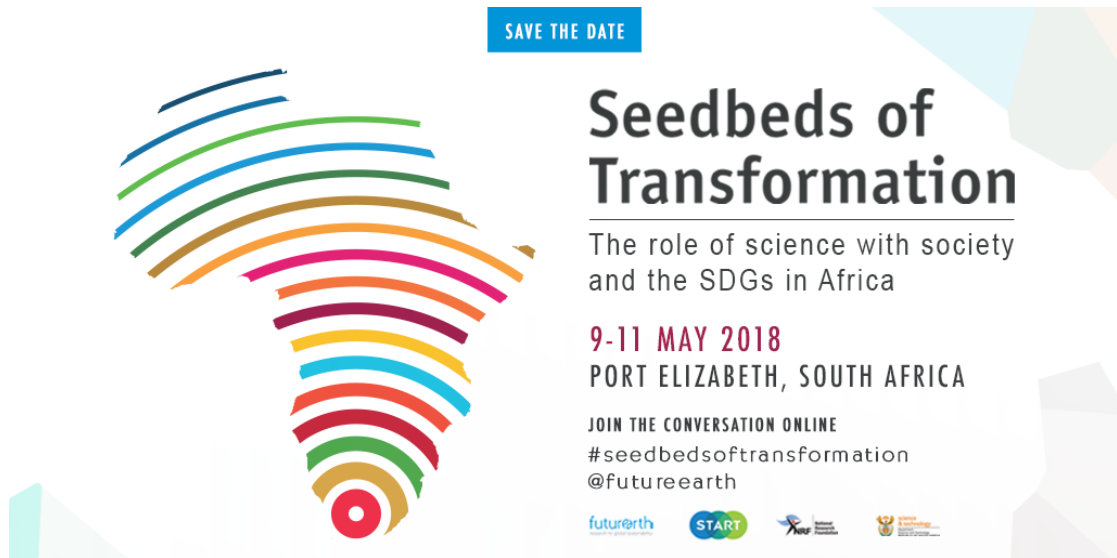


Social Media Toolkit

Seedbeds of Transformation:

The Role of Science with Society and the SDGs in Africa



The poster features a stylized map of Africa on the left, composed of colorful, curved lines that resemble a seedbed or a signal tower. The lines are in shades of blue, green, yellow, orange, red, and purple. To the right of the map is a blue box with the text "SAVE THE DATE". Below this, the title "Seedbeds of Transformation" is written in a large, bold, black font. Underneath the title, the subtitle "The role of science with society and the SDGs in Africa" is written in a smaller black font. The dates "9-11 MAY 2018" and the location "PORT ELIZABETH, SOUTH AFRICA" are listed in a bold, black font. Below this, the text "JOIN THE CONVERSATION ONLINE" is followed by the hashtag "#seedbedsoftransformation" and the Twitter handle "@futureearth". At the bottom of the poster, there are logos for futureearth, START, and the South African Government Department of Science and Technology.

Download social cards: [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

Future Earth, an international research organisation promoting global sustainability, is co-hosting a major international conference in Port Elizabeth, South Africa “Seedbeds of Transformation: The Role of Science with Society and the Sustainable Development Goals (SDGs) in Africa, an international conference in South Africa

The three-day conference from May 9-11 will look at the tensions and opportunities around implementing the United Nations Sustainable Development Goals (SDGs) in Africa. The meeting is hosted by Future Earth, the South African Government Department of Science and Technology, the National Research Foundation of South Africa, and START. It will take place at the Boardwalk Hotel.

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www.futureearth.org

Hashtags

Use these hashtags to join in the conversation:

[#seedbedsoftransformation](#)
[#futureearth](#)
[#sustainability](#)

Partners

@FutureEarth	Future Earth
@START_intl	START
@NRF_News	The National Research Foundation South Africa
@dstgovza	Republic of South Africa: Department of Science and Technology

Supporters

@ICSUnews	International Council for Science
#LIRA2030	LIRA 2030 Africa
@SwedBio	SwedBio
@IGBPcomms	Global Change IGBP
@ird_fr	French National Research Institute for Sustainable Development (IRD)
@inno4sd	Innovation for Sustainable Development Network
@CDEunibe	University of Bern, Centre for Development & Environment

Livestream

The conference will be livestreamed at:
<https://www.facebook.com/futureearth.org/>
Link for social media sharing: <http://bit.ly/2HTDpjm>

Links for Sharing on Social Media

Conference Website: <http://bit.ly/2rHYkT2>
Conference Agenda: <http://bit.ly/2FKyglM>
Conference Programme: <http://bit.ly/2FKyijS>
Conference Full Programme: <http://bit.ly/2Kz3rtS>

Twitter

Pre-Event

Seedbeds of Transformation Conference 9-11 May. Collaboratively exploring the #SDGs in Africa: <http://bit.ly/2rHYkT2> #seedbedsoftransformation #futureearth #sustainability @FutureEarth [@START_intl](#) @NRF_News [@dstgovza](#)

Working toward the #SDGs may bring us closer to transforming Africa: <http://bit.ly/2rHYkT2> #seedbedsoftransformation #futureearth #sustainability @FutureEarth [@START_intl](#) @NRF_News [@dstgovza](#)

Hear from scholars, practitioners and policy experts on innovative approaches to transforming Africa. Seedbeds of Transformation Conference 9-11 May: <http://bit.ly/2rHYkT2> #seedbedsoftransformation #futureearth #sustainability @FutureEarth [@START_intl](#) @NRF_News [@dstgovza](#)

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Understanding trajectories of change, traversing critical challenges and creating momentum: Key themes at Seedbeds of Transformation Conference 9-11 May, Port Elizabeth, South Africa: <http://bit.ly/2rHYkT2> #seedbedsoftransformation #futureearth #sustainability @FutureEarth @START_intl @NRF_News @dstgovza

Twitter

During Event

Innovators, government, industry, NGOs & the media meet at the Seedbeds of Transformation Conference in Port Elizabeth, South Africa: <http://bit.ly/2rHYkT2> #seedbedsoftransformation #futureearth #sustainability @FutureEarth @START_intl @NRF_News @dstgovza

Seedbeds of Transformation: The role of science with society and the #SDGs in #Africa hosted by @FutureEarth @START_intl @NRF_News @dstgovza begins today. Watch the livestream: <http://bit.ly/2HTDpjm>

Livestreaming Seedbeds of Transformation International Conference, watch LIVE here: <http://bit.ly/2HTDpjm> #seedbedsoftransformation #futureearth #sustainability @FutureEarth @START_intl @NRF_News @dstgovza

Seedbeds of Transformation Conference addresses ocean health, ecosystem change, sustainable cities & digitalisation: <http://bit.ly/2rHYkT2> #seedbedsoftransformation #sustainability @FutureEarth @START_intl @NRF_News @dstgovza

Seedbeds of Transformation Conference wouldn't be possible without partnership with @FutureEarth @START_intl @NRF_News @dstgovza #seedbedsoftransformation #futureearth #sustainability

Digital Futures in Africa at #SeedbedsofTransformation Conference: <http://bit.ly/2rHYkT2> #futureearth #sustainability @FutureEarth @START_intl @NRF_News @dstgovza

Seeding #sustainability at #seedbedsoftransformation international conference: <http://bit.ly/2rHYkT2> #futureearth @FutureEarth @START_intl @NRF_News @dstgovza

Power & equity dimensions of the #SDGs at #seedbedsoftransformation conference: <http://bit.ly/2rHYkT2> #futureearth #sustainability @FutureEarth @START_intl @NRF_News @dstgovza

Stay up-to-date by joining the Seedbeds of Transformation community on the Open Network: <http://bit.ly/seedbedsopennetw> #seedbedsoftransformation #futureearth #sustainability @FutureEarth @START_intl @NRF_News @dstgovza

We are live! Seedbeds for Transformation is livestreaming NOW: <http://bit.ly/2HTDpjm> #seedbedsoftransformation #futureearth #sustainability @FutureEarth @START_intl @NRF_News @dstgovza

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Follow @FutureEarth on Facebook to watch the livestream of the Seedbeds for Transformation conference: <http://bit.ly/2HTDpjm> #seedbedsoftransformation #futureearth #sustainability

Facebook

Pre-Event

The Seedbeds of Transformation conference will provide a collaborative, transdisciplinary space for people with diverse perspectives to explore transformations and the UN Sustainable Development Goals (SDGs) in Africa.

Held over 3-days in Port Elizabeth, South Africa, the conference will explore how to address key tensions and opportunities arising from the implementation of the SDGs. More info here: <http://bit.ly/2rHYkT2>

#seedbedsoftransformation #futureearth #sustainability

Lack of data proves to be a challenge to tracking the progress of the SDGs in Africa.

The Seedbeds for Transformation conference in Port Elizabeth, South Africa, 9-11 May will address the challenges and opportunities associated with the implementation of the SDGs in the region. <http://bit.ly/2rHYkT2>

#seedbedsoftransformation #futureearth #sustainability

The Seedbeds for Transformation conference will be livestreamed from Port Elizabeth, South Africa, 9-11 May from 8:30am local time (GMT+2).

Follow us on Facebook for conference updates and livestream of the sessions: <http://bit.ly/2HTDpjm>

#seedbedsoftransformation #futureearth #sustainability

Facebook

During Event

Livestream for The Seedbeds for Transformation conference is now available.

Follow the link to hear experts discuss current challenges and opportunities around the implementation of the UN's SDGs.

Watch the livestream: <http://bit.ly/2HTDpjm>

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One of the themes addressed at the Seedbeds of Transformation conference is Understanding Trajectories of Change.

Existing knowledge on trends and future trajectories of global change can help enhance the understanding of the socio-economic and socio-ecological contexts and conditions in which people live, interact and govern.

<http://bit.ly/2rHYkT2>

While the SDGs and their aims are generally agreed to be well-intentioned, there are inherent tradeoffs and barriers to be found in pursuing these as well as broader types of more disruptive transformational change that may be required. Examination of these deep transformations should be vigorous and transparent.

Discussions at the Seedbeds of Transformation conference address traversing critical challenges with implementing the SDGs. <http://bit.ly/2rHYkT2>

The UN SDGs report 2017 shows some progress across the 17 SDGs since their launch in 2015, however, this progress is uneven and recognized as being too slow to achieve the goals by the 2030 target.

The Seedbeds of Transformation conference in Port Elizabeth, South Africa is working towards transformative changes, so we can keep up the momentum.

<http://bit.ly/2rHYkT2>

We are live! Check out the livestream for the 2018 Seedbeds of Transformation conference in Port Elizabeth, South Africa.

Watch our livestream here: <http://bit.ly/2HTDpjm>

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Session Tweets

In chronological order

Date	Time <i>(Tweets scheduled 15 mins prior to start)</i>	Tweet
9 May	8:15	Welcome to the Seedbeds of Transformation! Opening Plenary will begin in 15 minutes, watch the livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
9 May	10:45	Parallel Session: Digital futures in Africa: science, policy & action will be commencing in 15 minutes. #seedbedsoftransformation #futureearth #sustainability
9 May	12:15	Lunch session featuring a panel discussion on SDGs & the private sector is up next. Watch the livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
9 May	13:45	Parallel Session: Seeding sustainability I: Pathways for change will begin in 15 minutes. #seedbedsoftransformation #futureearth #sustainability
9 May	13:45	Shaping sustainable urban futures in Africa through a proactive science-practice- policy interface will begin in 15 minutes. Watch the livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
9 May	15:45	Plenary: Transformations towards a more sustainable future in #Africa will be commencing in 15 minutes: Watch the livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
10 May	8:15	Welcome back to day 2! Plenary: Recent @IPBES Assessments begins in 15 minutes. Watch the livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
10 May	9:15	Parallel Session: Seeding sustainability II: Pathways for change will commence in 15 minutes. #seedbedsoftransformation #futureearth #sustainability
10 May	9:15	Starting in 15 mins: Regime shifts: how changes in the structure and function of social-ecological systems could undermine the potential for achieving the SDGs. Watch the livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
10 May	11:15	Parallel Session: Power & Equity Dimensions of the #SDGs will be starting in 15 minutes. #seedbedsoftransformation #futureearth #sustainability
10 May	11:15	Things are not as they seem: Exploring tense links between SDGs on-stage in 15 mins. Watch the livestream

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		here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
10 May	14:00	Plenary: An African perspective on ‘dancing’ with tensions, contradictions & opportunities in the implementation of the #SDGs (Part 1). Starting in 15 minutes, watch the livestream: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
10 May	16:00	Plenary: An African Perspective (Part 1) will continue in 15 minutes, catch the livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
11 May	8:15	Welcome back to day 3! Plenary: Introducing the Transformations Forum ‘Road map’, from Day 2 to Day 3 will begin in 15 minutes, watch the Livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
11 May	8:45	Parallel Session: Seeding sustainability III: Pathways for change will begin in 15 mins. #seedbedsoftransformation #futureearth #sustainability
11 May	10:45	Parallel Session: Joining the dots – connecting & collaborating will begin in 15 minutes. #seedbedsoftransformation #futureearth #sustainability
11 May	13:30	Plenary: An African perspective on ‘dancing’ with tensions, contradictions and opportunities in the implementation of the SDGs (Part 2) will start in 15 minutes. Watch the livestream: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
11 May	15:45	Plenary: An African perspective (Part 2) continues in 15 minutes, watch the livestream here: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability
11 May	16:15	Don’t miss the closing session: Art & Transformation, commencing in 15 minutes. Watch the livestream: http://bit.ly/2HTDpjm #seedbedsoftransformation #futureearth #sustainability

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Twitter handles for speakers
Wednesday, 9 May

OPENING PLENARY

Welcome remarks and Presentations

@amyluers	Amy Luers,	Executive Director of Future Earth, former Obama and Google executive
@cheikh_mbow	Cheikh Mbow,	Executive Director, START
@PeterMesserli	Peter Messerli,	Co-chair UN Panel for the Global Sustainable Development Report

PARALLEL SESSION

Digital futures in Africa: science, policy and action.

Harnessing the 4th industrial revolution to advance the SDGs in Africa (Wood room)

@bernardslippers	Bernard Slippers	Director of the Forestry and Agricultural Biotechnology Institute, University of Pretoria
@solo_assefa	Solomon Assefa	Director of IBM Research Africa
@Walidbadawi	Walid Badawi	Country Head, United Nations Development Programme

Evidence-informed implementation of the SDGs: Challenges and opportunities (Breakout room D2)

@willemfourie	Willem Fourie	(Session lead), Associate Professor and South African SDG Hub Coordinator, University of Pretoria
@Laurenz_ml	Laurenz Langer	Evidence Synthesis Specialist, Africa Centre for Evidence, University of Johannesburg
@MapulaTshangelM	Mapula Tshangela	Senior Policy Advisor: National Sustainable Development, Department of Environmental Affairs, South Africa

Lunch; *Featuring a panel on SDGs and the private sector*

@ElaRomanowska	Ela Romanowska	President, Southern African Research and Innovation Management Association and Director of Technology Transfer of the Witwatersrand, South Africa
@JoanneJoanney	Joanne Yawitch	CEO, National Business Initiative, Senior Researcher at Ernst & Young
@nraphulu	Ndivhuhu	National Cleaner Production Centre, South

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	Raphulu	Africa
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PARALLEL SESSION

Seeding sustainability I: pathways for change.

Shaping sustainable urban futures in Africa through a proactive science-practice-policy interface (Plenary room)

@KatsiaP	Katsia Paulavets	LIRA programme manager, ICSU
@nmagitta	Ngweina Magitta	University of Dar es Salaam, Tanzania

A call for an ethically grounded transdisciplinary approach for aquatic ecosystem health research and management (Breakout room D1)

@nelskaro	Nelson Odume	(Session lead) Rhodes University
@Nosie_Ngqwala	Nosiphiwe Ngqwala	Rhodes University, South Africa

Pathways to sustainable land systems: land as the nexus for optimizing co-benefits of SDG interactions (Wood room)

@adebremond	Ariane de Bremond	Global Land Programme - Switzerland/USA (Co-lead)
@ward_anseeuw	Ward Anseeuw	International Land Coalition (ILC) - (Co-lead)
@PeterMesserli	Peter Messerli	Moderator. Professor, University of Bern, Director, Centre for Environment and Development, Co-Chair Scientific Steering Committee, Global Land Programme, Co-Chair, Global Sustainable Development Report

Transforming African food systems to achieve sustainable food and nutrition security (Breakout room D2)

@laurap18	Laura Pereira	(Session co-lead) Centre for Complex Systems in Transition, Stellenbosch University, South Africa
@scottdrimie	Scott Drimie	Southern Africa Food Lab, South Africa
@Skamoteane	Ska Mirriam Moteane	Chef, Lesotho

PLENARY

Transformations towards a more sustainable future in Africa.

'Road map', from Day 1 to Day 2 of Seedbeds

@mkapiriri	Monica Kapiriri	Development Consultant
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Introducing the SDG labs concept

@WendyBroadgate	Wendy Broadgate	Future Earth
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PANEL

Global Sustainable Development Report 2019: the role of science in translating global governance into regional policy (Wood room)

@Dr_Ernest_Foli	Ernest Foli	Panelists
@PeterMesserli	Peter Messerli	Panelists
@JeanAlbergel	Jean Albergel	Panelists
@cheikh_mbow	Cheikh Mbow	Facilitators

Thursday, 10 May

PLENARY

Recent IPBES Assessments: a report from the front lines

@n_sitas	Nadia Sitas	Council for Scientific and Industrial Research, South Africa
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PARALLEL SESSION

Seeding sustainability II: Pathways for change.

Supporting regional ocean planning in the Northern Mozambique Channel (Breakout room D2)

@dobura	David Obura	(Session co-lead) CORDIO East Africa/Northern Mozambique Channel Initiative, Kenya
@Karen_Reos	Karen Goldberg	(Session co-lead) Reos Partners, South Africa

Methods-lab on knowledge co-production: learning from African cases (Breakout room D1)

@FlurinaSchneide	Flurina Schneider	Centre for Development and Environment CDE, University of Bern, Switzerland
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Regime shifts: how changes in the structure and function of socioecological systems, could undermine the potential for achieving the SDGs. (Plenary room)

@krismac27	Kristi Maciejewski	Centre for Complex Systems in Transition (CST), Stellenbosch University
@JGambiza	James Gambiza	Department of Environmental Science, Rhodes University
@Living_Lands	Otto Beukes	Manager for Living Lands, Baviaanskloof

PARALLEL SESSION

Power and equity dimensions of the SDGs.

How power relations affect vulnerable groups, understanding critical intersections in cities (Wood room)

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@rikesitas	Rike Sitas	(Session co-lead), African Centre for Cities and Mistra Urban Futures, South Africa
@n_sitas	Nadia Sitas	(Co-lead), Council for Scientific and Industrial Research, South Africa

Innovations in transgressive social learning for social ecological sustainability in times of climate change (TLearning) (Breakout room D1)

@Million_Belay	Million Belay	MELCA Ethiopia/ Alliance for food sovereignty in Africa/ Stockholm Resilience Centre, Ethiopia
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Things are not as they seem: Exploring tense links between SDGs (Plenary room)

@onebrownbread	Odirilwe Selomane	(Session co-lead), Stockholm Resilience Centre
@Million_Belay	Million Belay	MELCA Ethiopia/ Alliance for food sovereignty in Africa/ Stockholm Resilience Centre, Ethiopia
@avitbhowmik	Avit Bhowmik	Future Earth, Bangladesh
@liezl_le_roux	Liezl le Roux	Living Lands, South Africa

Poverty discourse, policy, practice, and development in Africa: Traversing critical challenges (Breakout room D2)

@mumywisdom	Sharon Omotoso	Gender Studies Program, Institute of African Studies, University of Ibadan, Ibadan, Nigeria
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Friday, 11 May

PARALLEL SESSION

Seeding sustainability III: pathways for change.

Exploring futures methods for creating transformative spaces: visions of a good

Anthropocene in southern Africa (Wood room)

@Rikatier	Rika Preiser	(Session Lead), Center for Complex Systems in Transition, Stellenbosch University, South Africa
@TanjaHichert	Tanja Hichert	Hichert and Associates, Cape Town, South Africa

Collaborative long-term research at the interface: a catalyst for transformational change towards sustainability in Africa (Breakout room D1)

@BiancaCurrie2	Bianca Currie	Director of the Sustainability Research Unit in Nelson Mandela University
@DirkRoux	Dirk Roux	Specialist Researcher in SANParks, South Africa and adjunct professor at the Sustainability Research Unit

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Exploring the potential of renewable energy technologies to avoid conventional (centralized-utility) energy development models in Africa and its implications for the SDGs (Breakout room D2)

@Falaye_Sunday	Sunday Falaye	CEO, Econergco, Lagos, Nigeria
@mumywisdom	Sharon Omotoso	Gender Studies Program, Institute of African Studies, University of Ibadan, Ibadan, Nigeria

PARALLEL SESSION

Joining the dots: connecting and collaborating.

How can research networks of the Future Earth framework effectively contribute to implementation of the SDGs in Africa? (Breakout room D1)

@FlurinaSchneide	Flurina Schneider	Centre for Development and Environment, Switzerland
@KatsiaP	Katsia Paulavets	ICSU
@adebremond	Ariane de Bremond	Global Land Programme (GLP), Bern University, Switzerland
@PeterMesserli	Peter Messerli	Global Land Programme (GLP), Bern University, Switzerland
@DLwasa	Shuaib Lwasa	Urban Knowledge Action Network (Urban KAN), Makerere University, Kampala, Uganda

Art and imagination in transformational processes (Wood room)

@Rikatier	Dr. Rika Preiser	Centre For Complex Systems In Transition, University of Stellenbosch
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