

Communicating SDGS In the Land Sector: Gaps and Opportunities for Action in Southern Africa.

Elvena Hayford and Ricardo Penehafo (Namibia)

Key words: Implementation of plans; Positioning; Communication, SDG's, United Nations, Goal 15, Land, Land use planning

SUMMARY

The Sustainable Development Goals (SDGs), adopted by the United Nations in 2015, represent a global commitment to address diverse challenges in social, economic, and environmental realms by 2030. Within this framework, Goal 15, focusing on Life on Land, encounters distinctive challenges in Southern Africa due to the unique dynamics of the region. Despite increased awareness and ongoing efforts, achieving Goal 15 in Southern Africa requires a nuanced exploration of the intricate relationship between human activities and the natural environment.

This paper intends to improve SDG communication strategies with a particular focus on Goal 15 and its link with the land sector in Southern Africa. This paper aims to address the challenges in sustainable development within the region, by outlining existing gaps in the current communication strategy and highlighting potential opportunities.

The investigation of communication techniques goes beyond identifying weaknesses; it

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actively proposes actions to enhance the effectiveness of achieving SDG Goal 15 in Southern Africa's district environmental and socioeconomic context. The purpose of this analysis is to provide significant insights into tackling regional difficulties and capitalising on possibilities for sustainable development.

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