



**we
can't
see
the
sunset**

AN OPEN SECRETS ZINE

open secrets

power & profit | truth & justice

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...in eMalahleni;

YOU CAN'T SEE

THE SUNSET.

When you wake up, the sky is blurry. When the sun sets, it's even worse. There's [a] mist of coal; it's burning.

Mapule Granny Mdluli from
Vukani Environmental
Movement (VEM)
at the People's Hearing on Energy
Profiteers (2024)

Vukani Environmental Movement (VEM) is a non-profit organisation working in and addressing concerns from the Mpumalanga Highveld of South Africa. The organisation was formed in 2016 to counteract the apathy of authorities regarding the rising environmental issues that Highveld communities experienced.





THE POLY

Despite scientists, lawyers, activists, NGOs, trying to fight the issues of dirty energy, we find ourselves in South Africa in a state of disaster."

Meshack Mbangula

Mining Affected Communities United in Action (MACUA)

The energy sector is at the center of the minerals-energy industrial complex (MEIC) in South Africa. The country's primary energy source is coal, which makes up 65% of the energy supply, followed by crude oil at 18%, natural gas at 3%, nuclear energy at 2%, and renewables at 11% [1]. The sector plays a crucial role in job creation and economic growth by extracting, transforming, and distributing energy goods and services. Despite legislative changes and some improvements in social and environmental performance, concerns persist over

the impact of coal production and alternatives like nuclear energy, oil, and gas on local communities and their livelihoods. These concerns have become more pressing as the government seeks solutions to the ongoing energy crisis, which resulted in widespread load shedding throughout 2023.

Efforts to support communities affected by coal mining and potential gas and oil extraction have been lacklustre. Exposure to toxic substances from coal mining has led to severe health issues,



CRISIS

[1] Department of Minerals Resources and Energy (2021), The South African Energy Sector Report.

[2] Bonisile Nolwando Shongwe (2018), 'The impact of coal mining on the environment and community quality of life: a case study investigation of the impacts and conflicts associated with coal mining in the Mpumalanga Province, South Africa' (University of Cape Town, Cape Town).

[3] The Bliss Of Ignorance (2015), directed by: Simon Waller, produced by: SourcedTV (London) for Friends of the Earth International and GroundWork.

including cancer, respiratory diseases, and cardiovascular problems, particularly for those living or working near these operations.[2] Additionally, coal mining has significantly affected water resources, while industrial activities have led to soil degradation due to high concentrations of heavy metals. Although some politicians and industry executives promote gas as a cleaner alternative to coal, gas production also poses environmental risks, including harm to marine ecosystems, oil spills, and

air and water pollution. Coal, oil, and gas remain the largest contributors to global climate change, responsible for most greenhouse gas emissions.[3] While renewable energy is increasingly seen as a viable alternative, energy sources must be accessible, affordable, and sustainable while minimizing harm to people and the environment.

Recognizing the urgency of both the energy and climate crises, Open Secrets hosted a People's Hearing on Energy Profiteers in January 2024 in Community House, Salt River.



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PEOPLE'S HEARING

ON ENERGY PROFITEERS

31 January 2024
09:00 - 17:00

A platform for affected communities, activists, and civil society experts to advocate for the prioritization of human and environmental rights in the efforts to address the climate crisis and the energy crisis.

THE PEOPLE'S HEARING CONSISTED OF TESTIMONIES FROM WITNESSES, A TOWNHALL FORUM, A JUDGE'S REPORT AND AN ART EXHIBITION.

WITNESSES

The bulk of the day's proceedings focused on the testimonies of activists, experts, and representatives from social movements and civil society organisations.

TOWNHALL

Held at the end of the day, the townhall forum was an open session to reflect on the testimonies heard through the day, the participants included, witnesses, the panel of judges and the general public.



WE INVITED KEY CORPORATIONS, GOVERNMENT DEPARTMENTS AND MINISTRIES TO ATTEND AND LISTEN TO THE TESTIMONIES AT THE PEOPLE'S HEARING.

Some outright declined our invitation, some ignored our emails and others only acknowledged receipt.

None of them attended.

Regardless, we chose to honour our invitation and have them represented by the allocated empty seats right in front.

THE LIST OF INVITED RESPONDENTS:

Minister of Environment, Forestry and Fisheries,

Minister of Mineral Resources and Energy,

Minister of Electricity,

Shell, Eskom,

Total, Gold Fields,

Standard Bank,

Sasol, Exxaro,

Glencore, BP,

South32, Anglo,

Seriti Power,

BHP Billiton, and Eni.

RESPONDENTS
RESPONDENTS

RESERVE



They call it critical energy, critical minerals. But critical for who? Because they do the mining. We aren't benefitting anything. But we're getting sick. We're losing land.




Meshack Mbangula

from
Mining Affected Communities
in Action (MACUA)

Mining Affected Communities United in Action (MACUA) is an NGO dedicated to uplifting and giving a platform to mining-affected communities. Since its formation in 2012 as a community-based organisation, MACUA seeks to prioritise and protect the interests and integrity of individuals and communities affected by mining.

There's blasting; there's everything that is happening. Our houses are cracking. Contaminated water. As this dirty energy continues, we see floods all over the place... because of climate change. [...] There's a saying, "Africa is rich, but who benefits?"



I've been a resident of Khayelitsha my whole life. Many people know Khayelitsha for its high crime and poverty. However, that place is my safe space. That is where I belong. The histories and identities that I share with my community propel me forward in wanting better for us because I know we deserve more.

WE DESERVE MORE THAN THE CRIMINALITY OF COAL, OF FOSSIL FUELS, OF OIL AND GAS. WE DESERVE TO BE SEEN, HEARD AND PRIORITISED.

When the lights go off, life stops for us in Khayelitsha. We feel as if we are being borrowed electricity. It saddens me to see people risk their lives to access their basic human rights. Imagine being labelled a criminal for [wanting] what is rightfully yours?

Siphokazi Kumbuza

from Project 90 by 2030

Project 90 by 2030 is a social and environmental justice organisation. The organisation's name is premised on George Monbiot's book "Heat", which calls for a 90 % reduction in greenhouse gas emissions by the year 2030.

ACA

African Climate Alliance

is a grassroots and youth-led, movement-based organisation. ACA works within an Afrocentric framework for climate justice; Africans, indigenous knowledge and people living in Africa spearhead the movement.

**People's Hearing
Representatives:**
Sibusiso Mazomba
Sarah Robyn Farrell
Gabriel Klaasen

POWER TO THE *People*





A GUIDE TO MOBILISING AGAINST

"the coffin of Imbabala (mines)"

Philani's testimony is a community story. It centres on their experiences living in Ermelo, which is home to mines, both abandoned and active, and active coal power stations. The community suffers from visible corruption, and the abandoned mines have posed major dangers. The people of Ermelo then filled the gap left by failing systems.

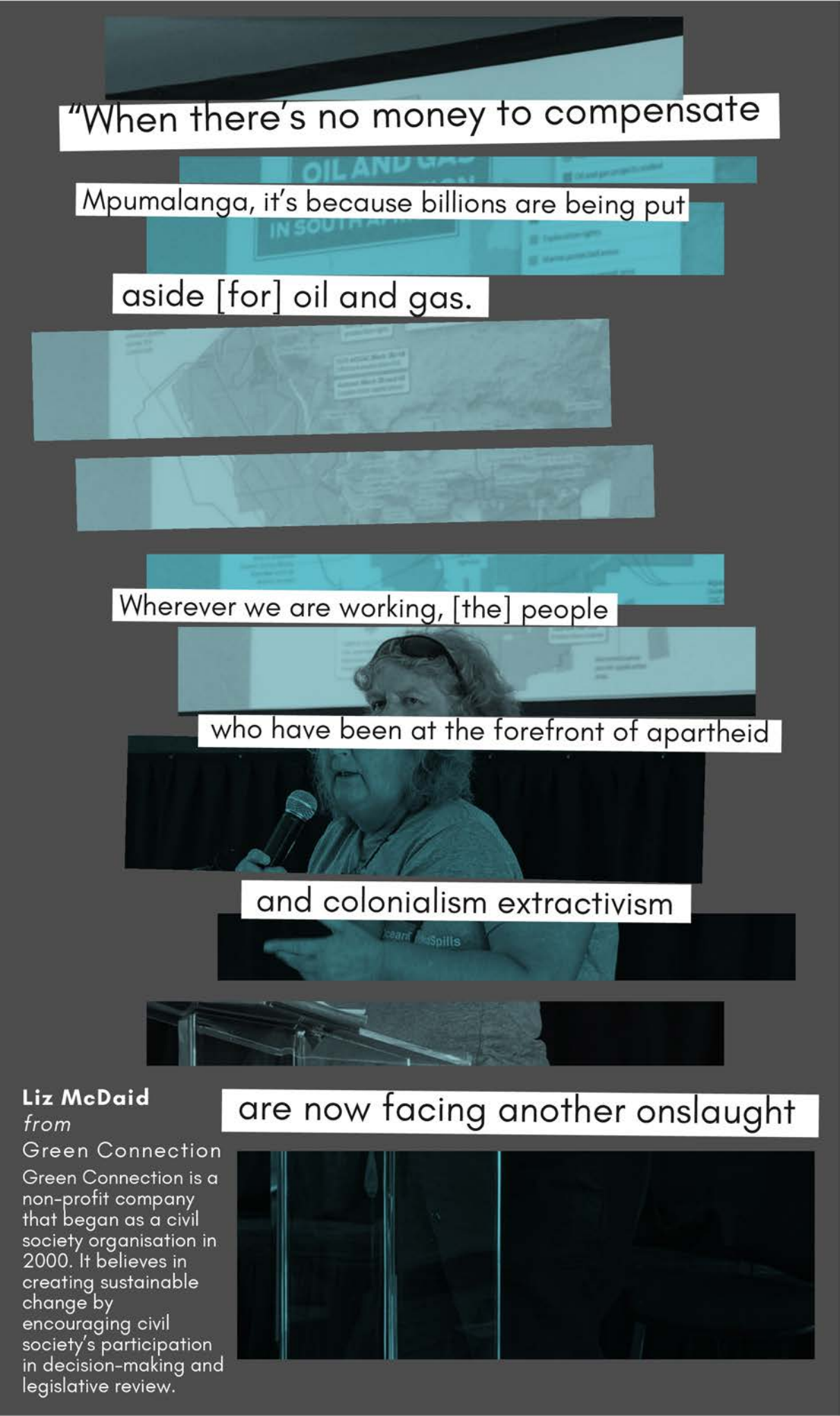
1. **Identify the key areas of concern.**
2. **Identify and address the representatives of your local municipalities.**
3. **Build resilience and self-reliance to mitigate government corruption.** Philani says, "[w]e decided to do something for ourselves because this was affecting us directly."
4. **Educate your community and explore ways to mitigate harm or address these key areas in tangible ways.** Khuthala holds both workshops and meetings.
5. **Mobilise yourself and individuals, and take action using what you have now.**

Philani Mngomezulu

from

Khuthala Environmental Group

Khuthala is a non-profit organisation based in the Highveld Priority Area, which was declared in 2007 as needing intervention to address the air quality crisis caused by the large number of power stations, mines, and industrial activities in the area. Khuthala's objectives are to combat air and water pollution, drive responsible waste management, and re-green the communities they work in.



“When there’s no money to compensate
Mpumalanga, it’s because billions are being put
aside [for] oil and gas.

Wherever we are working, [the] people

who have been at the forefront of apartheid

and colonialism extractivism

are now facing another onslaught


Liz McDaid

from

Green Connection

Green Connection is a non-profit company that began as a civil society organisation in 2000. It believes in creating sustainable change by encouraging civil society’s participation in decision-making and legislative review.





With that [being said], it's not because they are not skilled, not because they are not educated, but because they are sick. Our people, they are sick.

We are having a tendency [to believe that] that these diseases, especially respiratory diseases, [are an] inheritance into a family. We are saying people, they must know the truth that coal dust – it's affecting us. Because everyone wants to work at the mine, everyone wants to work in this industry but the pollution is the real reason that we are sick- it is the pollution having. No one is talking about that.

Happy Skosana
from MSEJA

Middelburg Social and Environmental Justice Alliance (MSEJA) is a community-based organisation based in Middleburg, Mpumalanga. Middleburg is a South African environmental crisis zone with many industrial polluters, such as power plants and coal mines. MSEJA was founded in 2022 to empower Middleburg communities to hold polluters accountable and give power to affected communities.

WORKING AGAINST POWER

If you pollute the air that people breathe, if you pollute the water that people use and you [destroy] the land they live on, how do you expect those people to survive?

Tsepang Molefe
from
GroundWork

GroundWork is a non-profit organisation centred on environmental justice and improving the quality of life of vulnerable and historically disadvantaged groups.

Tsepang outlined four main ways that the fossil fuel industry deceives and undermines communities.

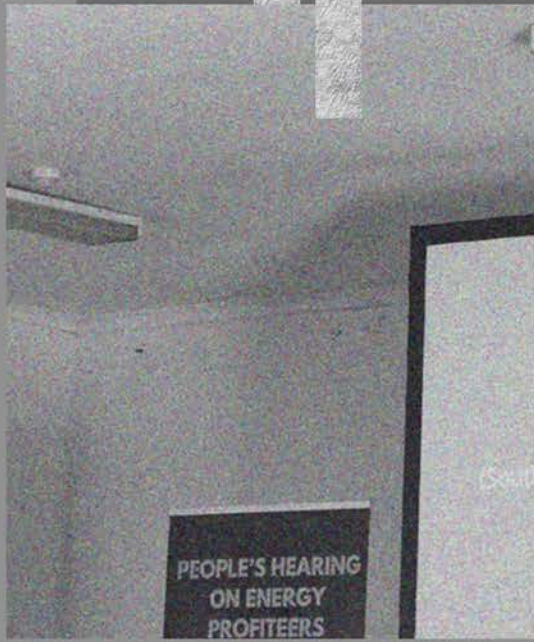
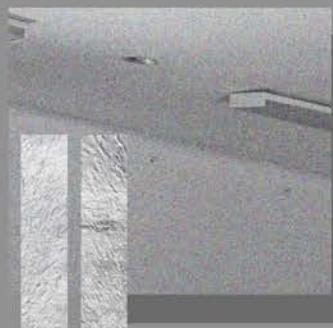
1. **They promise jobs** and this is often the ace card. Considering South Africa's high unemployment and poverty rates, the fossil fuel industry presents a shiny facade of hope.
2. **They promise development.** But who gains from this development? Who is this development for? The fossil fuel industry labels resistant communities as anti-development while leaving them behind.
3. **They undermine and disregard communities.** They invalidate their concerns and plight and play down the role of governments and corporations in communal struggles and problems.
4. **They repress communities with threats and violence.** Resistance is always met with overwhelming retaliation.





Collage by Mamello Mosiana and Shakeelah Ismail at the Solarpunk workshop (2024)

* This is so we don't get sued!
We advise for you to do the
same in public formats



We are in a polycrisis.

We know that there is a climate crisis, at the same time an economic crisis, and an energy crisis. The energy sector plays an important role in the climate crisis and an important role in access to energy in terms of our human rights like access to healthcare, service delivery and education. All of [our] basic needs are linked with energy justice.

Maya Nangle

from *SAFCEI*

SAFCEI is a multi-faith environmental justice organisation. SAFCEI supports leaders and their faith communities across Southern Africa to raise awareness, build skills, and take decisive action on eco-justice, sustainable living, and climate justice.

PEOPLE'S HEARING ON ENERGY PROFITEERS 2024

JUDGES REPORT



The hearing's panel of judges consisted of **Zen Mathe** from Open Secrets, **Melissa Fourie** from the Presidential Climate Commission, and **Delme Cupido** from Natural Justice.

Their role included listening to the testimonies presented, taking notes, and asking speakers and witnesses questions at the sessions' conclusion. They also sat on the panel of the Town Hall Forum, where they presented their observations on the material heard, highlighting key messages for state institutions responsible for accountability and the corporations implicated by witness testimonies. As an outcome, the panel drafted a short document with recommendations.

First, it is important to acknowledge the compelling testimonies and stories of injustice regarding the impacts on health, family, and community. Our communities are living within a sacrifice zone. The proceedings of the People's Hearing on Energy Profiteers were emotionally charged.

There were moments of hope, pain, possibility, and fatigue. There were moments to recognise the progress that's been made in our country, as people of all different races and backgrounds came together in **Ashley Kriel at Community House**, something that would not have been possible 30 years ago.

Even then, the location of the hearing gave us moments to pause in silence for fallen comrades. The location of the People's Hearing charged the room with an energy and hunger to not miss the moment to make a decisive change.



A CHANCE FOR OUR SOCIETY TO *Heal*

There's a clear vision of what a just transition means for people. It's clear that what people want is a transition to a future that is based mainly on renewable energy, one that has just outcomes, which is inclusive of the needs and rights of women, and that creates clean, green jobs. People understand the just transition not just as one that relates to energy but as an opportunity for us as a society to heal many of our afflictions and then to build a better and stronger society and a more just society as a whole.

So when discussing a just transition, we're not just talking about the energy sector. We're talking about failure to realise better and fairer outcomes in health, education, women's rights, the rights of marginalised groups, [and] decent employment. The young people from [the] African Climate Alliance highlighted that these problems are intermingled, and you can't deal with them in isolation. They are systemic. By that, we mean that we have an economic system and a social system that reproduces all of these inequalities and that produces these poor outcomes. So, we need to tackle those underlying issues at a systemic level.

During the day's proceedings, one of the most sobering and chilling moments was hearing someone say, "[in Emalahleni] you cannot see the sunset" because there is so much smoke. The hearing traversed the landscape of South Africa, from the north (Limpopo and Mpumalanga) to the experiences of communities in the coastal areas and the possible impacts of oil and gas exploration for these communities.





Not to mention the land loss, degradation, and loss of livelihoods that so many communities suffer, whether from coal, oil, gas or offshore exploration for oil and gas. This aspect emphasises the ongoing and persistent struggle for land justice in this country.

Failure of government institutions to preserve human rights over profit

The interests of government and corporations, particularly corporations in the extractive industry, are often aligned to the detriment of human rights and environmental rights. There are vested interests within the political system and the elite, and there's a nexus of evil between corporations and governments that goes beyond just who funds which political party. It's a fundamentally corrupt and corrupting relationship.


One has to ask why these special relationships are reserved for corporations in a democracy. **Why do the people not have a special relationship with our governments? Why is it reserved for big corporations, and the minerals energy complex?** Historically, the minerals energy complex has been primarily responsible for the inequality and socio-economic crisis in which we find ourselves. It doesn't and never has served the people. Now that you have constitutional rights, the minerals energy complex fundamentally threatens those rights and certainly does not serve the environment or constitutional environmental rights.

Green Connection pointed out that the minerals energy complex has long since captured the state. So, when we think of state capture, we tend to think of it narrowly. However, perhaps the far more problematic state capture is the one where the entire state is captured by corporate power. People see what's going on: they can see how funds flow. We understand how decisions are made; we understand who profits. And we know that decisions do not benefit communities and ordinary people. They're not benefiting our children. They're not benefiting our neighbours. And they're not benefiting the citizens of this country.

There were several commonalities within the testimonies that powerfully struck the panel. One of these is the health impacts of mining on communities and the failures of mines and governments to abide by their obligations. **The failure of government to regulate and to hold corporations and themselves accountable for the deaths of children, the illnesses that befall children, and the many, many tragedies that unfold across South Africa because of these abandoned mines.**

The testimonies also show that people know and can see that profits are being put before the well-being of the people. Individuals and communities have a clear understanding and vision of what needs to be done. Those solutions are crucial. We, including government and corporations, actually need to listen to communities.



A black and white photograph of a woman wearing a patterned headwrap and a dark t-shirt, speaking into a microphone. She is positioned in the foreground, with her back partially to the camera. In the background, a large group of people is gathered in a room, some standing and some sitting, suggesting a public hearing or community meeting. The lighting is somewhat dim, and the overall atmosphere appears serious.

During the hearing, several examples were presented of communities actually finding their own solutions in the absence of government interventions.

We also saw from the testimonies how clear it is that, in most instances, the formal channels of engagement and the institutions that we have to engage with don't work - whether it's parliament, the National Energy Regulator of South Africa (NERSA), [or] all levels of governments. There were repeated testimonies about local government officials, parliamentarians [and] people from various institutions coming to communities, seeing what's going on, saying "oh but this is terrible", and then leaving never to return or come back with any assistance for communities.

So in many instances, that leaves our courts as the last kind of recourse, which is fundamentally and wholly insufficient. There are not enough public interest lawyers in the country to deal with all of the threats that we face with regard to oil, gas, coal, extractives, nuclear, and fracking. Because the reality is that, in a capitalist society, the amount of justice you can expect is the amount you can afford.

Communities and NGOs, to a large extent, are taking on the role that government should be playing in terms of policing corporations. But what then happens is that **communities and activists are intimidated, and people are killed.** There are severe consequences for communities.

A close-up, black and white photograph of the back of a person's head and shoulders. They are wearing a dark t-shirt with white text. The text is partially visible and reads: "We and honour shangase o-Wiwa". The person is also wearing a patterned headwrap. The background is dark and out of focus.

We
and honour
shangase
o-Wiwa

JUDGE'S RECOMMENDATIONS

People's Hearing on Energy Profiteers

1. STRUCTURAL REFORM OF THE ECONOMY

We need to **decenter the profit interests of the fossil fuel industry** in determining development outcomes. This is also a global issue, where there have been mainstream calls (including from the South African government) for reform of the global international finance architecture for greater global equity and support for debt relief to allow countries in the Global South to adapt to the impacts of climate change, present and future.

2. THE RULES NEED TO APPLY TO THE POWERFUL

Currently, the rules are designed to favour the energy profiteers- this needs to change in two ways:

- We need a **legal and regulatory system that is appropriate for the world that we want**. There are too many examples of poor decision-making that ignore evidence and inputs from communities, social movements, and nonprofit organisations. Currently, at least five bills in Parliament, [and] regulations are being developed to facilitate further expansion of the fossil fuel industry, this requires us to defend those rules that protect rights and promote evidence-based decision-making, and advocate for new laws and regulations that promote a just transition to a more climate resilient and fair society.
- **Transparency**. We fight for full transparency all the time—and we have done so for a long time. When it comes to energy, there is just so much money involved in these deals that it is absolutely vital that as much information as possible is available publicly, particularly concerning issues like energy procurement contracts.
 - **Access to information is crucial to enabling and strengthening civil society's ability to challenge injustice**. There is a huge imbalance, particularly with government's special relationship with corporate interests. So making information easily accessible within the statutory framework is crucial.

3. REPARATIONS

The testimonies at the People's Hearing spoke to the immense losses coal mining has caused affected communities. We heard about opportunities they're missing out on, the education they're unable to receive, and the health costs they have to incur. Coal mining-affected communities are bearing the costs of the health impacts of air pollution. There is a **moral claim for compensation**. Can we justify that from a legal point of view and take that further as a movement? This is an essential piece of work for all of us. Many organisations are already thinking about this in the context of air pollution. We need to push these efforts further.

4. COMMUNITY LED SOLUTIONS

People have knowledge and understanding of their needs and a clear idea about what will work to improve their communities. They need to be consulted and heard and allowed to lead the just transition.

5. OPEN DEMOCRACY

Preserve civic spaces to ensure safe spaces where we can debate and make evidence-based, people-centered decisions. In South Africa, we often criticize ourselves quite harshly, and we can continually improve our democracy, but the reality is that **our civic spaces are still open and alive**. No police are standing in the back of Ashley Kriel Hall during the People's Hearing, like you'd find at workshops in other countries in our region. But it is also a space that we can lose so easily. So we must defend it at every possible turn, watch for the attacks on that space, and stand together.

RECOMMENDATIONS



AMANDLA!

SOLIDARITY IS KEY

Ultimately, the power really rests with the people. How we harness that power, through solidarity, through empowering each other, is going to be really critical in terms of how we actually confront the power that currently is vested in corporations and in government.

The point that came up quite powerfully at the end was this need for solidarity for us, as civil society, as activists, as communities involved in different struggles, to actively build that solidarity even beyond those of us who work in the energy sector are impacted by that. Because there are public health movements and movements around education, several social movements have not yet entered this space in the same way that apartheid was overthrown by all of these social movements getting together and working together in spaces like this building (Community House). As a country, we have a history of doing that before, and we can do it again. Change happens when you have an extensive group of stakeholders with different interests but who are aligned around particular goals.

AWETHU!

WHO HAS

THE POWER?



WHO HAS THE POWER?

WHO HAS THE POWER?

**WHO HAS THE POWER? WHO HAS THE POWER?
HE POWER? WHO HAS THE POWER? WHO HAS TI**



DEADLY DUST DIRTY DIVIDENDS



The 2024 People's Hearing was complemented by a one-day art exhibition, running in parallel to the event at Imam Haron Hall in Community House. Showcasing powerful photography by Gulshan Khan, Gaelen Pinnock, and Robyn Park-Ross, the exhibition provided a visual narrative of the themes explored in the hearing. It also featured a screening of a documentary short, interwoven with the poetry of Uhuru Phalafala from her work *Mine Mine Mine*, adding a deeply personal and artistic dimension to the conversation on climate justice.



MINE MINE MINE

JHURU PHALAFALA

AN EXCERPT FROM A COLLECTION OF
POEMS ABOUT HER GRANDFATHER, A
GOLD MINER AND A MIGRANT WORKER.

My grandfather is dead.

*"He was vomiting blood", my
mother says. Lungs contaminated by
history, brimming full with mine
dust.*

*He left, went. He was always away.
Always leaving. A migrant labourer.
Missed his first child's birth. His
second. Third. Fourth. Fifth. Sixth.*

*When I last saw him, he asked my
mother, "who is this fine young
man?"*

*My mother corrected him tenderly.
"She is your granddaughter, Baba."*

*He must have been washed with shame.
Triggered. Haunted till his last days by the
recurrence of that question each time he
came home, once a year...*



So we know we have to action and imagine against what Mark Fisher defines as 'Capitalist Realism': the idea that there is no imaginable alternative to capitalism.[1] Hope becomes



radical because it continues to hold onto the belief that we not only deserve to live better lives, but that it's possible for us.



WHAT COULD OUR FUTURE
LOOK LIKE?

[1] Mark Fisher (2009). *Capitalist Realism: Is There No Alternative?* Ropley, UK: O Books.

SOLAR punk

is our just transition aesthetic. Solarpunk imagines a sustainable, equitable future that uses renewable energy to power its shiny vision. It is a sci-fi aesthetic, literary, and activist movement rooted in a compassionate, near future that could be possible beyond the scarcity and destruction of what we know exists.

Focused on the lives of ordinary people, Solarpunk's aesthetics are characterised by pretty, green high-tech cityscapes. Grist describes it in part as "green, community-centered cities; of high-tech, ethical farms; of pollution-free skies and plastic-free oceans." [1]

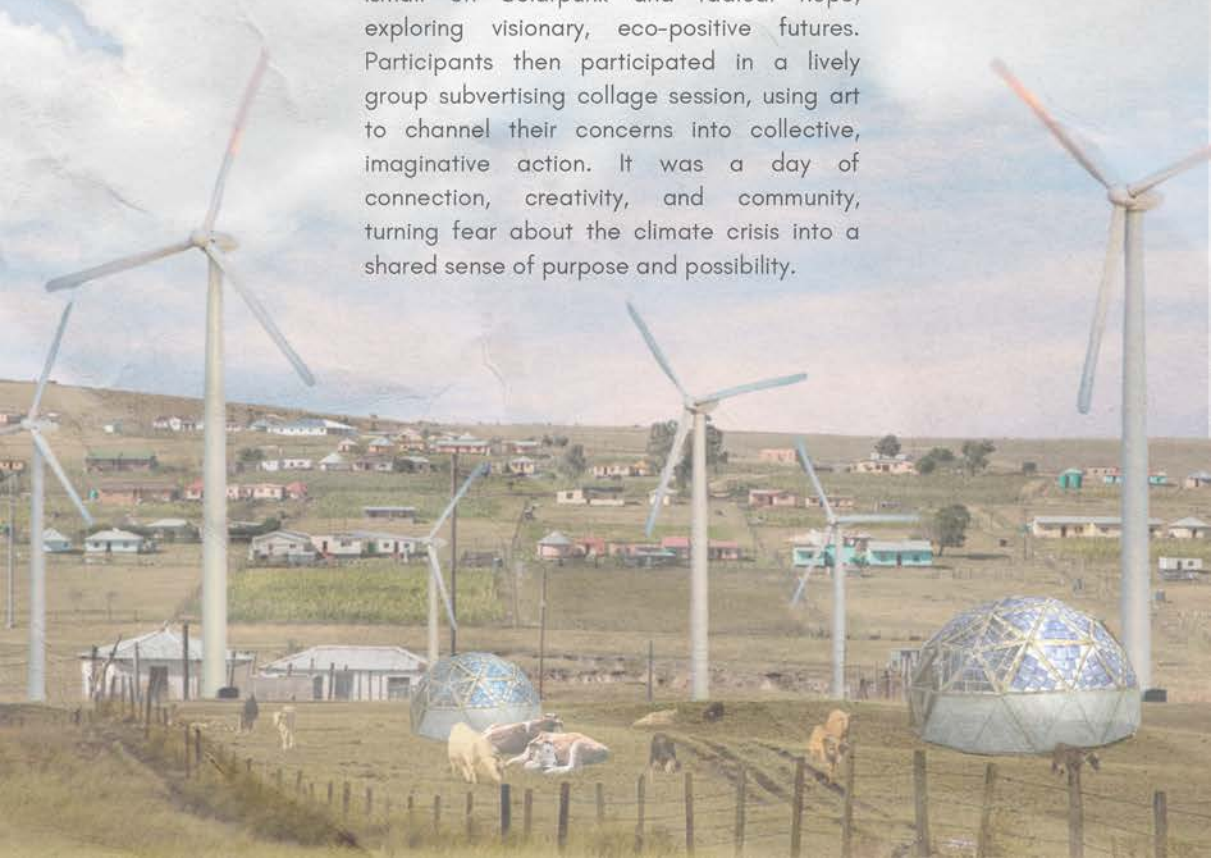
However, Elvia Wilk, a fiction writer, said that "[p]leasant green architecture means nothing if it becomes an extension of colonialist fantasy." [2] To be something more than an aesthetic, Solarpunk must be truly liberatory. It must acknowledge that its values are rooted in Indigenous knowledge. It must ground itself in community, eco-socialism, decolonialism, limited tech use, and the ability to live with the climate crisis.

[1] Sarena Ulibarri (2022, October 3). Do you believe in climate solutions? you just might be a solarpunk. *Fix*. Available: <https://grist.org/fix/climate-fiction/do-you-believe-in-climate-solutions-you-just-might-be-a-solarpunk/>

[2] Alexandria Shaner (2022, December 20). Solarpunk: Radical hope. *resilience*. Available: <https://www.resilience.org/stories/2022-12-20/solarpunk-radical-hope/>

Open Secrets Solarpunk workshop

On 20 November 2024, Open Secrets hosted an interactive workshop that featured a presentation by Open Secrets' Shakeelah Ismail on Solarpunk and radical hope, exploring visionary, eco-positive futures. Participants then participated in a lively group subvertising collage session, using art to channel their concerns into collective, imaginative action. It was a day of connection, creativity, and community, turning fear about the climate crisis into a shared sense of purpose and possibility.



A HOW-TO GUIDE ON

Subvertising.



What makes a good advert?

And how can we use those qualities to ruin it?



Despite what greenwashing is pushing you to believe about saving water and electricity, recycling, and eating more vegan meals, it is only an attempt to push systemic issues as an individual responsibility (but you should still do those things). Subvertising targets consumerism and exploitative industries through remaking and “remeaning” their adverts to tell a different story. Subvertising is anti-capitalist, anti-authoritarian, and DIY in nature. It puts the ‘punk’ back in Solarpunk, making activism something to celebrate and making hope and resistance tangible.



W h A T

y o u

N E E D

Magazines

Newspapers

Adverts

Scissors and Glue

Paints, crayons and anything to bring colour

Your favourite Open Secrets report

These ideas about advertising were drawn from the following books: *Made to Stick: Why Some Ideas Survive and Others Die* (2007) by Chip Heath and Dan Heath, *Read Me: 10 Lessons for Writing Great Copy* (2014) by Roger Horberry and Gyles Lingwood, and *Fast Art* (2018) by Bev Speight



To order this "More Fun

Guess
who?*

AFRICA IS
OUR HOME

WE DRIVE
HER **DESTRUCTION**

We are the largest African bank by assets and earnings.

and coal financing.

www. [africabank.com/](http://www.africabank.com/)

No end in sight

Pushing* Forward™

No matter who it hurts.

Collage by Sarah Kirk at the
Solarpunk workshop (2024)

~~Find the brand story~~

- Good ads communicate a brand's story centered around a single idea. Locate the brand's origins and cultural context—turn this description into a story. Then, tear the story apart and expose the fallacy. Make it personal.
- Showcase their personality - its logo and name, what they do and how, promises and expectations - and make them deeply unlikeable.
- Find its genre—most are humble hero's tales (sometimes even loveable antiheroes), but they could also be framed as a romance, adventure, comedy, or coming-of-age narratives. Switch the genre and make it a horror show. Reveal the dystopia for what it is.



POKE HOLES IN THE STORY

ROVED
IE,

Clean up
the slogan!

Instead of making the slogan sticky, make it strange.

Remove words to make a new meaning or get rid of it entirely. Make a comparison by contrasting the image

with the text. Or change one or two things in the image to align with the new slogan.

You
know
WHO*

Bare Minimum* Bank Never Forward™

- Companies tell their audience what they want to hear and “solve” their problems, even if it means creating one. To subvertise, expose and share forthcoming problems with the viewers. Mess up the brand's credibility by viscerally showing us, not just telling.
- Instead of solving a made-up branded problem, aim to solve a systemic issue. Make it readable and understandable.
- Speak directly to your reader by using a shared language. Build a one-on-one connection. Identify with your viewer. Put yourself in their shoes and draw from that. But strip the sentimentality and engage with both your and the viewer's humanity.



~~Sell solutions to
the customer~~

SHARE THE
PROBLEMS
WITH THE
AUDIENCE



go

your

way

YOU
know
who*

**...He HAS THE
POWER SOUTH
AFRICA'S ENERGY
PROFITEER.**

**Insert
Minister
Here***

**THE KING'S
CORONATION**





As we see it, we can help make the world a better place.

offshore oil exploration is just one of the ways we are taking action—for the good of the oil regime. we call home.

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***open
secrets***

power & profit | truth & justice