

Credocast

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Communicating Social Impact Effectively

About Credo Advisory

Credo Advisory is a leading communications firm specialising in strategic, operational, and tactical communications initiatives. We support governments, development partners, and the private sector to raise awareness, build trust, and effect change with communication programmes. Collaborating with our partners, we develop products, initiatives, and campaigns based on research and industry insights.

Credo is committed to using communications to advance the Sustainable Development Goals (SDGs), with communication responses that promote transparency, good governance, advocacy, and public enlightenment.

Our mission is to provide technical assistance and programming that enable our clients to build strong relationships with stakeholders, shape attitudes, educate audiences, and influence behaviours to impact society positively. We leverage communications to end poverty, fight inequality and foster a cleaner, safer, and more sustainable world.



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“The Global Goals consist of 17 goals to address global challenges such as poverty, inequality, climate change, environmental degradation, peace, and justice.”

Stories Shaping Our Future

In a world where inequality deepens, poverty persists, and the planet bears the weight of human progress, the need for a unified global response becomes impossible to ignore. Communities struggle under the strain of climate change, millions lack access to education and healthcare, and opportunities remain out of reach for too many. The cracks in our systems are undeniable, and the call for action grows louder¹.

In this context, in 2015, world leaders came together to chart a new course—a shared vision for a better, more equitable, and sustainable future. The Sustainable Development Goals (SDGs) were born from this collective resolve. The Global Goals consist of 17 goals to address global challenges such as poverty, inequality, climate change, environmental degradation, peace, and justice.

They were designed to tackle the world’s most significant challenges and ensure no one is left behind. They address everything from ending poverty and achieving gender equality to protecting our planet and fostering global partnerships. With a clear target of 2030, they offer a roadmap to transform our world for future generations.



Assessing Progress: Where Do We Stand in Meeting the SDG Goals?

The journey has been far from linear as we reach the halfway mark toward the 2030 deadline. The progress we celebrate is met with urgent reminders of the work that remains.

Across the globe, efforts to achieve the Sustainable Development Goals (SDGs) have ignited transformative change. Yet, this progress exists alongside sobering realities. The COVID-19 pandemic severely affected global development, reversing years of hard-won advancements². Economic disruptions, school closures, and strained healthcare systems pushed vulnerable populations further to the margins.

While global progress toward the SDGs faces setbacks, the work of grassroots changemakers offers a blueprint for resilience and hope. These stories demonstrate the impact of local actions and underscore the need for effective communication to inspire collective action.

¹<https://sdgs.un.org/goals>

²The Sustainable Development Goals Report 2023.pdf at: <https://unstats.un.org/sdgs/report/2023/The-Sustainable-Development-Goals-Report-2023.pdf>

Voices of Changemakers

In the bustling villages of Cameroon, hope arrives not only in the cries of newborns but in the resolve of women like [Martha Agbornyenty](#). As a midwife, she offers life-saving knowledge to expectant mothers, challenging the grim reality of maternal mortality. Through her "For Mom and Baby Foundation", Martha embodies Sustainable Development Goal 3: Good Health and Well-being, ensuring that mothers and children survive and thrive³.

Across Africa, [Isak Pretorius](#) leads ForAfrika's mission to combat hunger through sustainable agriculture and community empowerment, aligning with SDG 2: Zero Hunger. Through key programmatic pillars—emergency response, food security and livelihoods, health and nutrition, education, and economic empowerment—ForAfrika not only feeds families but also builds resilient communities equipped to sustain themselves, fostering a hunger-free future⁴.

From Nigeria to South Africa, changemakers like [Carolyn Seaman](#) and [Refilwe Ledwaba](#) highlight the transformative power of education and skill acquisition for young African girls in marginalised communities. Carolyn's Girls Voices Initiative equips girls with the tools to overcome societal barriers, while Refilwe's Girls Fly Africa introduces young women to the skies and STEM fields. Together, they advance SDG 4: Quality Education and SDG 5: Gender Equality, demonstrating how education empowers futures and breaks cycles of inequality⁵.

In the Democratic Republic of Congo, [Chinelo Adi](#) and [Benedict Owanga](#) illuminate the path to affordable and clean energy (SDG 7) with Owanga Solar, their portable solar-powered battery packs transform lives in energy-deprived communities, proving that innovation can bridge the gap between poverty and possibility⁶.

In policy and global advocacy, [Alice Apostoly](#) leads the charge for gender equality (SDG 5) in France through the Gender in Geopolitics Institute. Her work dismantles systemic barriers, creating opportunities for women to shape global decisions and redefine societal progress⁷.

Through the lens of art and technology, digital artist, [Yacine Ait-Kaci](#) shows how creativity can inspire collective action. His character Elyx, the first virtual UN Ambassador, uses storytelling to translate the complexities of the SDGs into accessible and inspiring visuals, touching every pillar from People to Prosperity⁸.

These are some of the stories our podcast [Credo Voices](#) amplifies—stories of courage, creativity, and commitment that ripple far beyond their local contexts.



**Ordinary People Doing
Extraordinary Things**



³<https://credoadvisory.com/amplifying-the-voices-of-changemakers-worldwide/>

⁴<https://credoadvisory.com/seeds-of-change-strengthening-food-security/>

⁵<https://credoadvisory.com/credo-advisorys-voices-for-zainab/>

<https://credoadvisory.com/piloting-dreams/>

⁶<https://credoadvisory.com/lighting-up-africa/>

⁷<https://credoadvisory.com/championing-gender-parity/>

⁸<https://credoadvisory.com/art-for-activism/>

“Effective communication goes beyond sharing a narrative of challenges or triumphs; it requires pairing these stories with measurable outcomes demonstrating real progress.”

Communicating Social Impact Effectively

Even though progress toward the Sustainable Development Goals remains challenged, one thing is clear: stories can bridge the gap between ambition and action. The SDGs are more than targets on paper; they call for collective action, requiring individuals, organizations, and governments to step up. However, for this call to resonate, the stories behind the numbers must be told effectively—stories of real people driving real change.

The ability to balance emotional resonance with tangible evidence is at the heart of impactful advocacy. Effective communication goes beyond sharing a narrative of challenges or triumphs; it requires pairing these stories with measurable outcomes demonstrating real progress⁹. A powerful story doesn’t just tug at heartstrings—it provides a clear pathway for action, backed by concrete results that showcase the change being achieved.

This combination of human connection and data ensures that the message is relatable and credible. Stories rooted in evidence not only inspire but also build trust, mobilize support, and drive meaningful action toward achieving the SDGs¹⁰. Communicating social impact effectively means transforming abstract goals into relatable, actionable realities—showing that change is not only possible but already underway.

Why Evidence-Based Storytelling Matters

Stories alone can evoke emotion, but when combined with evidence, they drive action. This is especially crucial in advancing the SDGs, where the scale of challenges can feel daunting. Take Owanga Solar in the Democratic Republic of Congo, for example—a venture tackling energy poverty. It’s more than just an inspiring story of hope, with portable solar battery packs illuminating communities long left in darkness.

The true impact lies in the numbers: these affordable battery packs, costing just \$2 per day, can power a one-bedroom home or small business. This not only reduces reliance on expensive, polluting fuels but also creates safer households and makes a tangible contribution to SDG 7 (Affordable and Clean Energy)¹¹.

We hear these stories and the voices behind them through Credo’s social impact platform [Credo Voices](#). Each story connects us to the larger picture: the SDGs aren’t abstract goals but solutions by ordinary people doing extraordinary things; changing lives daily.



Traditional Cooking Practices



Clean Cooking Solutions

⁹<https://innocenceinterrupted.medium.com/beyond-statistics-heres-how-strategic-storytelling-can-transform-advocacy-in-nigeria-1a3e73a68e06>

¹⁰<https://innocenceinterrupted.medium.com/beyond-statistics-heres-how-strategic-storytelling-can-transform-advocacy-in-nigeria-1a3e73a68e06>

¹¹<https://credoadvisory.com/lighting-up-africa/>

“communicating social impact effectively isn’t just about sharing success—it’s about inviting others to be part of the journey.”

Communicating Impact to Drive Change

To communicate social impact effectively, we must:

Center the Human Story: Numbers are important, but it’s the people behind the progress who make the SDGs relatable. Whether it’s German social justice activist [Emilia Roig](#) addressing intersectional discrimination and systemic oppression or [Ruth Wambui](#) in Kenya advocating for sustainable cooking practices and women’s economic empowerment, their journeys serve as powerful inspirations to take action¹².

Ground Stories in Evidence: Advocacy gains credibility when stories are validated by results—clean energy reducing carbon emissions, education initiatives boosting literacy, or health interventions saving lives.

Inspire Collective Action: Our stories must offer a call to action. Platforms like [Credo Voices](#) amplify these changemakers’ voices to inspire and mobilize—showing us how we can be part of the solution.

Turning Stories into Action

The SDGs remind us that progress depends on people—individuals and communities stepping up where systems fall short. Through storytelling, we honour their work, amplify their impact, and inspire others to join the movement. Whether it’s [Nabila Aguele](#)¹³ driving gender-responsive policies, [Valentine Ogunaka](#)¹⁴ reframing narratives for marginalized communities, or [Brandon Nicholson](#)¹⁵ uncovering hidden geniuses, transforming the lives of young black boys and their communities, their stories show us what’s possible when passion meets purpose.

In the end, communicating social impact effectively isn’t just about sharing success—it’s about inviting others to be part of the journey. The voices behind the SDGs are loud, clear, and hopeful. It’s up to us to ensure they are heard.



¹²<https://credoadvisory.com/dismantling-systemic-oppression/>

¹³<https://credoadvisory.com/nigerias-brain-gain-nabilas-return/>

¹⁴https://www.youtube.com/watch?v=-RlpbbiRsfl&list=PL6DdT3d4_HJWbrS2bwrSkz6GM-9wLpD_A

¹⁵<https://credoadvisory.com/unlocking-genius/>

“The SDGs are not distant ideals but a shared vision for a better world. Yet their realization depends on all of us—telling stories, supporting those on the frontlines, and committing to solutions that leave no one behind.”

Conclusion

As we navigate the complex journey toward the 2030 Sustainable Development Goals deadline, one truth remains clear: the path to progress is paved by stories that inspire, challenge, and mobilize. These changemakers remind us that behind every statistic lies a human face and an opportunity for change.

However, stories alone are not enough. They must be paired with evidence and action, turning empathy into impact.

The SDGs are not distant ideals but a shared vision for a better world. Yet their realization depends on all of us—telling stories, supporting those on the frontlines, and committing to solutions that leave no one behind.



Credo Experience

Last year, we had the privilege of contributing to the global dialogue on sustainable development as media partners for the Cracking the Nut 2024 conference, hosted by Connexus Corporation in Abuja, Nigeria. The conference convened thought leaders, innovators, and changemakers to tackle urgent issues like climate resilience, food security, and sustainable agriculture.

The event embodied the principles of the Sustainable Development Goals (SDGs), particularly SDG 2 (Zero Hunger), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals). Credo provided strategic support as a communications partner, amplifying critical discussions and innovative solutions that address these challenges. Through advisory services, content creation, photography, and media outreach, we ensured the impactful stories emerging from the event reached a global audience.

A key event highlight was the collaborative spirit among stakeholders. From exploring climate-smart agricultural practices to leveraging green bonds for climate adaptation, the conference demonstrated how partnerships can transform ambitious goals into actionable solutions.

The Cracking the Nut conference was a call to action—a reminder that sustainable development requires all of us to step up, share our stories, and contribute to solutions that leave no one behind. As we continue to support these conversations, we reaffirm our commitment to elevating the voices of changemakers and amplifying solutions for a more sustainable future.

Click to **learn more** and see **photos** from the event.