

**The Role of Industry Associations in South Africa's Just Energy
Transition Discourse**

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ABSTRACT

The Just Energy Transition (JET) has emerged as a pivotal topic in global discussions on decarbonising energy systems. In South Africa, the JET is particularly important as it unfolds against the backdrop of a significant energy security crisis and an oligopolistic coal economy, which necessitates a sound policy response.

This research examines the discourse surrounding the JET in South Africa and evaluates the role of industry associations that focus on advocacy. Through qualitative methods, study utilised semi-structured interviews and thematic analysis to identify key themes and findings from the participants. The literature suggested that industry associations have gained prominence and are essential actors in shaping policies that support their members while striving to navigate ethical responsibilities.

The study found that industry associations core focus is to represent their constituencies (membership base) and advocate their specific sub-sectors in the JET. The associations present policy positions that enable their members to operate in an environment that is free of bottlenecks. The study also found that the associations will be ethically challenged due to their funding regimen, which is based on members' contributions. The study suggests overarching governance systems and multi-stakeholder engagements across government, private sector, industry associations and civil society.

KEYWORDS – Just Energy Transition, Advocacy, Industry Associations, Stakeholder Relations, Discourse, Stakeholder, Energy Security and Ethics

DECLARATION

I, **Letlhogonolo Elizabeth Tsoai**, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of **Master of Management in Energy Leadership** at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Name: Letlhogonolo Tsoai

Signature:

Signed at: Sandton, South Africa

On the 4th day of December 2024

DEDICATION

To my late grandmother, Mme Ntsae Motaung (1919- 2021), thank you for following your inner guidance when there was no other map. To my mother, whom I used to attend university classes with as a young girl, thank you for introducing me to education. To my brother, Neo, and sister, Ntsadi, thank you for being the best siblings a sister could ask for. Lastly, to my father and stepmother, thank you for your love and support.

To my late manager and mentor, Miss Ntombifuthi Princess Ntuli (1979-2021), who changed the course of my career forever, I am grateful that we crossed paths.

To The Creator of all things in heaven and on earth. Thank You for the life You have blessed me with.

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TABLE OF CONTENTS

Contents

ABSTRACT	2
DECLARATION.....	3
DEDICATION	4
ACKNOWLEDGEMENTS.....	5
LIST OF TABLES.....	9
LIST OF FIGURES	10
LIST OF ACRONYMS	12
CHAPTER 1. INTRODUCTION	15
1.1 PURPOSE OF THE STUDY.....	17
1.2 CONTEXT OF THE STUDY	17
1.3 RESEARCH PROBLEM.....	25
1.4 RESEARCH QUESTIONS.....	27
1.5 SIGNIFICANCE OF THE STUDY	27
1.6 DELIMITATIONS OF THE STUDY	28
1.7 DEFINITION OF TERMS	28
1.8 ASSUMPTIONS	30
1.9 CONTRIBUTION OF THE STUDY TO GLOBAL LITERATURE.....	31
1.10 STRUCTURE OF THE REPORT	31
CHAPTER 2. LITERATURE REVIEW	33
2.1 INTRODUCTION.....	33
2.2 BACKGROUND.....	33
2.2.1 GLOBAL AND LOCAL JUST ENERGY TRANSITION POLICY IMPACTS.....	35
2.2.2 ADVOCACY AND LOBBYING IN SOUTH AFRICA’S ENERGY SECTOR	38
2.2.3 PUBLIC SPHERE	39
2.2.4 POLICY PERSPECTIVES ON THE JET BY INDUSTRY ASSOCIATIONS IN SOUTH AFRICA	40

2.2.5	ENERGY JUSTICE: RESPONSIBILITY AND ETHICAL CONSIDERATIONS IN PUBLIC	
	ADVOCACY BY INDUSTRY ASSOCIATIONS IN SOUTH AFRICA	41
2.2.6	THEORETICAL FRAMEWORKS	42
2.3	INDUSTRY ASSOCIATIONS AS ACTORS IN JUST ENERGY TRANSITION POLICY.....	46
2.3.1	INDUSTRY ASSOCIATIONS AND THEIR ROLE IN SHAPING POLICY OUTCOMES.....	47
2.3.2	PROPOSITION 1.....	49
2.4	INDUSTRY ASSOCIATIONS AND DEFINING POLICY AND ADVOCACY PERSPECTIVES	
	AND POLICY POSITIONS.	50
2.4.1	FACTORS BEHIND POLICY AND ADVOCACY PERSPECTIVES AND APPROACHES TO PUBLIC	
	NARRATIVE BUILDING	50
2.4.2	PROPOSITION 2.....	53
2.5	CONSIDERING ETHICS IN POLICY AND ADVOCACY PERSPECTIVES IN SOUTH	
	AFRICA'S JUST ENERGY TRANSITION	53
2.5.1	PROPOSITION 3.....	54
2.6	CONCLUSION OF LITERATURE REVIEW	54
2.6.1	PROPOSITION 1.....	55
2.6.2	PROPOSITION 2.....	55
2.6.3	PROPOSITION 3.....	55

CHAPTER 3. RESEARCH METHODOLOGY57

3.1	RESEARCH APPROACH.....	57
3.2	RESEARCH DESIGN.....	58
3.3	DATA COLLECTION METHODS.....	58
3.4	POPULATION.....	59
3.4.1	SAMPLE.....	59
3.4.2	SAMPLING METHOD	60
3.5	THE RESEARCH INSTRUMENT.....	60
3.6	PROCEDURE FOR DATA COLLECTION	61
3.7	DATA ANALYSIS AND INTERPRETATION.....	61
3.8	LIMITATIONS OF THE STUDY	62
3.9	TRUSTWORTHINESS	62
3.9.1	TRANSFERABILITY	62
3.9.2	CREDIBILITY.....	63
3.9.3	DEPENDABILITY.....	63
3.9.4	CONFIRMABILITY	63
3.10	ETHICAL CONSIDERATIONS.....	64
3.10.1	DATA COLLECTION	64
3.10.2	CONFIDENTIALITY AND ANONYMITY	64
3.10.3	PROTECTION OF DATA	65
3.10.4	CONCLUSION	65
3.11	CONSISTENCY TABLE	67

CHAPTER 4. DISCUSSION OF RESULTS70

4.	INTRODUCTION.....	70
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4.1	INTERVIEW SCENE	71
4.2	PROFILE OF RESPONDENTS	72
4.2.1	SAMPLE CHARACTERISTIC	72
4.3	CONTEXT SETTING	76
4.4	PERSPECTIVES ON JET	77
4.5	RESULTS PERTAINING TO PROPOSITION 1	83
4.6	RESULTS PERTAINING TO PROPOSITION 2	88
4.7	RESULTS PERTAINING TO PROPOSITION 3	94
4.8	SUMMARY OF THE RESULTS.....	98
4.9	COMPARISON OF LITERATURE REVIEW AND OWN FINDINGS	100
CHAPTER 5. DISCUSSION OF THE RESULTS		103
CHAPTER 6. CONCLUSIONS & RECOMMENDATIONS		111
REFERENCES		121
Appendix A: Interview Guide		127
Annexure B: Analysis of Stakeholders views pertaining to the JET.....		130
Annexure C: Industry Associations Landscape in South Africa		133

LIST OF TABLES

Table 1.1 Emerging Long-Term Plan from Integrated Resource Plan 2019.....	23
Table 1.2 Emerging Plan from IRP 2023.....	24
Table 2.1 Purpose Orientation for Industry Associations in JET	52
Table 2.2 Consistency table: research questions and propositions.....	56
Table 3.1 Profile of respondents	60
Table 3.2 Consistency table: research questions, propositions, data collection and data analysis	67
Table 4.1 Demographics of Respondents (with parenthesised percentage)	73
Table 4.2 Respondent Sector Distribution by Year Range (Emergence of JET in Public Discourse)	78
Table 4.3 Table of Thematic Codes from the Study	99
Table 4.4 Comparison of literature review and findings	101
Table 6.1 Consistency table: research questions, conclusions and contribution to knowledge.....	113

LIST OF FIGURES

Figure 1.1 South Africa's Energy Generation (GWh) mix by Primary Source 1990-2020	22
Figure 1.2 Analytical framework, objectives, and actors for the JET in South Africa Source: Adapted from (Hanto et al., 2022).....	25
Figure 2.1 Factors that trigger policy changes and agenda setting in South Africa National Policy Development Framework	35
Figure 2.2 Germany's Energy Generation (GWh) mix by Primary Source 1990-2021	36
Figure 2.3 Brazil's Energy Generation (GWh) mix by Primary Source 1990-2020	37
Figure 2.4 Researchers Illustration of South Africa's Just Energy Transition ...	41
Figure 2.5 Adapted Diagrammatic Interpretation of the Advocacy Coalition Framework	45
Figure 2.6 Stakeholder Map for South Africa's Just Energy Transition	47
Figure 4.1 Characteristics of a Thematic Analysis	70
Figure 4.2 Demographic overview of the respondents (Age, Total Work Experience and Energy Experience).....	74
Figure 4.3 Interview Sample by Sector	75
Figure 4.4 Interview data representing Sector Distribution by Year Range (JET emergence in public discourse).....	77
Figure 4.5 Thematic Analysis of Research Question 1	83
Figure 4.6 Thematic Analysis of Research Question 2	89

Figure 4.7 Energy Trilemma.....	92
Figure 4.8 Thematic Analysis of Research Question 3	94
Figure 6.1 Summary of overarching recommendations.....	119

LIST OF ACRONYMS

ACF:	Advocacy Coalition Framework
BUSA:	Business Unity South Africa
BLSA:	Business Leadership South Africa
B4SA:	Business for South Africa
CAIA:	Chemical Allied Industry Association
CBAM:	Carbon Border Adjustment Mechanism
CBO:	Community Based Organisation
CEF:	Central Energy Fund
CODESA:	Convention for a Democratic South Africa
COP:	Congress of the Parties
COSATU:	Congress of South African Trade Unions
COVID-19:	Coronavirus SARS-CoV-2.
DBSA:	Development Bank of South Africa
DEE:	Department of Energy and Electricity
DFFE:	Department of Forestry, Fishery and Environment
DHET:	Department of Higher Education and Training
DMRE:	Department of Mineral Resources and Energy
DPMR:	Department of Petroleum and Mineral Resources
DTIC:	Department of Trade, Industry and Competition
EAF:	Energy Availability Factor
EC:	Energy Council
EDI:	Electricity Distribution Industry
EIA:	Environmental Impact Assessment
ERA:	Electricity Regulation Act
IEA:	International Energy Agency
ILO:	International Labour Organisation
IRP:	Integrated Resource Plan

IPP:	Independent Power Producer
JET:	Just Energy Transition
LNG:	Liquefied Natural Gas
NDC:	Nationally Determined Contributions
NECOM:	National Electricity Crisis Committee
NEDLAC:	National Economic Development and Labour Council
NERSA:	National Energy Regulator of South Africa
NGO:	Non-governmental organisation
NDC:	Nationally Determined Contributions
NUM:	National Union of Mineworkers
NUMSA:	National Union of Metalworkers of South Africa
OPASA:	Offshore Petroleum Association of South Africa
ONPASA:	Onshore Petroleum Association of South Africa
UNFCCC:	United Nations Framework Convention on Climate Change
PA:	Paris Agreement
PASA:	Petroleum Associations South Africa
PCC:	Presidential Climate Commission
PV:	Photovoltaic
RFP:	Request for Proposal
SA:	South Africa
SACMA:	South Africa Colliery Managers Association
SADC	Southern African Development Community
SAEEEC:	South Africa Energy Efficiency Confederation
SAOGA:	South Africa Oil and Gas Association
SANEA:	South Africa National Energy Associations
SANEDI:	South Africa Energy Development Institute
SAWEA:	South Africa Wind Energy Association
SAPVIA:	South Africa Photovoltaic Association

RE:	Renewable Energy
REDS:	Regional Electricity Distributors
REIPPPP:	Renewable Energy Independent Power Producer Procurement Programme
PPA:	Power Purchase Agreement

CHAPTER 1. INTRODUCTION

Navigating transitions in developing countries presents a significantly greater challenge compared to their counterparts in developed nations. The complexity of a Just Energy Transition (JET) presents itself as innately a political endeavour which converges with technology and as a socio-technical issue. Successfully transitioning whole energy systems requires fundamental changes to existing economic structures across the globe. Energy transitions, as emphasised by (Wagner, Grobelski, & Harembski, 2016), involve significant transformations in socio-energy systems, the impacts spread beyond fossil fuel industries, agriculture and food systems (Healy & Barry, 2017).

This complexity arises from a confluence of factors, including conflicting interests in development, constraints on international trade, the influence of interest groups, and the intricate dynamics of political economies. Understanding and addressing these multifaceted challenges is imperative for fostering effective transitions toward sustainable development in developing countries (Healy & Barry, 2017; Soares, Gava, & de Oliveira, 2021). The global energy system is currently undergoing a transformative phase, characterised by shared objectives but varying economic contexts. These shifts in economic landscapes influence the nature and patterns of energy usage within the system, prompting extensive contestation from diverse groups in local and global public political arenas. This contestation unfolds within the public sphere, where diverse groups present their messages through various mediums, necessitating a nuanced understanding of these channels.

In studying the JET, energy justice has emerged as a theme that seeks to incorporate justice principles in JET and energy policy, energy production systems, energy consumption, energy security, climate change and the energy activism that is derived thereof (Jenkins, McCauley, Heffron, Stephan, & Rehner, 2016). Energy justice is critical to achieving a JET in South Africa (SA). Industry associations play a pivotal role in shaping energy policies and practices, and

integrating energy justice concepts into advocacy efforts can profoundly impact the country's transition to a more equitable and sustainable energy system. The taxonomy of activities of advocacy groups, such as industry associations, can be framed by assessing its orientation, whether it be advocacy or sectoral facing. The two cannot be mutually exclusive as suggested; a further attempt at classification uses “operational” and advocacy NGO, whereas an operational NGO provides social services (health, education, human relief etc), and an advocacy NGO is one that lobbies governments, corporations or international organisations (Guay, Doh, & Sinclair, 2004; Vakil, 1997) .

Advocacy efforts can help create awareness and mobilise support for the transition, pushing for policies and initiatives that ideally prioritise social justice, environmental sustainability, and economic opportunities for in South Africa which prioritise localisation of industry. Engaging in public discourse ensures the incorporation of diverse perspectives, thereby empowering communities, and other stakeholders. This inclusive approach fosters the development of equitable policies that align with social needs, as highlighted by (Makgetla, 2021; Smith, 2012).

Industry associations, non-governmental organisations (NGOs), community-based organisations (CBOs), and business associations each play crucial roles across various sectors (Chappin, Hekkert, Meeus, & Vermeulen, 2008). Industry associations, also known as trade associations, represent the interests of specific industries or sectors. Comprising member companies or organisations, they work collaboratively to promote common goals, advocate for their industry, and provide resources and support to members. Their primary role is to lobby the government on behalf of their members and engage in the policy-making process. NGOs are independent from any government or political party and work to improve society, often focusing on issues such as poverty alleviation, human rights, environmental conservation, and social justice (Doh, Rajwani, & Lawton, 2019; Yaziji, Doh, & Doh, 2009). In more recent definitions, industry associations have been categorised as a type of NGO, despite their membership being composed of “for-

profit businesses” (Doh et al., 2019). This perspective aligns with the organisational theory’s definition, which defines industry associations as meta-organisations—entities whose members are themselves organisations (Bor & Cropper, 2023; Chappin et al., 2008).

1.1 Purpose of the study

This qualitative study assesses the role of industry associations in driving their policy outcomes in South Africa’s JET. The study uses the Advocacy Coalition Framework to provide a theoretical view. The study assessed the coalitions and advocates within South Africa’s JET (Tyler; & Mgoduso, 2022). The study utilised semi-structured interviews with selected participants who have been close actors through employment or through membership within industry associations. In South Africa’s JET, industry associations tend to be technology-focused in the renewable energy sector and fossil fuels; they are arranged by their activities and the products they produce. Conventionally, advocacy by civil society groups and associations was studied in relation to their participation in political systems and driving social justice (Kotler & Andreasen, 2013; Smith, 2012). The advocacy groups represent the interests of various stakeholders in the energy transition, including businesses and communities.

1.2 Context of the study

The JET is a highly contested topic across the globe. It encapsulates the aim to transition the global energy system to one that is less reliant on fossil fuels and incorporates clean energy as a response to climate change. Due to the varied nature of the world’s economies, this invites tensions amongst different critics and stakeholders who are likely to be impacted in positive or negative terms. Transitions to clean energy can threaten social justice (Lo, 2021). Several studies on the JET are analysing the various perspectives from different stakeholders and the socio-technical, political, and economic impacts of this concept. The JET is a long-term transition of a large socio-technical system, which has been

influenced by global sustainability and climate-related policies that aim at transitioning energy systems (Lindberg, Markard, & Andersen, 2019; Markard, Suter, & Ingold, 2016). Socio-technical transitions are described by Baker, Newell, and Phillips (2014) as “deep structural changes” in a system that involves a long-term and complex reconfiguration of policy, infrastructure, technology, scientific knowledge, and social and cultural practices to meet sustainable needs.

The Origins of the Just Energy Transition

The JET concept was born from labour movements and later fast-tracked by the signing of the Paris Agreement. The labour movements have been at the fore of ensuring that the transition is *just* ((COSATU), 2022; Lo, 2021). Labour movements have been pivotal in advocating for workers impacted by the energy transition. The International Labour Organisation (ILO) developed guidelines for a just transition (International Labour Organisation, 2015). The guidelines by the International Labour Organisation emphasises the role that government should play in social dialogue. The International Labour Organisation (2015) encourages the promotion of social dialogue at all the various stages of policy-making, from policy design, implementation, and evaluation, whilst also encouraging the formalisation of dialogue mechanisms and structures at all levels. The actors or stakeholders engaged during this policy process include civil society, academia, business, and labour unions (Makgetla, 2021).

The Paris Agreement

South Africa became a signatory of the Paris Agreement (PA) in 2015, during a Congress of The Parties (COP) of the United Nations Framework Convention on Climate Change (UNFCCC), whose main resolution is to manage the increase of global temperature to below 2 degrees Celsius, in comparison to pre-industrial levels by limiting it to 1.5 degree Celsius (Papadis & Tsatsaronis, 2020), this ultimately fast-tracked the drive for a JET. It is widely shown in numerous studies that the JET transcends technological change, it fundamentally impacts major value chains which have driven economies and developed societies, thus

attracting multiple actors in the debate (Kaiser, Rhomberg, Maireder, & Schlögl, 2016).

Just Energy Transition as Socio technical transitions

Though socio-technical and energy transitions are not new, there is a contrast between what drove them in the past and what drives them now¹. Transitions in the past were driven by technology, economics, environmental consideration, convenience, and ease. In contrast, current transitions are characterised by political interest, which influence policy and public (social) activism and have social consequences. The success is highly interlinked with the management of the adaptation process in society (Kaiser et al., 2016; Yergin, 2020). What remains is that socio-technical transitions of this nature and magnitude occur on multiple dimensions, which are: technological, organisation, institutional and socio-cultural. What can be expected is a fundamental shift in business models, services, organisations, regulations, norms and standards; as well as technology (Markard et al., 2016).

Some transitions are brought into motion through varying degrees of development or external shocks that may be caused by newer and novel technologies and systems (Geels & Schot, 2007). Policy changes typically occur due to shocks to the system or through well managed and initiated policy changes. These can be external shocks such as extreme weather, energy security concerns and the reduction of prices in the low carbon energy sources (Cerna, 2013; David J. Hess, 2018). To support these technological developments, policy change becomes key to enable the process change or transition. It calls for adaptation in regulations and laws, implementation to ensure a successful transition and discontinuing of laws that are no longer relevant (Healy & Barry, 2017; Markard et al., 2016).

¹ In this study, we will focus on social and technical transition of energy systems only as the domain of influence for advocacy.

The Establishment of South Africa's Presidential Climate Commission

The Presidential Climate Commission (PCC) is a multi-stakeholder body that advises South Africa's climate change response and pathways to a low-carbon climate resilient economy and society (Makgetla, 2021). In their Just Transition Framework publication, the PCC posits that their JET framework is built on three principles underpinning a just transition: distributive justice, procedural justice, and restorative justice. Procedural justice refers to the empowerment of workers, communities and for small businesses, and it aims to be inclusive of these actors and it aims at facilitating an inclusive process (Anstey, 2022; Makgetla, 2021; Montmasson-Clair, 2021). These pillars are recognised by Lo (2021) who posits that the pillar of "procedural justice" is based on a conception by Habermas, which theorises that "deliberative and participatory decision making is important because it leads to just outcomes, and is also in itself a fundamental aspect of justice."

Emergence and Growth of Non-Governmental Organizations

In the first decade of the new millennium, the global landscape was marked by the presence of approximately 29,000 international Non-Governmental Organisations (NGOs) operating worldwide. While NGOs have historically existed for centuries, their evolution gained significant momentum post-World War II, as noted by Greenberg, Knight, and Westersund (2011). A pivotal turning point occurred around the 1992 UN Earth Summit in Rio, where NGOs began to play a direct role in shaping international policy formulation. Over time, they have risen in prominence and are now widely recognised as a vital component of civil society, alongside entities such as trade unions, religious groups, and media organisations. This recognition stems from their aptitude in organising and fostering democratic participation, as emphasised by (Doh et al., 2019; Kirkpatrick, Clarke, & Polidano, 2002). The field of advocacy has evolved into a field where non-governmental organisations (NGOs) play a pivotal role in shaping public and policy discourse. They establish norms and can articulate objectives, they also influence public policy, industry structure and the nature of competition.

through collective action (Berkowitz & Bor, 2024; Doh et al., 2019; Yaziji et al., 2009).

To influence outcomes, industry associations deploy a diverse array of tactics and strategies within their advocacy and lobbying efforts. Advocacy, characterised by strategic communication, involves targeted interventions aimed at achieving specific policy outcomes while upholding principles of social justice. This multifaceted approach is adaptable to different contexts and stakeholder groups, as highlighted by Wilkins (2014). On the other hand, lobbying represents a more politically oriented endeavour, where associations or individuals actively engage with decision-makers and policymakers to shape legislation and governmental actions in alignment with their goals. Skinner, Von Essen, Mersham, and Motau (2010) define lobbying as a more specialised area of public relations, which deals with the building and maintenance of relationships with government representatives, with the primary purpose of influencing legislation and regulation. In democratic societies, public relations serve as a crucial mechanism for managing information flow (Greenberg et al., 2011). These are both forms of engagement for public policy. With the rise of stature of NGOs in policy development, South Africa's landscape has equally evolved, particularly in the JET discourse and it is therefore important to study the structural make up and nature of public discourse, as an expression of interests, demands, values and needs of various social actors (Wagner et al., 2016).

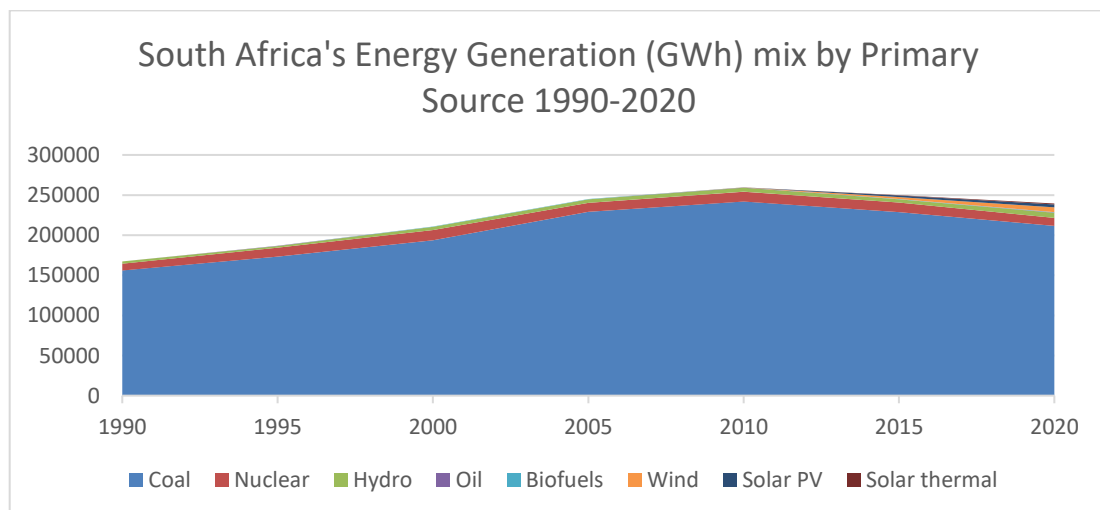
South Africa's Energy Crisis

The South African JET unfolds amidst a national electricity supply crisis, adding a layer of complexity to both policy formulation and implementation. The energy crisis is an important contextual factor as studied by Hanto, Schroth, Krawielicki, Oei, and Burton (2022). This transition becomes a focal point of discourse among stakeholders, including the state, public, and private sectors, each representing diverse yet substantive positions. Currently, South Africa's energy mix is heavily reliant on fossil fuels, particularly coal, which contributes to over 80% of the country's carbon emissions (Hanto et al., 2022; Merven, Burton, & Lehmann-

Grube, 2021; Pierce & Le Roux, 2022; Wright, Calitz, Fourie, & Chiloane, 2019). However, there has been a gradual increase in the presence of renewable energy sources such as wind and solar energy (Wright et al., 2019), with indications of further integration of renewables in the Integrated Resource Plan (IRP) (refer to Table 1.1) (Department of Mineral Resources and Energy, 2019).

The dominance of coal in South Africa's energy mix, as illustrated in Figure 1.1, can be traced back to the "minerals-energy complex." This complex signifies the powerful political and economic forces rooted in the historical interdependence between the mining and energy sectors during South Africa's development (Hanto et al., 2022). The country's energy sector has been heavily influenced by its historic industrial growth, characterised by substantial coal reserves, which have fuelled economic expansion both before and after apartheid. Global decarbonisation poses a threat to this status, as coal is deeply embedded in the South Africa's industrial policy (Hanto et al., 2022; Marquard, 2006).

Figure 1.1 South Africa's Energy Generation (GWh) mix by Primary Source 1990-2020



Source: Adapted from International Energy Agency (Agency, 2023)

In existing policy within South Africa, the Department of Mineral Resources and Energy (2019), the Integrated Resource Plan of 2019 (IRP2019), outlines the outlook of the South African energy system, and the latest version envisages up

to the year 2030. This IRP2019 also envisages the rate at which coal fired stations will be decommissioned, in line with South Africa's emissions reduction trajectory, which has been revised with more stringent targets (Makgetla, 2021).

Table 1.1 Emerging Long-Term Plan from Integrated Resource Plan 2019

	Coal	Coal (Decommissioning)	Nuclear	Hydro	Storage	PV	Wind	CSP	Gas & Diesel	Other (Distributed Generation, CoGen, Biomass, Landfill)
Current Base	39149		1860	2100	2912	1474	1980	300	3830	499
2019	2155	-2373					244	300		Allocation to the extent of short-term capacity and energy gap
2020	1433	-557				114	300			
2021	1433	-1403				300	818			
2022	711	-844			513	400	1000	1600		
2023	750	-555				1000	1600			500
2024			1860				1600		1000	500
2025						1000	1600			500
2026		-1219					1600			500
2027	750	-847					1600		1000	500
2028		-475				1000	1600			500
2029		-1694			1575	1000	1600			500
2030		-1050		2500		1000	1600			500
Total Installed Capacity	33364		1860	4600	5000	8288	17742	600	6380	
& Total Installed Capacity (% of MW)	43		2.36	5.84	6.35	10.52	22.53	0.76	8.1	
	Installed Capacity Already Contracted Capacity Decommissioned New additional capacity Extension of Koeberg design Life Distributed Generation Capacity for Own Use									

Source: Department of Mineral Resources and Energy, 2019

An updated 2023 version of the Integrated Resource Plan displayed the prolonged impact of the energy crisis in its scenario planning as “Unserved Energy,” consequently reducing the planned quantity of renewable energy on a

yearly basis. Both versions (IRP2019 and IRP2023) present the energy ambitions up to 2030, like Brazil stating its ambitions for wind energy up to 2030.

Table 1.2 Emerging Plan from IRP 2023

	Coal	Ga- IPP Programme	Gas Eskom	Dispatchable Capacity	Nuclear	Hydro	Pumped Storage	CSP	Solar PV	Wind	Hybrid IPP Programme	Distributed Gen	BESS- IPP Programme	BESS -Storage	Unserved Energy (TWh)
Current Base	38800	1005	2825	-	1860	1600	2732	500	2287	3443	--	5000	-	20	
2024	720							100			150	900		199	13.06
2025	720	1220							2115	644	476	900	523	141	7.63
2026										140		900			7.66
2027		1000								684		900	2000	625	4.55
2028		1000	3000						500			900	625		0.22
2029									500	1500		900			0.25
2030		1000		1376					500	1500		900			0.27
Additional New Capacity	1440	4220	3000	1376				100	3615	4468	626	6300	3743	360	
	Installed Capacity														
	Capacity under construction														
	Capacity procured.														
	New capacity														
	Distributed Generation Capacity for own use														
	Unserved Energy														

Source: Department of Mineral Resources and Energy, 2023

Eskom is the state utility responsible for electricity generation, transmission and some distribution, and it has experienced a significant decline in performance that has an energy availability that is ranging between 50% to 59%, thus threatening the energy security of South Africa (Department of Mineral Resources and Energy, 2023) and only recovering to above 70% in May 2024 (Eskom, 2024). This context of an energy crisis has brought into question, in public discourse, whether there is an urgency for South Africa to transition with the rest of the world. This argument is raised by various political, labour and advocates (Hanto et al,

2022), alongside the argument that renewable energy is a private sector endeavour and is too expensive for the state to continue to support (Shelton & Eakin, 2022). The energy crisis is viewed by some actors as an opportunity to transition, and by others as an opportunity to drive maintaining the status quo by improving current performance by Eskom. An elementary comparison of Table 1.1 and Table 1.2 demonstrates a shift away from renewable energy towards gas and other sources.

Figure 1.2 Analytical framework, objectives, and actors for the JET in South Africa

Contextual Factors	Techno-economic - Electricity supply crisis with an immediate capacity gap - Old coal fired power fleet with low Energy Availability Factor (EAF) - Unfavourable market environment for new coal investments - High RE potential and decreasing costs. - High share of international IPPs in RE sector - Electricity public utility Eskom in operational and financial crisis.		Institutional - Strong vested interests by multiple groups related to the minerals-energy complex. - Energy and mining integrated in the same government. - Political disputes about ownership in power sector persisting and limiting the uptake of RE - Strong societal influence by workers unions affiliated with the coal sector. - No overarching plan that includes all aspects of government, business, and society	Discursive - Negative health and environmental effects of coal mining. - High employment numbers related to coal (causes opposition of renewables to maintain status) - High unemployment and societal inequality - Civil Society challenges new coal and nuclear projects in courts. - Uncertainty among investors due to delays in policy implementation - Dependence of coal exports make SA vulnerable to fluctuations in the global coal market.
Objectives	Energy Availability - Security of supply - Affordable electricity - Electricity access	Maintaining Profitability of the coal sector - Revenue from coal - Rent seeking and vested interests. - Employment and regional development	Environmental and climate protection - Climate change mitigation - Procurement of renewables - Reducing negative effects of coal	Reducing inequality and employment insecurity - Creating employment alternatives - Ownership - Stakeholder engagement
Actors	Political President Political parties National government Government departments Municipalities Provincial government Local government		Societal (incl. business) Civil society National/international NGO's Think Tanks Universities Trade unions	Coal Industry Mining companies SOE's Renewable energy industry Representatives of business Banks International investors Independent power producers (IPPs)

Source: Adapted from (Hanto et al., 2022)

Hanto et al. (2022) provides a contextual view of the actors in South Africa's JET. The study draws from this, focusing on the political, societal, and discursive elements. This analytical framework is vital for this study, and it was used to frame the interface of the actors and numerous factors. Figure 1.2 accurately depicts political and societal actors within the SA JET.

1.3 Research problem

Advocacy is instrumental in policy development, and its origins have been to tackle social issues that are not adequately addressed by the public and private

sectors (Hill & Varone, 2021). The actors within the JET have been identified to include industry associations. Industry associations are third party organisations who are engaged in issues that affect their member constituencies, who are, in this study, organisations in South Africa's energy sector. The study intends to examine the roles of industry associations in shaping, influencing the JET in South Africa. This is achieved by assessing the policy positions of major industry associations policy positions through the lens of the JET and assessing the positions of various stakeholders.

Divergent perspectives regarding the objectives of decarbonisation and the Just Energy Transition (JET) often underscore the inherent tensions between competing priorities, such as the potential for substantial job displacements and the socioeconomic challenges faced by municipalities that are economically dependent on coal-based industries.

Coal is seen as key to South Africa's socio-economic development. In the context of this political landscape, decarbonisation draws in actors who have not dominated the energy discourse, and the new stakeholders represent an alternative view for South Africa's JET. The prioritisation of unique national issues in the backdrop of global policy pushing nations to decarbonise adds complexity for the South African context. This includes NGOs or constituencies within the stakeholder group, which are pro- and anti-renewable energy. Figure 1.2 encapsulates the key factors that are at play in South Africa.

The study critically examines the discourse surrounding the Just Energy Transition (JET) in South Africa, with a specific emphasis on the role and influence of industry associations. It investigates the organisational frameworks and representational strategies employed by these associations to articulate and advance the perspectives of their member organisations. Furthermore, the research identifies and categorises the foundational policy beliefs underpinning the positions of various actors within the context of the JET, facilitating the formation of coalitions among industry association stakeholders. Ethical considerations and the intrinsic values of prominent actors within South Africa's

JET discourse are also meticulously analysed to provide a comprehensive understanding of the dynamics involved.

1.4 Research questions

1. What is the role of industry associations in the Just Energy Transition policy making process and public discourse in South Africa?
2. What drives the policy and advocacy positions, and what factors shape the design of public narratives for industry associations in policy advocacy?
3. How do industry associations perceive and navigate ethical responsibilities in their messaging?

1.5 Significance of the study

JET discourse will dominate energy dialogue for a prolonged period globally. Giving definition to the role of multiple actors in the policy making process will benefit the future outcome of the JET. There is insufficient literature that assesses the role and contribution of industry associations to public discourse and the study will address this gap. To build this literature, as the JET discourses unfold, creates an opportunity to build a body of work that will explore the evolution of the associations, in context of the evolution of the JET. This makes the study highly significant.

Policy actors will be able to define their expectations and understanding of industry associations and the role that they play in the JET discourse. Policy actors will know how to organise for maximum impact and apply theoretical models to their advocacy strategies. Business being a key player and shaper of policy will also gain from this study. Advocacy strategies aim to define the tactics which will be used to drive certain policy agendas by business or to influence society. Businesses and their organised representatives can define their external facing strategies to support the JET.

1.6 Delimitations of the study

- a. The study focuses on industry associations that represent organisations within South Africa's energy sector, particularly those engaged in the green economy (such as renewable energy and green hydrogen) or planning to transition their business operations.
- b. The study is delimited to JET actors, specifically those in electricity generation, resource extraction (mining), oil, and gas sub-sectors within South Africa.

1.7 Definition of terms

Advocacy: Public support for an idea, plan, and way of doing things (Cambridge definition). To engage in or adopt a stance, advance a cause, and attempt to produce a result on behalf of an interest of a person group or a cause. (Cohen, 2004)

Advocacy Coalition Theory: A framework of the policy process, which is directed towards dealing with complex or wicked problems. These are problems that have substantial goal conflicts, are characterised by important technical disputes, and have multiple actors at several levels of government (Sabatier & Weible, 2019).

Association: A third-party organisation operating as an intermediary, where membership is voluntary, and member organisations retain their distinct identities (Reveley & Ville, 2010)

Industry associations: An organisation that is member based and plays the role of an intermediary for its members of a particular industry. The industry association will actively lobby and negotiate with the state to shape policy and

regulation on behalf of the members ((Chappin et al., 2008; Watkins, Papaioannou, Mugwagwa, & Kale, 2015).

Just Energy Transition: According to the International Labour Organisation (ILO), the Just Energy Transition, as it is referred to in decarbonisation policies, refers to the goal to secure decent jobs for workers whose professions and livelihoods will be affected by decarbonisation. It is also increasingly expanded to include the need to address the equity and justice in the transition from fossil fuels to decarbonised energy, (Shelton & Eakin, 2022).

Lobbying: a function of communication that represents the voice of citizen groups, associations, labour unions, corporations, and others to be heard in the political arena (Vernick, 1999). Lobbying includes the influence of conditions of operating environments through the use of organisational, financial and communication resources to advocate for specific policy conditions from politicians (Botrel, Rekker, Wade, & Wilson, 2024)

Meta- organisation: Entities whose members are themselves organisations (Bor & Cropper, 2023; Chappin et al., 2008)

Policy: Course of action, one that is based on some declared and respected principles, or a course of action adopted and pursued by a government, party ruler or statesmen (Hill & Varone, 2021).

Policy Advocacy: Pressing specific options and ideas in the policy process, either individually or in association with others, through pressure groups (Baker et al., 2014).

Policy Network: Nascent forms of “publicly interested discourse” in which all the affected parties participate to work out possibilities for what to do next (Kickert, Klijn, & Koppenjan, 1997).

Theory of change: According to Coffman and Beer (2015), theories of change are an illustration of how change is assumed or anticipated to evolve over a time

period, that guides the designer of the expected output from the organisation and the role the organisation or parties will plan in generating the change.

1.8 Assumptions

All the interviewees have worked directly in a role that required advocacy, engaged in activities with an association as a representative of an organisation/business, or been employed by an association up to the board level. No compensation will be offered for participating in the interviews.

1.9 Contribution of the study to global literature

According to my extensive experience in the energy sector in South Africa, there is no research on industry associations and the JET in Africa, in Southern Africa, or South Africa that looks directly at the three key and nuisance lenses presented by this study. Hence, this study is a groundbreaking research outlet contributing immensely to the existing global literature on three fronts. The study highlights the associations as pivotal actors in shaping the JET landscape despite their primary advocacy efforts being rooted in addressing broader structural issues rather than advancing the JET objectives. The study's significant findings also highlight ethical gaps within the associations, which stem from the membership structures. The insight underscores the requirement for greater transparency to ensure that the association's contributions align with JET imperatives in an equitable manner.

The study has contributed to the research body related to industry associations. Its findings deepen the understanding of stakeholder dynamics within the South African JET and are critical for global policymakers, practitioners, and the government. The study contributes to integrating diverse voices into equitable and inclusive JET framing.

1.10 Structure of the report

Chapter 1: The first chapter provides an introductory view of the research by defining its purpose and providing its context. The chapter sets the scene by outlining the research questions. The chapter also frames the key delimitations for the research study.

Chapter 2: The second chapter presents an empirical and theoretical literature review. It provides background of the study and other international case studies on the subject matter. Once the literature review has been concluded, there will be propositions stated as answers to the questions in Chapter 1.

Chapter 3: this chapter is for the research methodology that will address the research questions posed in the 1st chapter.

Chapter 4: this chapter focuses on the research findings that are based on the research methodology in chapter 3.

Chapter 5: The chapter discusses the research findings and addresses the research questions that are posed in chapter 1 and within the literature review.

Chapter 6: This chapter is a summary and conclusion chapter of the research findings. It will also explore limitations and future research areas that may be considered.

CHAPTER 2. LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to provide context to the study and give insights into advocacy groups and their interests. The distinct types of advocacy groups are assessed with a view of their role in the JET and the policy positions they have purported. This chapter's structure will start with the background, which discusses the current JET landscape from a global and local perspective through short case studies that look at drivers of the JET in different regions. The chapter will bring into focus the policy networks that exist in the JET, thereafter, it will be followed by a discussion on the means that have been used to communicate their positions. Lastly, the theoretical frameworks that have been chosen to frame the research paper will be explored.

2.2 Background

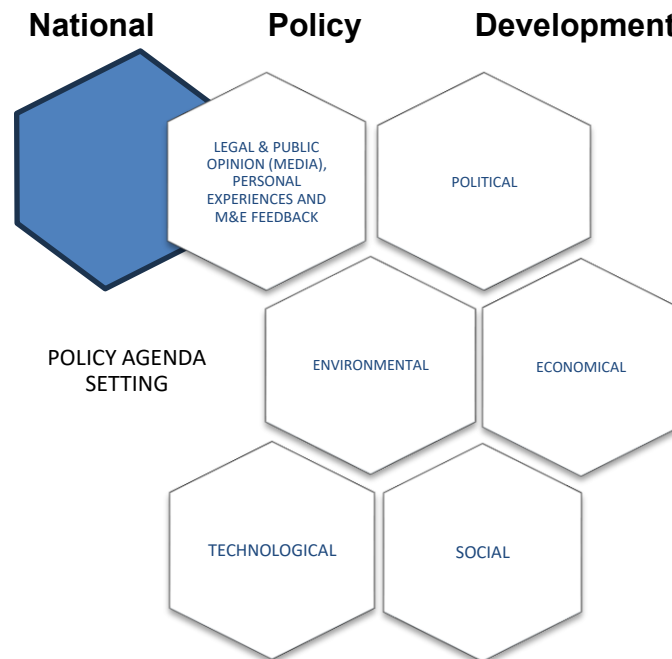
Some literature has positioned industry associations as mediators between business and the government, this is due to the competencies of business in areas where policy makers are not, they are able to bridge a gap in the policy making process (Chappin et al., 2008). Whilst other studies observe that corporate power has played a role in how energy policy is formed. This is observed by the formation of interest coalitions by fossil fuel and energy intensive businesses and industry (Lucas, 2021). There has been a countering movement that is against the climate change rhetoric, and it has consisted of businesses that pollute, think tanks, publishers, media outlets, politicians, political parties, professionals including scientists, economists, and engineers. On the contrary, countries such as Germany have benefitted from interest coalitions. Various actors are prone to demonstrate what their policy positions may be, and how the positions are best aligned with the general interest of the public. They aim to gain credibility so they may influence public opinion and policy outcomes (David J

Hess, 2020). In the context of energy policy, South Africa is the 14th highest polluter globally and has an energy system that is still highly reliant on coal (Todd & McCauley, 2021) for electricity production through current and former state owned companies (i.e. Eskom and Sasol) (Hanto et al., 2022).

Evolutionary economics theory provides a guideline into the inner workings of innovation, structural changes, and transitions and thus it is a great tool to use for framing policies that are aimed at stimulating environment innovations and sustainability-based transitions. It is based on six key principles, notably (1) bounded rationality, (2) diversity, (3) innovation, (4) selection, (5) path dependency and lock in and (6) coevolution. The theory suggests “evolutionary based” policy making (van den Bergh, Faber, Idenburg, & Oosterhuis, 2006).. Whilst sociotechnical transition theory looks at various intersecting themes of technology based transitions which include public participation (Upham, Sovacool, & Ghosh, 2022; van den Bergh et al., 2006).

Policy is influenced by a range of factors such as international and regional developments which can trigger changes in policy systems for countries to remain competitive. Specific factors, in context of the National Policy Development Framework for South Africa, these include: political, technological, economic; legal and public opinion (media), personal experiences and feedback from policy monitoring & evaluation (M&E), as demonstrated in Figure 3, the factors are interrelated (Presidency, 2020).

Figure 2.1 Factors that trigger policy changes and agenda setting in South Africa



Source: Adapted from National Policy Development Framework (Republic of South Africa, 2020)

2.2.1 Global and Local Just Energy Transition Policy Impacts

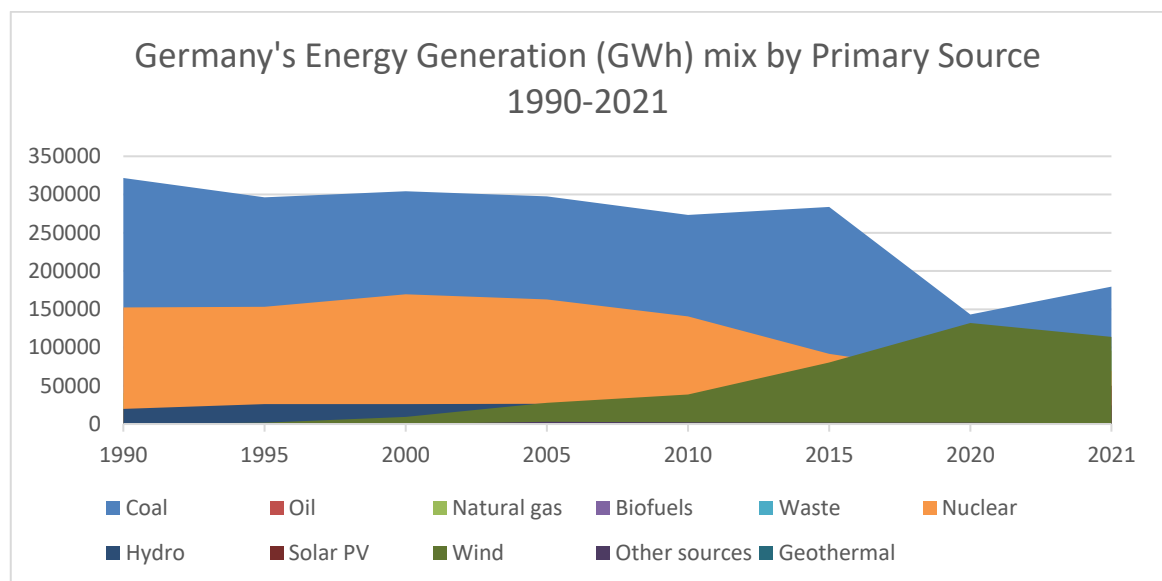
Germany

For this research, the Energiewende (“energy transition”) in Germany provides an imperative benchmark for how influential civil society and grassroots activism and advocacy can be in driving policy development and direction. The Energiewende resulted from a citizen driven lobby which pushed for the phasing out of nuclear by an anti-nuclear protest movement (Kuittinen & Velte, 2018), the achievement of this policy goal became a matter of importance in political decision making and within the public discourse (Sühlsen & Hisschemöller, 2014). The Energiewende has widespread acceptance and significant support from across various political parties and among German citizens. The genesis of the Energiewende policy can be attributed to the inherent risks associated with

the utilization of nuclear energy, particularly following the Chernobyl incident in 1986 and the Fukushima disaster in 2011. In addition, there other two factors were linked to the environment impacts of continued use of conventional energy sources such as coal, oil, and gas (Kuittinen & Velte, 2018). This has been the German position until recently, as the region battles a primary energy supply crisis which has forced the country and surrounding nations to opt back into the use of fossil fuels. Separate from civil society or public lobbying, private companies that operate within the renewables market also form part of what is described as the “policy network” (Sühlsen & Hisschemöller, 2014).

Germany’s uptake of renewable energy is visible from early 2002 with the integration of wind energy (refer to Figure 2.2) ((IEA), 2023)

Figure 2.2 Germany’s Energy Generation (GWh) mix by Primary Source 1990-2021



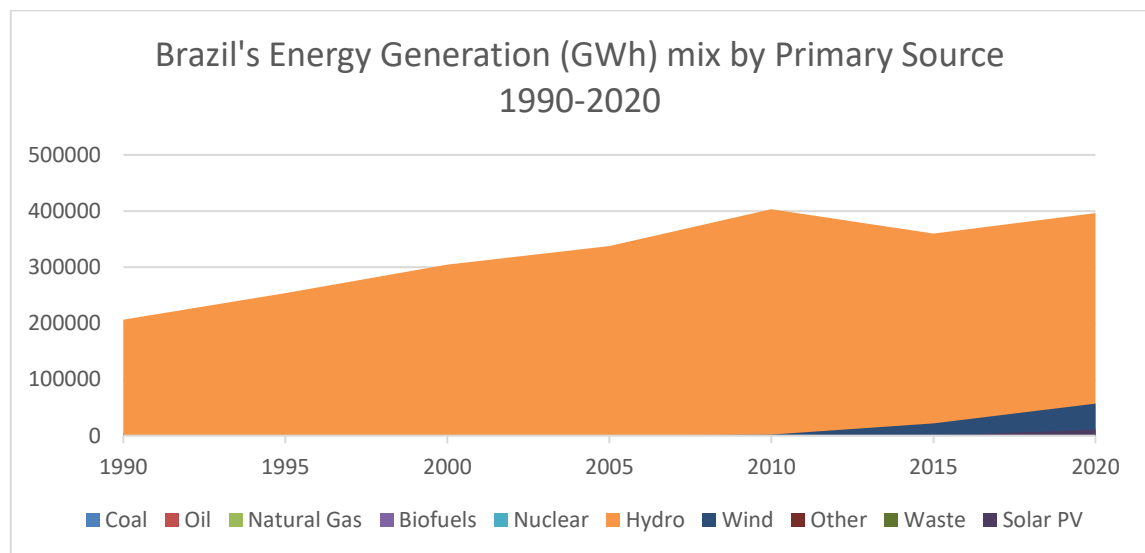
Source: Adapted from International Energy Agency, (Agency, 2023)

For the study, Germany is selected as a benchmark due to its history of leading the energy transition globally. It provides a sound demonstration of advocacy within the context of an energy transition, thus introducing varied factors that drive an energy transition.

Brazil

Brazil has achieved a relatively successful energy transition for a developing nation, the transition has seen an addition of wind power as a source of electricity in their energy mix, which is mostly dominated by hydropower. Wind energy was introduced to the Brazilian energy mix in the early 2000s, and it accounts for about 10% of Brazil's energy mix (Lucena & Lucena, 2019). This addition of alternative energy sources was prompted by an energy crisis that the country experienced. The assessment of the crisis by the state concluded that the crisis was caused by the energy mix, which predominantly relied on hydropower generation, which was 90% of the energy mix Figure 4. In Brazil advocacy groups (business groups) are entrenched in the political system. This is evidenced even in the development of their renewable energy policy and industry (Soares et al., 2021). In the case of Brazil, Soares et al. (2021) conclude that the transition toward wind power was an “Induced sustainable socio-technical regime”.

Figure 2.3 Brazil’s Energy Generation (GWh) mix by Primary Source 1990-2020



Source: Adapted from International Energy Agency (IEA), 2023)

Wind power was consolidated between the years 2010 and 2018 in Brazil and the government aims to increase it to 20% by 2023 (Lucena & Lucena, 2019).

Brazil is used to draw a contrast from a well-developed nation and the varied drivers for an energy transition and advocacy therein and because most literature on the JET focuses on highly industrialised, developed countries such as Germany, Australia, United Kingdom and the United States (Wang & Lo, 2021). The Brazil case shows the context of an energy crisis which ultimately led to the diversification of energy technology in Brazil. Brazil demonstrates the integration of industry associations as part of a political system in a developing nation.

2.2.2 Advocacy and lobbying in South Africa's Energy Sector²

The formation of public policy occurs within a political terrain, and it is shaped by political ideas and varying philosophies and ideologies, that are inherent to the political parties and the society at all levels (Republic of South Africa, 2020). Industry associations are valuable actors in policy networks, also within the context of the JET. Other policy actors consist of trade unions, government departments, investors from across the globe, affected industries, civil society, and academia. According to Rennkamp, Haunss, Wongsu, Ortega, and Casamadrid (2017) through their analysis of actors, coalitions and their arguments (policy making positions) that the actors use to drive their policy change within the energy sector, in the context of the renewable energy independent power producer procurement programme (REIPPPP). The discourse was differentiated using the parameters that revolve around nine core concepts within renewable energy development. It found that industry associations, energy organisations, environmental NGOs, the Trade, and Industry Ministry, International NGOs and ministries of energy were central actors in the renewable energy discourse.

² The study will focus only on Industry Associations. The discourse by unions and political figures is included to provide an insight into the dominant views that are shaping public opinion in JET related discourse.

2.2.3 Public Sphere

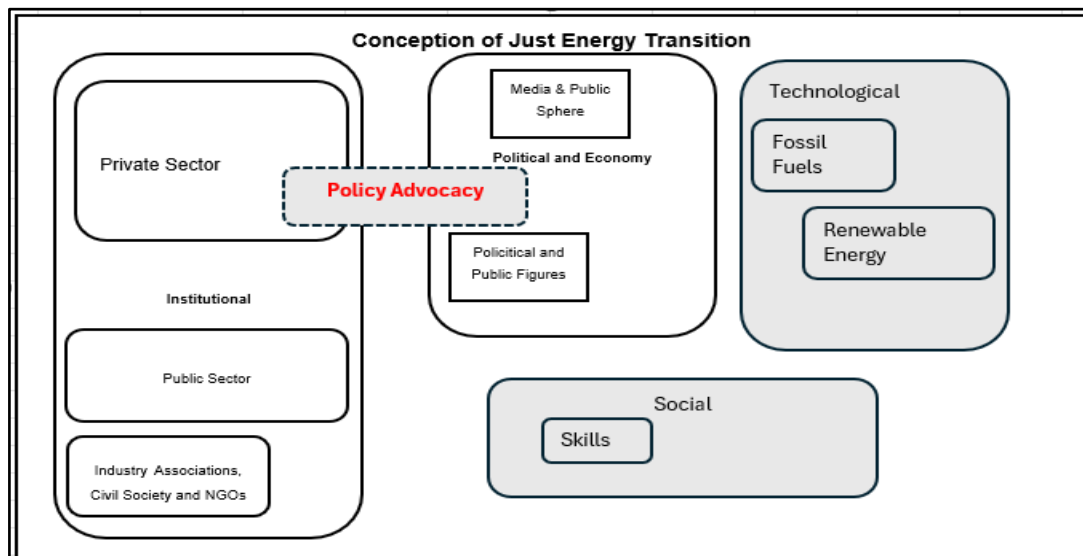
Habermas' Theory of the Public Sphere posits that in the earlier centuries, citizens were able to gather in places that were common to them (coffee shops, pubs, and salons) and used these gatherings to debate matters that were of public concern, these deliberations of public opinion can be unmediated, occurring as dinners conversations or face to face discussions (David J Hess, 2020), without the influence of politics, economic and power influence. The public sphere mediates a two-way flow of communication, between a system and the lifeworld. Wagner et al. (2016) draws for the theory and adds that the public sphere is to be viewed as an observable set of practises that demonstrates how citizens and groups can self-organise and communicate their values into political decisions.

To gain significant coverage of their messaging, industry associations make use of various engagement tactics from the school of public relations (PR) and strategic marketing for their framing. With sufficient controversy, PR is considered to have transformed the mechanisms of public communication whilst on the opposing end, it is viewed to have been created by the private sector as tool to manage their narratives (Greenberg et al., 2011). Association actors make use of the public sphere to gain legitimacy by employing and making reference to views that are widely shared and seem to align with general interests (David J Hess, 2020). Greenberg et al. (2011) Defines public relations as a mode of communication which exists in conflict over political and economic power, though part of a greater struggle around the construction and use of social meaning. Communication in the public sphere has become mediated in the last decade, due to the various mediums that have become available. Debates on public matters have evolved from being in government and council chambers, but to gaining coverage in front page news, television and radio broadcast and now social media.

2.2.4 Policy perspectives on the JET by industry associations in South Africa

There tends to be opposing arguments used by coalitions in support of just transition policy movement, those in support and those in opposition. Within these perspectives, there are technical arguments developed; those that are in support use the arguments of economic incentives, job creation, industrial development, emissions reductions, and international investment and also ask pertinent questions regarding the issues related to the JET (Komendantova, 2021; Smith, 2012). Practitioners and advocates of the JET have reinforced that the JET should not only be about the technological change but must also consider that a new energy system must be equitable and correct the inadequacies of the fossil fuel based energy systems (Shelton & Eakin, 2022). The arguments in opposition have used “policy uncertainty, policy strategy and infrastructural support.” The implementation of RE policy has been enabled by the coalitions that show political support in government, industry, among civil society and international organisations (Rennkamp et al., 2017). The discourse can be organised into three subject areas such as social, environmental and economic (developmental impacts and benefits) (Hanto et al., 2022; Komendantova, 2021). The different groups support the energy transition conceptually; they continuously advocate that justice be maintained in the process, whilst the existing energy policy still supports the presence of fossil fuels (Imasiku, Farirai, Olwoch, & Agbo, 2021).

Figure 2.4 Researchers Illustration of South Africa's Just Energy Transition



Source: Author's Conception of the JET

2.2.5 Energy Justice: Responsibility and ethical considerations in public advocacy by industry associations in South Africa

Literature on energy justice acknowledges some of the shortcomings of the JET, which is in part the lack of integration in transition literature and the elements of justice. The literature has not adequately addressed equity, justice and the political economy of transitions (Wang & Lo, 2021). These shortcomings ought to be considered in advocacy-related work; some literature purports that the dialogue around the transitions focuses less on the “technology–focused understanding.” This may be viewed in line with the innovation aspect of evolutionary economics, which suggests that policy making should not favour specific technologies but should enable fair integration of different technologies that is based on the principle of not choosing a winner (van den Bergh et al., 2006). The tenets of a just transition cannot be separated from energy justice, it is a key pillar of the JET (distributional, recognition, procedural and restorative),

though the developing literature still debates whether these pillars are the adequate account of energy justice as they are seen by some as acting to identify the justice or injustices but not as a means of solving them (Wang & Lo, 2021).

Public relations (PR) are a function that is well established in both public and non-governmental organisations. It has been responsible for enhancing an organisations public image. Customarily the key mission of PR is to create, uphold and change public attitude toward an organisation, its programmes, and its personnel. Nonprofit PR practitioners are in their current roles, increasingly being asked to influence the “upstream” social structures, through public advocacy (Kotler & Andreasen, 2013). Public relations strategies and tactics have the potential to shape the views and values of society (Palenchar & Heath, 2006). Kotler and Andreasen (2013) underline the importance of understanding the stages wherein social issues become recognised. They provide tools and tactics for practitioners have at their disposal. These include the reframing of the nature of a public debate, providing public education, driving media advocacy, publishing influential books or op-ed pieces, using the help of entertainment media, conducting work through the educational system, direct lobbying and grassroots advocacy through email, telephone, and fax.

2.2.6 Theoretical Frameworks

a) Advocacy Coalition Framework

The Advocacy Coalition Framework (ACF) is a theoretical model that was designed to address complex wicked problems. This theoretical model is used to analyse the formation and impact of public policy, providing strategies for approaching coalitions, which includes the learning occurring between and with the coalitions and how policy changes over time and is developed. ACF assumes that the policy-making process is continuous and involves multiple actors with varying beliefs, values, interests, or policy changes. Furthermore, that most policymaking is actively contained within networks that are invested in a specific issue. The model emphasises that policy change comes from the interactions of

various stakeholder groups, or advocacy coalitions, which hold common beliefs and coordinate their actions over time to influence policy processes.

The ACF refers to Policy Subsystems, which are defined as the interaction between actors within different institutions who wish to follow, seek and to influence the government's decision-making as it concerns policy or are engaged in a policy problem; they are viewed as a subset of a political system that focuses on a topic, territorial area and stakeholders ((Hill & Varone, 2021; Lindberg & Kammermann, 2021; Weible & Sabatier, 2006). In the Policy Subsystem, a network is organised into coalitions that are in a competition wherein the coalitions are grouped according to their core beliefs; Elgin and Weible (2013) add a hierarchical belief system drives that actor's motivation. Coalition members find connection through information sharing, ally relationships, disagreement, and collaboration networks; this is called "belief homophily," which means that people who share similar beliefs have more interaction with people holding dissimilar beliefs.

The ACF presents a complex view of reworking typical policy process (Jenkins-Smith & Sabatier, 1994; Jenkins et al., 2016; Weible & Sabatier, 2006). Within the Policy Subsystem, actors can be aggregated into various coalitions that include representatives from government and private sector ranging from legislators, executive agencies, interest groups, political parties, academics, and media journalists, and the solidifier of these coalitions is the shared belief system. The policy process is seen as competitive engagement between the various actors (Elgin & Weible, 2013; Hill & Varone, 2021)).

Some thinkers on the ACF position that making short-term-based decisions when making policy will undermine the influence of policy analysis. They further position that it is the accumulation of findings from different studies and everyday knowledge that influences policy the greatest. ACF proposes for the short-term analyses of policy to be within a 10-year timeframe, this is due to a historical view of policy programmes which were punted ambitiously over the longer term, ultimately proving themselves as failures after a few years. The initial anticipated

successes of such programmes evaporated over time. Public policy programs with the aim of achieving their objectives, make use of implicit theories, which can be conceptualised as belief systems.

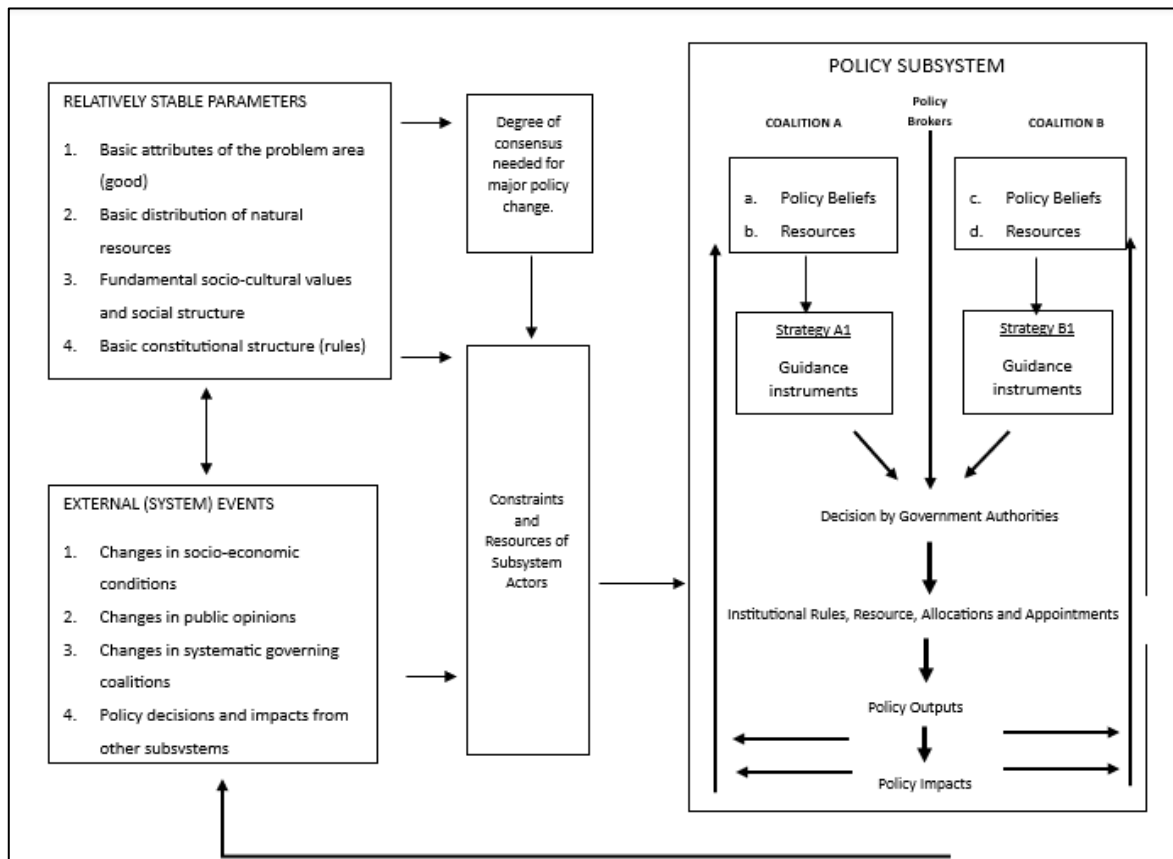
The framework incorporates the concept of policy-oriented learning. This involves the assessment of internal feedback loops that are depicted by the framework.

The foundation of the ACF is based on the following concepts:

- Macro level assumption- policy making occurs amongst specialists within a policy subsystem.
- Micro-level assumption- “model of the individual” drawn heavily from social psychology.
- Meso-level assumption- the conviction that the most comprehensive way to deal with the multitude of actors in a subsystem is to arrange them into “advocacy coalitions.”

Hill and Varone (2021) explain that policy-making process outputs are not only reliant on individual action but also on the shared interests between actors' coalitions. The ACF is interested in clawing out the mechanisms of policy-oriented learning; this involves the internal feedback loops that the ACF has demonstrated. The framework posits that these learnings are fundamental when understanding members of different coalitions and their policy objectives.

Figure 2.5 Adapted Diagrammatic Interpretation of the Advocacy Coalition Framework



Source: Adapted (Weible & Sabatier, 2006)

The ACFs emphasised position is on gaining understanding of long-term patterns of coalition behaviour, learning and change in policy occurring within a policy subsystem that interacts with various policy subsystems. In its approach to analysing stakeholders, the ACF involves the identification of coalition strategies.

This framework was chosen due to its characteristic of grouping together different coalitions within a policy system and thus will be used to analyse and group coalitions that exist within the South Africa JET, as the study defines the role of the associations through an assessment of the role the individuals and groups (coalitions) have played in the JET discourse. The study will assess industry associations and their policy positions which may make known some core beliefs

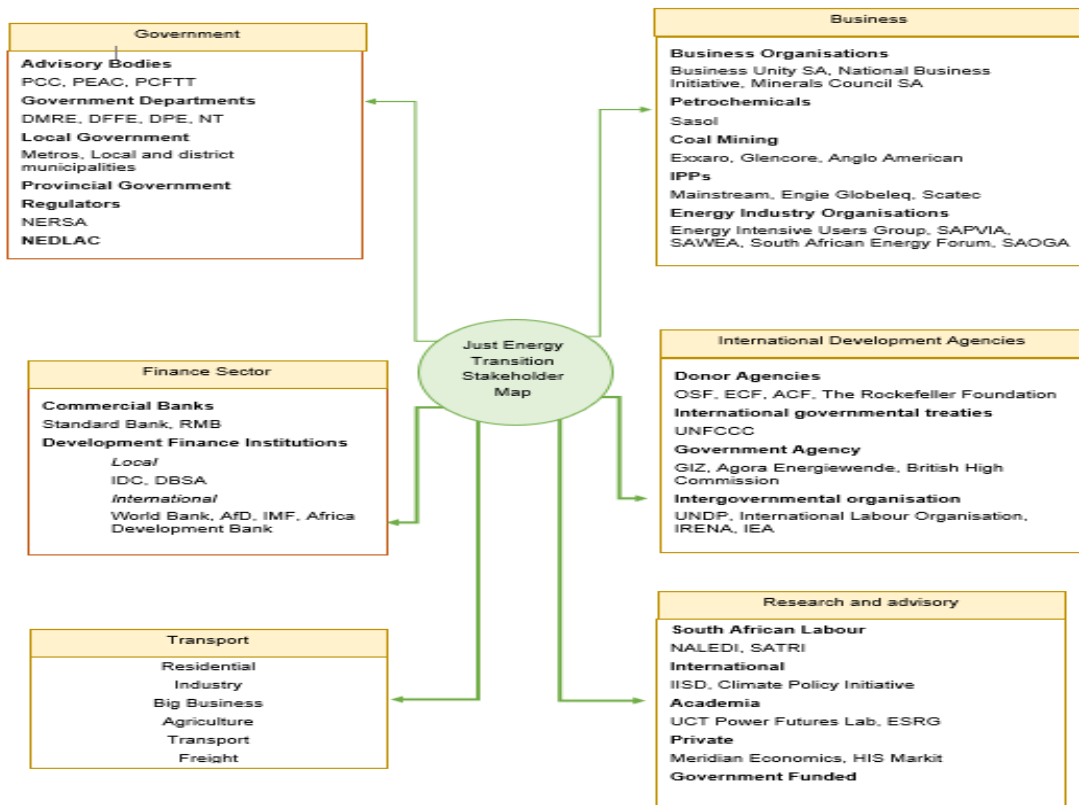
about the JET policy direction. The model will help with the interrogating of how industry associations are organised in coalitions within South Africa's debate on the JET. The framework provides a sound structure to assess these coalitions with a view of their beliefs and how these shape their advocacy activities.

2.3 Industry Associations as actors in Just Energy Transition policy

This section focuses on the literature analysis of the JET in South Africa, and the role that the different actors play, particularly those engaged in advocacy related activities.

There has been research done that assesses the drivers of the JET and it is noticeable that external shocks have contributed to the motivation for a just transition, or "sustainability transition (Markard et al., 2016). Actors such as companies, associations and NGOs play a crucial role in enabling or delaying the JET (Lindberg & Kammermann, 2021).

Figure 2.6 Stakeholder Map for South Africa's Just Energy Transition



Source: Adapted from (Tyler; & Mgoduso, 2022)

2.3.1 Industry associations and their role in shaping policy outcomes.

Industry associations are important drivers of public engagement, and for the advancement democratic processes, and they serve as important vehicles for the promotion of further civil engagement and to some extent, enlarging of democratic ideals (LeRoux & Goerdel, 2009). In organisation theory, member-based associations have been defined as meta organisations and are seen to have the capabilities needed to act as transformative agents (Berkowitz & Bor, 2024; Chappin et al., 2008). Though their role as “meta-organisations” has a disadvantage in that they are enabled to drive and facilitate change, but they can also produce a resistance to changes (Berkowitz & Bor, 2024; Bor & O’Shea)). Some research rightfully presents this thinking as a “paradoxical tension” that

industry associations face, in their attempts to foster transitions. Funding plays a crucial role in shaping the messaging and policy positions of industry associations (Chappin et al., 2008). This contributes to the paradox that industry associations experience. As the definition rightfully purports that they represent other organisations, this can prove challenging for the industry association as the members are at the centre of authority and sometimes may find it difficult to surrender control and give the associations autonomy in their decision-making. The association aims to represent the views and interests of their members, thus reinforcing the ideas presented so far that industry associations are key social actors (Berkowitz & Bor, 2024). In transitions, Bor and O'Shea suggest that industry associations are supporting players and protectionists of regime players, which are those that are dominant in the existing system, from the external pressures of the evolving landscape.

Policymaking in South Africa is data-driven and should avoid being opinion based. Public policy can either enable or constrain socio-technical changes (Markard et al., 2016); thus, forming a factual base accompanied by socio-economic impact assessments is vital. Intergenerational changes in patterns of behaviour, values and perceptions shape public opinion in transitions. This occurs with the backdrop of media, which plays a dominant role in the shaping of public opinion, media is the crucial link between the state and society. This positions the media as a strong influencer on the government's preference within a society and shapes the identification of the public's problems. The media reports problems to the public and function as active analysts, as well as advocates of solutions to public issues (Kotler & Andreasen, 2013). Decision makers are influenced by their personal values which are sometimes rooted in religious belief, loyalty, ideology, reputation, financial well-being, or historical position (Presidency, 2020).

South Africa's adoption of renewable energy has been driven, to a degree, by the advocacy efforts of different interest groups (Rennkamp, 2019; Rennkamp et al., 2017), which have represented businesses in their respective value chain.

Although the actors within the context of the “mineral-energy-complex” still hold an elevated level of dominance policy and advocacy. The lobby groups include climate-focused groups, economics-focused, environmental-focused groups, and renewable energy technology-focused groups. Representation by interest groups (lobbyists, advocacy groups, business groups) is evident across all sectors. “Strategic and ethical risk communication entails science and information within dialogic advocacy, the framing and interpreting facts, values, and policy” (Palenchar & Heath, 2006).

The role they play is important for changing, enhancing policy, and acting as conduits for citizens (Doh et al., 2019; Meissner, 2006). They are relevant to policymaking and may also organise themselves as multidisciplinary coalitions that unite to drive their policy objectives. According to Rennkamp et al. (2017), industry associations are the most central actors in renewable energy support in a coalesce. The discourse is seen coming from those in support of coal continuation. Trade unions are highly engaged in the process, not denying the need to transition and debating for the protection of jobs in the sector. These sentiments by the labour/trade unions represent the views of the ILO, which expects countries to have their own specific combination of industry, sector and labour policy that can enable greening of their economies (Anstey, 2022).

The evident coalition referred to varying arguments against renewables toward a position that is favouring the continued use of coal and nuclear power. The renewable energy discourse received strong engagement from actors in civil society. It was characterised as “broadly supported industrial development and climate discourse” (Rennkamp et al., 2017).

2.3.2 Proposition 1

Based on the reviewed literature, the study suggests that industry associations are recognised as critical actors in the JET policymaking process and public discourse through advocacy and collective efforts.

2.4 Industry associations and defining policy and advocacy perspectives and policy positions.

The association landscape in SA varies widely in the representation of different interests. Various strategies are used by various policy network groups or coalitions, to present their position (Guay et al., 2004). These groups advocate for policy decision-making processes to remain grounded in scientific principles and evidence-based research. (South African Petroleum Industry Association, 2022). In NGOs globally, there has been a fundamental shift in how they structure themselves and organise. There has been a drive for “shareholder responsibility” and for organisations to adopt more socially responsible business practises and these are driven by the NGOs. The NGOs use their status as advocates, advisors and now as shareholders as a push for change.

2.4.1 Factors behind policy and advocacy perspectives and approaches to public narrative building

In section 2.3.1, we outlined the significant role of industry associations as meta-organisations that act as intermediaries. Their function is paradoxical, as they represent a diverse range of firms while striving to coordinate and organise them effectively. Industry associations can undertake various roles, including serving as a collective voice for all members, creating structures to regulate the industry through the establishment of standards, and safeguarding their members from external changes in their environment (Bor & O'Shea). This emphasises the need to investigate the interests of associations, particularly whether they prioritize serving their members or addressing broader societal needs. According to Smith (2012), large-scale transitions, such as the JET, should facilitate a cohesive and evolutionary change across technology, infrastructure, institutions, and communities. While industry associations have been shown to play a significant role in policymaking, it is essential to ascertain how these associations can legitimately contribute to the establishment of a new energy system during the JET.

This is beneficial for this research as the theoretical framework centres around the concept of having coalitions among actors in policy formation. Within coalitions, there are factors that enable success. According to Hirsch, Mattheß, and Fünfgelt (2017) , these success factors include: (1) common goals that are in harmony with the core interests of coalition members, (2) the level of conviction that their objectives can be better achieved in an alliance, (3) relevance in politics, (4) coordination, (5) strong narratives that can resonate politically and in media, (6) fair balance of exclusivity and openness to third party actors, amongst others which are integrity, positive image of coalition partners.

NGOs are said to use several influencing strategies, and advocacy can be subjective and tends to depend highly on context (Shelton & Eakin, 2022)

Table 2.1 Purpose Orientation for Industry Associations in JET

	Inward Bound	Outward Bound
Regime-maintaining orientation	Member harmoniser • Preserve sectoral commons. • Provide opportunities for socialization. • Enable synergies and economies of scale. • Reinforce compliance via training member organization personnel.	Change protector • Influence other legitimating institutions to adopt their principles and values. • Protect member organizations and the industry. • Safeguard industry interests. • Facilitate change.
Change/transition orientation	Innovation support • Facilitate knowledge transfer and collective learning. • Produce reporting mechanisms to enhance social responsibility. • Address sustainability issues by enabling collective responses to challenges. • Create a collective playing field. • Develop innovative tools to challenge and change the status quo. • Coordinate action. Encourage members to adopt specific practices or structures. Exchange information and knowledge.	Change Facilitator • Work towards general interest. • Provide an inter-organizational space for dialogue. • Co-construct a new regulatory framework. • Develop strategic planning advice with commissioners. • Influence external decision-makers' behaviour. • Achieve external influence

Source: Adapted from (Bor & O'Shea)

The change protector is identified as an outward-bound orientation of an industry association, meaning that the association aims to change its members' perceptions, ideas, policy suggestions and other external environment aspects, but not their actions. It becomes necessary to consider agency as a core concept in analysing industry associations as an actor in the JET, and this has not been adequately addressed, as there has been a strong focus on the technological and socio-political aspect of the transition (Fischer & Newig, 2016). Establishing the orientation of an association guides the critique into their advocacy direction.

2.4.2 Proposition 2

Industry associations can be drivers or delayers of change. Industry associations present policy positions that driven by their interests.

2.5 Considering ethics in policy and advocacy perspectives in South Africa's Just Energy Transition

In philosophy, ethics is described as a study of what is right or what is wrong, fair or unfair, just or unjust, whilst others simplify that ethics is essentially a study of morality (Krupa & Burch, 2011). In trying to understand ethics, corporate governance principles and competition law come into play. Industry associations and businesses are held to some accountability by the businesses that they represent, and in the case of South Africa, the Competition Commission, though only specific to issues of sharing commercially sensitive information or exclusionary market practices (Commission, 2018; Guay et al., 2004). Importantly, energy justice becomes a factor due to embeddedness in the JET. Hoffman et al. (2021) claim that renewable energy infrastructures most often lead to negative social equity outcomes, and thus, in the case of South Africa and its lock-in with the coal industry. Trying to understand how actors, in the case of this study- industry associations, exercise agency in socially constructing, opposing or attempting to redirect socio-technical configurations is a research problem that is seemingly difficult to resolve (Hoffman et al., 2021).

Advocates and other change agents are said to engage in coalition building to shape political opportunities through various means, including lobbying, championing ideas, and electoral strategies (Shelton & Eakin, 2022). Responsible advocacy occurs when individuals in influential positions present arguments and claims that genuinely reflect citizens' concerns. Issues of justice can help advance the goal of the JET, especially since certain technological changes have led to rising energy costs. Therefore, a comprehensive approach to advocacy is essential when groups advocate for a specific solution.

Some existing literature attempts to adequately define the role of advocacy groups through the lens of transitions, but most of the literature focuses on climate change mitigation, renewable energy discourse, energy justice, energy democracy, and coalitions within the policy influencing. Although associations (as meta-organisations) are recognised as key contributors and stakeholders, the literature does not define the individual role of associations' impact on public discourse on public advocacy related specifically to the JET, nor does it address ideas towards responsible advocacy.

2.5.1 Proposition 3

There are accountability mechanisms within businesses but not within the associations, even though they are tracked through competition law. It is thus important for the interest groups or associations to drive their messaging in an ethical and responsible way. Messaging should reflect the arguments that are for the greater good of citizens and addressing their concerns.

2.6 Conclusion of Literature Review

The literature review assessed industry associations and their role in JET discourse and has found that industry associations feature as great intermediaries in the JET and as a driver of business to government engagement. Organisation theory provided a more thorough perspective into understanding industry associations and where they belong as actors in the JET. The orientation of the industry associations emerges as a vital measure of the associations activities. Whereas the literature that is focus on energy, climate and environment assessed the types of advocacies that is conducted by interest groups and how it fits into the themes of energy justice, energy democracy and environmental protection. The literature review demonstrated that the knowledge on industry associations is fragmented but developing as a research area, although there is a growing body of work.

What is evident is that the advocacy groups participation in policy making has become more pronounced, and they are seen as important vehicles for driving civic engagement and as being a mid-point between the government and businesses within the private sector. The focus point in the literature review is heavily centred on climate change mitigation, in some respects and not adequately specific to the JET. Though there is a strong relationship among the subjects, there is opportunity to explore research for the South African context of a JET.

2.6.1 Proposition 1

Based on the reviewed literature, the study suggest that industry associations are recognised as critical actors in the JET policy making process and public discourse through advocacy and collective efforts.

2.6.2 Proposition 2

Industry associations can be drivers or delayers of change. Industry associations present policy positions that driven by their interests. Industry associations should present policy positions that are just and scientifically accurate and drive energy justice for the areas (countries) they represent.

2.6.3 Proposition 3

There are accountability mechanisms within businesses but not within the associations, even though they are tracked through competition law. It is thus important for the interest groups or associations to drive their messaging in an ethical and responsible way. Messaging should reflect the arguments that are for the greater good of citizens and addressing their concerns.

Table 2.2 Consistency table: research questions and propositions

RQ #	Research Question	Prop	Proposition
1	What is the role of industry associations in the JET policy making process in South Africa?	1	Based on the reviewed literature, the study suggest that industry associations are recognised as critical actors in the JET policy making process and public discourse.
2	How are policy advocacy positions shaped, and what are the factors that influence the construction of public narratives for industry associations or key influential figures in the realm of policy advocacy?	2	Industry associations can be drivers or delayers of change. Industry associations present policy positions that driven by their interests. Industry associations should present policy positions that are just and scientifically accurate and drive energy justice for the areas (countries) they represent.
3	How do industry associations, navigate ethical responsibility in their messaging?	3	There are accountability mechanisms within businesses but not within the associations, even though they are tracked through competition law. It is thus important for the interest groups or associations to drive their messaging in an ethical and responsible way. Messaging should reflect the arguments that are for the greater good of citizens and addressing their concerns.

Source: Researchers Own Compilation

CHAPTER 3. RESEARCH METHODOLOGY

The purpose of this chapter is to describe and justify the research methodology that will be applied to this study. It draws from the questions that are asked in Chapter 1 and will attempt to answer them. The chapter outlines the design, data collection and sampling methods; the research population selected and how the data was analysed. The chapter ends with a brief discussion on the ethical considerations and how they were to be addressed.

3.1 Research approach

Due to the nature of the study, a qualitative research approach was used to develop insights into the research problem. Qualitative research is known by many names such as “field research”, “critical research”, and “interpretive research” these all share the aim of interpreting and constructing qualitative aspects of experiences, the research method “aims to address questions that are of concern with developing an understanding of the meaning and experience dimension of human lives and social worlds” (Fossey, Harvey, McDermott, & Davidson, 2002). du Plooy and Du Plooy (2009) describe the objective of qualitative design as being the exploration of areas where there is limited or no information and/or to describe behaviours, themes, trends, attitudes and needs or relations that are relevant to the units that are being analysed. The research incorporated discourse environmental monitoring and social audits, both serving as investigative tools for public issues within organisational communication spheres. Qualitative research adapts to diverse contexts, characterised as emergent (du Plooy & Du Plooy, 2009; Fossey et al., 2002). The qualitative approach is beneficial to study in that, direct interviews with key participants provided perspectives of their organisational or affiliates contexts.

3.2 Research design

A research design shows how the research is intended to be conducted. It aims to show who is involved, what accompanying elements are involved and where and when the study will occur (du Plooy & Du Plooy, 2009). The study used semi structured interviews, as these have a greater potential to create an interaction that enables follow- up questions and sound dialogue, it also allowed for open responses instead of brief affirmative responses that may be negative (Petrescu, Lazar, Cioban, & Doroftei, 2017). The researcher had the freedom to explore various directions of the subject being researched. The interviewer rarely had to ask follow on questions, as the respondents demonstrated an understanding of the line of questioning. The qualitative interview aims to observe the different views into the role that industry associations play. It is worth considering that the order of the questions has a direct impact on the questions efficiency. The interview questions introduced the respondent to the purpose of the research, it also validated whether the respondent is suitably within the prescribed target sample (Maroşi & Bauer, 2017).

3.3 Data collection methods

A rigorous data collection procedure is strongly influences the quality and trustworthiness of the results that the study produces (Fossey et al., 2002; Kallio, Pietilä, Johnson, & Kangasniemi, 2016). Data collection requires a representative sample to be selected. According to du Plooy and Du Plooy (2009) sampling succeeds a rigorous process of selecting units of analysis from a greater population size. "Population" should be expanded to include any group or a selection of individuals, groups, organisations, events, or even social objects or interactions. The primary data was collected through semi-structured interviews with industry actors and experts. This data collection method has proven to allow versatility and flexibility, and it encouraged reciprocity between the interviewer and participant (Kallio et al., 2016). This selection is categorised as a "cluster random sample." It is a sampling method that is mostly advantageous when the

sample cluster are well defined in an organised way such as an organisation (du Plooy & Du Plooy, 2009). Rabionet (2011) prescribes six stages to conducting a semi structured interview, they are as follows (1) choosing the type of interview, (2) determining the ethical guidelines, (3) craft the protocol for the interview, (4) conduct and record the interview; (5) craft the interview protocol and lastly (6) report the findings. The method actively gathered empirical data on the distinct positions of the associations and key figures. This data enabled a better understanding of the various viewpoints on the JET and how associations may have influenced these perspectives.

3.4 Population

The individuals selected for interviews were those who had played active roles in industry associations related to the energy sector in South Africa, participating in various capacities. They were not confined to any specific energy source or technology, as all forms of energy were influenced by the concept of a JET. The participants included representatives from private organizations, current or former employees of the associations, as well as notable public figures in politics or recognised energy analysts within South Africa's energy landscape. The sample population was expected to possess a comprehensive understanding of the energy sector and its implications related to the JET, both in the present and for the future.

3.4.1 Sample

The selection criteria for participants were meticulously narrowed to include only individuals actively engaged in industry associations that have played a pivotal role in advocating for the South African JET.

The selection process was not restricted by gender, age, or race, but aimed to be a representative spread of these criteria. The qualitative component consisted of individual participants that are involved in the JET discourse. Their participation

was assessed based on publicly available work that demonstrated advocacy for a position within this discourse or within the energy sector, as well as the participants' years of experience in the energy sector.

3.4.2 Sampling method

A non-probability sample was utilised, employing a purposive quota sampling approach. The data was selected based on its alignment with the project's parameters (Tracy, 2019). This approach was justified because it allowed for the inclusion of a "known group" sample, and it enabled the researcher to use their judgment in selecting participants from various representative groups (du Plooy & Du Plooy, 2009). The snowballing technique was employed to expand the sample size, successfully securing two additional respondents (11%) to reach the 19 interviews, addressing potential declines in participation.

Table 3.1 Profile of respondents

Description of respondent type	Number sampled
Industry association representatives (by employment or membership)	19
TOTAL number of respondents	19

3.5 The research instrument

The study involved conducting one-on-one personal semi-structured interviews with participants. These interviews were recorded and subsequently transcribed.

The researcher used the interview guide provided in Appendix A. The questions were open-ended and designed to encourage free narration (du Plooy & Du Plooy, 2009). The interview questions were based on the content analysis conducted on various discursive aspects of the research focus, but they were not limited to this approach. When necessary, follow-up questions were asked to expand the scope and depth of the interview. This method facilitated a more comprehensive discussion and exploration of the interviewee's knowledge on the subject. (Tracy, 2019). The questions were derived from the literature review. During the interviews, follow-up questions arose; the semi-structured research approach allowed for these to be explored.

3.6 Procedure for data collection

The respondents were approached directly at accessible locations or through their organisations. Interviews were conducted via online platforms and in-person meetings (Microsoft Teams, Zoom, or telephonically). The participants had received a questionnaire prior to the meeting to inform them about the research's contents and the type of questions that would be asked. This gave the participants the opportunity to provide consent for their participation and for the interview notes to be used as data for the research and interpreted.

3.7 Data analysis and interpretation

Researcher employed a thematic analysis approach to align with the qualitative nature of the study. This method helped the researcher to identify patterns and code themes. Clarke and Braun (2017); Fossey et al. (2002) expand on thematic analysis: "Thematic analysis can be used to identify patterns within and across data in relation to participants' lived experience, views and perspectives, and behaviour and practices; 'experiential' research which seeks to understand what participants' think, feel, and do. It was a progressive process of classifying, comparing, grouping, and refining groupings of text segments to create and clarify the definition or themes within the data. The method integrated the theoretical

frameworks effectively by seamlessly identifying themes that aligned with the theoretical framework. The thematic analysis allowed for the exploration of people's opinions. This method proved ideal as it enabled a flexible exploration of the participant's perspectives of the research study and their stakeholder counterparts, by design, thematic analysis interrogated patterns within a social and personal meaning. The researcher applied the NVivo 15 software for the data analysis.

3.8 Limitations of the study

- Due to the one-on-one interview structure, the researcher was not able to maintain full anonymity; however, participants will be assured that their identity will be protected. The participants are only known to the researcher.
- Participants of the study are actively engaged in the sectors JET and so their views may reiterate what is existing in the literature.

3.9 Trustworthiness

Good qualitative research has demonstrated trustworthiness, highlighting the quality of its research process (Tracy, 2019). The study effectively adhered to the qualitative standards of credibility, transferability, dependability, and confirmability, as affirmed by (Nassaji, 2020).

3.9.1 *Transferability*

The research harvested results and ideas that were generalisable, which is line with the principles of "good research." Transferability was demonstrated in this study as readers were able to apply or transfer the research findings according to their own experiences or find that the interpretations made by the researcher were applicable to similar contexts (Kalu & Bwalya, 2017; Nassaji, 2020; Tracy,

2019). The researcher successfully linked the collected data to the conclusions drawn, thereby ensuring the results were valid and transferable.

3.9.2 Credibility

The extent to which the research findings and the conclusions were found believable and accurate was successfully demonstrated (Kalu & Bwalya, 2017). The research effectively achieved authenticity, as shown through interviews and other methods utilised during the study (Nassaji, 2020).

3.9.3 Dependability

Nassaji (2020) described dependability as the mirror notion of reliability, which was used in quantitative research. In this study, dependability was successfully ensured by reporting the findings in a way that allowed similar interpretations to be reached by others upon reviewing the data. The research findings demonstrated stability and accounted for possible changes in the phenomenon (Kalu & Bwalya, 2017). To further validate the dependability, the researcher thoroughly checked the transcripts for errors, ensuring the data was accurately interpreted.

3.9.4 Confirmability

Confirmability was demonstrated as external parties were able to confirm the interpretations and conclusions presented by the researcher. This measure was considered analogous to objectivity in quantitative research (Nassaji, 2020). The study successfully achieved this standard by demonstrating credibility, transferability, and dependability (Kalu & Bwalya, 2017). Confirmability was established through thorough documentation of the data and findings, allowing their accuracy to be validated by others. The researcher maintained a meticulous "decision trail" throughout various stages of the research, providing insight into the rationale employed during data analysis. Furthermore, comprehensive

records were made available for evaluation and confirmation, ensuring the study adhered to the highest standards of confirmability (Nassaji, 2020).

3.10 Ethical considerations

Ethical concerns emanate from privacy, confidentiality, and institutional or professional control due to the risk it presents for the participants (Kalu & Bwalya, 2017). The study adhered strictly to the guidelines established by the university to ensure the protection and ethical treatment of participants. Measures were implemented to uphold the integrity of the research process while safeguarding the rights and privacy of all individuals involved. This was achieved by requiring participants to review and sign formal consent forms prior to their involvement in the study. The participants were prepared ahead of the time, to familiarise themselves with the research study through the provision of all adequate information (Kalu & Bwalya, 2017; Tracy, 2019).

3.10.1 Data Collection

The researcher gathered data regarding the participants' tenure within the energy sector in South Africa, with a focus on their professional experiences and familiarity with the JET. This nuanced approach aimed to provide a detailed comparison of their exposure to the JET and its evolving significance in both national and global energy discourses. Furthermore, the study adhered strictly to ethical principles, ensuring that the identities of all participants and the organisations they represent remained confidential and anonymous throughout the research process.

3.10.2 Confidentiality and Anonymity

Before the interviews, consent forms were distributed to ensure that formal consent was documented prior to the interview. The participant's identity is only known by the researcher. The participants will be assured that none of the data

collected through the process of interviewing, will be retraceable or attributable to them. The participants will have the opportunity to read the final report; this will empower them to gauge whether the commitments made to them have been honoured in the process of finalising the report.

3.10.3 *Protection of data*

All necessary measures were taken to protect the data collected through the interview process; this was achieved by storing data securely on password-protected devices and utilising two-factor authentication on the cloud service employed. The University provided Microsoft OneDrive cloud service for storing information and analyses. Researchers planned to keep the data in that location for 5 years before destroying it. Sharing of transcripts was managed by providing participants a link to the saved documents, set to a “view only” mode that disabled editing. The link was shared to their preferred email address, ensuring the commitments regarding confidentiality and data protection were successfully upheld.

3.10.4 *Conclusion*

This qualitative study made use of semi-structured interviews to solicit the views of key actors in the JET in South Africa. The study ensured that all quality parameters (transferability, creditability, dependability, and conformability) for a qualitative study are considered and met.

Prior to the interviews taking place, all participants were contacted by the researcher and given time to peruse all ethical requirements that will detail how their identities and data will be protected, in line with institutions rules and through the researcher’s due diligence to maintain their privacy. The research study will be guided by the institution’s rules, whilst also practising additional measures that will ensure the privacy of participants. The data will be stored for no more than 5 years, using a password-controlled database.

3.11 Consistency table

Table 3.2 Consistency table: research questions, propositions, data collection and data analysis

RQ #	State Research Question or Objective	Prop#	State Proposition or Hypothesis	Data collection detail	Data analysis method
1	What is the role of industry associations in the Just Energy Transition policy making process and public discourse in South Africa?	1	Based on the reviewed literature, the study suggest that industry associations are recognised as critical actors in the Just Energy Transition policy making process and public discourse.	Interview guide questions. Industry Associations: 1,2,3,4,5, 6	Thematic Analysis

RQ #	State Research Question or Objective	Prop#	State Proposition or Hypothesis	Data collection detail	Data analysis method
2	How are policy advocacy positions shaped, and what factors influence the construction of public narratives for industry associations?	2	Industry associations can be drivers or delayers of change. Industry associations present policy positions that driven by their interests. Industry associations should present policy positions that are just and scientifically accurate and drive energy justice for the areas (countries) they represent.	Interview guide questions. Industry Associations: 7,8,9,10, 11	Thematic Analysis
3	How do industry associations, navigate ethical responsibility in their messaging?	3	There are accountability mechanisms within businesses but not within the associations, even though they are tracked through competition law. It is thus important for the interest groups or associations to drive their messaging in an ethical and responsible way. Messaging should reflect the arguments that are for the	Interview guide questions. Industry Associations: 17,18, 19	Thematic Analysis

RQ #	State Research Question or Objective	Prop#	State Proposition or Hypothesis	Data collection detail	Data analysis method
			greater good of citizens and addressing their concerns.		

The interview questions were subdivided into four sections:

(1) “Generic Context Setting,” (2) “Industry Associations and Just Transition Narrative,” (3) “Policy Positioning,” and (4) “Ethical Considerations.” Additional data that was collected included the interviewee's age, years of experience in the energy sector, and types of roles in the sector.

The semi-structured interviews were conducted in person and virtually. The interviews were separated into different sections based on the themes of the overarching study and comprised of the following:

Section 1: Standard Demographic Questions

Section 2: Context setting and generic questions

Section 3: Question on industry associations in the Just Energy Transition discourse

Section 4: Questions on Policy Positioning

Section 5: Questions on ethical responsibility

4.1 Interview scene

The interview setting aimed to ensure a comfortable, open environment that encouraged honest and reflective responses from participants. Each semi-structured interview was, to the highest degree possible, conducted in a quiet, private space, either in person or virtually, depending on the participant's location and their preference. The setting was professional, allowing participants to feel at ease while discussing complex topics. Each interview started with a brief introduction to the researcher, the study's purpose, followed by assurances of confidentiality and anonymity, which helped build trust.

The semi-structured format provided flexibility, enabling the interviewer to probe deeper into themes that emerged organically while also ensuring that core topics were consistently covered, though respondents were mostly thorough in their responses, thus reducing the need for too many follow up questions. The pre

conversation encouraged participants to share personal insights and nuanced perspectives, which foster rich, qualitative data and were integral to the thematic analysis. This setting helped to capture authentic voices, enhancing the depth and credibility of the study's findings.

4.2 Profile of Respondents

4.2.1 *Sample Characteristic*

A total of 19 interviews were achieved against a target of 20, representing a sample size achievement rate of 95%. This is deemed to be representative of the South African energy sector.

The average age of respondents is 43.8 years old, with an average of 25.2 years of work experience in the energy sector. The gendered view demonstrates a split of 8 females to 11 males interviewed (see Table 4.1), representing approximately 42% female and 58% male participants. The interviews were conducted through two mediums: face-to-face interactions (n=4, 21%) and virtual sessions (n=15, 79%), ensuring flexibility to accommodate the participants' preferences and circumstances. Respondents were recruited telephonically and by electronic mail. One respondent opted to respond in writing to the interview questions and later supported the written submission with a face-to-face interview, this enabled the researcher to collect a wider range of perspectives.

Table 4.1 Demographics of Respondents (with parenthesised percentage)

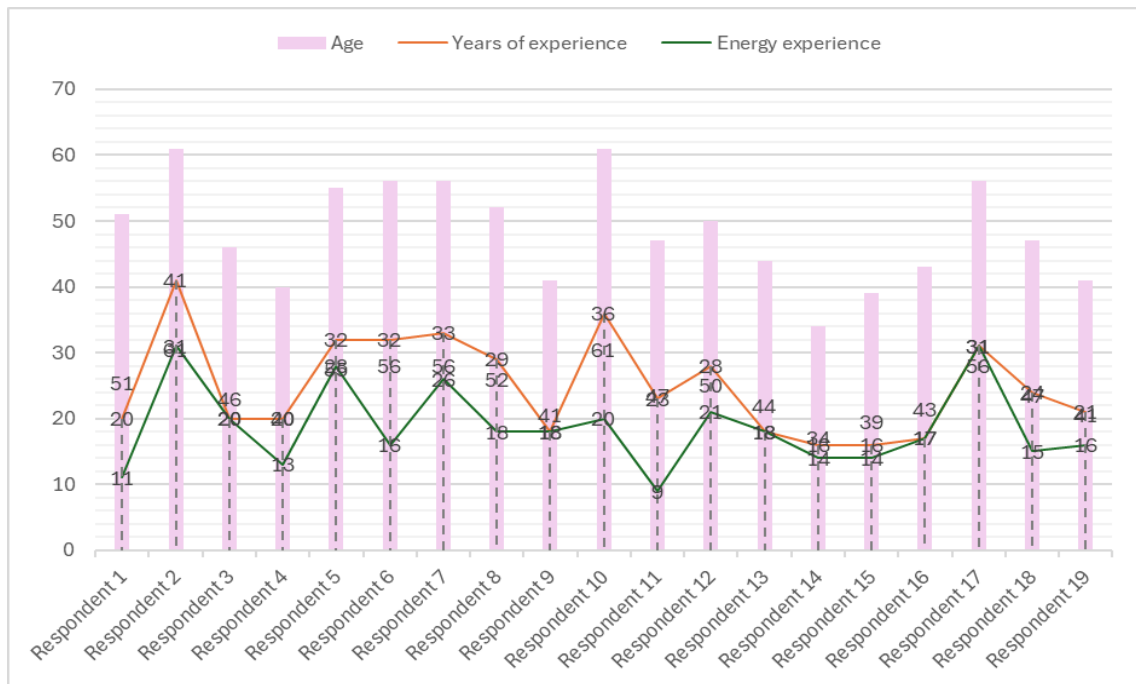
<i>Demographic Variable</i>	<i>Respondent (n=19)</i>
Gender	
Male	11 (58%)
Female	8 (42%)
Year of Experience in Sector	
1-10	1 (5%)
11-20	11 (58%)
21-30	5 (26%)
> 30	2 (11%)
Age Range	
25-30	0
31-40	3 (15%)
41-50	8 (42%)
51-60	6 (32%)
>60	2 (11%)
Mode of Interview	
Face-to-Face	4 (21%)
Virtual	15 (79%)

Source: Authors' own compilation

The selected sample comprises diverse expertise, with participants occupying managerial roles ranging from senior management to executive positions. Notably, 58% of the respondents are within the category of 11 to 20 years of professional work experience.

The respondents have worked on significant energy infrastructure developments (renewable energy development, gas resource development and mine development), policy making and regulation, energy research, coal mine operations and strategy developments in their careers through their employers and as representatives within the industry associations. Some have pioneered innovative technologies when they were being piloted in South Africa, such as wind energy, biofuels, and biogas. The sample consisted of respondents currently employed by or previously employed by industry associations (n=10, 53%), those representing a member company (n=7, 37%), and those volunteering through their own interests (n=2, 10%).

Figure 4.2 Demographic overview of the respondents (Age, Total Work Experience and Energy Experience)

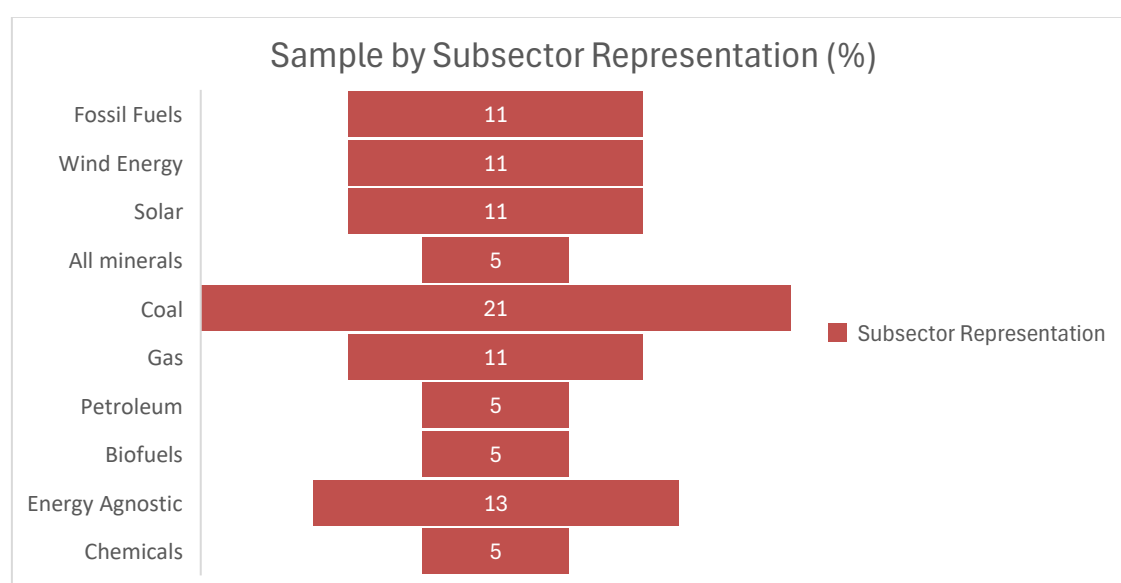


Source: Authors' own compilation

The sample aimed to be representative of the energy sector in South Africa by including representation from minerals extraction (coal), gas, electricity generation (coal, wind and solar) and liquid fuels (petroleum derived and biofuels). In the interview process, one (n=1, 5%) of the associations described itself as “an association for associations”, also referred to as a “confederation of associations”, which means that it is an association that has a member base that is made up of industry or business associations. The association is energy agnostic and has supported its members on varying energy related matters, which include tariff changes, gas availability dialogue and the liquid fuels transition. From the three energy agnostic associations, one of them identified its role as a “thought leader” within the energy sector. The oldest association from the sample was 135 years old and it was formed in 1889 in South Africa. This places its broader exposure within the "minerals-energy complex". The formation of this association was aimed at creating a supportive environment for diamond and gold mining.

A perception existed of this association that it is a “strong arm” within the state, which suggested that it was viewed as holding extreme power to influence the state. This was the perception until the association was rebranded to fit in with its current mandate, which is to represent South Africa’s minerals extraction industry at large. A total of three (n=3, 16%) associations that are strongly linked to fossils fuels have within the last ten years (between 2010 and 2020) responded to the changing energy economy and have undergone rebranding, with the aim to appeal to green energy fuels that are emerging in the current market due to decarbonisation, of these three associations, one of them is a global association that has a South African presence and it advocates for the coal industry across the globe. Through the interview process, it was demonstrated that there is an intricate network within the associations that sometimes has shared ambitions, and it is highly collaborative. Which reveals collaborative dynamics among them.

Figure 4.3 Interview Sample by Sector



Source: Authors' own compilation

One (n=1, 5%) of the associations is a new addition and has been established within the last five years, prompting some respondents to question its necessity. The technology-specific oriented industry associations are present in both the renewable energy sector and the fossil fuel sectors, although the fossil fuel

associations organise themselves according to the products they produce or mineral extraction. Unlike the fossil fuel industry, renewable energy does not include the processing of any primary energy in its process. In some instances, an employee of the association was interviewed, along with a current or former member representative of the same association, this approach aimed to offer both insider and outsider perspectives on the role of associations. One outlier in the sample is an association that only permits members who hold a specific professional certification and operate a particular type of business, namely coal mining operations. Technology-driven associations are found in the renewables sectors, this is said to help streamline issues that are specific to a technology or primary energy source. One of the associations represents organisations based on their electricity usage patterns; these organisations are energy-intensive due to the nature of their operations which mainly include mining companies and refineries.

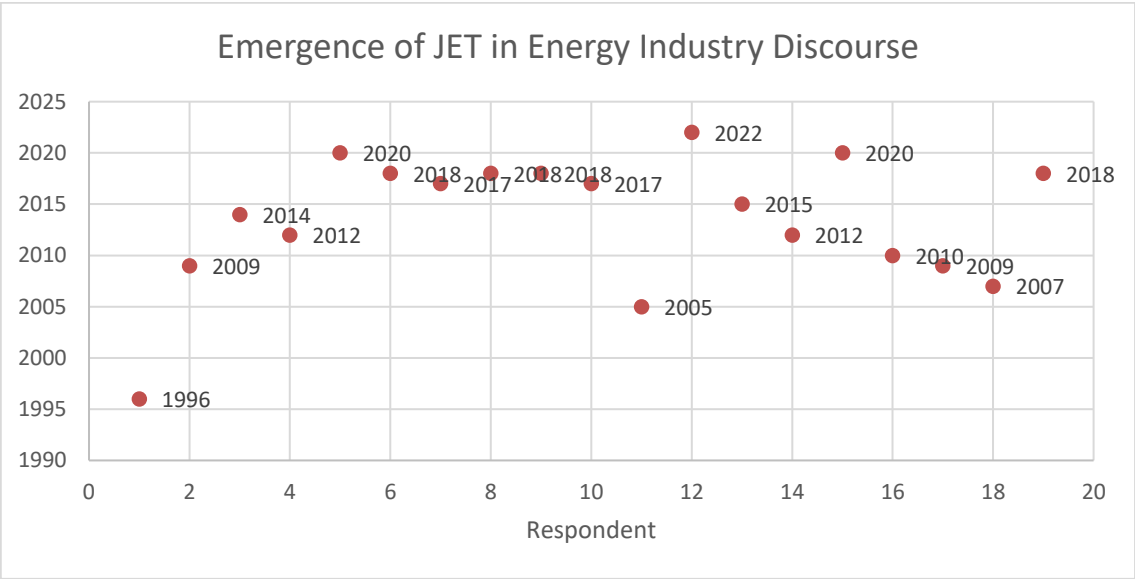
4.3 Context Setting

The theoretical framework discussed in section a) highlighted that “the model emphasises that policy change comes from the interactions of various stakeholder groups, or advocacy coalitions, that hold common beliefs and coordinate their actions over time to influence policy processes”. Through the data analysis process, the researcher will create linkages to the theoretical framework and to the elements of the analytical framework. The questions that were asked to the participants have provided an adequate view that allows the researcher to deduce answers to the research questions that that study aims to answer. A glaring view that became evident throughout the data collected is the fast-paced evolution that has occurred within the South African energy landscape. This evolution has been predominantly caused by external shocks such as energy security challenges (loadshedding) and the need to respond to global decarbonisation efforts because of South Africa’s participation in the Paris Agreement. In response to the changing landscape, the respondents indicated that they engage in commentary on significant policy outputs from the

government. The Electricity Regulation Amendment Act (2016), the Draft Electricity Regulation Amendment Bill (2023) (ERA), the Integrated Resource Plan 2023 (IRP), the Integrated Energy Plan 2016 (IEP), and the Gas Masterplan 2024 are specifically mentioned.

4.4 Perspectives on JET

Figure 4.4 Interview data representing Sector Distribution by Year Range (JET emergence in public discourse).



Source: Authors' own compilation

Figure 4-4 illustrates what the respondents' perspectives regarding the JET became relevant in their careers. The concept of JET proves to have varied entry points in the respondent’s experiences, as shown by the data. There was no consistent consensus on when the JET became a topical issue in the discourse. However, one respondent noted that it first appeared in Eskom’s strategy in 2017, as they were involved in the strategy development at that time. The earliest reference to the concept of the JET can be traced to the South African Constitution, promulgated in 1996. This perspective was singularly noted by one respondent during the interviews. Through further analysis of the results, the

trend shows that the concept gained traction from the year 2015, with most of the respondents reporting that they became more aware of the JET between the years 2015 to 2020. This was highly influenced by the signing of the Paris Agreement in 2015. The trend suggests that the participants who are from fossil fuel-based industries fall within this demographic (2015-2020), whilst the participants from the renewable energy sector knew about the concept from as early as the year 2012.

Table 4.2 Respondent Sector Distribution by Year Range (Emergence of JET in Public Discourse)

Year Ranges	N, %	Sectors
<2005	N=2, 26%	Minerals = 50% Wind = 50%
2006-2010	N=3, 16%	Liquid Fuels = 33% Chemicals = 33% Minerals = 33%
2010-2014	N=4, 21%	Fossil Fuel Generation = 25% Wind = 25% Agnostic = 25% Gas = 25%
2015-2017	N=3, 16%	Solar = 33% Gas = 33% Agnostic = 33%
2018-2020	N=6, 32%	Minerals = 33% Biofuels = 17% Agnostic = 17% Fossil Fuel Generation = 17% Solar = 17%
>2020	N=1, 5%	Minerals

Source: Author's own compilation

Respondents demonstrated familiarity with the overarching principles of the JET, articulating a spectrum of perspectives. One respondent notably expressed uncertainty regarding the specific objectives of the JET, particularly considering South Africa's dependence on coal within its energy infrastructure. Other views were that the energy transition has been ongoing and that the “just” energy

transition is a concept that “landed on their tables”, which suggested that it was a concept that was sudden in its appearance, this is observed in the coal mining segment of the energy sector, which had before the JET been leading its own transition which involved making their mining operations more environmentally compliant. The respondents acknowledged that there are varied reputational perceptions of industry associations, and some of the respondents were not aware of any perceptions that may potentially impact the work they do. When the respondents were asked about the stakeholders involved in a JET, most of them believed that the government should take the lead in setting the direction for this transition. Another group argued that business and labour are more suitable as key stakeholders, as they have a noteworthy influence on how the JET will ultimately be shaped.

Respondents from the coal mining sector noted that miners were initially hesitant to engage with the JET during its earlier manifestation (before 2019). However, since 2019, there has been increased support and involvement in the JET from the sector. This change in perception and engagement, occurred as the industry recognised the potential risks that the JET posed to their future planning. Respondent 19, who is an executive in coal mining and part of an association that only represents leaders in coal mining and shares best practices, described how the JET has become a critical Key Performance Indicator (KPI) amongst the executives’ running collieries; this is a new addition in driving miners in complying to the changing energy landscape. This practice has been implemented between 2020 and 2024, and it emanated as a ‘best practise” through deliberations within the association that represent them. The mining companies have now invested in transitioning to renewable energy in their mining operations and the purchasing of carbon credits.

A recurring consistent stance on the JET was that no one agreed with the pace being proposed by the Global North. Respondent 15 described this phenomenon as an “invisible hand,” suggesting that the predominant narrative surrounding the JET appears to be influenced primarily by developed nations, though the exact

origin of this narrative remains ambiguous. Another stand-out view was from the coal mining sector, and it pointed out that “coal is finite, and from where we stand, South Africa has approximately 80 years of coal reserves” and thus recommended that the government commences with the required planning for the future energy system.

In their advocacy, the mining sector conducted a study to examine the economic and business impact of shutting down their operations at the proposed pace. The mining sector was able to demonstrate their interventions to address the environmental issues that are faced by their surrounding communities. The claim to have invested in “clean coal mining.” This is based on research work that confirmed the toxic intersection of coal mining and community health. Environmental and health effects of coal mining on the surrounding areas. Environmental requirements in mining have, in the past focused on compliance (environmental licensing, water licensing etc.) with the evolving JET landscape, miners have new stakeholders which include different manifestations of interest groups such as environmental NGOs. Respondent 12 strongly expressed that not enough is being done to protect the coal industry against the JET, and the respondent has opted to start their own association that will drive advocacy efforts in support of and protecting the coal industry.

Respondent 17 stated that “I think it is a big challenge for us as the [redacted],³ we need to make sure that the stakeholders within the coal industry will not be negatively affected in terms of the JET. So as much as we are looking at the renewables, we also need to look at the transition within the coal industry. So there, I mean the concern is about the 100,000 odd jobs that you have got on. I think it's sitting around 91,000 /92,000 but you can get that specific information directly from our facts and figures on the [redacted] website, in terms of how many people are employed on the coal sector, you've got about you've got about 91,000

³ Name of association redacted

in terms of Eskom and its contractors, you've got another 50,000 people. In terms of truckers, I think you have got in the region of another 10,000 drivers that are driving around there, and in general, the manufacturing sector around Eskom. And so, if something happens to that industry directly, you are going to be impacted, if you look at Eskom and Sasol, also you, you are looking at big numbers. So, if you if you impact coal, you are going to impact the exceptionally large economy there.”

In addition, there was a view that “it is a misnomer to think that shift jobs in renewable energy. An entry level miner will not be competent in a renewable energy-based job.” The Komati Power Station closure was shared as an example of a failed JET initiative, due to its timing, execution, and the poor consultation process.

There is empirical evidence that demonstrates the differences in how fossil fuel-based associations operate when compared to renewable energy associations. The fossil fuel associations are broader in their scope and in the issues that they address. To some extent, fossil fuel organisations operate on principles of “restorative justice” and are addressing human rights issues that were caused by South Africa’s unjust racial history. The associations are also engaged in driving environmental compliance and supporting their members in setting up and achieving their Environment, Sustainability and Governance (ESG) targets. This supportive role on ESG has changed, as clearer definition of what the JET is has become evident. The associations look at issues across the supply chain, which includes the rail networks and other priority economic networks that are there to enable the mining and transportation of coal. The renewable energy associations are in a more exploratory and early stage of development and are writing the rules as their markets develop, however, they are equally engaged ensuring that their industries can grow.

There is a view from a renewable energy participant that “any transition has winners or losers” they added that “JET was not designed to switch jobs.” Another view that emerged from the study is that the JET is being fast-tracked by those

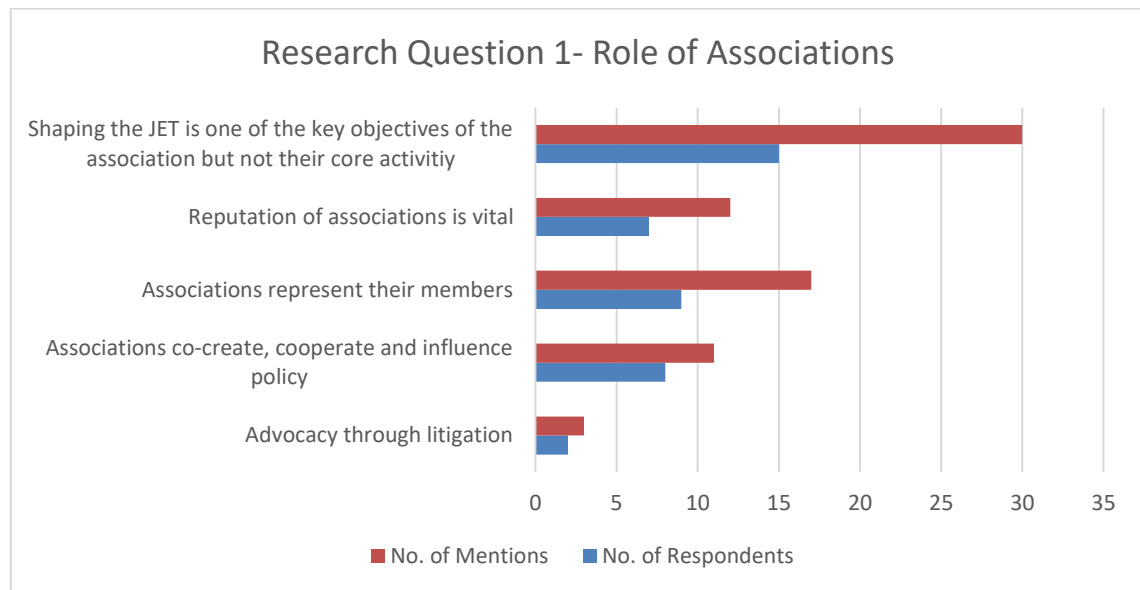
who “have no skin in the game” because they have nothing to lose as an organisation, unlike the well-established fossil fuel businesses who risk having ‘stranded assets’ resulting in a loss of income. The two views presented are contradictory, however, they can be viewed as validating because, while the renewable energy association articulates a stance aligned with the concerns that have been raised about the JET, the fossil fuel representative offers a counterpoint grounded in pragmatic considerations of existing industry dynamics. The renewable energy businesses do not face the same existential risks as fossil fuel companies, and thus, together, these views provide a comprehensive validation of the multifaceted discourse surrounding energy transitions.

It can be deduced from the interviews that the motive of JET in South Africa can be two-pronged. One is because of the global drive towards decarbonisation, and the second is to prepare for the end of coal as the resources diminish. Ultimately, the contention on JET has been about the pace, and associations have lobbied for a phased approach to JET that will prevent economic collapse.

Associations that are in the renewable sector claim that the JET found them already doing business and building the repertoire of their industry as a viable addition within an energy system, but they presented with them a dual benefit of reducing energy related emissions. The respondent also highlighting that the “just” element is still quite new variant of the energy transition overall. Previously, the focus was on reducing the impacts of climate change caused by greenhouse gases, which was the driver of investing in green technologies.

4.5 Results pertaining to Proposition 1

Figure 4.5 Thematic Analysis of Research Question 1



Source: Authors' own compilation

Figure 4-5 delineates the principal themes associated with the first research question, which examines the fundamental role of industry associations within the context of the JET. The Presidential Climate Committee (PCC) has emerged as a pivotal entity in advancing South Africa's JET discourse, noted for its inclusive multi-stakeholder approach. Among the interview responses, a consensus appears to be forming around the acceptance of the JET concept. As underscored by Respondent 6, "Stakeholder relations are what an association does. The business of associations is influence." Furthermore, respondents highlighted the evolution of the JET paradigm, attributing the core contention to the accelerated pace of transition, primarily driven by foreign investments seeking to expedite the decommissioning of coal-fired power stations within South Africa. To this extent, it was mostly agreed that industry associations have helped with the discourse narrative, pace and the policy development relating to the JET, although some views suggested that industry associations are not meant to play this role. Within the fossil fuels sectors, the associations have helped expand the message to their members and demonstrate the impacts on the industry and

economy. The concept of the JET aligns with the pre-existing growth and development within the renewable energy sector, which was already supported by policy initiatives aimed at promoting sustainable development and the ecological transformation of various industries.

A repeated notion that came across was that some many factors or perspectives affect energy planning. The discourse in South Africa tends to hamper on whether “least cost” or “least emitting” technologies should be prioritised, however, there was a note about one of the key characteristics of the South African energy (electricity) system. In technical terms, it is designed with baseload as a key component for electricity as baseload maintains the system's overall balance. This is supported by another view was that “the JET can only happen if you deal with baseload.” This is a technical consideration that cannot be changed without updating infrastructure and technology.

These debates are seen to be losing sight of national priorities for executing energy plans. Some respondents were slanted toward the international policy influence on our energy planning, though our circumstances are different. Respondent 5 described the phenomenon as a “*tension of extreme positions* in the public domain without finding a common one which is good for everybody”. The JET is not independent of technical dependencies. The purpose behind certain investment adds to these conflicts, whereas mining companies invested in RE for their own continuation and not to make money from it. Which calls for the emphasis on how associations package their discourse. Some respondents alluded to this difference in the desired outcomes. In contrast, RE developers are motivated by making returns on their investments, and thus some may “present their technologies as the best viable option,” according to respondent 2.

Some respondents made emphasis of the collective approach to decision making, which considers all interests of business and of civilians. The social exposure to energy planning was mentioned by the respondents and they expressed that “the basis of energy planning is to work with the resource that is available to you at national level. The European Union's (EU) energy systems are

deeply integrated, which gives them room to explore other technologies, like renewable energy. Whereas, South Africa has historically had an abundance of coal resources. Interestingly, South Africa also has some of the world's best wind and solar energy resources but is somewhat bound by the technical limitations intrinsic to their electricity system. One respondent reflected on the thought that “electricity policy used to be focused on solving for access.” Respondent 17 stated that “It's about the taking the collective interest at heart and taking a step back and building something that is, you know, informed by the context and is fair and equitable, and, just, you know, and I think often we don't achieve that.”

Theme: Industry associations represent their members

There was little ambiguity surrounding the representation of industry associations. They represent their members in the different segments of the sector. The industry association's roles are to ensure that their members are protected and to present an aggregated view of the member's views and needs, and to ensure that business operates in a less bureaucratic environment, and to operate in the most efficient ways. There is a distinct difference in the mandates of civil society and industry associations, but a glaring one is that industry associations consider collaborating civil society (not in the sense of the organised groups) when driving their advocacy work. Whereas organised civil society can be counterproductive and they can negatively impact businesses pursuits in the sector. This supports the claim by Respondent 10 that “the orientation of an association will drive its advocacy”, however, this element that demonstrates that there is a concern for civil society, by industry association is a key notable orientation. The associations do not just advocate for business, without due consideration of the downstream impact. Respondent 8 stated that: “The role should be to provide the evidence and data of market dynamics that will shape policy”.

At least two respondents (n=2, 11%) (Respondents 3 and 16) alluded to litigation that the association is driving on behalf of its members. The litigation primarily targets non-governmental organisations (NGOs) to establish the accountability

and sustainability practices of the gas industry. This initiative addresses the adverse impact of NGO interventions, which have been perceived as hindering investment within the sector. Similarly, historical litigation within the renewable energy domain reflects a parallel dynamic. Respondent 12 highlighted the challenges faced by South Africa in advancing its energy strategies, including the mining of coal, the procurement of gas, and the utilisation of coal resources, due to persistent resistance by NGOs.

Respondent 15 explained that associations generally use commentary and position papers to drive their advocacy positions on behalf of their members. Whilst some respondents referred to the use of social media, conferences and the “public gallery.” This asserts the use of media and public platforms to create awareness and strike dialogue. “Public trust” was only mentioned once, and the context was regarding the reputation of the association, even though the views about the perceptions of associations were showing the criticality of associations having influence in shaping and influencing the JET. The associations are member established and therefore responsible to their members; contrarily, one representative shared the view that, whilst they support their members, they should be responsible to the economy.

Theme: Just Energy Transition is not the main advocacy issue

Industry associations play a fundamental role in shaping the discourse surrounding the JET. Respondent 13 questioned the extent to which associations should influence this process, stating, “Do we need to shape it all? Associations represent their members' interests,” thereby highlighting their supportive rather than directive role in the JET narrative. Similarly, Respondent 8 stressed their indispensable position within the policy landscape, remarking that industry associations are “in the coal face of the industry, without them, policy would misfire.” These insights underscore the critical function of associations in ensuring that policies are feasible and align with both industry and national priorities. When questioned about their involvement in the JET, Respondent 17 described advocacy as the central mission of industry associations, stating, “An

industry association's core purpose is advocacy. We are supposed to be that organisation that talks to the government." These associations bear significant responsibility for facilitating essential dialogues with governmental entities, ministries, and, when necessary, the Presidency. For example, the association predominantly representing the mining industry actively promotes the concept of the JET to its members to mitigate potential adverse effects on those within the coal sector. To achieve this, it has allocated dedicated human resources in the Mpumalanga region to manage stakeholder relations, preventing civil unrest within mining communities and combating misinformation.

The JET has been increasingly framed as a multi-dimensional concept, encapsulating not only the technological shift toward green energy but also the justice element that addresses socio-economic implications. A recurrent observation among respondents was that the JET cannot conform to a universal model, necessitating sector-specific applications of its principles. This discourse has undergone significant evolution, particularly since the Paris Accord of 2015, which mainstreamed considerations of justice in energy transitions. The accelerated adoption of the JET within policy spheres has thus shifted the focus from merely decarbonisation efforts to a broader framework that accounts for equity and inclusivity.

Respondent 12 highlighted the critical importance of correcting foundational assumptions in discussing the JET, cautioning against the considerable risk of future failure if these assumptions remain unaddressed. This perspective underscores the unique socio-economic context of South Africa, which carries substantial social costs tied to its energy transition. The integration of justice within the JET framework thus emerges as not only a philosophical imperative but also a practical necessity for ensuring sustainable and equitable transformation of the energy landscape.

Apart from the views on JET documented so far, there was an addition towards policy making wherein an industry association is driving an "alternative gas masterplan" this is meant to be a guideline for government, from industry, into

considerations that have been missed when developing plans. The gas industry is driving for inclusion of the “JET philosophy” as part of the masterplan, to address their views that the version that has been published is too muted on the changes that are evident in the current landscape. Businesses in the gas subsector and industry associations in fossil fuels are involved in driving the addition of “responsible rehabilitation clauses” in the Gas Masterplan that is under development.

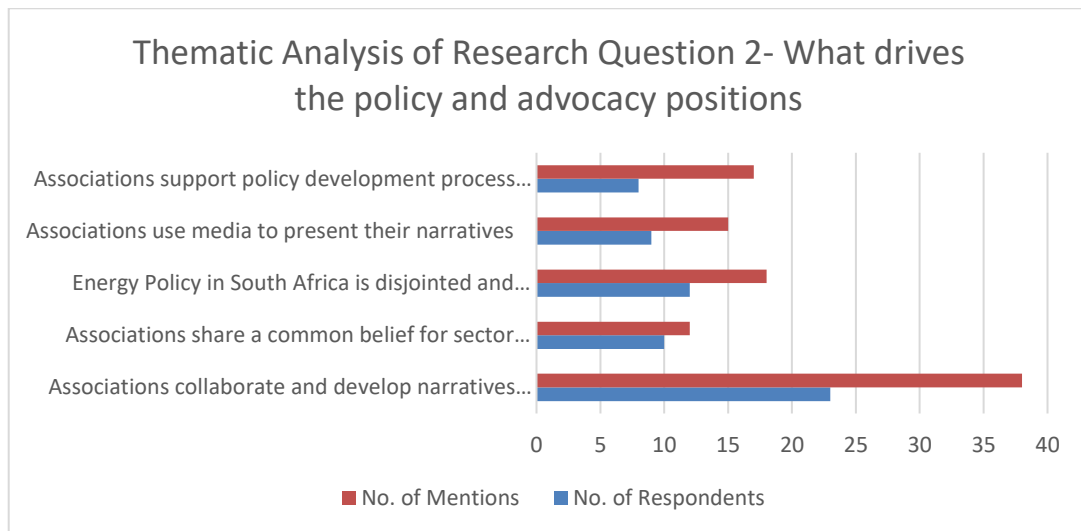
Associations co-create policies to ease their members' operating environment. This theme is observed at various points throughout the interviews, with at least eight of the respondents mentioning it eleven times. In some instances, the associations will make use of litigation to protect their members and industry. Only two of the respondents shared this perspective and one example was from the fossil fuel industry and the other was within the renewable energy fraternity.

4.6 Results pertaining to Proposition 2⁴

This section discusses the results that are relevant to the second research question. The figure 4-6 presents the themes that emerged from the data collected.

⁴ In relation to research question 2- how do associations shape their policy narratives?

Figure 4.6 Thematic Analysis of Research Question 2



Source: Authors' own compilation

The respondents shared various examples where industry associations were able to drive policy direction and address national issues, with the example that was mostly shared being the “load-shedding energy crisis” in the months between 2021 and 2023/24; the core collaborative focus has been to alleviate the energy security issues caused by severe, frequent load-shedding. This, in part, led to the development of the National Energy Crisis Committee (NECOM) in the year 2022 (Godinho, 2023; Tomlinson, Jooste, Minnaar, & Farmer, 2024). NECOM is a committee that was established through the strong drive by industry associations as a link between government and business that aimed to address the energy security challenges that South Africa faced collectively. The collaboration was across associations that represent fossil fuels, large power users and renewable energy representatives. The NECOM example demonstrates a strong collaborative relationship among the associations in South Africa’s energy landscape and the JET.

“The core aim was saving the country from collapse” was expressed by Respondent 16, a 43-year-old with 17 years of experience in the energy sector (electricity- fossil fuels)

Industry associations have played a pivotal role in driving policy reforms within South Africa's energy sector, with notable examples including amendments to the Electricity Regulation Act of 2016. These amendments, particularly the revision of Schedule II, removed regulatory caps on new energy generation. This legislative change facilitated the accelerated development of renewable energy projects in the private sector, previously hindered by stringent licensing requirements. Such policy adaptations align closely with the objectives of South Africa's broader energy policies, as they reflect the influence of associations in shaping policy frameworks for enhanced energy transition outcomes.

Additionally, associations have demonstrated significant agency in influencing the pace and trajectory of the JET. Their advocacy has been particularly evident in sectors most susceptible to the impacts of the transition, such as fossil fuels. The emergence of the JET as a conceptual framework initially fostered a perception that South Africa's energy supply would require an immediate pivot from coal to renewables. This notion was addressed through industry engagement, where associations offered a collective perspective on the implications of such shifts.

Moreover, policy advocacy by associations often serves to aggregate industry perspectives, as evidenced by Respondent 3, who underscored their function in providing a unified view of sectoral concerns. Through these collaborative efforts, associations have not only influenced the direction of policymaking but also contributed to the shaping of transitional energy landscapes that balance industry needs with long-term sustainability goals.

Theme: Associations support the policy development process

Through further exploration, the respondents shared their sentiments about the role that industry associations should play and are playing. The associations should be there to provide the evidence and data about market dynamics that will shape policy. They do not “shape” but “contribute to policy” formation.

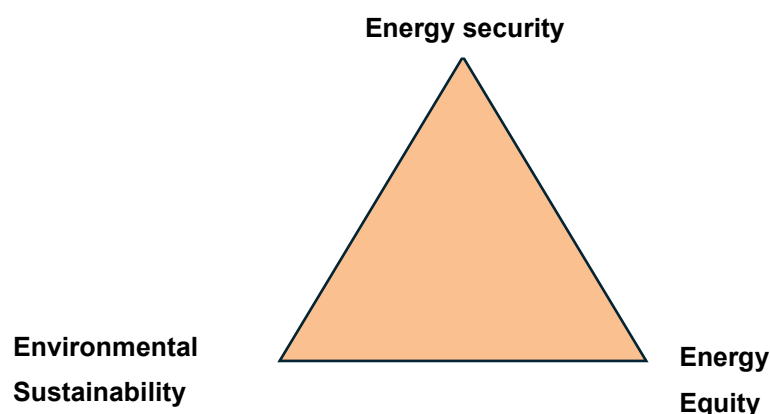
Associations use the media to present their narratives and policy positions.

Media outlets rehash topical issues and do not always provide an accurate and broad view of what is happening. In rarer incidents, the media has, to an extent, played a role in how an association is perceived. The media as an extension of the public sphere is a notable inclusion that emanates from the data that has been collected.

Theme: Energy policy in SA is disjointed, and it should solve for energy security and affordability

Based on the interviews, the dominant view about energy policy was that the energy policy in South Africa is disjointed and, to an extent, non-existent. The 8 (n= 8, 42%) respondents said that the energy policy in SA is disjointed; they expressed that the energy policy is meant to give vision. On this theme, the most dominant view is that energy policy must drive energy security, enable private investment, drive the country's development, and provide affordable energy to all citizens. Some interviewees referred to the energy trilemma, which is the most recurrent view across the electricity, mining, liquid fuels, renewable energy, and gas sectors. The energy trilemma, as visualised in Figure 4.6, is energy security, energy sustainability and energy equity. Some respondents provided the genesis of South Africa's energy policy, discussed in a White Paper on Energy Policy in the Republic of South Africa 1998. In its inception, the energy policy was meant to introduce competition in the electricity generation sector, and the earliest intent of investing in renewable energy appeared in this white paper.

Figure 4.7 Energy Trilemma



Source: Adapted from World Energy Council World Energy Trilemma Index

One respondent introduced the complexity of the “minerals-complex” and stated that their view is that “energy policy is stuck in a mineral-complex and currently, it gets bogged down in technological considerations” The trilemma frames what the associations consider when conducting their policy shaping and advocacy work. When questioned about South Africa’s energy policy, the respondents emphasised energy security, which means that energy should be available when needed. In addition, energy should be affordable. Respondent 16 expressed the important question that is posed when making policy: “What happens to the indigent people?” On the other hand, an incoherent policy has negative knock-on effects. “Policy is meant to give vision.” Respondent 14 questioned, “How does the JET lend itself to industrialisation and to achieving the energy trilemma?” This was an outlier view, but it provides a holistic alternative to the questions about energy policy in SA, which could organise the way associations conduct their advocacy.

The advocacy drives have varied in magnitude and purpose. Whereas the trend in responses demonstrates that the JET is a secondary beneficiary to the successes of associations' work, i.e. when there is work related to tariffs, access to the national grid and energy security concerns, the associations support their members and industry in shaping the requirements; these have had knock-on

effects for renewable energy as they have enabled ease of entry thus helping the conditions of the energy transition. This is not necessarily on the scale of the entire JET but merely a microcosm of issues, events, and their outcomes. Advocacy and collaborative drives have been broad across the various sectors and subsectors; they have aimed to challenge the systematic and institutional issues that exist in the energy sector (across the subsectors) in South Africa. These include the development of Biofuels, which happened to be a misnomer as its core intention was to decarbonise the liquid fuels sector. However, this pre-dates the “just” energy transition framing. Within the electricity sub-sector, the current initiatives have mainly responded to the energy security crisis. The associations also demonstrate cross-sectoral (value chain collaboration) and minerals-to-generation collaboration.

The results demonstrated that associations represent the views of their members and support businesses in staying “alive” in the context of those likely to be affected negatively by the JET. A common way of developing policy positions includes scientific research, which the respondents mentioned several times.

The associations have collaborated and within the different stakeholder groups to drive a policy direction based on shared beliefs and interests.

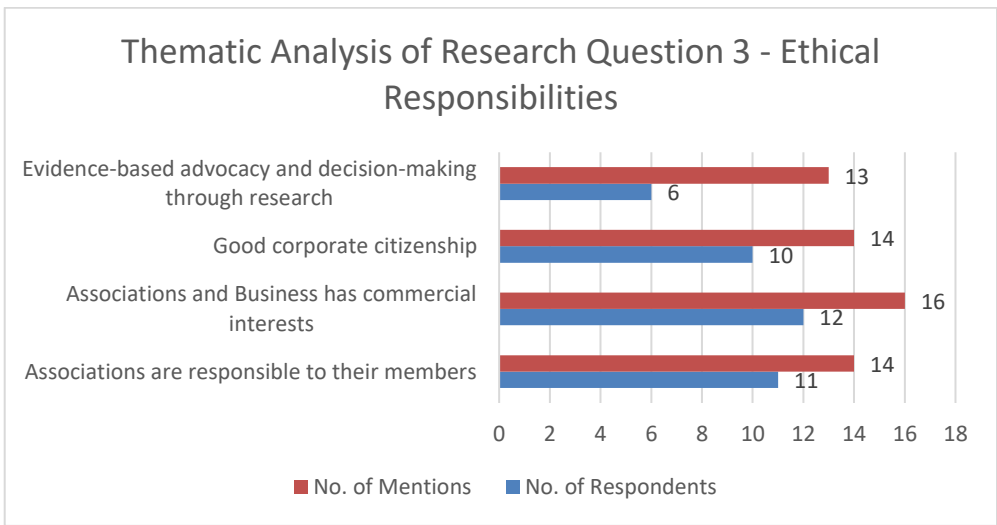
Media use came up as a way of extending the reach of their messaging, managing the public narrative to prevent misinformation, and creating awareness on matters that may affect the greater public. Associations across the spectrum of the sector use this. Conferences were highlighted as a meaningful essential way of keeping industry connected, in this case, an annual wind energy conference was referenced as a driver of important dialogue. There was a stand-out view that the media picks up on what is topical internationally and locally. What we see now is merely an evolution of said concepts. Respondent 5 claimed that there exists “A tension of extreme opposites in the public domain without finding a common one which is good for everyone.” There will not always be consensus in discourse, and the associations enable members to engage on issues in the public discourse without antagonising their members. Associations

use internal advocacy to bring members together to advise and inform them on core policy issues and create buy-in.

4.7 Results pertaining to proposition 3⁵

The ethical responsibility of industry associations proved to be complex, because of the multiple stakeholders that they represent and ultimately, because of their funding model.

Figure 4.8 Thematic Analysis of Research Question 3



Source: Authors' own compilation

The respondents recognise the importance of ethics in advocacy and noted that the associations represent their members solely. There was a strong consideration amongst the respondents, for society at large and the downstream impacts are considered when determining that for which should be advocated. Respondent 6 and Respondent 13 highlighted that *civil society groups* would mainly play the role of representing civilians' interests. However, there was an additional view that civil society mostly opposes business counterproductively.

⁵ Research question 3 How do industry associations navigate their ethical responsibility?

The concept of civil society appeared multiple times as a significant grouping for the topic of discussion.

Theme: Evidence-based advocacy and decision-making through research

Associations utilize research-based evidence when formulating their positions, as noted by at least six respondents. This is achieved through collaboration with academic institutions or by commissioning research and hiring specialists who are then compensated by the associations. Though some views demonstrated that there is a possible conflict in that *member fees bind the associations to the narratives of members who pay them for participation*. An outlier view expressed that some appointments of research work can be skewed to favour renewable energy or specific energy sources and subsequently position it as the best or better technology option, this is done by “manipulating” questions to drive results that are only applicable to certain technologies. This was primarily seen as a 'political agenda' by international funders who often direct funding to associations for conducting research studies. This view was observed from only one interview out of the nineteen respondents. The respondent explained “inside track lobbying” as a method that is used by foreign funders to influence decision making and they considered this as a form of “economic sabotage.” There was no example provided for this claim. Respondent 12, who’s a major investor in the coal mining sector, mentioned that the assumptions of the JET had not been firmed up yet and no decisions on JET should be taken until there are adequate projections, the respondents also emphasised the use of research to support the technology developments in the coal industry, which specifically aimed at making coal mining more sustainable.

The respondents who are affiliated with associations through employment shared the view that their work is driven by research; this refers to the policy and advocacy positions. Respondents within member organisations, as members saw their contributions to issues as a core contribution to associations' works, and there was minimal mention of the commissioning of research work as a strategy to solicit advocacy positions.

Only three respondents alluded to the association having some mechanism to control their member's participation. One respondent explained that the association would hold members accountable for conducting activities that go against the association of industry's efforts (human rights violations or environmental negligence); this was in the mining industry. Only members of the mining sector who have signed "The Mining Charter" may participate in the associations activities. Additionally, one of the associations only allows members with a specific profile and who have achieved certain certifications from the then DMRE (now known as Department of Petroleum Resources and Minerals) and in another respondent's interview, they mentioned that the specific association confronts members who operate in a non-compliant way regarding environmental compliance requirements. Some of the associations actively drive legal compliance as part of their role, which in turn translates into good corporate governance.

Respondent 14 highlighted that industry associations often exhibit a "disassociated" approach in fulfilling their ethical responsibilities, which can lead to advocacy perceived as predatory rather than demonstrating stewardship. According to the respondent, associations should ensure their members' actions contribute positively to the economy, allowing the associations to express their positions without facing significant consequences. This sentiment aligns with the view expressed by Respondent 4, who emphasised that members are expected to act as responsible corporate citizens. Furthermore, Respondent 17 noted that advocacy efforts should be conducted in a manner that avoids disadvantaging other stakeholders.

Theme: Associations and businesses are focused on their commercial interests

Respondent 8 exclaimed, "*The business of business is business*". This became a recurring theme throughout the interviews. It was mentioned at least 7 times out of 8 respondents. In relation to this theme, the aspect of membership fees influencing the advocacy orientation of business was mentioned. The premise is

that membership fees keep the associations running, they fund the resources that the association need to run their affairs, and therefore, there is inherent potential for a biased slant to their approach, whilst they're enabled to remain "dissociated" from the impact of their lobbying.

The research process has validated this proposition. There was strong consensus on the purpose and recognition of industry associations. Although, the advocacy drives are intended to solve for the "JET" but mainly to address policy and sector reform issues that enable the private sector to invest in renewable energy. With the exception biofuels, whose main intent was to decarbonise the sector. The insights suggest the JET is a concept that is slightly nascent and gained prominence in the latter years of the 2010s. Some associations demonstrated independence from their members. This means that there is work that they do that is not fully dictated by their members, though the members will reap benefits.

When asked "who should be speaking for everyone?" Respondent 14 said the following "Civil society, right? If, if business is not doing it for the economy and it's doing it for specific sectors of the economy and labour is doing it for the workforce or the labour market, someone needs to step in and say wait, wait, wait, the national interest is not there because government, government is going to do what it needs to do, because it has committed to do it, whether it's right or wrong." The respondent described two forms of advocacy which are "public advocacy which is verbal and plays into the public gallery, with the second form being advocacy through the policy making process.

Respondent 15 who's 39 years old with 16 years of work experience in the energy sector, stated that their perspective is that "The ethics you have are the ethics of your funder".

Theme: Good corporate citizenship

Good corporate citizenship is one of the prerequisites for membership in industry associations. An association that represents the mining fraternity does not allow

members who are not in good standing with the departments that manage the environment. The association has a visible involvement in the communities where their mines operate. In the wind sector, the respondent who leads the association expressed that it is their responsibility to ensure that members are good and upstanding citizens in society. Respondents felt that the associations are responsible for to their members, but also to the greater society. A fossil fuel representative from the liquid fuels sub sector, added that they are responsible to “users and non-users of their products.” Their context was considering the hazardous nature of transporting the liquid fuels products, there are stringent safety requirements which organisations must comply to. The associations are also organised to have a “board of directors,” and the board is there to uphold governance principles and to provide oversight.

4.8 Summary of the results

Based on the reviewed literature, the study reveals and demonstrates that there is consensus that industry associations are viewed as critical actors in policymaking and in the JET and policy discourse in the South African energy industry, however, this is not only specific to the JET policy, the role of the associations that is observable from the interviews stretched far beyond being JET advocacy driven only, the advocacy work primarily aims to reduce red tape that hinders the ease of doing business in the energy sector. This is particularly evident in the fossil fuel industry, where organisations aim to ensure that their members are held responsible for any incidents or occurrences of non-compliance. The observation is that the fossil fuel associations are more established, and their scope of influence tends to be broader, this is a function of the size of the industry. The associations have existed for different mandates, and recently, there have been efforts to reform the energy industry, under different contexts which include an entire market reform for electricity generation, revisiting the gas masterplan for the gas industry and diversifying fuel sources for liquid fuels. The associations that are predominantly representing renewable energy have mainly driven the change of policy that enables further development

of renewable energy projects, and the JET benefits from the growth in renewable energy, though the benefits appear to be induced by the advocacy of the associations in other areas which not only consider the JET. This is deduced from the data in that, the more renewable energy there is, the more the drive toward decarbonisation is achieved.

Table 4.3 Table of Thematic Codes from the Study

Codes	No. of Respondents	No. of Mentions
(RQ1) Role of Associations	19	74
Advocacy through litigation	2	3
Associations co-create, cooperate, and influence policy	8	11
Associations represent their members	9	17
Reputation of associations is vital	7	12
Shaping the JET is one of the key objectives of the association but it is not their core activity	15	30
(RQ2) What drives the policy and advocacy positions	19	100
Associations collaborate on matters affecting their members	23	38
Associations share a common belief for sector growth and protection	10	12
Associations develop narrative based on the interests of their members	7	10
Energy Policy in South Africa is disjointed and it must solve for energy security, energy affordability and sustainability, including emissions,	12	18
Associations use the media to present their narratives	9	15
Associations support policy development or refinement of existing policy	8	17
(RQ3) Ethical Responsibilities	19	58
Associations ensure members respect existing laws	6	6
Associations are responsible to their members	11	14
Associations and Business has commercial interests	12	16
Good corporate citizenship	4	8
Evidence-based advocacy and decision-making through research	6	13

Source: Authors' own compilation

The thematic analysis underscores the multifaceted nature of the JET in South Africa, characterised by intersecting economic, social, and environmental priorities. The analysis identified critical themes such as the influence of policy and legislation, economic and social implications, collaborative frameworks, technological advancements, global versus local dynamics, narrative control, and governance complexities. These findings emphasise the need for a nuanced approach to achieve a just transition that simultaneously fosters economic development and upholds principles of environmental sustainability.

Tensions remain amongst the different sectors, particularly regarding the speed of the transition and nuanced approach impacts, underscoring the need for continued dialogue and balanced decision-making. The study revealed that, the purpose of the transition lies on two issues for South Africa- the need to decarbonise and the need to look beyond the life of coal as a key energy source of energy and economic contributor. These are two identifiable push factors that came out from the respondents' views, even though most of the dialogue is focused on the climate related factors.

There are systemic, institutional, and structural issues that have existed with the energy sector, particularly relating to tariff structures, future planning for the entire sector, environmental governance issues (CBAM etc) and most notably the energy crisis in South Africa. These advocacy points have emerged consistently throughout the interviews as illustrative examples of effective advocacy efforts. While these initiatives were not primarily aimed at defining or advancing the Just Energy Transition (JET), they have nonetheless contributed to its progress by facilitating regulatory adjustments favourable to renewable energy development.

4.9 Comparison of literature review and own findings

There is a consensus that industry associations play a pivotal role in fostering dialogue among stakeholders, including government, industry, and civil society. Empirical evidence highlights the multifaceted nature and varying degrees of

impact of these collaborations within the energy sector. Industry associations have played a pivotal role in shaping South Africa's energy policy framework and addressing national challenges, exerting noteworthy influence on policy outcomes. The utilisation of research and empirical evidence has emerged as a cornerstone in developing advocacy positions, ensuring these positions are substantiated by data and enhancing the credibility and reputational integrity of the associations. The literature review described associations as meta-organisations, and this was represented in the results, apart from the confederation of associations. The views on ethics of associations were that the associations are somewhat vulnerable because they represent different members with different interests, and because the members fund the association. The findings contribute to existing literature in South Africa.

Table 4.4 Comparison of literature review and findings

RQ #	Research Question	Prop #	Proposition	Findings from own study
1	What is the role of industry associations in the Just Energy Transition policy making process and public discourse in South Africa?	1	Based on the reviewed literature, the study suggest that industry associations are recognised as critical actors in the Just Energy Transition policy-making process and public discourse.	Industry associations represent their members in the work that they do. Their role is to support, influence and direct policy development. The just energy transition is not their core advocacy, but they support the pathfinding of the JET and what it means for the South Africa and the energy sector.
2	How are policy advocacy positions shaped, and what factors influence the construction of public narratives	2	Industry associations can be drivers or delayers of change. Industry associations present policy positions that driven by their interests.	Industry associations shape their policy positions based on members and industry needs.

RQ #	Research Question	Prop #	Proposition	Findings from own study
	for industry associations?			
3.	How do industry associations, influential perceive and navigate ethical responsibilities in their messaging?	3	There are accountability mechanisms within businesses but not within the associations, even though they are somewhat tracked through competition law. It is thus important for the interest groups or associations to drive their messaging in an ethical and responsible way. Messaging should reflect the arguments that are for the greater good of citizens and addressing their concerns.	Industry associations make use of research to develop their narratives for advocacy. They also make use of media (social media, TV news and conferences) to drive dialogue. Industry associations expect their members to be “good corporate citizens” and they actively pursue this through ensuring that their members comply with environmental legislation. The associations are perceived to be vulnerable to criticism because of their reliance on membership fees and the way they act in the pursuit of their members interests.

CHAPTER 5. DISCUSSION OF THE RESULTS

Chapter 5 aims to discuss and explain the results further and juxtapose them against the literature review.

5.1 Introduction

This chapter discusses the findings and considers the themes from the data, contextualising them within existing literature and relevant frameworks.

The discussion unpacks the multifaceted concept of the JET, addressing the key elements such as policy influence, industry and stakeholder engagement, and the socio-economic considerations. Examining the said areas, this chapter aims to provide a nuanced understanding of how the different sectors in energy navigate the JET process and contribute to sustainability goals such as inclusive employment and energy security within the renewable energy and coal-based energy system that is envisaged by JET in South Africa. The chapter also explores the tensions and the synergies that have been identified between policy ambitions and the various industry responses, offering insights into the complexities of achieving a balanced and inclusive transition. This synthesis highlights practical implications and raises questions for future research in advancing equitable energy solutions.

The Advocacy Coalition Framework provides a framework to analyse complex policy challenges. The framework posits that diverse coalitions, composed of stakeholders with shared beliefs and values, collaborate strategically to shape policy trajectories and advance specific objectives. The chapter will create the necessary linkages. The analytical framework by Hanto et al. (2022) analysed the political economy of the energy transition in South Africa, and it assists with organising the study's results.

The chapter explores the results pertaining to each of the three propositions that have been presented.

5.2 Demographic profile of respondents

The participants range in age, with most falling between their late 30s and early 50s and some reaching the 50-60 age bracket; this indicates a seasoned professional group, as indicated in the previous chapter. The respondents' total years of experience span from 10 to 40 years, with a considerable number having accumulated 30 to 40 years in their careers. The respondents were highly experienced individuals who have witnessed the evolution of the South African energy landscape across various segments of the energy sector, particularly the evolution of environmental policy through the drive towards the decarbonisation of their sector, electricity tariff reform, JET policy and its impact on the industry. For most of the participants, energy-specific experience is less than their total years of experience, with many respondents showing 10 to 20 years in this field. This suggests that while the participants are experienced, many have diverse professional backgrounds, and that they have transitioned into the energy sector in their mid-career from other sectors that are not related to energy. Respondents possess experience in both fossil fuels and renewable energy, reflecting the broad changes driven by the energy transition. There is an overlap in fossil fuels wherein the employers followed a strategic direction, which meant incorporating renewable energy investment into their fossil fuel business. This demographic diversity provides a well-rounded perspective on the themes explored in this chapter, as respondents bring both general industry insights and energy-specific knowledge to the discussion.

5.3 Discussion pertaining to Proposition 1

The literature review explored industry associations using organisational theory (OT). OT describes industry associations as “meta organisations,” which are described as an organisation that is made up of other organisations. Further exploration of meta-organisations also looked at the orientation of “services” an

association provides. The associations interviewed play more the role of an “advocacy NGO” (Guay et al., 2004), because of their role in lobbying government, corporations and international organisations. The organisations that the participants represented, fall within the boundaries of this definition. The associations represented in the study, were all associations that are linked to other organisations as their members. They all provided the service of creating cohesion between stakeholders in direct representation to their members.

Concerning the theoretical model, the Advocacy Coalition Framework (ACF) assumes that “the policy-making process is continuous, involving multiple actors that have varying beliefs, values, and interests, or policy changes.” Additionally, the framework also assumes that most policymaking is actively contained within networks that are invested in a specific issue. The model emphasises that policy change comes from the interactions of various stakeholder groups, or advocacy coalitions, which hold common beliefs and coordinate their actions over time to influence policy processes. The study was able to capture these elements through the study of industry associations and the role that they play in policymaking. The associations described several ways in which they collaborate to drive a particular policy direction, particularly in the JET.

Some associations exhibited a degree of independence and autonomy from their members in conducting their work. This was accurately demonstrated through the associations' roles in ensuring their members comply with laws when conducting their business and using this as a requirement for continued membership. The framing of a JET is likely to have an end to it at some point in the future, wherein the associations may have to consider issues that are not interrelated to the concept and thus one would question what the future role of the associations would be. Additionally, the associations presented that they are constantly pursuing policy changes that support their members' activities and investments; this coincides with the claim made by the ACF that policymaking is continuous and occurs within defined networks, this requires dynamic policymaking to enable the JET swiftly. The associations remain vital to this phase of the JET, to ensure

that the policy reforms do not misfire and are aligned with the technical capabilities and limitations of their constituents. Lastly, the formation of coalitions was emphasised numerous times by the participants, they described instances where there was intentional collaboration of stakeholders in the policy making process.

5.4 Discussion pertaining to Proposition 2

The study has shown that “Policy change occurs due to shocks to the system” (Geels & Schot, 2007). This specific claim was evident in the data analysis wherein the National Energy Crisis Committee (NECOM) was established as an instrument used by associations, businesses, and government to drive the necessary policy reform, and its formation was driven by business through the industry associations. The external shock in this context was the energy security crisis that faced South Africa at the time of the formation of the committee. The research proposal emphasised the necessity of large-scale transitions to foster cohesive and progressive change across technology, infrastructure, institutions, and communities. This sentiment was echoed in the study's findings, where respondents highlighted the importance of a more measured transition that considers the specific needs of the South African economy, this was in relation to the oligopolistic nature of South Africa's industry which was industrialised on coal resources, by beneficiating the resources through large public and private enterprises that generated electricity and produced liquid fuels, these enterprises will be impacted by the JET, if they do not invest in transitioning.

The high unemployment rate amongst the SA youth, the cost of electricity amongst the indigent and the impact on labour that relies on the existence of the fossil fuel industries are amongst the core “South Africa specific” issues that inform the views that were gathered. Additionally, the inability to raise capital for fossil fuel related investments have become challenging. The JET should mitigate against severe losses to industries that are fossil fuel based. The confluence of factors impacts the framing of the JET. Whereas a common view is that the more

developed a nation is, the more flexibility it is afforded in implementing different technologies.

The research looked at cases of developed nations and those with similar economies to South Africa and found that the drivers of the JET were caused by different circumstances. The data collected suggested that policymakers should be cognisant of these drivers before applying them in South Africa's policy. Germany's JET was citizen-driven; Brazil was driven by the need to diversify their energy mix amidst changing conditions, whilst it can be concluded (in the context of this study) that the South African JET has different drivers, these differences validate that "there is no one size fits all" approach to a JET.⁶ The wave of advocacy that existed in Germany is described as "the invisible hand" by one of the respondents in the study. This merely shows the factors that influence policy, in this instance, it reflects the international trends and how they have ultimately affected the global policy landscape, which is one of the factors that are outlined in South Africa's National Policy Development Framework Republic of South Africa (2020).

The literature review discussed concepts related to evolutionary economics, outlining six principles; the most evident principle in this study is "path dependency and lock-in." In the context of the South African energy landscape, what recurs is that there is a lock-in towards fossil fuels, more specifically coal. Therefore, the transition pathway that South Africa would take is strongly dependant on the country's ability to innovate an energy system that supports the national objectives that are linked to its global commitments. The emerging policy must support these realities to enable a sustainable transition. With the views about industry associations considered, the associations need to integrate these realities in their policy positioning.

⁶ The case studies considered the energy mixes of each country and what was driving the energy transition in each of the countries. See page 33-36

The policy reform has shown associations in South Africa to be progressive and supportive of policy development and reform and to work with the government to develop policies suitable for all industry members. The only delaying tactics implored were when the associations were arguing the pace of the JET in South Africa. It is vital that the associations should remain visible and as key stakeholders in policy discussions, as they have proven to be effective in driving policy direction. However, through reflection, the associations may find that the transitioned energy economy presents different challenges that are outside of the ambit of the current discourse. The associations can continue to contribute meaningfully to an outlook of an energy system that is in continuous flux.

Habermas' theory on the public sphere is not well represented by the results. The theory, as adapted by Lo (2021) who posits that the pillar of "procedural justice" is based on a conception by Habermas. They theorised that "deliberative and participatory decision making is important because it leads to just outcomes and is also in itself a fundamental aspect of justice." This is only relevant to the extent that associations are involved in "participatory of decision making" when they are involved in policy making and advocacy. However, when looking at it from Habermas' conception of theory, then the media being used as a platform for advocacy adequately support this theory.

The study found that industry associations formulate policy that aims to develop the industries and members that they represent. These are formulated based on issues that are presented to the associations as "red tape," that delays or prevents the growth of the sector segments.

5.5 Discussion pertaining to Proposition 3

The third proposition of this study explored the ethical responsibilities of industry associations by examining how they can balance advocacy for their members with a commitment to societal and environmental responsibility. Chaudhury (2016) postulates that meta-organisations have challenges, including competing interests, member independence and potential "conflicts of interest" among

members whose activities are shaped by structural factors and actors. The claim was proven to be correct as evidenced in the results, which showed that industry associations navigate internal conflict within their structures. As a mitigation, the associations should consider transparent governance systems that they can use to hold themselves and each other accountable.

Industry associations are vital in shaping their sectors' policies, standards, and practices; however, their influence raises significant ethical considerations. As meta-organisations that are representing various organisations interests, industry associations often work to influence public policy and advocate for favourable regulations and a business environment. Associations can contribute positively by promoting best practices and ensuring compliance with laws and standards; ethical dilemmas arise when the associations prioritise corporate, industry-specific or the association's interests over national priorities, environmental sustainability, or fair competition.

5.6 Conclusion

Industry associations are embedded in the JET policy landscape by shaping energy policy and creating a level business environment. The research demonstrates that associations, as meta-organisations, are engaged in policy problems that have a national, social, and environmental impact and primarily focused on the impact on the constituencies they represent. They are oriented towards representing their members, by industry, by technology or by entire value chains, through leading discourse on policy and development-related issues.

The associations are likely to remain under an ethical sceptical lens due to their role as advocates for their industries, even though most claim to consider the broader interests of society. In their advocacy for policy reform in South Africa, particularly focusing on justice and decarbonisation, these associations may need to incorporate collaborative measures with civil society. This approach could help align their interests and ensure they maintain an ethical stance in their messaging. The ethical dilemma is mainly caused by the financial structure of

associations, and their partnerships or relationships with funders will likely remain contentious and under scrutiny.

CHAPTER 6. CONCLUSIONS & RECOMMENDATIONS

6.1 Introduction

The concluding chapter of the study presents the conclusions and recommendations derived from the study.

6.2 Conclusions regarding the role of industry associations in South Africa's JET

The study shows that industry associations are central actors in the energy sector but not necessarily for the JET. The associations have contributed to the development of subsectors that are necessary for a JET. The core role of the association has not been to advocate for the JET specifically, but they do participate in public forums that aim at defining and driving the JET. They have successfully defended the pace of the JET for South Africa. The JET is viewed as a concept that has existed for a long time, and it has gained more attention through the most recent framing, which has included the element of justice owing to the reliance on coal in SA and the significant impact an energy transition will have. The role of the associations is to represent its member's interests, and to achieve that, they engage with the government on policy matters and those that are hindering their progressive growth.

6.3 Conclusions regarding Research the development of policy positions by associations

Industry associations view their roles as advocates for the constituencies that they represent. They support their constituents by enabling dialogue with government and other stakeholders. They have been successful in lobbying for policy changes that benefit them. In section 2.4.1, the researcher explored the factors that drive the success of coalitions. The six factors were “1) common goals that are in harmony with the core interests of coalition members, (2) the level of conviction that their objectives can be better achieved in an alliance, (3) relevance

in politics, (4) coordination, (5) strong narratives that can resonate politically and in media, (6) fair balance of exclusivity and openness to third party actors, amongst others which are integrity, positive image of coalition partners”. A key one is the fair balance of exclusivity and openness to third-party actors, amongst others, which are integrity and a positive image of coalition partners. The results support these factors, when contrasted against the results which mainly mentioned the national priority policy issues which drove the collaboration of associations.

6.4 Conclusion regarding the ethical responsibilities of industry associations

Managing ethics when representing a constituency that funds the organisation creates perceptions that industry associations are not entirely impartial in addressing their member's needs or the impacts of certain policy decisions. The study demonstrated the coalitions that exist in the energy sector in South Africa that advocate for their different constituents. Coalitions have actively advocated for a JET, and some not directly for a JET, but they have been engaged in developing issues that have actively supported the concept of JET. The coalitions have shown collaborative partnerships when addressing various issues related to the JET by supporting the development of the renewable energy industry for national use and supporting the private sector in developing their own renewable energy sources, enabling them to achieve their climate-related goals. Research is seen as a way of ensuring credibility, but some views may still hold that “inside-track lobbying” is used by or through associations.

Table 6.1 Consistency table: research questions, conclusions, and contribution to knowledge

RQ #	Research Question	literature-based proposition	State conclusion based on own research	Critical differences between your initial propositions and research findings – this is your contribution to knowledge.
1	What is the role of industry associations in the JET policy-making process in South Africa?	What is the role of industry associations in the Just Energy Transition policy-making process and public discourse in South Africa?	Industry associations represent their members in their work. Their role is to support, influence, and direct policy development. The just energy transition is not their core advocacy, but they help the pathfinding of the JET and what it means for South Africa and the energy sector.	Associations exist to represent their members' interests. The JET is an evolutionary process that has a knock-on effect on policy and investment in the industry. Still, it is not necessarily an area where the associations focus their advocacy efforts. Associations have different orientations but strong collaboration amongst themselves.
2	How are policy advocacy positions shaped, and what factors influence the	Industry associations can be drivers or delayers of change. Industry associations present	Industry associations shape their policy positions based on members and industry needs.	The research shows that industry associations in South Africa have been progressors in energy policy development.

RQ #	Research Question	literature-based proposition	State conclusion based on own research	Critical differences between your initial propositions and research findings – this is your contribution to knowledge.
	construction of public narratives for industry associations or vital influential figures in policy advocacy?	policy positions that driven by their interests.		They have only actively delayed the pace of the JET, but they still support its necessity. Factors that drive the policy development include issues that impact their members, such as regulatory red tape.
3	How do industry associations navigate ethical responsibility in their messaging?	There are accountability mechanisms within businesses but not within associations, even though they are somewhat tracked through competition law. Thus, it is important for interest groups or associations to drive their messaging ethically and responsibly. Messaging should reflect arguments for the	Industry associations make use of research to develop their narratives for advocacy. They also make use of media (social media, TV news and conferences) to drive dialogue. Industry associations expect their members to be “good corporate citizens” and they actively pursue this through ensuring that their members	Industry associations play a crucial role in shaping their respective sectors' policies, standards, and practices, yet their influence raises critical ethical considerations. As organisations representing various companies' interests, industry associations often work to influence public policy, advocate for favourable

RQ #	Research Question	literature-based proposition	State conclusion based on own research	Critical differences between your initial propositions and research findings – this is your contribution to knowledge.
		greater good of citizens and address their concerns.	comply with environmental legislation. The associations are perceived to be vulnerable to criticism because they rely on membership fees and how they act to pursue their member's interests.	regulations, and guide industry norms. While they can contribute positively by promoting best practices, encouraging innovation, and ensuring compliance with standards, ethical dilemmas arise when these associations prioritise corporate interests over public welfare, environmental sustainability, or fair competition. Questions about transparency, accountability, and conflicts of interest are central to the ethical scrutiny of industry associations, particularly when their lobbying efforts impact areas as sensitive as environmental policy, public health, and economic fairness.

RQ #	Research Question	literature-based proposition	State conclusion based on own research	Critical differences between your initial propositions and research findings – this is your contribution to knowledge.
				This chapter explored the ethical responsibilities of industry associations, examining how they can balance advocacy for their members with a commitment to societal and environmental responsibility.

(a) Recommendations

The section shares recommendations for the different stakeholders identified through the study.

Government

The SA government has embraced industry associations' involvement in the JET. What remains is that the government must now set a clear direction for the future of South Africa's energy policy. This clear direction will enable the industries to align themselves, their members strategically, and other stakeholders to collaborate on a clear pathway for South Africa at a pace that is not to the detriment of the economy. Energy policy in South Africa should signal to the market where to invest, particularly for fossil fuel businesses, how to plan for their future. The government's policy should set direction and drive decision-making, and the policy should demonstrate a phased approach that considers economic and social impacts. These policies will require rigorous engagement with all stakeholders.⁷ In doing this, the government should maintain the principles of the JET and integrate them into future policy. These principles are procedural justice, distributional justice, and restorative justice.

The government will remain key in driving the JET dialogue while addressing the historical policy issues. Industrialisation is a crucial objective for governments to enable economic growth, and therefore, governments should focus on creating pathways to drive this. Enhancing collaboration with associations across all sectors can lead to a purely South African JET policy and a transitioned economy. Conferences and stakeholder engagements should broaden their reach by inviting the public and giving them access to the dialogue that have significant societal impacts.

⁷ Various stakeholder groups and frequency of engagements should be managed as part of the continuous policy process.

Society

The relationship between society and technology in energy systems will remain deeply intricate. A technological transition is imminent, and multiple factors drive it. Civil society has a role to play in advocating for society at large and contributing to the JET. Civil society groups should strategically carve out their niche in the JET discourse in a way that drives progressive dialogue and supports policy development at a national level. By understanding the technical dependencies, civil society can soundly influence the JET. Civil society should represent the public interests while supporting the JET to occur at a reasonable pace.

Academia

Research on the JET continues to evolve, and it is critical to informing South Africa policy direction. The policy framework in SA considers academia a stakeholder. In the context of the study, academia can play a role in ensuring the validity of the studies and policy positions by industry associations. This is achievable through strategic partnerships that aim to incorporate peer reviews on research publications. This relationship can contribute to solving the ethical dilemma that imminently affects the associations, but also presenting neutral, multifaceted data.

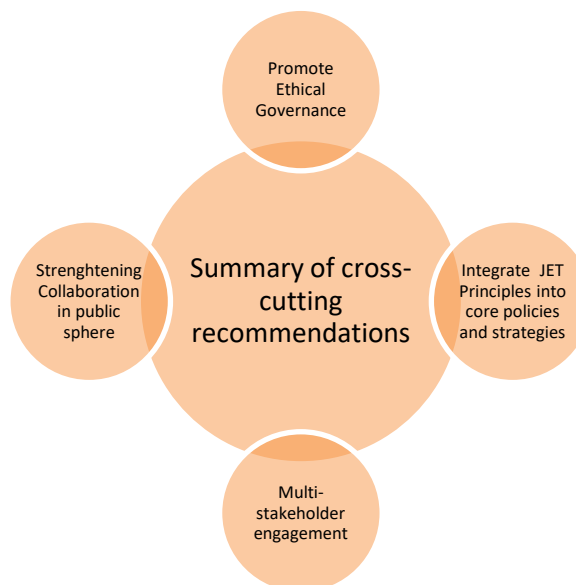
Industry Associations

The associations should look at integrating the JET concept into their policy advocacy. The core concept of JET and related topics such as energy just and solving for energy policy should close the gap in the existing energy policy in South Africa. The associations should also consider formal disclosures and a supporting framework to ensure the validity of the claims made in the discourse; this will drive accountability and ensure that associations can maintain their reputability. This addresses the recurring view that the associations are highly influenced by the members who pay them and that they are disassociated from the impacts of their advocacy work.

Private Sector

The private sector's interests are driven by the need to make profits and return on investment in large infrastructure projects like energy. The private sector has shown adaptability to the changing energy landscape in South Africa to protect their businesses from the impacts of the JET. The impact of the JET supersedes the immediate impact, and it will require the private sector to rally in support from government and associations to raise awareness of the impacts upstream and downstream of the value chains. The efforts to transition should bring all the affected parties and allow them to transition their businesses. Transparent engagement is necessary within the public sphere, and it should aim to broaden understanding of the economic impacts of a JET. The JET is not limited to large organisations only. Policy reform should include smaller private organisations that service the larger organisations. The industry associations should recognise this and use their influence to address the “sociotechnical” aspects.

Figure 6.1 Summary of overarching recommendations.



Source: Author's own compilation

(b) Suggestions for further research

Further research can assess how to solve the ethical dilemma of the industry associations by looking at the governance of the industry associations; the study could look at how the associations can drive compliance and prevent adverse environmental and social externalities. Other avenues can look at integrating an overarching governance system standard to the various associations to enable accountability and do away with the “dissociated” approach to advocacy, which renders the associations non-accountable to society. In addition, the studies can also look at the multi-faceted role of different stakeholders in the JET; these include labour unions and a further look into the role the media plays.

Comparative studies can be conducted, looking at developing and developed countries and the funding structures being implored and how the governance models influence advocacy efforts and ethical standards. These studies can be done at a regional Southern African Development Community (SADC) level.

The research should look at developing an innovative framework that can minimise bias, focusing on ethical culture, legitimacy, and effective control. The more policy evolves, the more the energy systems transition, which will present a new set of issues for associations; further studies could look at the role and effectiveness of the associations in an evolving policy landscape. The element of “justice” will require continuous inclusion into narratives, and thus, a framework for managing associations can be developed by further studies.

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Appendix A: Interview Guide

A. Industry Associations

Standard Demographic Questions

- Age
- Years of work overall and years of work in the energy sector,
- Role types (Junior, Senior or Executive Management)

Context setting and generic questions.

1. Please tell me about yourself and the roles you have played in the energy sector in South Africa, please provide key highlights of your time being of service to the industry.
2. In what capacity were you engaged by an industry association, were you employed, appointed to serve on behalf of an organisation, or volunteered due to your own interests?
3. Did the association represent a specific technology?
4. Who would you say are the key stakeholders of a just energy transition for South Africa? And why?
5. In your observation, when did the just energy transition concept start to emerge in the public policy sphere (amongst associations, unions, and media)?
6. In your view, what is the energy policy in South Africa meant to achieve?
 - a. Can you expand in context to the sector or technology that you represent?

Questions on industry associations in just energy transition discourse

7. In your opinion, what is the specific role of industry associations in shaping the narrative around Just Energy Transition in South Africa?
8. Do you think that the external perceptions of associations impact the work that the association does?

- a. Follow-up: How do you think the work of the association is impacted by this perception?
- 9. Can you share an example of a time an industry association was able to successfully influence the narrative (debate), policy and key priorities of the Just Energy Transition?
- 10. Do industry associations collaborate with other stakeholder groups to influence the narrative around the just energy transition?
- 11. Can you share an example of a time the industry association successfully collaborated with multiple actors? What was being advocated for?
 - a. Follow up- what influences the formation of these alliances, coalitions, or partnerships?
 - b. What were the shared beliefs of what the desired outcome should be that lead to the collaboration?

Questions on policy positioning

- 12. In your perspective, how do industry associations develop their narrative around the just energy transition?
- 13. In your perspective, how do industry associations contribute to formulating key policy messaging pertaining to the Just Energy Transition?
- 14. In your perspective, have industry associations influenced and shaped the just energy transition?
 - a. Follow up: In what ways have you been able to do this? Please describe the actions taken and the results.
- 15. Do you think that industry associations encounter internal conflict or tensions in balancing their technology-focused within the renewable energy sector with the broader Just Energy Transition stakeholder interests?
- 16. From your perspective, how do industry associations represent the messaging to address broader goals like societal, development and environmental goals within the context of the Just Energy Transition?

Questions on ethical responsibility

17. In your perspective, who do industry associations speak for when shaping their policy narratives?
18. From your experience, how do industry associations perceive their ethical responsibilities in shaping the narrative around the just energy transition?
19. Who are industry associations responsible to?

Annexure B: Analysis of Stakeholders views pertaining to the JET.

Labour Unions

In a policy briefing by NUMSA, a labour union in South Africa, the union introduces their policy position by mentioning the reluctance and trepidation of its members, concerning the Just Energy Transition. They proposed characteristics of what they deem should be considered as a just energy transition, from the perspective of a worker. The labour unions support the efforts towards decarbonising the economy but bring into focus the potential impact on workers and society.

In their “Just Transition Blueprint for Workers”, (COSATU) (2022) comprehensively discusses the Just Transition, with a multi sector view of energy and minerals, transport, and agriculture. The blueprint brings a focused attention to workers issues, as a key focus area in the just transition. The focus is limited to the coal sector, based on a criterion of four areas, including the relevance of the sub-sector to its affiliates, the contribution to greenhouse gas emission that the subsector has, number of jobs likely to be affected by the just transition and lastly the size of low-income communities that rely on the subsector. To this research, the focus of the blueprint will only be on the energy and minerals portion. Through the process of developing the blueprint, workers expressed that South Africa's just transition will serve as a contributor to the accumulation of wealth through capitalistic pursuits. COSATU demonstrates an outlook of the just transition that is centric to the impact on workers. It advocates for the support of workers in the just transition, in the form of job security, re-education and training, re- and upskilling and social protection. It highlights that to maximise impact in the renewable sector, would require industrialisation of the value chain, to ensure quality employment opportunities ((COSATU), 2022).The NUM is a politically influential labour union (Todd & McCauley, 2021). The NUM expresses grave concern about coal sector workers and their respective communities. Their interpretation of the messaging and intentions of the state is that the state intends

to privatise the energy sector with the aim of attracting private investment. Whilst the union supports the need to respond to the global climate emergency (Mineworkers, 2022).

Political Sphere

South Africa's Energy Minister Interview

In a forty-seven-minute interview, South Africa's Minister of Mineral Resources and Energy, Mantashe (2023), articulates his views on the Just Energy Transition. He makes mention of the intermittent nature of renewable energy, and how renewable energy is not the ideal energy source to solving the loadshedding crisis (Mantashe, 2023).

In a conference proceeding, the minister stated that Non-governmental Organisations (NGOs) are “A binding constraint to Africa's increased oil and gas exploration programme that this conference must help us find solutions to, is the weaponisation of climate change against development, at the centre of which are foreign-funded Non-Governmental Organisations (NGOs). Our proposal to this conference is that Africa must unite, speak in one voice, and demand that these NGOs get registered and publicly declare their source of funding, as it is the case with political parties in South Africa. We cannot continue allowing these NGOs to have unlimited funding to block development on the African continent in the name of climate change.” (Department of Mineral Resources and Energy, 2023). The minister's views are coherent with the overall concerns and reservations about the national approach to the just energy transition, although the view that may be drawn is that the conviction and messaging are negative. There are parts of civil society and the stakeholder network that are indifferent, which enables them to maintain their energy use practises, thus perpetuating the existing energy system (Smith, 2012).

This will be a continuous and recurring/core theme in the study, and an evolution thereof, as a deeper assessment of the policy positions is established from the various industry associations.

Just Energy Transition Discourse through litigation in South Africa

Coal Transporters Forum vs Eskom

The Coal Transporters Forum in 2019, sought for Eskom to be interdicted from signing PPAs that were successful bidders in bid window 4 of the renewable energy independent power producer procurement programme (REIPPP), until NERSA had made certain decisions, CTP also wanted all PPAs that Eskom had already entered into to be considered null and void ("Coal Transporters Forum v Eskom Holdings Ltd and others," 2019). The aim of the case was to delay the signing of new energy projects from renewable energy due to the anticipated negative impact on the coal supply value chain, particularly, coal transporters.

Earth life Africa Johannesburg vs Minister of Environmental Affairs and others

The Thabametsi coal-fired power station is the first African court case that is based on climate change arguments. The project was ordered to conduct a climate change assessment (CCA) before a decision could be made the future of the project (Todd & McCauley, 2021). Thabametsi had decided to build a 1200MW coal fired power station which would have been in operation until the year 2061. Earthlife was the applicant to these proceedings ("Earthlife Africa Johannesburg v Minister of Environmental Affairs and others," 2017). The efforts of the NGO are in support of a green transition.

Annexure C: Industry Associations Landscape in South Africa

Name of Industry Association	Policy Position on the Just Energy Transition
South Africa National Energy Association (SANEA)	was established in 1924, and it represents a hub for objective thought leadership on energy matters and related topics. SANEA draws on their “logical, regional and global networks to provide credible interventions.” These interventions include engaging with influential role players, stimulating objective thinking and critical assessment, encouraging knowledge-sharing and debate and enhancing the awareness of energy issues in South Africa (South African National Energy Association, 2020)
South Africa Petroleum Industry Association (SAPIA)	represents the collective interests of the South African liquid fuels industry, and it was set up to usher in the new democratic South Africa in 1994. Their strategic objectives range from understanding their stakeholders needs, contributing to the formulation and implementation of policy and facilitating security of supply (South African Petroleum Industry Association, 2022) SAPIA states in its “position on climate change ⁸ ” that, they recognise the responsibility for industries to transition towards a low carbon economy within the prescribed timelines to reduce global warming below pre-industrial levels. In addition, SAPIA states “This transition needs to be cognisant of the developmental nature of our economy so that it does not

⁸ “Just Energy Transition is viewed as a subset of Climate Change literature and thus the “Climate Change” position statement is considered for SAPIA.

	impede socio-economic development, the requirement to create sustainable jobs and contribute significantly to the reduction in energy poverty experienced by a large proportion of our population. It is therefore, that we as SAPIA are supportive of Government's JET programme." The association provides recommendation that the transition must be "cognisant" of the following United Nations Sustainable Development Goals (SDGs): (1) SDG 7 which addresses the provision of affordable and clean energy, (2) SDG12 which encourages responsible consumption and production, (3) SDG 13 which drives for climate action and (4) SDG 17 which "Strengthen the means of implementation and revitalize the global partnership for sustainable development". In closing their position, SAPIA makes acknowledgement of the work that is underway for a JET and it strongly advocates for government policy decision that arise are paired with sound scientific and economic analysis that is used to properly inform the actions that take into account the development objectives of South Africa. SAPIA also strongly supports the government's lobby efforts for funding from international donors to assist South Africa with its energy transition.
The South African Oil & Gas Alliance (SAOGA)	is a member-based association that serves the interests of industry members that are in the business of upstream and midstream oil and gas sectors in Africa (Locally and regionally). SAOGA works in conjunction with the public and private sectors and is primarily funded by public funds to enable them to drive industry development activities and promote the interests of members. Its governing structure is a volunteer driven Board of Directors from the industry and other key stakeholders. SAOGA has held various public events that have included their member

	constituencies. Although there is no clearly stated position from SAOGA, the public events have been looking at “The Role of Gas in A JET” in which it has enabled key members to participate in casting a view of the energy transition and the impact on them.
South African Wind Energy Association (SAWEA)	The SAWEA is a representative for member interests, those that are invested in the South African wind energy value chain. Its activities are focused on advocating for investment in the South African wind sector and the promotion of information about the South African wind sector. In their constitution, SAWEA Association (2023) outlines in its constitution, that their boards are constituted of six members, which include the Chief Executive Officer (CEO) of the organisation. Wind energy constitutes roughly 22% of the energy mix in South Africa, as envisaged in Table 1 (Department of Mineral Resources and Energy, 2019). This is expected to grow by an additional 4400 MW up to the year 2030 according the latest revisions (Department of Mineral Resources and Energy, 2023). SAWEA defines its purpose using seven pillars of focus to support their core role to “perform to its highest ability the unique role that a member-driven association can play in enabling this vision to be realised.” Their key activities include: (1) advocacy for the implementation of an ambitious and consistent energy policy for South Africa, that “harnesses the country’s immense wind resource and results in streamlined growth of a wind power asset base.” (2) socio-economic advocate through wind power and the promotion of renewable power in large- or small-scale application for South Africa, as a least cost option, and in support of achieving national

	development and climate change objectives. (3) to be an industry ambassador through the provision of pertinent information to current and prospective investors that seek to enter the South African wind power market. (4) being a proponent of wind and renewable energy investment in Africa enabled by partnering and dialogue within South African and surrounding regions. (5) Representing the wind sector as an “industry news authority” through the provision of updated public information on the developmental contributions of the sector, particularly socio-economic impacts relating to women, rural development and to the youth. (6) Endorsing operational best practises and (7) Facilitating and promoting excellent practices that are associated with localisation, socio-economic and economic development (South Africa Wind Energy Association, 2023).
South Africa Photovoltaic Association (SAPVIA)	A member-based association whose vision is for Solar Photovoltaic (PV) to be a key reliable contributor to South Africa’s energy mix. SAPVIA aims by 2035 solar PV should be an infinite daily source of energy which contributes to South Africa’s energy security, and an alignment in policy and market development that encourages growth in the sector. The association shapes and influences regulation and policy development, facilitates sectoral collaboration and promotes for higher solar PV usage (South African Photovoltaic Industry Association, 2023). The Solar PV industry has been a recurring inclusion in energy planning, its diverse characteristic (residential rooftop application and utility scale) is demonstrated in both IRP 2019 and IRP 2023. The plan previously demonstrated a continuous uptake between the years 2023 and 2030, and as of 2019, Solar

	PV constituted approximately 6% of installed capacity (Department of Mineral Resources and Energy, 2019).
South Africa Independent Power Producer Association (SAIPPA)	SAIPPA is a representative of Independent Power Producers (IPPs) that are already in operation. They represent their members at provincial, national and municipal levels. They also lobby key decision makers on appropriate policy that is aimed at developing a sustainable IPP market. The associations represent all power technologies. Some of the media tactics they use includes seminars and conferences where topical issues are discussed (South African Independent Power Producers Association, 2023). Industry associations at their core purpose are positioned to, and have contributed to the changing of social norms, values and practises that are entrenched in existing energy systems (Smith, 2012).