

Communication for Innovation

Sustainable Development Goals (SDGs)

The Research Chair in Communication for Innovation directly contributes to the following SDG targets:

- **SDG 1: No Poverty**

- **Target 1.4:** *Ensure that all men and women, in particular the poor and vulnerable, have equal rights to economic resources, access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.*
- **Target 1.5:** *Build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.*
→ *The Chair supports communication systems that empower rural communities, improve access to innovation, and support resilience-building for vulnerable populations.*

- **SDG 2: Zero Hunger**

- **Target 2.3:** *Double the agricultural productivity and incomes of small-scale food producers, particularly women, Indigenous peoples, and family farmers.*
- **Target 2.a:** *Increase investment in rural infrastructure, agricultural research, and extension services.*
→ *The Chair strengthens the delivery of farmer-centered advisory services and innovation uptake, improving productivity and food security.*

- **SDG 4: Quality Education**

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

- **Target 4.3:** *Equal access to technical, vocational and tertiary education*
→ *Co-develops practice-based training programmes with universities, practitioners, and development partners.*
- **Target 4.4:** *Skills for employment, decent jobs and entrepreneurship*
→ *Builds youth and adult capacities in strategic communication, digital literacy, and knowledge brokering.*
- **Target 4.5:** *Eliminate gender disparities and ensure inclusion of vulnerable groups*
→ *Designs gender-responsive communication strategies and empowers women and marginalized learners.*
- **Target 4.7:** *Education for sustainable development and global citizenship*
→ *Promotes systems thinking, Indigenous knowledge, and intercultural understanding through communication.*
- **Target 4.c:** *Increase supply of qualified educators through capacity building*
→ *Develops a new cadre of facilitators, communicators, and educators equipped for participatory and systemic learning.*

- **SDG 5: Gender Equality**
 - **Target 5.b:** *Enhance the use of enabling technology, particularly ICT, to promote the empowerment of women.*
→ *The Chair develops gender-responsive communication platforms and participatory pathways that amplify the voices of women in rural development.*
- **SDG 9: Industry, Innovation, and Infrastructure**
 - **Target 9.b:** *Support domestic technology development, research and innovation, particularly in developing countries.*
→ *The Chair reinforces knowledge and communication systems that enable inclusive innovation and institutional collaboration.*
- **SDG 13: Climate Action**
 - **Target 13.1:** *Strengthen resilience and adaptive capacity to climate-related hazards in all countries.*
 - **Target 13.3:** *Improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, and early warning.*
→ *The Chair promotes communication strategies that enable community-led adaptation and climate-smart practices.*
- **SDG 17: Partnerships for the Goals**
 - **Target 17.6:** *Enhance regional and international cooperation on access to science, technology, and innovation.*
 - **Target 17.9:** *Enhance international support for implementing effective and targeted capacity-building.*
 - **Target 17.16:** *Enhance multi-stakeholder partnerships to mobilize and share knowledge, expertise, technology, and financial resources.*
→ *The Chair builds communities of practice and collaborative platforms to scale innovation and drive systemic change.*

Africa Agenda 2063 – The Africa We Want

The Chair supports implementation of:

- **Aspiration 1:** A prosperous Africa based on inclusive growth and sustainable development (through enhanced agricultural productivity and food sovereignty).
- **Aspiration 6:** An Africa whose development is people-driven, especially relying on the potential of women and youth (through participatory engagement and empowerment).
- **Goal 10:** Agriculture modernisation for increased productivity and agro-industrial development.
- **Goal 17:** Full gender equality in all spheres of life.
- **Goal 18:** Engaged and empowered youth and children.

South Africa's National Development Plan (NDP 2030)

This initiative directly supports:

- **Chapter 6:** Inclusive rural economy – by strengthening extension systems, innovation ecosystems, and rural service delivery.

- **Chapter 7:** Positioning South Africa as a leader in science and technology – by building capacities for knowledge translation and evidence use.
- **Chapter 15:** Transforming society and uniting the nation – through inclusive, participatory approaches that elevate local voices and build shared ownership of development outcomes.