



Chief Executive Officer

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Dear valued stakeholder,

CSIR refreshed brand and positioning statement

In 2019, the CSIR adopted a new strategy aimed at amplifying the 'I' in 'CSIR', in order to support industrial development in the country and ensure that it makes a greater impact on the building and growing of industries in South Africa and, consequently, the economy. This strategy has enabled us to look at our scientific and technological capabilities with a fresh perspective. In particular, it prompts us to engage with industry on their needs, in order to provide tangible and innovative solutions that seek to improve their competitive edge, which will ultimately contribute positively to our economy. It also provides us with an opportunity to create new businesses in our quest to alleviate unemployment, poverty and inequality.

The strategy process culminated in a new vision, mission, objectives, values, focus areas, operating model and a refreshed brand, which we are proud and excited to share with you, our valuable partner and stakeholder.

The refreshed CSIR brand is a reflection of our strategic intent of ensuring the equal importance of industrial and scientific development in our innovation portfolio, in keeping with the expectations of our mandate. To ensure easy association with the brand, we have maintained our blue colour to indicate the continuity of the regal, steady, reliable and solid CSIR brand you are accustomed to.

Our new positioning statement, "*Touching lives through innovation*" reflects the impact that we wish to make in industry, society and government using our scientific and engineering capabilities.

Therefore, effective 23 October 2020, all our official correspondence, physical signage and online platforms will reflect the refreshed CSIR brand and positioning statement.

I wish to affirm our commitment to the research excellence, innovation and service you have come to know and experience throughout the years, and assure you that this change will not in any way affect the values and principles of the organisation.

We have shared our [strategy booklet here](#) and the [refreshed brand video here](#). The booklet will provide you with more insight into our strategy while the video will cover the rationale behind our refreshed brand.

We appreciate your support over the years and value your confidence in us. We look forward to continuing to work productively with you.

Kind Regards,

A handwritten signature in black ink, consisting of a large, stylized loop with a vertical line through it and a horizontal line extending to the right.

Dr Thulani Dlamini

CSIR Chief Executive Officer