

2024 Edelman Trust Barometer

South Africa Report: Innovation in Peril

TOP 10

01

Business must lead on innovation

65% of respondents believe that business is the most trusted institution to integrate innovation into society, ensuring that it is safe, understood, beneficial and accessible.

02

Collaboration between business and government is KEY

61% of respondents believe that collaboration between these two institutions can lead to trustworthy management of innovation.

03

More calls for inclusivity

89% of respondents mandate business, government, and media to hear their concerns and allow for questions to be asked.

04

South Africa faces a challenge of effectively regulating emerging innovation

Government regulators have an opportunity to deepen their understanding and adapt to the rapid pace of innovation.

05

Innovation perceived to be mismanaged

South Africa is among the 24 out of 28 countries surveyed who are more likely to say innovation is poorly managed rather than well managed, leading to less enthusiasm about emerging technologies.

06

Science must be transparent and accessible

Scientists are expected to communicate more with ordinary citizens.

07

Give people a voice and listen more

For business, government and media, listening is a top 3 trust building action.

08

People want control over the impact of innovations

There is more acceptance among those who feel people like them have control over how innovations impact their lives.

09

Effective regulation drives adoption

There is more acceptance among those with high confidence that innovation is effectively regulated.

10

CEOs expected to address impacts of innovations

68% of South Africans respondents expect CEOs to manage changes occurring in society and not just those in their business.