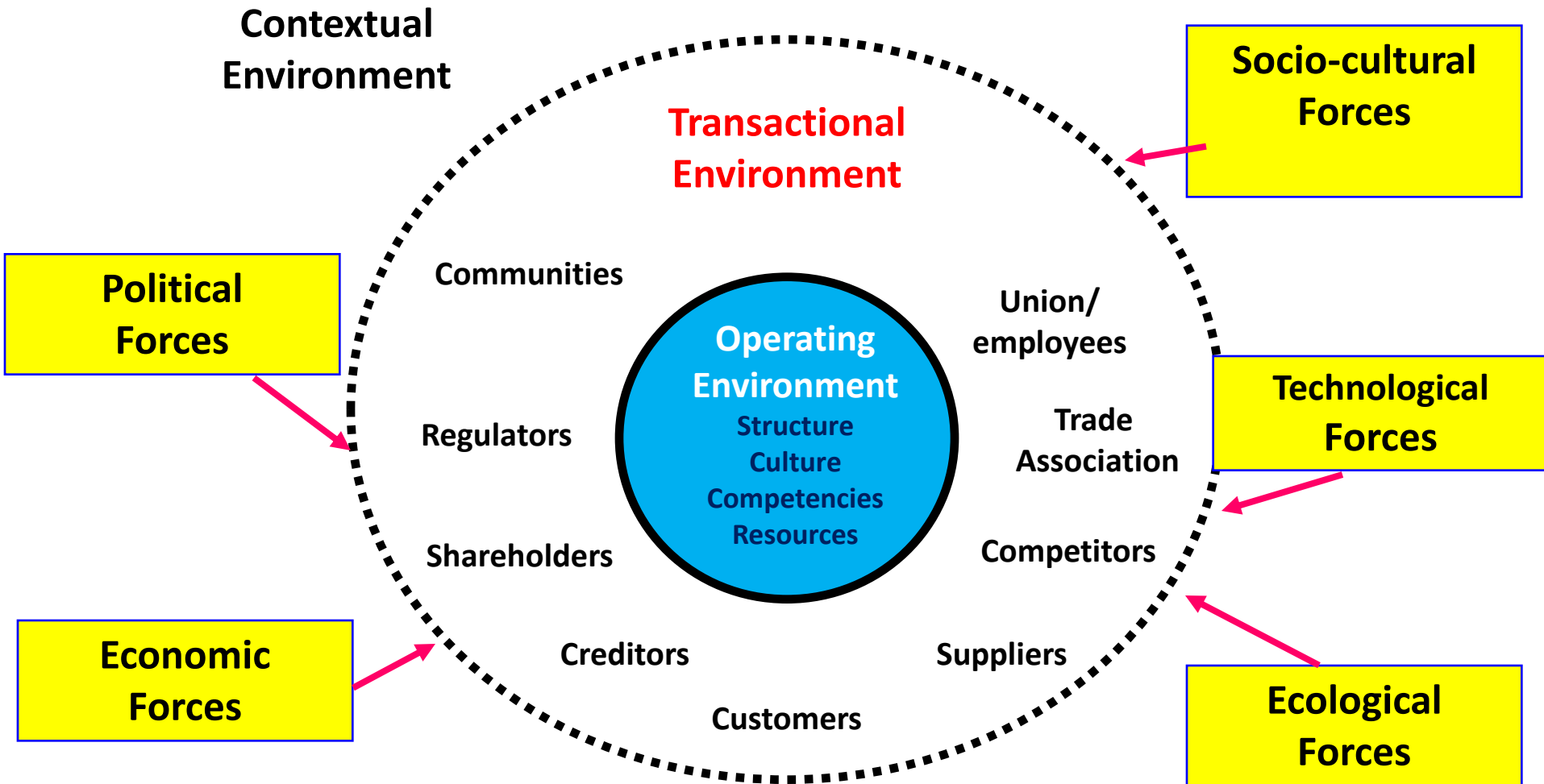
Change Education & Pre-Education



Investigate the entire ecosystem

- Understand the entire ecosystem
- Understand the needs, wants, expectations of all stakeholders – you cannot manage what you do not know
- Know each and every stakeholder – departmental engagement
- Community engagement and assessment
- Needs Assessment Survey
- Baseline measures
- SO Analysis
- Measuring quality
- Quality questions that begins at micro level? What we do not know, is where the risk lies.

Stakeholder View of an Ecosystem



Who will Change?

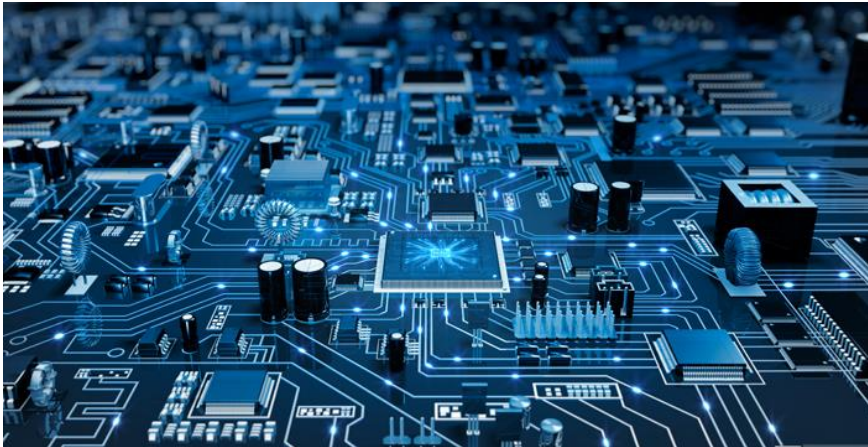
What can we save?

- Proactive v's Reactive
- Legislation limitations
- Plans and Policies
- Order of events – what comes first? Infrastructure? Vision? Which Product / Service?
- Correctly identify all role players
- Social Facilitation amongst all stakeholders

Macro and micro – does it matter?

- How to communicate amongst different settings?
- Taking notice of what is actually important
- Viability – financial
- Decision makers
- Fears around making wrong decisions
- Balanced and inspired

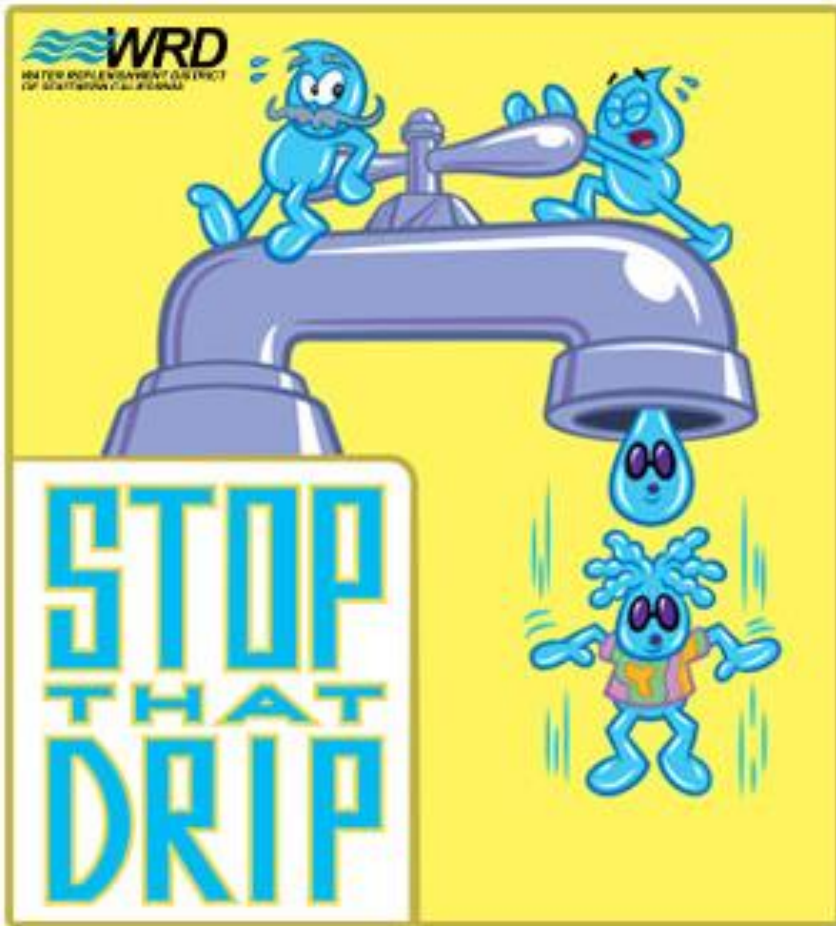
Systems



Symbols

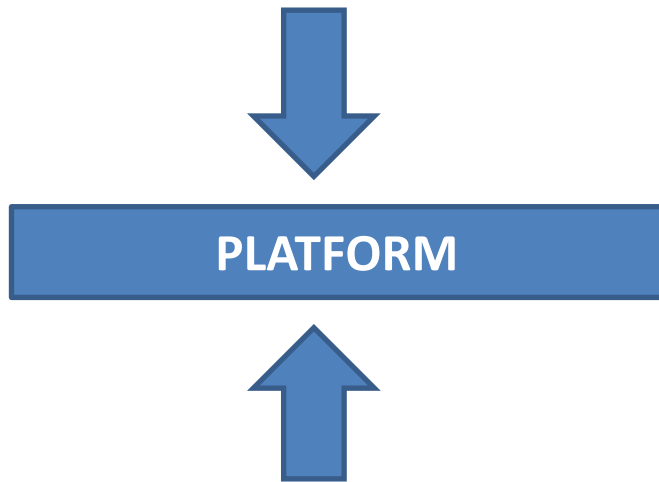


Symbols



Platforms

- Upload, store and display information on the web

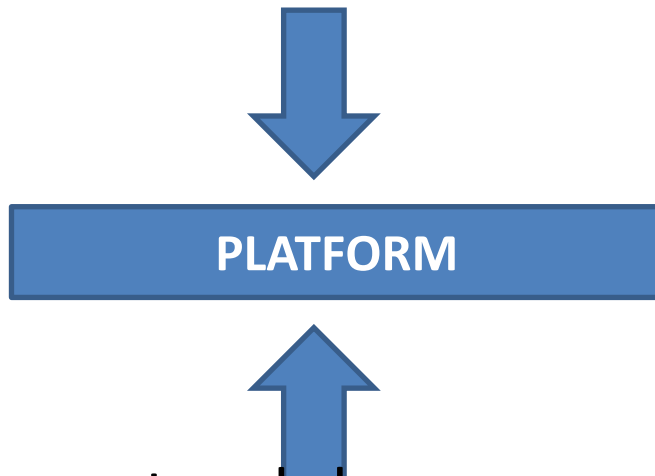


Google

- Search and access organised information

Platforms

- Connect and share socially

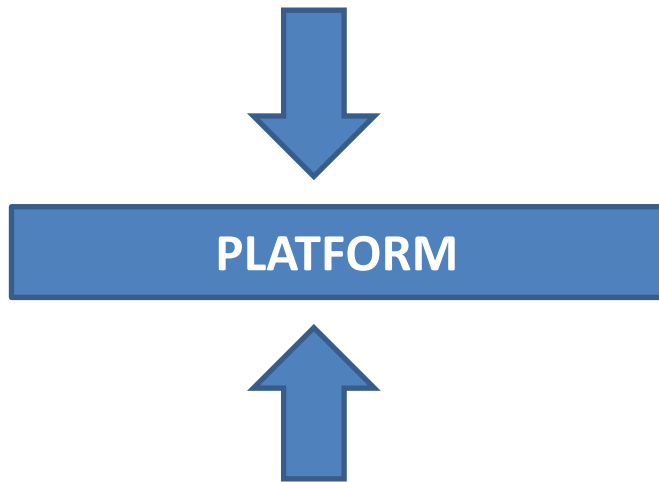


- Connect and share socially



Platforms

- With one touch of a button



- Reliable transport

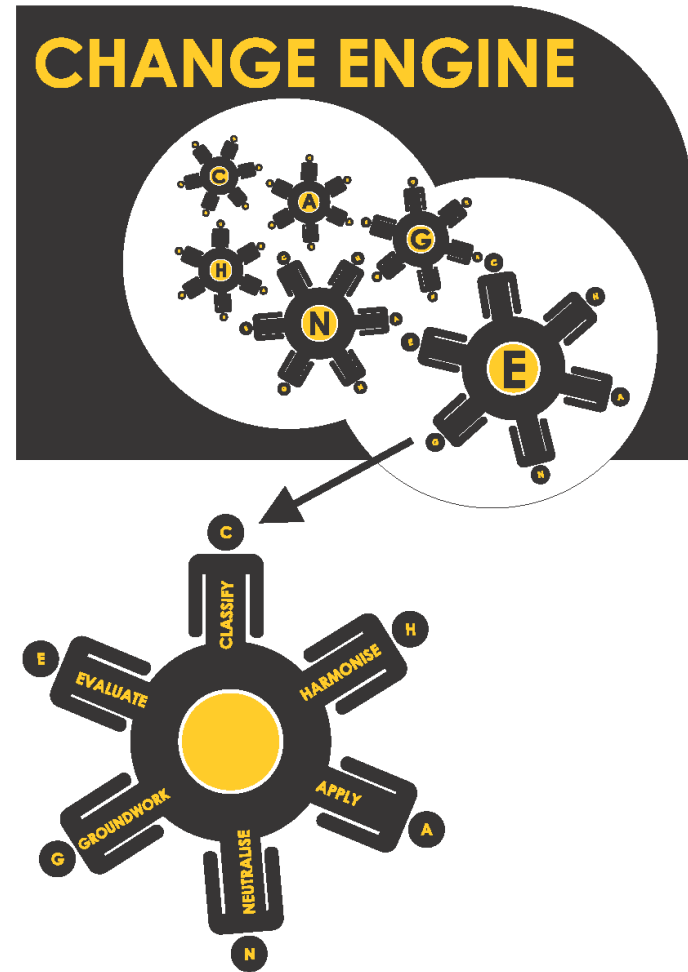


U B E R

The Solution – Change Education Engagement with all Stakeholders

- The Jomat Change Engine™

1. C - Classify
2. H - Harmonise
3. A - Apply
4. N - Neutralise
5. G - Groundwork
6. E - Evaluation

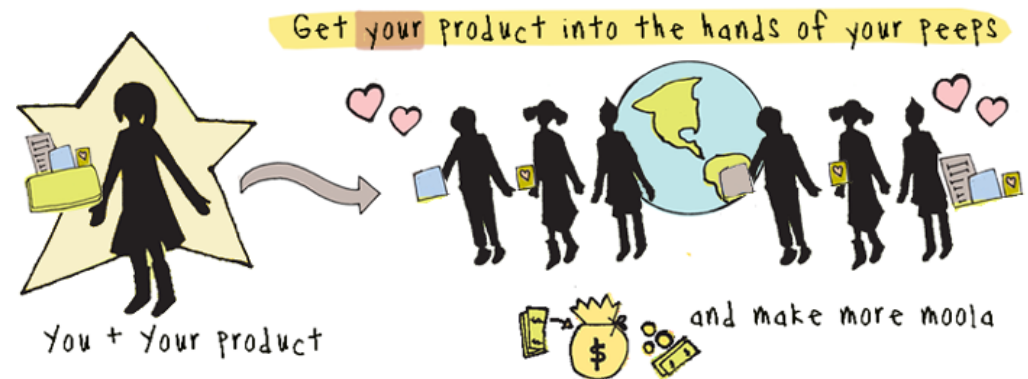


Case Studies – Change Education

- Soweto – 300 smart meters
- Secunda – 170 ++ smart meters using mobi wallet platform to purchase gas, water & electricity, refuse
- Salvokop – 84 smart meters using mobi wallet platform to purchase electricity, water & refuse
- Heatherview – 120 smart meters
- Other relevant case studies on Change Education: Nigeria, JHB CBD
- New Projects: North West Province, Westonaria, Land Reform in SA, bloemfontein, Zambia, Kenya
- i4PT – Tlokwe (Northwest) 50,000 meters, Thaba chew (Lydenburg) 25,000 meters, Hantam (Northern Cape)

Product Development linked to Marketing and Selling

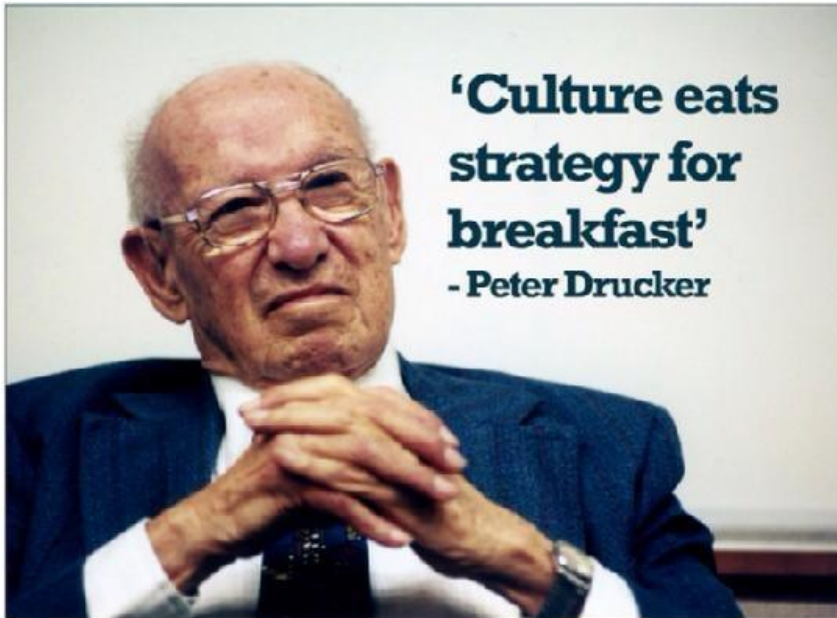
- **Recall** – easy to recall
- **Comprehension** – language, size
- **Credibility** – truth and trust in you
- **Inspiration** – touch the heart
- **Call to Action** – tell me what to do



Teamwork - Relationships

Thank you 😊

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Institutions like ours are needing to move beyond a set of me-too applications – we need to push ourselves and our partners to truly deliver something brilliant – something that meets the changing set of consumer expectations and behavior.