

2.2 INFORMATION BASIS

Where the experts get their information: the internet beats traditional media in Brazil and China

- In **Brazil** and **China**, **online news portals and websites** are among the most important sources of media information on the energy policy discussion in Germany. Given the global shift from traditional media towards the internet, both countries are less likely to use print media and television as sources of information on Germany's Energiewende. NGOs in China are obviously especially likely to use the internet to obtain independent information; compared to other sectors, their knowledge on the switch is more often based exclusively on online research. Unlike in Brazil and China, respondents in **South Africa** make greater use of **traditional media**, such as television, radio, daily newspapers and magazines, to find out more about the Energiewende in Germany.

Sector-specific information resources

- Aside from the mass-media channels, ways of finding out about Germany's Energiewende vary in all three countries depending on the sector where respondents work and thus on their ability to access special resources. For example, informal and peer-to-peer contacts (including direct contacts to Germany) are used in companies, public authorities and NGOs, while scientists and business people also use specialist publications. In addition to using personal contacts, companies and scientists also rely on congresses, conferences, meetings, forums and seminars. In Brazil, where energy policy discussions have long been part of politicians' daily lives, committee work is an additional information forum where members of parliament can learn about energy policy activities in Germany.

Differences in attention between the countries

- The attention given to Germany's Energiewende and to energy issues in general varies greatly between the three countries. There is a big gap between Brazil and China on the one hand and South Africa on the other – a situation that largely reflects how the countries are at different stages in their energy discussions. Experts in **Brazil** and **China**, for example, were of the opinion that their countries, like Germany, have long since entered a phase of reorienting their energy policies.

"In fact, Germany, just like the entire Europe, is going through a new model of power sector. Brazil's gone through that as well."

Representative of industry, Brazil



Brazil

- "In fact, Germany, just like the entire Europe, is going through a new model of power sector. Brazil's gone through that as well." (1.1 Industry)
- "This (process of energy transition) is taking place not only in Germany, but even here in Brazil." (2.1c Science)



China

- "As mentioned above, China is also engaged in the energy transition." (3.2c Industry)
- "The German energy transition is just a direction, towards which Germany can make efforts to. They are promoting usage of new energy resources. China is doing the same." (2.1c Science)



South Africa

- "So in simple terms, the focus should be first on driving economic growth, giving access to that and thirdly on the climate change, for me. The climate change should not be the key priority because we are not the biggest emitter of greenhouse gases in the world, it's the Chinese and the US." (3.1 Industry)
- "... But as I said earlier, our immediate problem is more in creating jobs and having an economy that shows some form of growth." (3.1 Industry)

- In South Africa, however, the experts dismissed energy and climate issues as having lower priority than economic issues. Pointing to the country's status as a developing country, experts frequently said that generating growth to support efforts to raise living standards was more important than considerations of making South Africa's energy policy more sustainable. Another indicator of the low priority given to energy policy issues in South Africa can be seen in experiences of finding motivated participants for this study. Whereas in Brazil and China there was no difficulty at all in recruiting participants, interest in the survey in South Africa fell well below expectations in some cases. Despite great efforts, it was particularly difficult to persuade South African politicians to take part (see 6.1: Participants).