



FIG Working Week 2024

19-24 May

Accra, Ghana

Your World, Our World:
Resilient Environment
and Sustainable
Resource Management
for All

Presented at the FIG Working Week 2024,
19-24 May 2024 in Accra, Ghana

Communicating SDGs to the Land Sector: Gaps and Opportunities for Action in Southern Africa

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Introduction

Y3N Ara Asaase Ni? Translation: This Is Our Land



Lyrics:

Aduru me ne wo nso so,
Se yebeye bi atoa so.

Translation:

It Is The Turn Of You And I To Continue The Legacy

The anthem was composed by Ephraim Amu.

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The United Nations Sustainable Development Goals. (United Nations, 2015)

Framework of objectives aimed at solving a wide range of issues, including poverty, hunger, sickness, illiteracy, environmental degradation, and gender inequality (United Nations, 2015).



SDG 15, "Life on Land," aims to protect, restore, and promote the sustainable use of terrestrial ecosystems. Its multifarious objectives include responsible forest management, desertification reduction, land degradation reversal, and biodiversity conservation



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Understanding Communication of SDG Linkages with Specific Goals to The Land Sector

The United Nations needs to implement a systematic strategy to effectively communicate its goals, particularly SDG 15, to stakeholders in the land sector. Organisations that use a well-defined communication approach can improve their understanding, engagement, and reaction to crucial sustainability projects.



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A linear of the communication process. (Shannon & Weaver, 1963)

An illustration of linear communication process from sender to receiver, which appears to be a simple message transfer. However, this concept is more complex than it appears, specifically when used to successfully convey Sustainable Development Goals (SDGs) to specific sectors, such as SDG 15 in the land sector.

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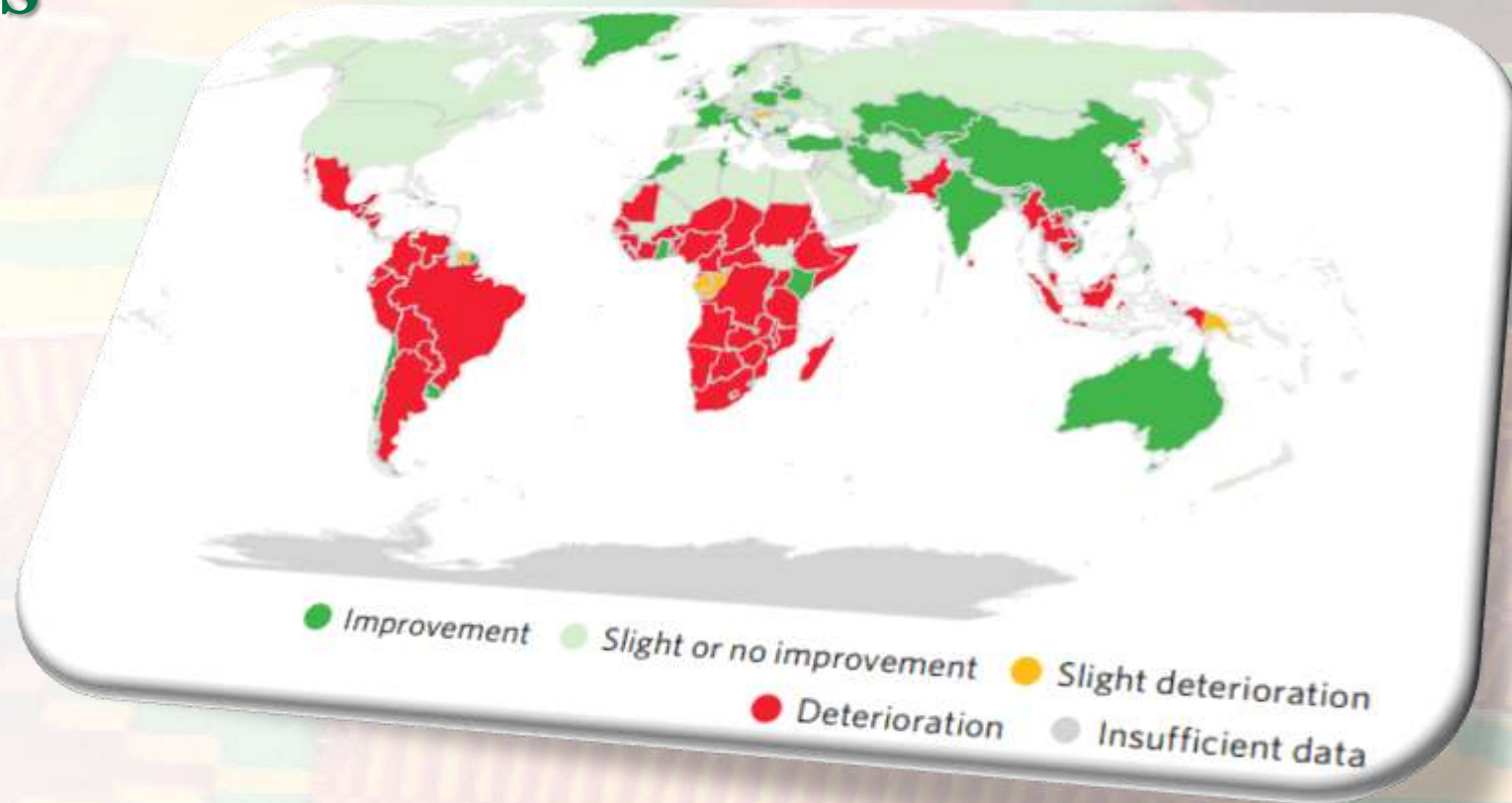
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Identification of Gaps in Land Sector in Southern Africa.

1. Generalisation of Africa as ' Sub-Saharan Africa'
2. Generalization of landscape in Africa (Sub Sahara)
3. Language Barrier (UN reported in six languages)
4. lack of explicit reference to policies or techniques used to address the highlighted concerns.



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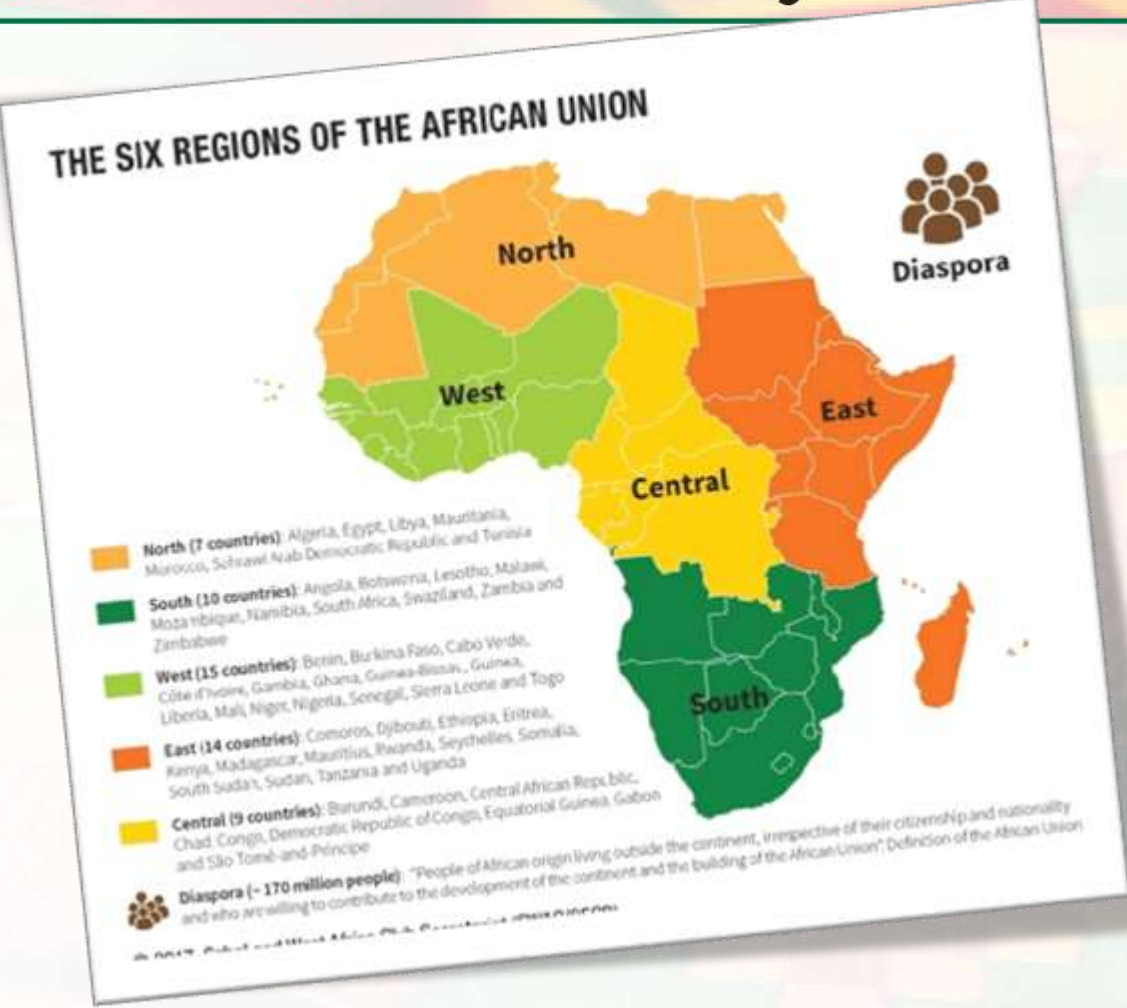


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Identified Opportunities for Effective Communication in the SDGs to the Land Sector

- Grouping Africa into regions to cater to each region
- Implementation of regional and country languages for better communication of SDGs
- Using the 4 P's to tailor-make messages for each region.



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By strategically using communication to address land tenure insecurity and inadequate land use planning, it is possible to foster more inclusive, transparent, and effective management of land resources. This approach not only addresses immediate challenges but also contributes to the long-term sustainability and equitable development of communities.

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Shannon Weaver's communication model outlines the sender-message-channel-receiver framework and emphasizes feedback's role in ensuring effective message comprehension. This model serves as both a conceptual tool for analysing communication processes and a practical guide for enhancing clarity and understanding in various communication settings.

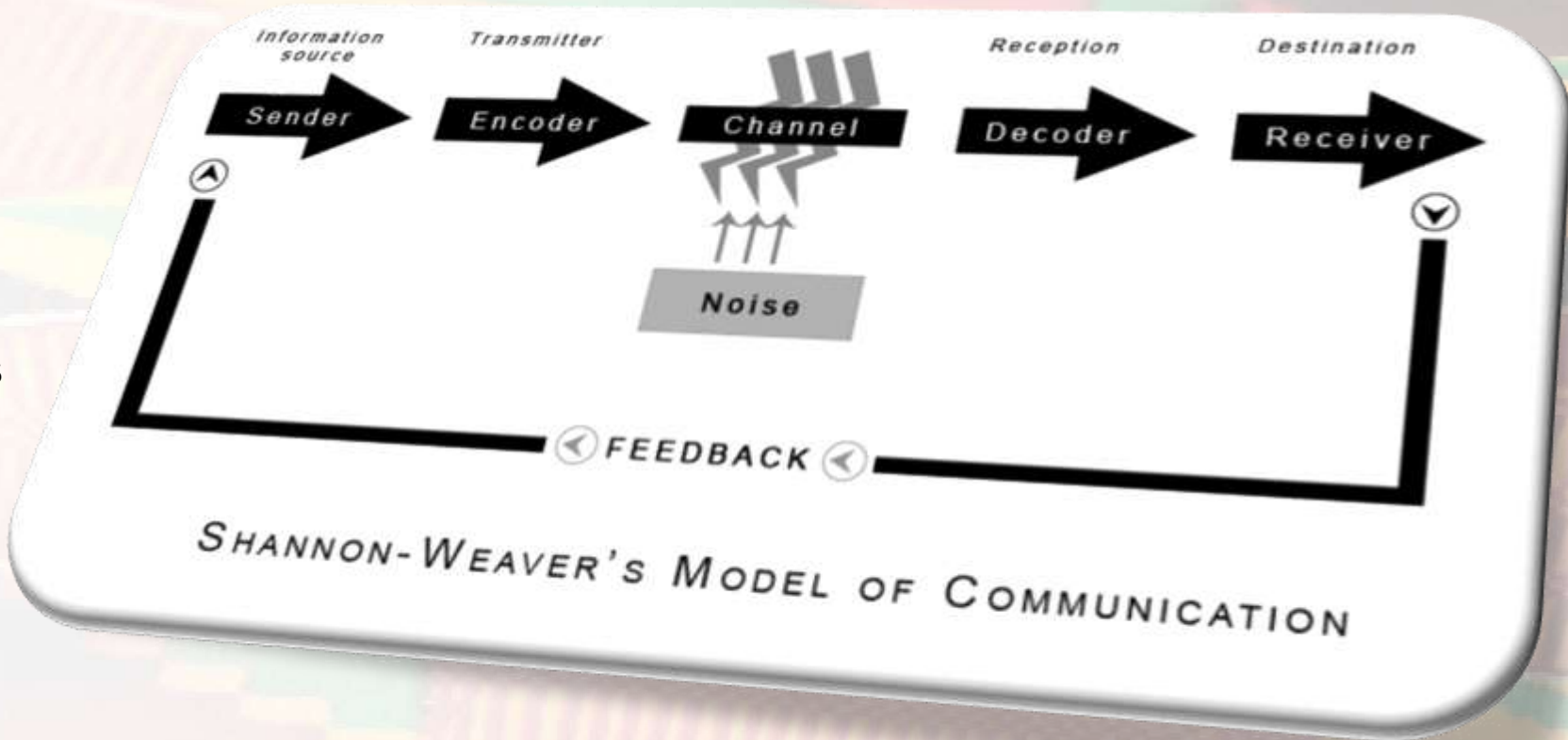




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Conclusion and Discussions

This paper highlights the critical role of effective communication in achieving SDG 15 ("Life on Land") in Southern Africa. By examining communication strategies and integrating sustainable practices, it proposes tailored, audience-centric approaches to enhance awareness and engagement, accelerating progress towards preserving terrestrial ecosystems.



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International Federation of Surveyors supports the Sustainable Development Goals

Commission #12639

Commission's name: TF SDG

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