

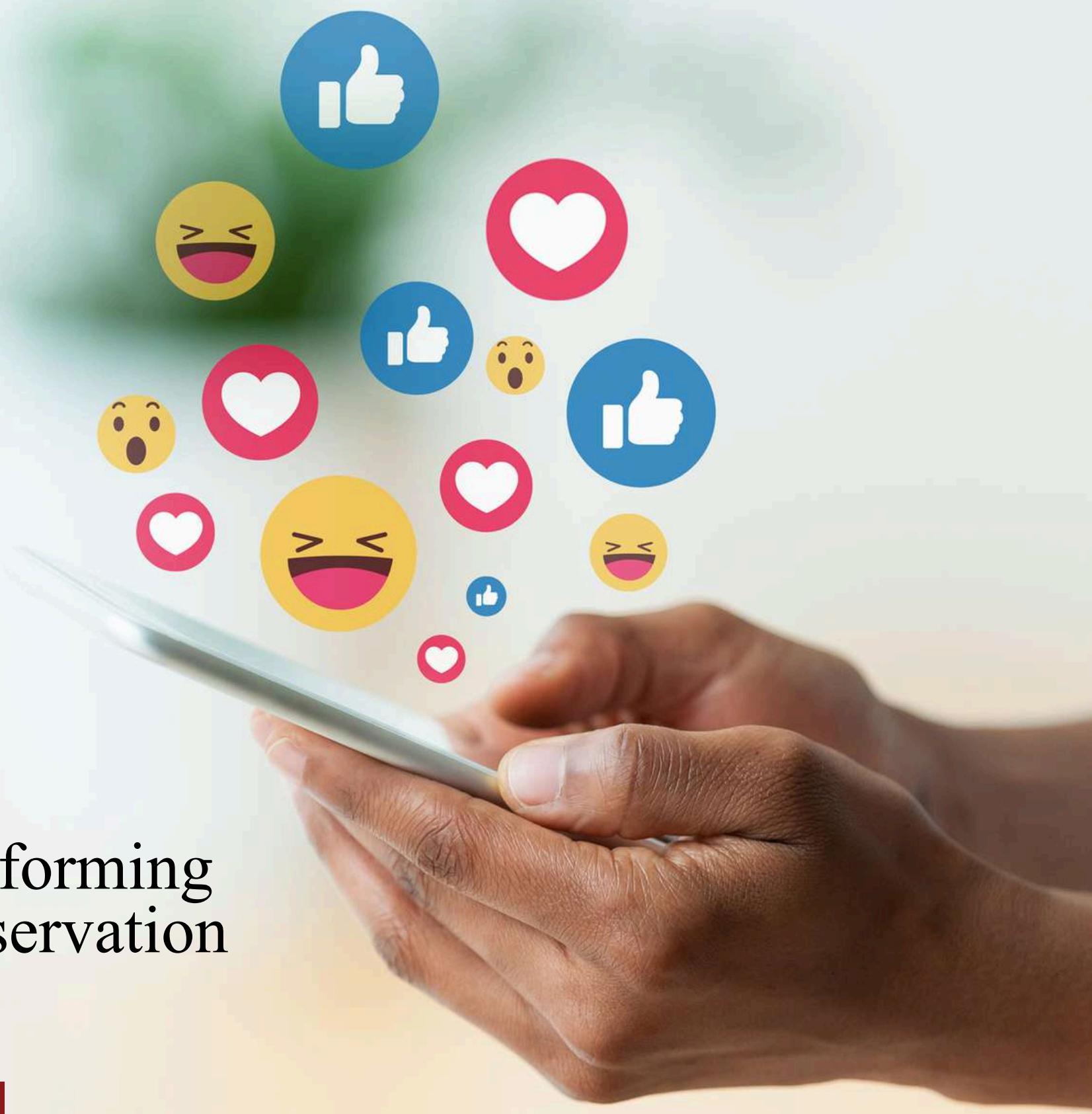


# Digital Report

# Renewable Energy Conference: Transforming Energy systems for livelihoods and conservation

20th October 2025

#REC25 #CleanEnergy #RenewableEnergy  
#EnergyTransition #SustainableEnergy  
#enfumba #ecooking #cleancooking



# Brief

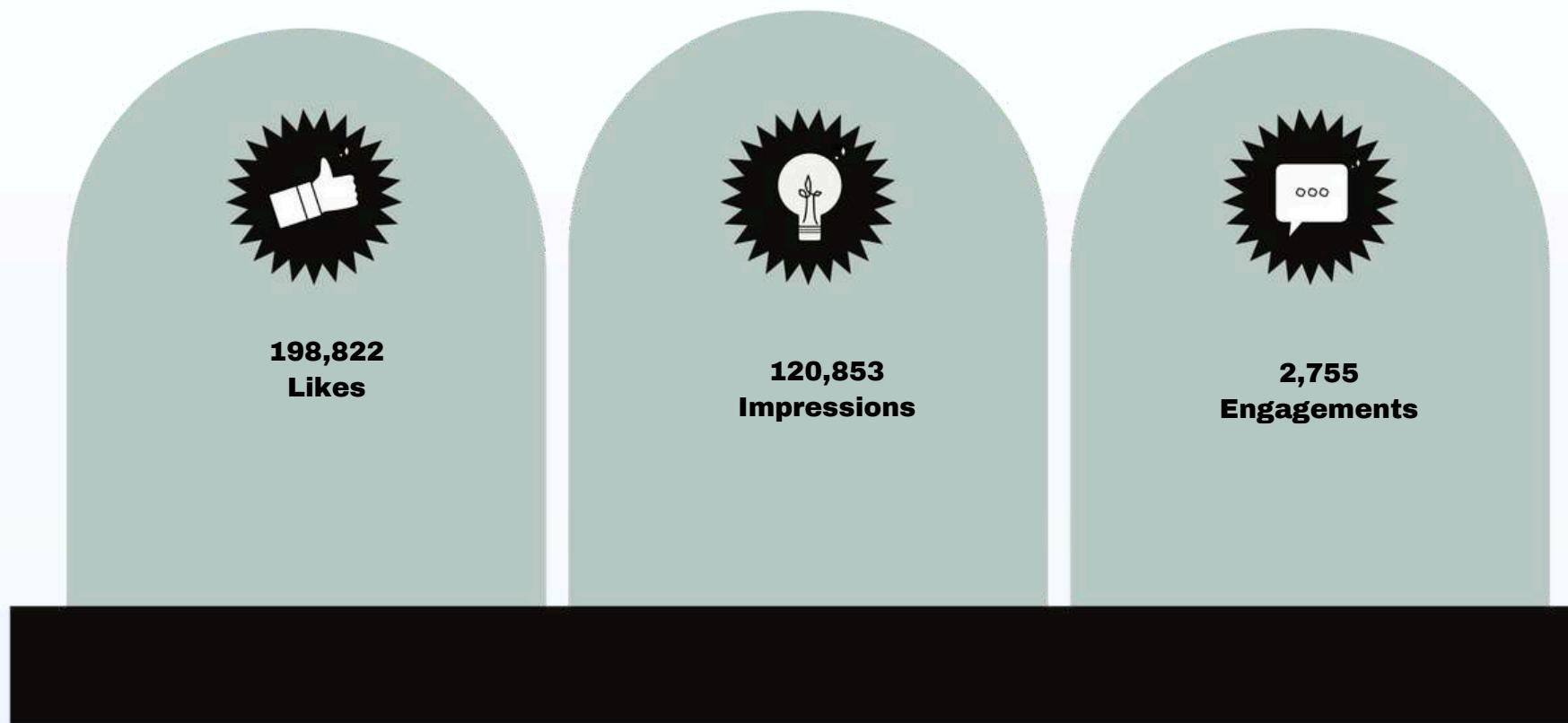
This report presents the performance and analytics of posts related to the #RenewableEnergyConference, which aired on Monday, 20th October 2025, across NTV's social media platforms, including Facebook, X (formerly Twitter), YouTube, and the official website. Additionally, on 21st October, there was a guest appearance on Spark TV during the Spark Ku Makya show. On 31st October, a documentary about the conference aired on NTV Uganda.

A total of 40 posts comprising videos, text, and images were shared across two main platforms: NTV Facebook and X. These posts were published before, during, and after the show, featuring content from both the studio sessions and the live broadcast. In addition, 12 posts were shared on Spark TV's platforms, along with a YouTube upload and live stream of the documentary on 31st October.

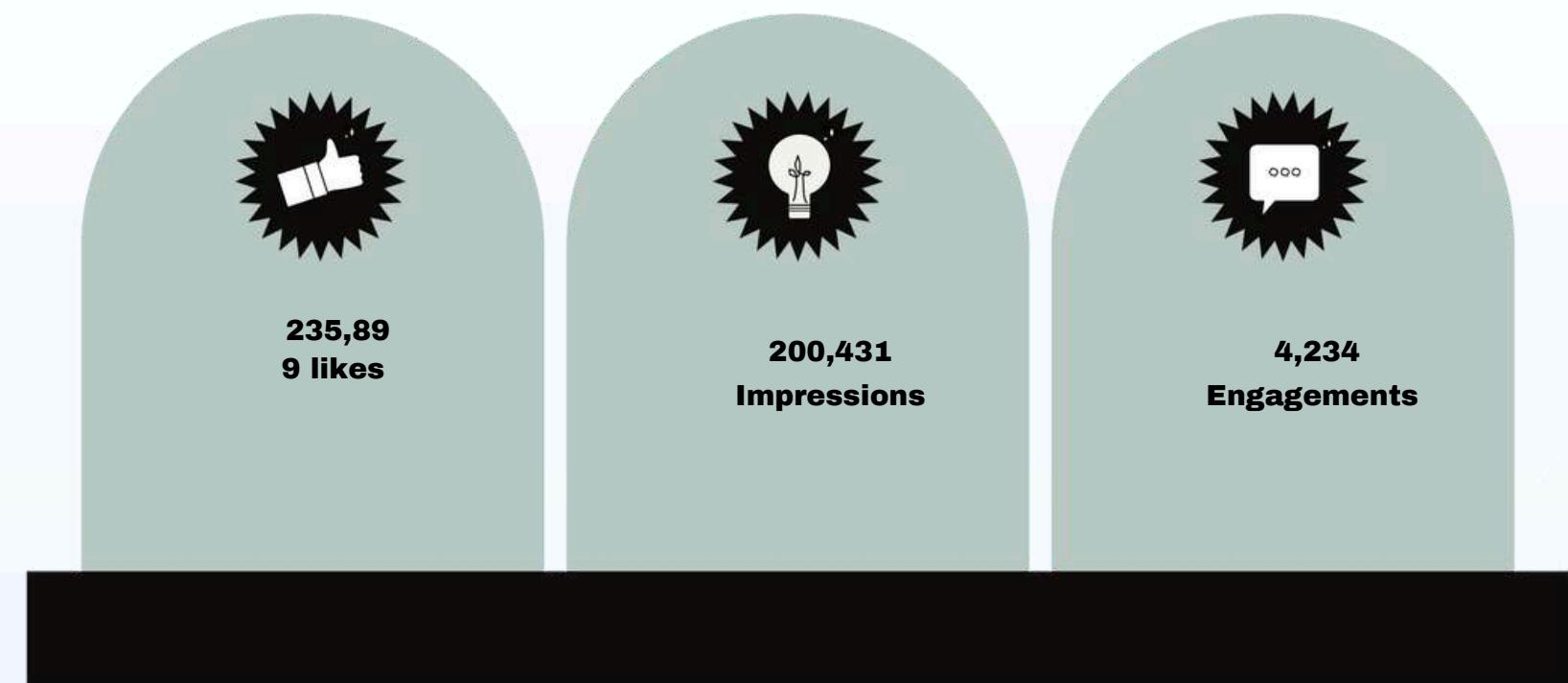
- **Reach:** Over 15,108 users viewed #RenewableEnergyConference posts on NTV Uganda's X platform, FB and YouTube, averaging approximately 5,142 users per post.
- **Impressions & Engagement:** Posts related to the forum generated more than 400,743 impressions and nearly 20,000 engagements, including clicks, likes, and comments.
- **Platform Performance:** On average, Facebook and X outperformed YouTube indicating stronger engagement and reach on those platforms.

# Analytics Overview

## Facebook Insights

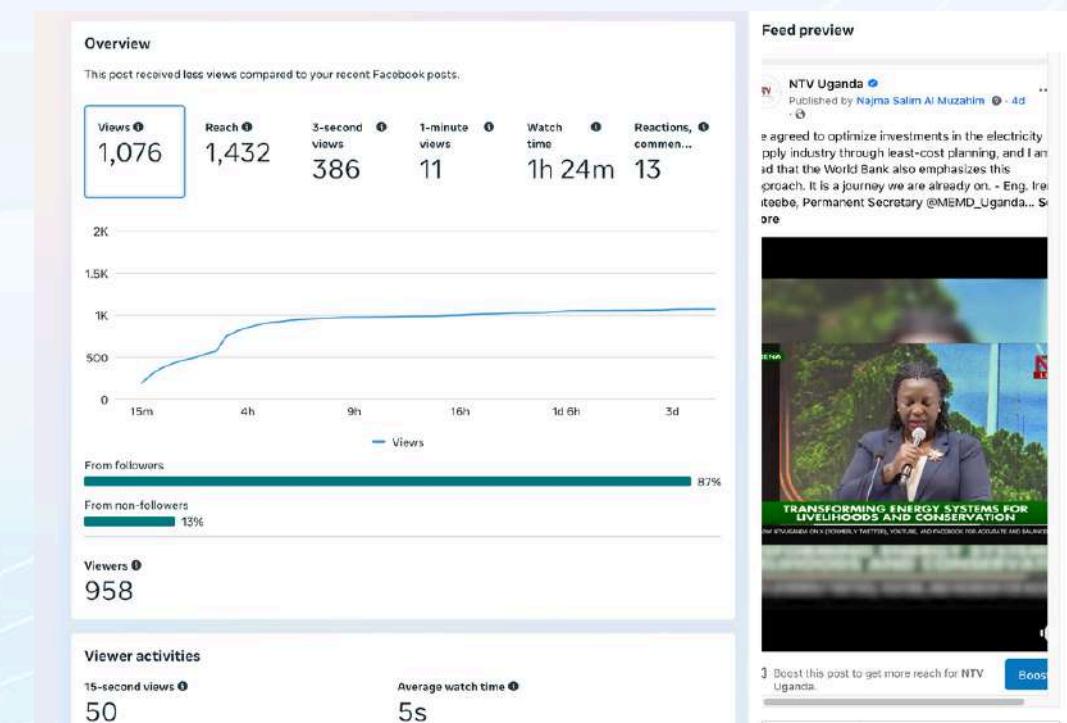
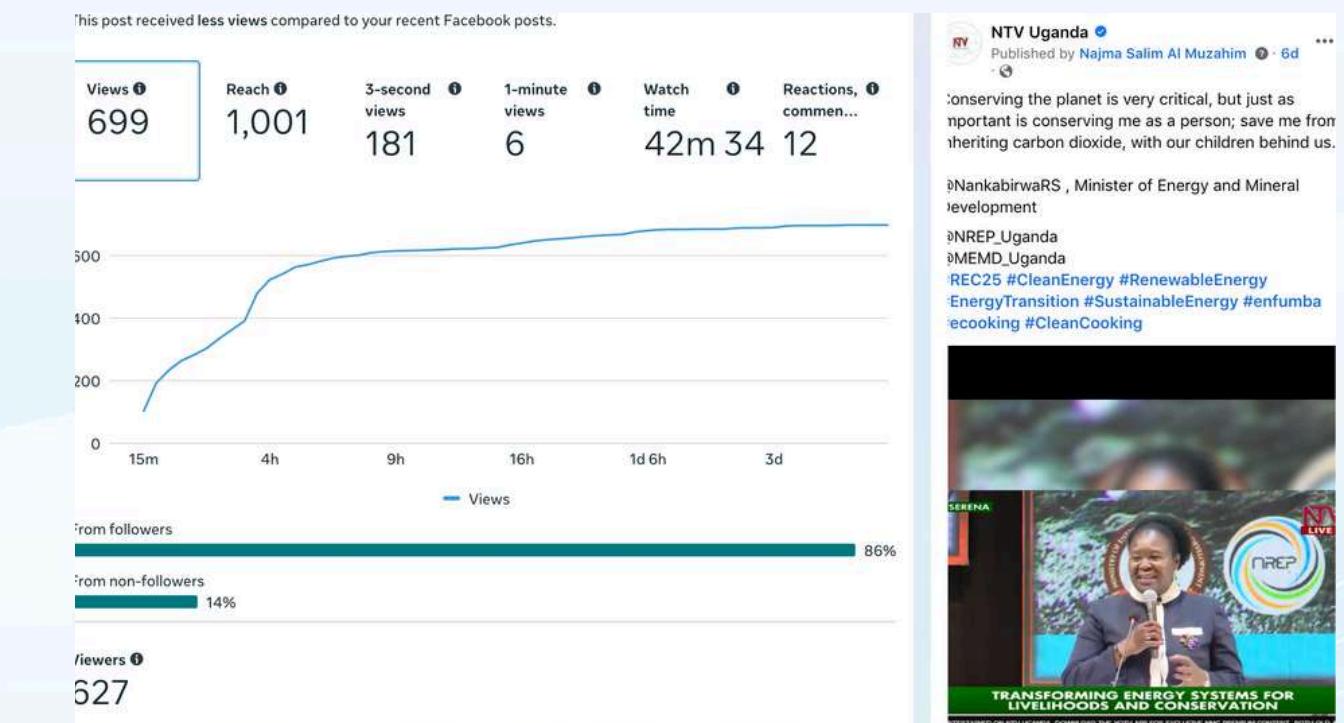
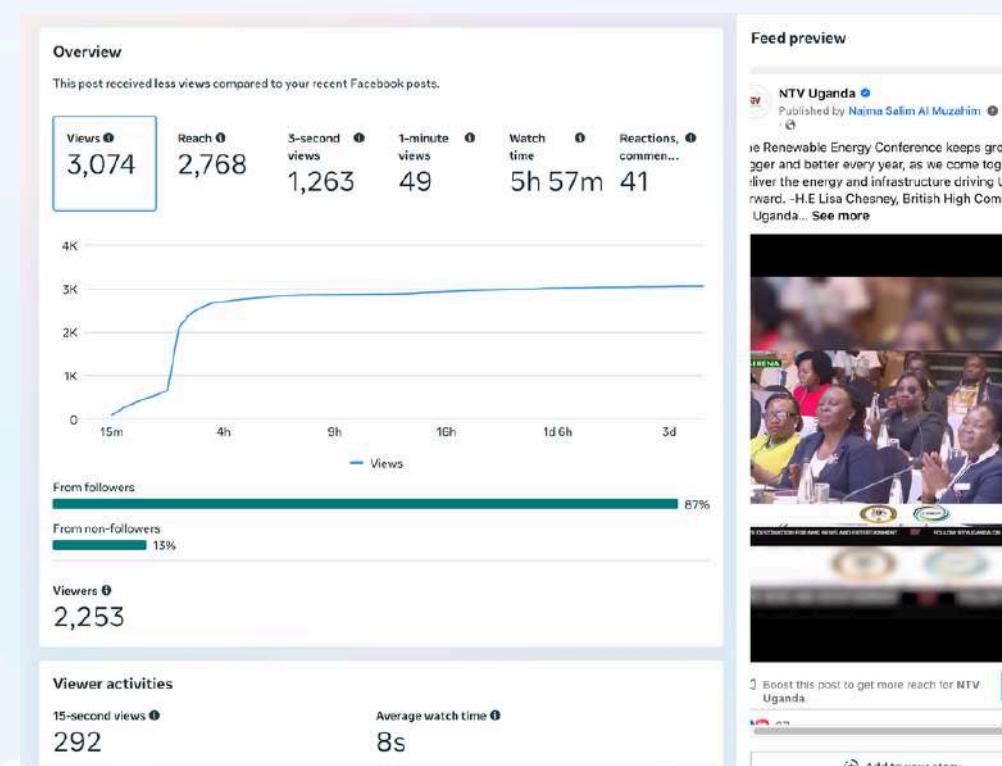
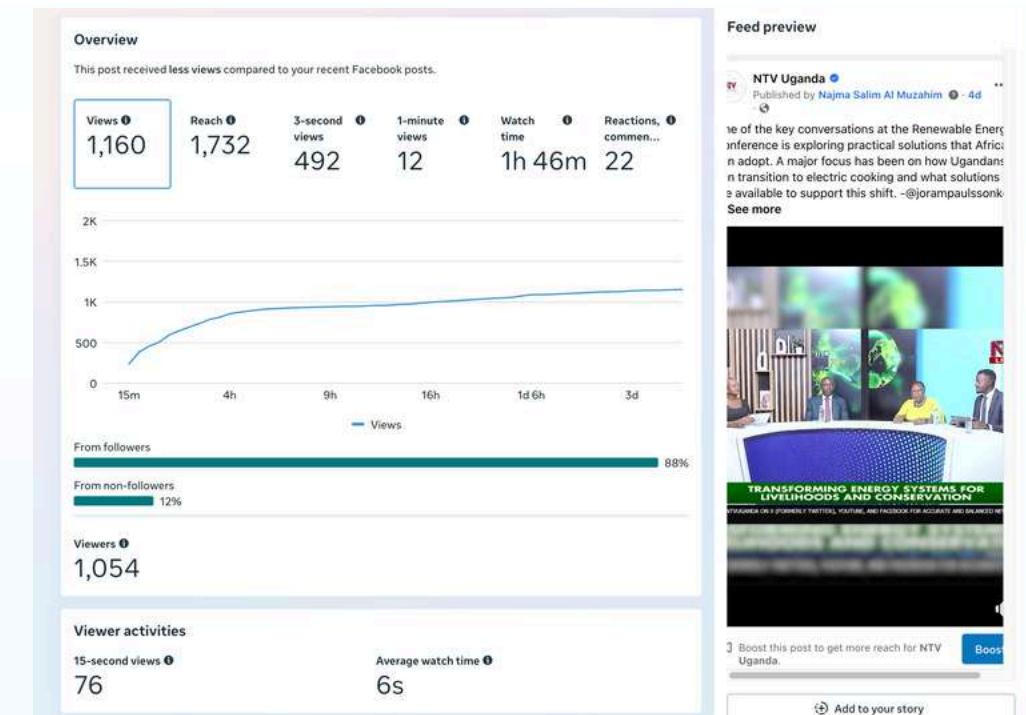
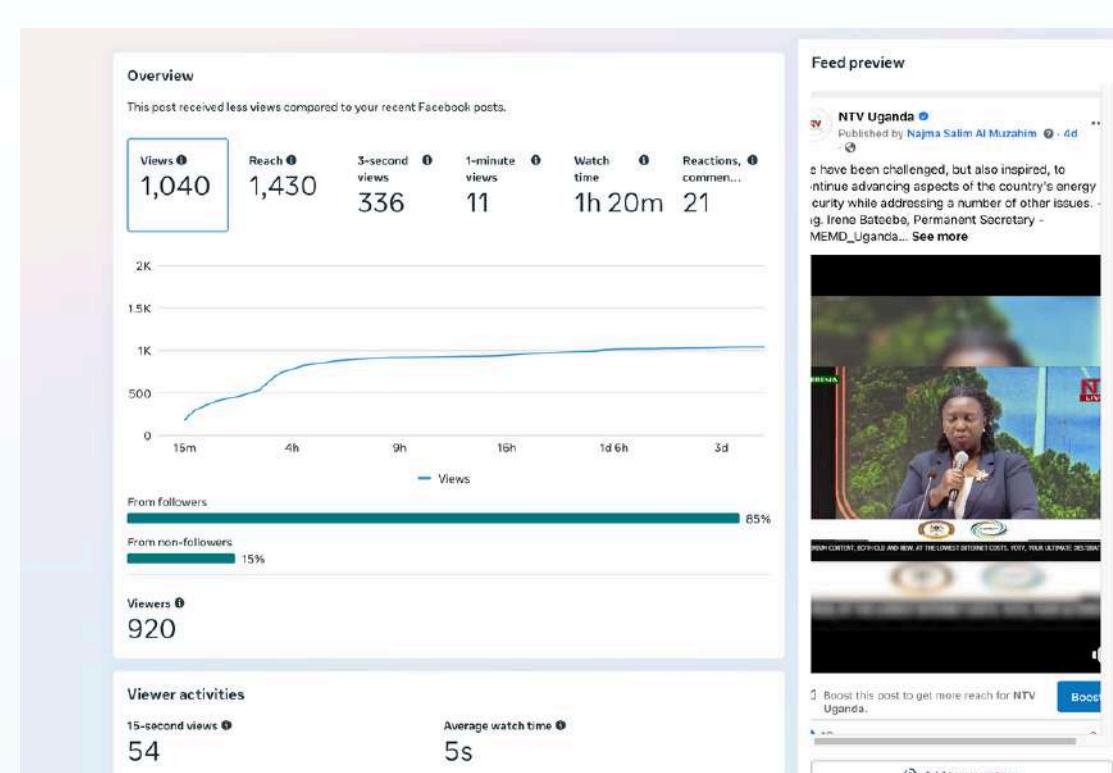
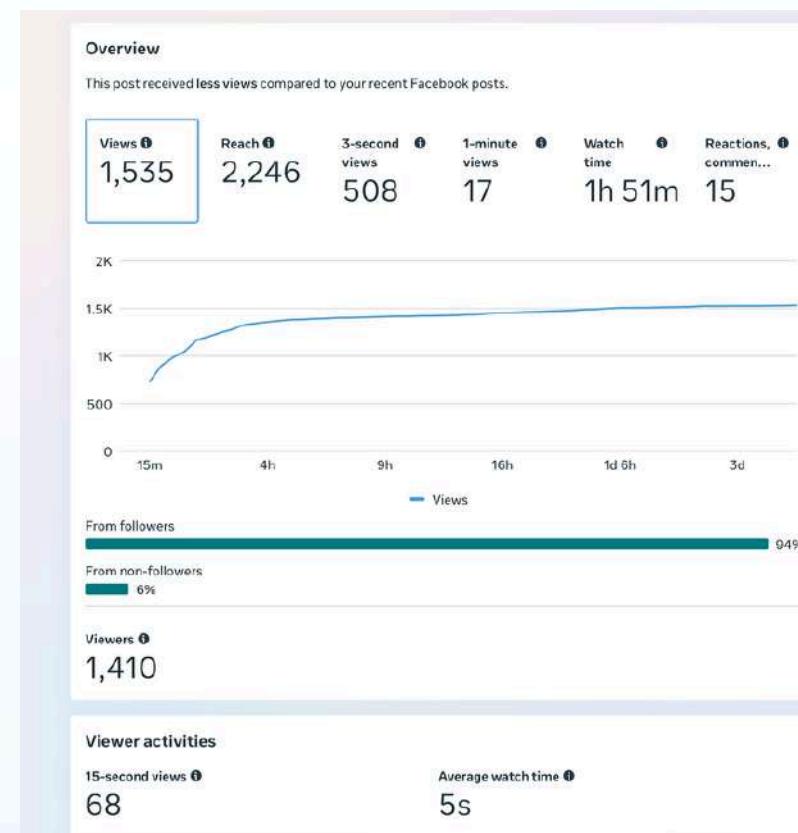


## X Insights



**NOTE:** This overview displays analytics for all posts shared on NTV Uganda's platforms related to Renewable Energy Conference. The report, hereafter, gives details on each post.

# Facebook Video posts



# Facebook text | Picture posts



Overview Performance Feed preview

## Performance

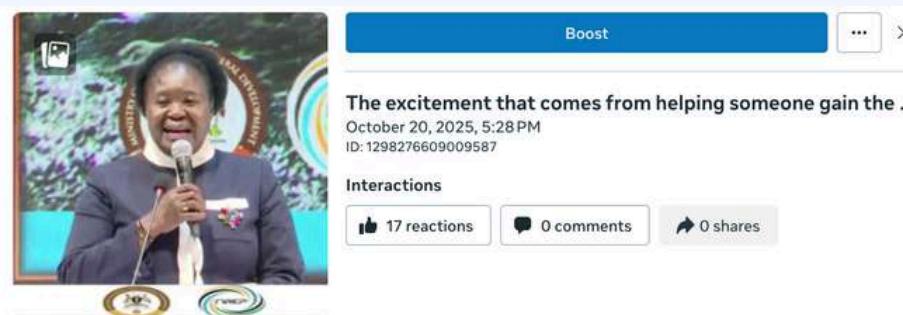
### Overview

Views 8,477    Interactions 34    Link clicks --    Follows 0

This post's views are typical compared to your recent Facebook posts.

### Views

8,477



Overview Performance Feed preview

## Performance

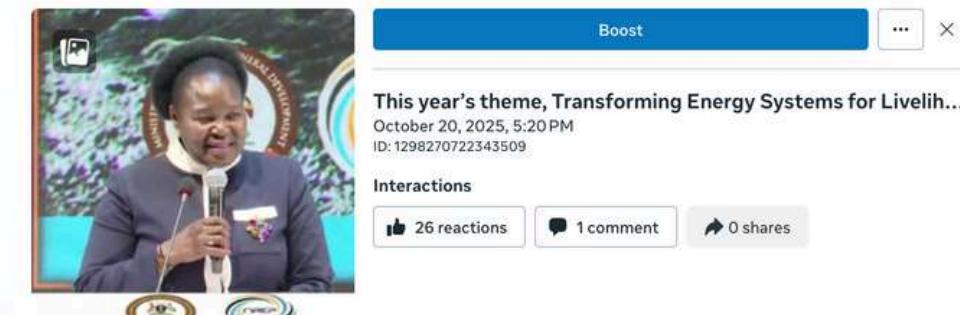
### Overview

Views 6,999    Interactions 17    Link clicks --    Follows 0

This post's views are typical compared to your recent Facebook posts.

### Views

6,999



Overview Performance Feed preview

## Performance

### Overview

Views 8,300    Interactions 27    Link clicks --    Follows 0

This post's views are typical compared to your recent Facebook posts.

### Views

8,300



Overview Performance Feed preview

## Performance

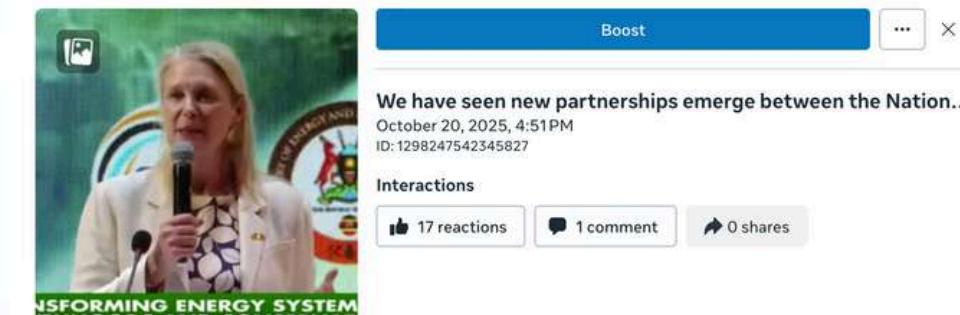
### Overview

Views 10,002    Interactions 21    Link clicks --    Follows 0

This post's views are typical compared to your recent Facebook posts.

### Views

10,002



Overview Performance Feed preview

## Performance

### Overview

Views 4,453    Interactions 18    Link clicks --    Follows 0

This post received less views compared to your recent Facebook posts.

### Views

4,453



Overview Performance Feed preview

## Performance

### Overview

Views 6,918    Interactions 46    Link clicks --    Follows 0

This post's views are typical compared to your recent Facebook posts.

### Views

6,918





**Boost**

We have agreed on the need to increase and diversify our el...

October 20, 2025, 4:32PM  
ID: 1298232095680705

**Interactions**

34 reactions, 12 comments, 0 shares

**Overview** **Performance** **Feed preview**

### Performance

**Overview**

Views 1	Interactions 1	Link clicks 1	Follows 1
11,055	46	--	0

This post's views are typical compared to your recent Facebook posts.

**Views 1**  
11,055



**Boost**

When we focus on clean energy, particularly clean cooking, ...

October 20, 2025, 3:57PM  
ID: 1298203092350272

**Interactions**

15 reactions, 0 comments, 0 shares

**Overview** **Performance** **Feed preview**

### Performance

**Overview**

Views 1	Interactions 1	Link clicks 1	Follows 1
5,218	15	--	0

This post's views are typical compared to your recent Facebook posts.

**Views 1**  
5,218



**Boost**

When we talk about renewable energy, we refer to sources li...

October 20, 2025, 3:26PM  
ID: 1298179765685938

**Interactions**

35 reactions, 0 comments, 0 shares

**Overview** **Performance** **Feed preview**

### Performance

**Overview**

Views 1	Interactions 1	Link clicks 1	Follows 1
19,669	35	--	0

 This post received more views compared to your recent Facebook posts.

**Views 1**  
19,669

**Total** **Followers**



**Boost**

By 2040, we may not have a single tree left if current trends...

October 20, 2025, 4:05PM  
ID: 1298211432349438

**Interactions**

20 reactions, 1 comment, 1 share

**Overview** **Performance** **Feed preview**

### Performance

**Overview**

Views 1	Interactions 1	Link clicks 1	Follows 1
6,579	22	--	0

This post's views are typical compared to your recent Facebook posts.

**Views 1**  
6,579



**Boost**

The national grid currently accounts for 22%, while 38% is o...

October 20, 2025, 3:36PM  
ID: 1298187589018489

**Interactions**

14 reactions, 1 comment, 0 shares

**Overview** **Performance** **Feed preview**

### Performance

**Overview**

Views 1	Interactions 1	Link clicks 1	Follows 1
5,068	15	--	0

This post's views are typical compared to your recent Facebook posts.

**Views 1**  
5,068



**Boost**

The Ministry is looking into how to improve service delivery,...

October 20, 2025, 3:26PM  
ID: 1298180449019203

**Interactions**

12 reactions, 0 comments, 0 shares

**Overview** **Performance** **Feed preview**

### Performance

**Overview**

Views 1	Interactions 1	Link clicks 1	Follows 1
5,194	12	--	0

This post's views are typical compared to your recent Facebook posts.

**Views 1**  
5,194



Boost ... X

A few years ago, we were talking about electricity usage bei...  
 October 20, 2025, 3:12 PM  
 ID: 1298170629020185

Interactions  
21 reactions 2 comments 0 shares

[Overview](#) [Performance](#) [Feed preview](#)

### Performance

Overview

Views <span>1</span> 6,783	Interactions <span>1</span> 23	Link clicks <span>1</span> --	Follows <span>1</span> 0
-------------------------------	-----------------------------------	----------------------------------	-----------------------------

This post's views are typical compared to your recent Facebook posts.

Views <span>1</span> 6,783	Total	Followers
-------------------------------	-------	-----------



Boost ... X

Join us live in the studio today for an exciting session on the...  
 October 20, 2025, 3:00 PM  
 ID: 1298161169021131

Interactions  
21 reactions 1 comment 0 shares

[Overview](#) [Performance](#) [Feed preview](#)

### Performance

Overview

Views <span>1</span> 5,523	Interactions <span>1</span> 22	Link clicks <span>1</span> --	Follows <span>1</span> 0
-------------------------------	-----------------------------------	----------------------------------	-----------------------------

This post's views are typical compared to your recent Facebook posts.

Views <span>1</span> 5,523	Total	Followers
-------------------------------	-------	-----------

# Twitter Video Posts ( x)

NTV UGANDA  @ntvuganda · Oct 21



1:32

Conserving the planet is very critical, but just as important is conserving me as a person; save me from inheriting carbon dioxide, with our children behind us. - @NankabirwaRS , Minister of Energy and Mineral Development...

22 6 2

Impressions ① 2,819 Engagements ① 47 Detail expands ① 3

Profile visits ① 10

NTV UGANDA  @ntvuganda · Oct 21



1:39

We have been challenged, but also inspired, to continue advancing aspects of the country's energy security while addressing a number of other issues. - Eng. Irene Bateebe, Permanent Secretary - @MEMD\_Uganda

...

15 3 0

Impressions ① 2,759 Engagements ① 36 Detail expands ① 6

Profile visits ① 7

NTV UGANDA  @ntvuganda · Oct 20



1:46

We've held internal discussions through what I would call technical and program working groups, involving both internal and external stakeholders including ministries, advertising agencies, and others. We all agree on the need for a whole-of-government approach. It's important to

3 1 0

Impressions ① 2,700 Engagements ① 66 Detail expands ① 8

Profile visits ① 50

NTV UGANDA  @ntvuganda · Oct 21



2:09

We agreed to optimize investments in the electricity supply industry through least-cost planning, and I am glad that the World Bank also emphasizes this approach. It is a journey we are already on. - Eng. Irene Bateebe, Permanent Secretary @MEMD\_Uganda...

8 2 0

Impressions ① 2,648 Engagements ① 13 Detail expands ① 2

Profile visits ① 0

NTV UGANDA  @ntvuganda · Oct 20



1:23

The Renewable Energy Conference provides a valuable platform for the government to engage with its stakeholders including the private sector, development partners, and academia.-Dr. Nicholas Mukisa, Deputy National Coordinator -@NREP\_Uganda...

8 2 0

Impressions ① 2,635 Engagements ① 21 Detail expands ① 7

Profile visits ① 3

NTV UGANDA  @ntvuganda · Oct 20



1:04

One of the key conversations at the Renewable Energy Conference is exploring practical solutions that Africa can adopt. A major focus has been on how Ugandans can transition to electric cooking and what solutions are available to support this shift. -@jorampaulssonko

10 4 0

Impressions ① 2,729 Engagements ① 22 Detail expands ① 6

Profile visits ① 2

# Twitter (X) Text | Picture Posts

NTV UGANDA @ntvuganda · Oct 20



I speak with passion about clean cooking, and I want to sincerely appreciate all the support we've received. This year's theme, Transforming Energy Systems for Livelihoods and Conservation is both timely and relevant. I recently reminded the people of Nakasongola that, at one

28
3
0

Impressions ①  
**7,972**
Engagements ①  
**69**
Detail expands ①  
**5**

Profile visits ①  
**4**

NTV UGANDA @ntvuganda · Oct 20



This year's theme, Transforming Energy Systems for Livelihoods and Conservation, challenges us to think beyond just energy generation and supply. It calls us to focus on how energy can transform lives, support livelihoods, and protect our planet. -@NankabirwaRS, ...

12
4
0

Impressions ①  
**3,917**
Engagements ①  
**40**
Detail expands ①  
**6**

Profile visits ①  
**6**

NTV UGANDA @ntvuganda · Oct 20



There was a strong emphasis on leveraging digitalization and artificial intelligence to enhance efficiency in the sector and modernize energy infrastructure. Additionally, there is a critical need to foster strategic partnerships that can attract private sector investment to

10
4
0

Impressions ①  
**2,771**
Engagements ①  
**32**
Detail expands ①  
**6**

Profile visits ①  
**2**

NTV UGANDA @ntvuganda · Oct 20



The excitement that comes from helping someone gain the ability to simply work is what drives me, because in that moment, you know you've made a real difference in someone's life. To everyone supporting us, you're in the right place. A perfect example was when H.E. Lisa Chesney

10
3
0

Impressions ①  
**3,388**
Engagements ①  
**30**
Detail expands ①  
**1**

Profile visits ①  
**4**

NTV UGANDA @ntvuganda · Oct 20



The warmth of the Ugandan people could power the whole country. There's immense potential in the energy sector. This is a story of partnerships and collaboration—and like any good book, it includes unexpected plot twists, with the best chapters still to come. The UK looks forward

14
5
0

Impressions ①  
**4,330**
Engagements ①  
**41**
Detail expands ①  
**12**

Profile visits ①  
**3**

NTV UGANDA @ntvuganda · Oct 20



We have seen new partnerships emerge between the National Renewable Energy Platform and Uganda's kingdoms and religious leaders, bringing clean cooking messages into homes through these vital cultural institutions. We have also witnessed significant progress,...

12
7
0

Impressions ①  
**3,068**
Engagements ①  
**36**
Detail expands ①  
**3**

Profile visits ①  
**2**

NTV UGANDA @ntvuganda · Oct 20



We have agreed on the need to increase and diversify our electricity generation. We will continue to expand and modernize our electricity transmission and distribution network—not only to improve service delivery but also to support the integration and dispatch of additional

16 6 1

Impressions ① Engagements ① Detail expands ①  
**4,516** **45** **5**

Profile visits ①  
**7**

NTV UGANDA @ntvuganda · Oct 20



When we focus on clean energy, particularly clean cooking, we can see the impact on our forests. The loss of forest cover was unsustainable, as the rate of tree cutting far exceeded the rate of afforestation. Climate change is real, it's no longer just a theory. We need to go

13 5 1

Impressions ① Engagements ① Detail expands ①  
**3,037** **38** **8**

Profile visits ①  
**6**

NTV UGANDA @ntvuganda · Oct 20



The Ministry is looking into how to improve service delivery, avoid duplication of interventions, and address the misuse of resources. A conference on renewable energy presents a valuable opportunity for stocktaking and reflection. -Dr. Nicholas Mukisa, Deputy National

14 8 1

Impressions ① Engagements ① Detail expands ①  
**6,727** **65** **9**

Profile visits ①  
**9**

NTV UGANDA @ntvuganda · Oct 20



By 2040, we may not have a single tree left if current trends continue, especially in refugee and host communities, where large numbers of people arrive and there is limited access to energy. Dr. Nicholas Mukisa, Deputy National Coordinator - @NREP\_Uganda ...

19 5 0

Impressions ① Engagements ① Detail expands ①  
**3,519** **43** **4**

Profile visits ①  
**2**

NTV UGANDA @ntvuganda · Oct 20



The national grid currently accounts for 22%, while 38% is off-grid, and the off-grid sector is entirely driven by private actors. This means the energy sector is largely private-led, contributing almost twice as much as the government. Furthermore, if you look at the 2007

12 5 0

Impressions ① Engagements ① Detail expands ①  
**3,130** **29** **2**

Profile visits ①  
**1**

NTV UGANDA @ntvuganda · Oct 20



When we talk about renewable energy, we refer to sources like solar, wind, geothermal, and even hydro. Hydropower is considered renewable because it relies on the continuous flow of water, without it, hydro wouldn't exist. We must believe in our ability to achieve 100% renewable

13 3 0

Impressions ① Engagements ① Detail expands ①  
**3,235** **31** **1**

Profile visits ①  
**4**

NTV UGANDA  @ntvuganda · Oct 20



A few years ago, we were talking about electricity usage being around 3%. This year, we've made a small but significant leap. It may seem like a small percentage, but it means a lot, because cooking is a cultural practice, and changing mindsets takes time.- Dr. Nicholas Mukisa,



20



6



1

Impressions ⓘ

**2,802**

Engagements ⓘ

**45**

Detail expands ⓘ

**6**

Profile visits ⓘ

**3**

NTV UGANDA  @ntvuganda · Oct 20



Join us live in the studio today for an exciting session on the Renewable Energy Conference, happening under the theme: Transforming Energy Systems for Livelihoods and Conservation.

...



12



3



0

Impressions ⓘ

**2,645**

Engagements ⓘ

**38**

Detail expands ⓘ

**3**

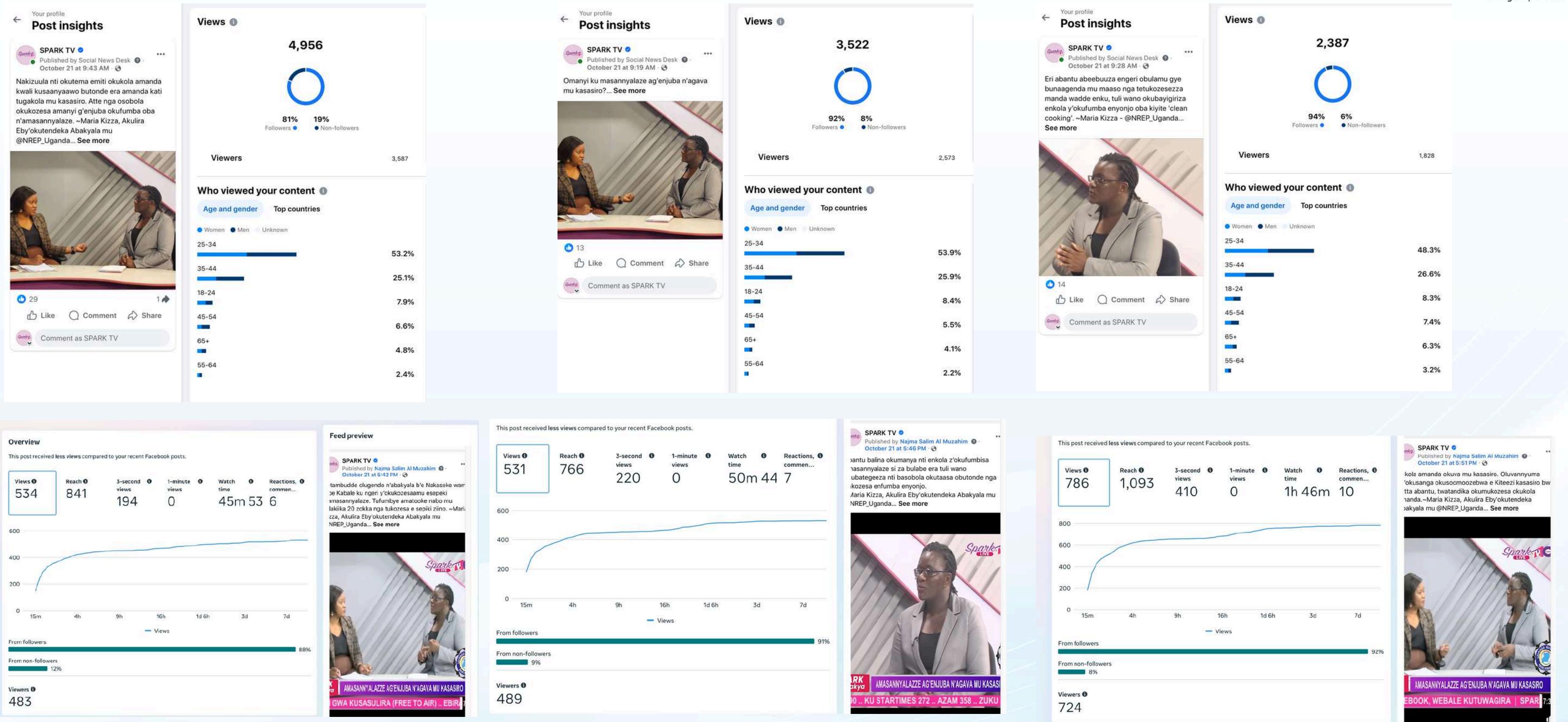
Profile visits ⓘ

**3**

Link clicks ⓘ

**2**

# Spark TV - Facebook posts



# Spark TV - Twitter(x) posts

SPARK TV @sparktvuganda · Oct 21



Omanyi ku masannyalaze ag'enjuba n'agava mu kasasiro?  
Labira wano | ntv.co.ug/spark-live-tv-...  
@NREP\_Uganda...

3

3

0

Impressions ⓘ

**348**

Engagements ⓘ

**16**

Detail expands ⓘ

**2**

SPARK TV @sparktvuganda · Oct 21



Eri abantu abeebuza engeri obulamu gye bunaagenda mu maaso nga tetukozeesseza manda wadde enku, tuli wano okubayigiriza enkola y'okufumba enyonjo oba kiyite 'clean cooking'. ~Maria Kizza - @NREP\_Uganda  
...

5

3

1

Impressions ⓘ

**341**

Engagements ⓘ

**17**

Detail expands ⓘ

**3**

SPARK TV @sparktvuganda · Oct 21

SPARK TV @sparktvuganda · Oct 21



Tukola amanda okuva mu kasasiro. Oluvannyuma Iw'okusanga okusoomoozebwba e Kiteesi kasasiro bwe yatta abantu, twatandika okumukozesa okukola amanda. ~Maria Kizza, Akulira Eby'okutendeka Abakyala mu @NREP\_Uganda...

3

2

0

Impressions ⓘ

**477**

Engagements ⓘ

**5**

Detail expands ⓘ

**0**

SPARK TV @sparktvuganda · Oct 21



Abantu balina okumanya nti enkola z'okufumbisa amasannyalaze si za bulabe era tuli wano okubategeeza nti basobola okutaasa obutonde nga bakozesa enfumba enyonjo. ~Maria Kizza, Akulira Eby'okutendeka Abakyala mu @NREP\_Uganda...

6

3

0

Impressions ⓘ

**221**

Engagements ⓘ

**12**

Detail expands ⓘ

**2**

SPARK TV @sparktvuganda · Oct 21



Tutambudde olugendo n'abakyala b'e Nakaseke wamu n'be Kabale ku ngeri y'okukozesaamu esepeki z'amasannyalaze. Tufumbye amatooke nabo mu ddakiika 20 zokka nga tukozesa e sepiki ziino. ~Maria Kizza, Akulira Eby'okutendeka Abakyala mu @NREP\_Uganda...

4

2

0

Impressions ⓘ

**500**

Engagements ⓘ

**7**

Detail expands ⓘ

**2**

# Documentary - YOUTUBE

← Channel content

## Video analytics

Advanced mode

Overview   Reach   Engagement   Audience   Revenue

31 Oct 2025 – Now   Since published

This video has had 92 views since it was published

Video  
Documentary: Transformation energ...

Details   Analytics   Editor   Comments   Languages   Monetisation   Rights management   Copyright   Clips

Views: 92 (18 less than usual)   Watch time (hours): 3.9 (1.1 less than usual)   Subscribers: —   Estimated revenue: \$0.13

This video   Typical performance

Interest in your content · Since published

Realtime   Updating live

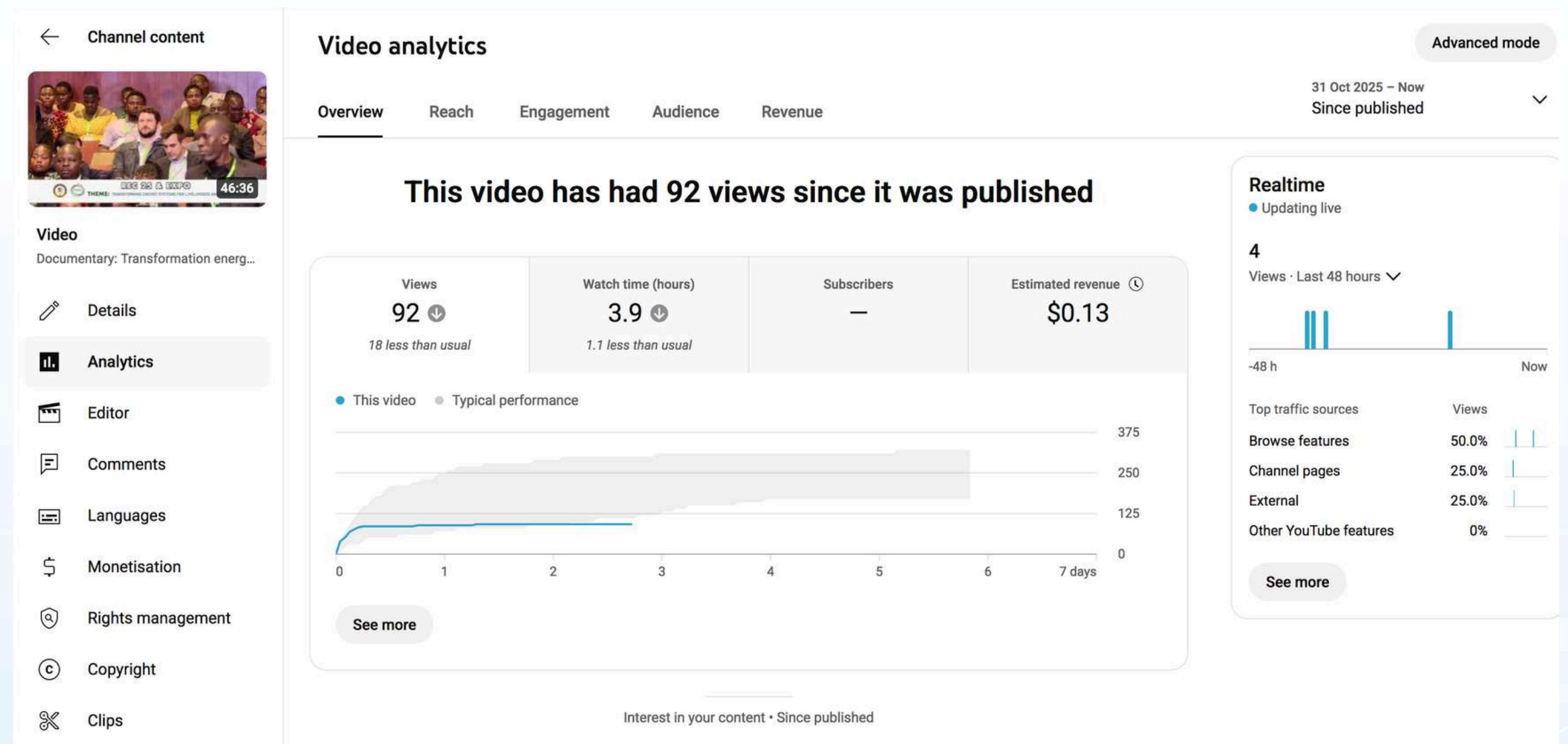
4 Views · Last 48 hours

-48 h Now

Top traffic sources   Views

- Browse features   50.0%
- Channel pages   25.0%
- External   25.0%
- Other YouTube features   0%

See more



**NOTE:**  
 Analytics show numbers (92views) accumulated from 31st October, 2025 when the live broadcast was streamed and uploaded. The numbers will keep growing.

Youtube link to the discussion - <https://youtu.be/bjcFVIvpQAk?si=xtDTIZU4yQAFMnqt>

# YouTube

← Channel content

## Video analytics

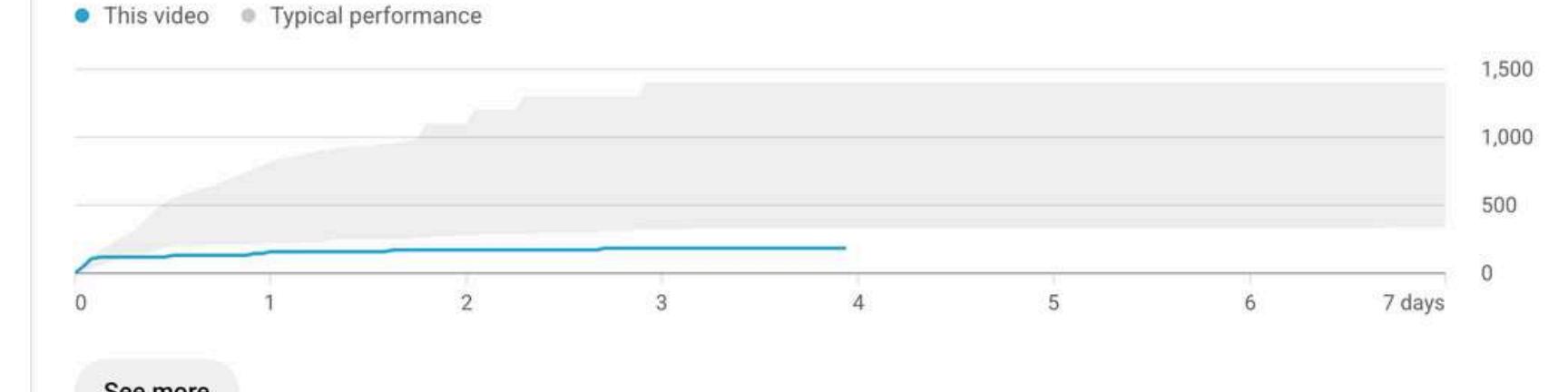
Overview   Reach   Engagement   Audience   Revenue

This video has had 190 views since it was published

**Video**  
LIVE BROADCAST: Transforming En...

Views	Watch time (hours)	Subscribers	Estimated revenue
190 <span>↓</span> 140 less than usual	13.1 <span>✓</span> About the same as usual	—	\$0.24

● This video   ● Typical performance



0 1 2 3 4 5 6 7 days

See more

- Details
- Analytics**
- Editor
- Comments
- Languages
- Monetisation
- Rights management
- Copyright

### NOTE:

Analytics show numbers (190 views) accumulated from 20th October, 2025 when the live broadcast was streamed and uploaded. The numbers will keep growing.

Youtube link to the discussion - [https://youtu.be/5\\_hyen8RaX4?si=Lht\\_tcqQPGok85rY](https://youtu.be/5_hyen8RaX4?si=Lht_tcqQPGok85rY)

# Twitter(X) - Live Stream

NTV UGANDA  @ntvuganda · Oct 20

WATCH - Transforming Energy Systems | [ntv.co.ug/ug/ntv-live](https://ntv.co.ug/ug/ntv-live) [x.com/i/broadcasts/1...](https://x.com/i/broadcasts/1...)



9



2



0

Impressions ⓘ

**2,624**

Engagements ⓘ

**21**

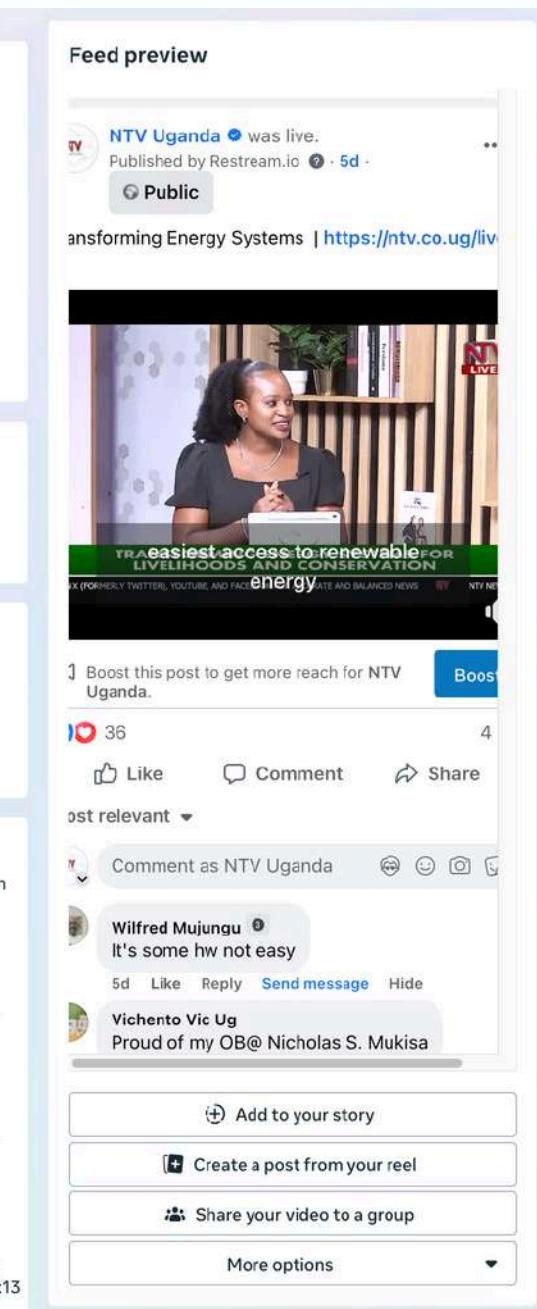
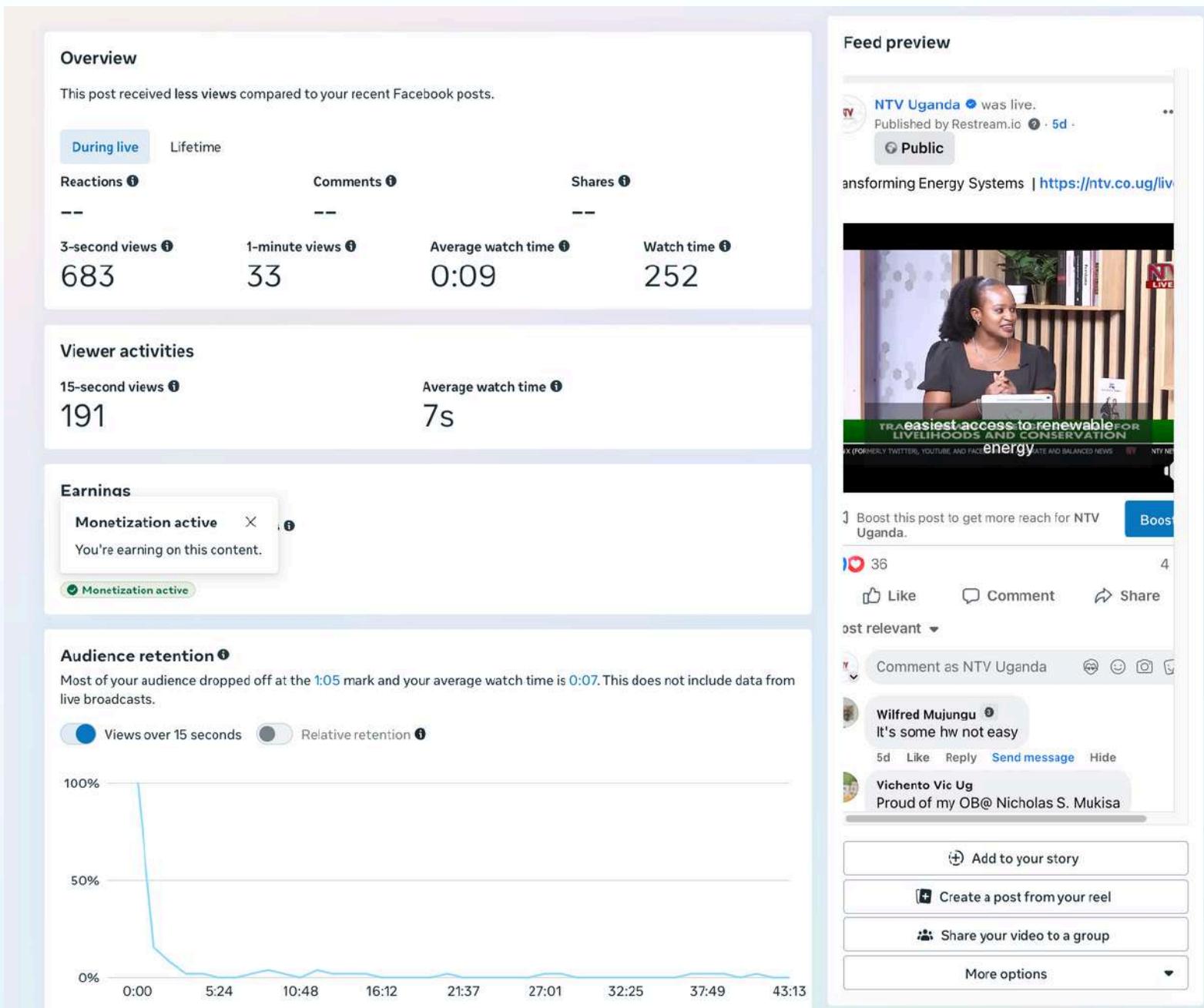
Detail expands ⓘ

**0**

**NOTE:** Analytics show numbers (2624 Impressions) accumulated from 20th October, 2025 when the live broadcast was streamed live on X. The numbers will keep growing.

Twitter link to the discussion - <https://x.com/ntvuganda/status/1980242336308490613>

# Facebook- Live Stream



**NOTE: Analytics show numbers (2,871 Impressions) accumulated from 20th October, 2025 when the live broadcast was streamed live on X. The numbers will keep growing.**

**Facebook link to the discussion - <https://www.facebook.com/share/v/1JNQESX4Ry/>**



Thank You!