MEDIA TOOLKIT ON

SADC Regional Intergration Enhancing The Role of the Media in shaping the SADC Developmental Agenda

January 2021

Contents

Acknowledgments

Acronyms

GDP	Gross Domestic Product
ICM	Integrated Committee of Ministers
NCPs	SADC National Contact Points
NMCs	SADC National Media Coordinators
RISDP	Regional Indicative Strategic Development Plan
SADC	Southern African Development Community
SADCC	Southern African Development Coordination Conference
SARDC	Southern Africa Research and Documentation Centre
SAT	Southern African Trust
SCUs	Sector Coordination Units
SIPO	Strategic Indicative Plan for the Organ on Politics, Defence, and Security Cooperation
SRO	Subsidiarity Regional Organisation

Introduction

THIS MEDIA Toolkit on SADC Regional Integration has been developed as part of efforts to advance the integration agenda in Southern Africa. The main objective of the toolkit is to promote and catalyze dialogue on regional integration and development through a well-informed media that motivates action for informed decision-making on policy and result-oriented implementation of key regional programmes aimed at poverty alleviation.

The toolkit focusses on some of the key priority areas in the SADC integration agenda, namely trade, industrialisation and agriculture. In this regard, the media toolkit is structured as follows:
- **Section 1: An Overview of SADC**
  * This presents a brief history of SADC – its formation and objectives -- including the Institutional Arrangements and other key Strategic Frameworks, with special focus on trade, agriculture and industrialisation.
- **Section 2: Understanding key words/terms in SADC Regional Integration**
  * The section unpacks and defines some of the commonly used but often misunderstood words/terms in the SADC regional integration agenda.
- **Section 3: Telling the SADC Story**
  * The main section of the toolkit aims to unpack how the media can actively participate in the regional public debate/discourse and tell the SADC story.
- **Section 4: Conclusion**
  * This is a brief summary aimed at reinforcing and highlighting the important role that the media should play in tracking and advancing regional integration in SADC.

Another important segment of the toolkit is a list of Key Contacts in SADC that aims to provide a central reference point for journalists in the region and other communication practitioners to easily access SADC-affiliated organisations, as well as research institutions and think-tanks that work on integration issues in Southern Africa. Access to such information and key institutions is critical since one the major challenges for most media practitioners writing about SADC regional integration is the lack of access to officials and other sources of information. It has also been observed that where information on SADC is available, it is usually not written in accessible language is cluttered with scientific and technical jargon.

In this regard, this media toolkit is meant to demystify SADC regional integration issues by making the subject easy to understand. The idea is to provide journalists with a quick reference source on regional integration issues.

We strongly believe that a well-informed media plays an important role in creating public dialogue on regional integration in Southern Africa and keeping the citizenry informed on the same. The media is also a key vehicle through which citizens of the region can be empowered to hold those in power accountable on their constitutional obligations.

We hope that this Media Toolkit on SADC Regional Integration will be useful to journalists as well as other media practitioners, and we strongly recommend this toolkit to the widest possible readership.

Section 1: An Overview of SADC

1.1   History and Politics

THE REGIONAL integration journey in Southern Africa has been a long but worthwhile one. From a series of consultations held in the late 1970s by representative of the then Frontline States to forge a closer alliance, Southern Africa was finally able to form a vibrant regional organization, the Southern African Development Coordination Conference (SADCC) in April 1980, which was later transformed to the Southern African Development Community (SADC) in August 1992.

The inaugural Summit that established the SADCC was held on 1 April 1980 in Lusaka, Zambia, and was attended by leaders and officials of the then nine independent Southern African countries – Angola, Botswana, Eswatini, Lesotho, Malawi, Mozambique, the United Republic of Tanzania, Zambia and Zimbabwe.

Leaders and officials of the nine SADC countries that attended the inaugural Summit that established the SADCC on 1 April 1980 in Lusaka, Zambia. These are (Dick Matenje, representative of President Hastings Kamuzu Banda of Malawi; the then Prime Minister-designate of Zimbabwe, Robert Gabriel

Mugabe; the Right Hon Prince Mabandla Dlamini, Prime Minister of the Kingdom of Eswatini; Hon. Mooki Vitus Molapo, Minister of Trade and Tourism of the Kingdom of Lesotho; President Jose Eduardo dos Santos of Angola; President Sir Seretse Khama of Botswana; President Dr. Kenneth David Kaunda of Zambia; President Samora Moises Machel of Mozambique; and President Julius Kambarage Nyerere of the United Republic of Tanzania.

The main objective of SADCC was to provide a common front in reducing dependence on the then apartheid South Africa and to implement projects and programmes with national and regional impact.

On 17 August 1992, SADCC transformed into SADC. The key objective of the transformation was to expand their cooperation to economic integration following the attainment of political independence of the rest of the Southern African countries.

The signing of the SADC Treaty also redefined the basis of cooperation among Member States from a loose association into a formal organization with a legally binding agreement. According to Article 5(1)a of the SADC Treaty, "the objectives of SADC are to achieve development and economic growth, alleviate poverty, enhance the standard and quality of life of the people of Southern Africa and support the socially disadvantaged through regional integration.

SADC is now made up of 16 Member States -- Angola, Botswana, Comoros, Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia and Zimbabwe.

Table 1: SADC Member States

Member State	Independence Day	Joined SADC
Angola	11 November	April 1980
Botswana	30 September	April 1980
Comoros	6 July	August 2018
DRC	30 June	September 1998
Eswatini	6 September	April 1980
Lesotho	4 October	April 1980
Madagascar	26 June	August 2005
Malawi	6 July	April 1980
Mauritius	12 March	August 1995
Mozambique	25 June	April 1980
Namibia	21 March	August 1990
Seychelles	29 June	September 1998

South Africa	27 April	August 1994
Tanzania	9 December	April 1980
Zambia	24 October	April 1980
Zimbabwe	18 April	April 1980

Source: SADC Secretariat

1.2   Economics and Social Indicators

According to the latest SADC Selected Economic and Social Indicators released in September 2020, the region registered an estimated average growth rate of 1.4 percent in 2019 compared to 1.9 percent in 2018 as shown in Figure 1. Average growth rate for the manufacturing sector stood at 1.5 percent in 2019 against 2.0 percent in 2018. The share of manufacturing sector to overall Gross Domestic Product (GDP) for SADC in 2019 was estimated at 10.7 percent.

Figure 1: GDP Growth rate (%) for SADC region

Source: SADC Selected Economic and Social Indicators, 2019

Trade

Trade liberalization is one of the core elements of regional economic integration within the SADC region. In 2019, intra-SADC Exports of Goods stood at about $34.8 billion while intra-SADC Imports stood at $ 32.6 billion. Figure 2 illustrates trend in intra-SADC exports and imports for the period between 2009 and 2019.

Figure 2: Share of Intra-SADC Imports and Exports of Goods as a % of Total Imports and Exports

Source: SADC Selected Economic and Social Indicators, 2019

Industrialization

Industrial development has been one of the key components of the SADC economic integration agenda since the formation of the organisation in 1980. However, the drive towards industrialization has received impetus in recent years following the adoption of the SADC Industrialisation Strategy and Roadmap in 2015.

The decision to frontload industrialisation in the regional integration agenda was necessitated by the realisation that most countries in the region are benefitting little from their vast natural resources such as gold and diamond since most of the value-addition and beneficiation takes place outside the region, and benefits others.

In this regard, the consensus within SADC is that before the region can liberalise trade, SADC should first have something to trade, hence the need to focus on value addition and beneficiation. This is also in light of the fact that the 16 SADC Member States are at different levels of industrialization with South Africa being the most industrialized in the region.

Agriculture

Agriculture is the backbone of most economies in the region, and contributes between 2 percent and 45 percent of the national GDP, according to the SADC Statistical Yearbook 2015. See Table 2 showing the contribution of agriculture to national GDP in the 16 SADC Member States between the period 2009 and 2015.

Table 2: Contribution of agriculture to national GDP in SADC

Country	GDP Share						
	2009	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Angola	10.5	10.1	10.2	n.a.	n.a.	n.a.	n.a.
Botswana	3.0	2.5	2.5	2.4	2.1	2.1	2.1
DRC	43.7	44.8	40.0	n.a.	n.a.	n.a.	n.a.
Lesotho	7.1	7.6	7.5	6.5	7.5	n.a.	n.a.
Madagascar	28.8	28.1	28.4	28.2	26.3	26.5	24.1
Malawi	n.a.	29.0	30.8	29.9	29.9	n.a.	n.a.
Mauritius	3.8	3.6	3.6	3.5	3.2	3.0	2.9
Mozambique	27.9	27.3	26.3	25.2	24.1	22.8	n.a.
Namibia	7.8	7.8	7.8	7.8	7.8	n.a.	n.a.
Seychelles	2.6	2.7	n.a.	n.a.	n.a.	n.a.	n.a.
South Africa	2.5	2.1	2.0	2.0	1.9	2.1	2.4
Eswatini	8.4	8.5	8.6	8.0	7.8	7.0	n.a.
Tanzania	25.4	24.9	24.6	24.7	31.2	28.9	29.0
Zambia	8.9	8.7	8.8	9.0	8.3	6.8	5.0
Zimbabwe	19.3	17.7	15.5	n.a.	n.a.	n.a.	n.a.

Source: SADC Statistical Year Book 2015 (June 2017)

Maize accounts for 80 percent of cereal production in Southern Africa, according to the 2020 Synthesis Report on the State of Food and Nutrition Security and Vulnerability in Southern Africa. Other major cereals are wheat, sorghum, millet and rice. The report reveals that six countries – South Africa, Tanzania, Malawi, Madagascar, Zambia and DRC – have contributed to close to 90 percent of annual harvests over the past decade. With about 7 percent of arable land under irrigation, most farmers in Southern Africa rely on rain-fed agriculture and are, therefore, only able to cultivate small plots, usually less than 5 hectares of land.

It is critical to note that in recent years the region has experienced subdued farming seasons due to a variety of factors, including extreme and erratic weather conditions such as droughts and floods attributed to climate change. The synthesis report noted that the region would face a cereal deficit of more than 5.4 million tonnes in the 2019/20 farming season.

Population in SADC

With a land area of 556,781 km², the SADC region has been registering a steady increase in its population. According to the 2018 SADC Statistical Yearbook, the estimated population of the SADC region increased from 327.5 million in 2016 to 346.6 million in 2018, representing a 2.72 percent annual population growth rate.

Life expectancy in the region continues to increase over the past decade, and this is attributed to improved nutrition, sanitation and other medical interventions. Available data indicate that the average life expectancy of the region has increased from 52.3 years in 2008 to reach 60.5 years in 2017.

Poverty in SADC

Figure 3 depicts the poverty lines in SADC Member States. As highlighted most citizens still live below national poverty data lines and the majority of these are from the rural population, while over 100 million (about 40 people) in Southern Africans do not have access to safe drinking water. In this regard, prioritizing development in agriculture, trade and industrialization is critical to addressing poverty in SADC.

Table 3: Population in SADC below National Poverty Line by Urban and Rural (%)

Country	Area	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Angola	Urban	18.8	18.9	18.1	18.1	18.1	18.1	18.1	n.a	n.a	n.a
	Rural	58.4	58.5	58.6	58.7	58.8	58.9	58.1	n.a	n.a	n.a
	Total	36.7	36.8	36.9	36.1	36.1	36.1	36.1	n.a	n.a	n.a
Botswana	Urban	11.0	16.4	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	24.3	24.3	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	19.3	19.3	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
Comoros	Urban	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	n.a	n.a	n.a	n.a	42.4	n.a	n.a	n.a	n.a	n.a
DRC	Urban	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	n.a	n.a	n.a	63.9	n.a	n.a	n.a	n.a	n.a	n.a

Eswatini	Urban	31.1	31.0	31.0	31.0	31.0	31.0	31.0	31.0	n.a	n.a
	Rural	73.1	73.0	73.0	73.0	73.0	73.0	73.0	73.0	n.a	n.a
	Total	63.0	63.0	63.0	63.0	63.0	63.0	63.0	63.0	n.a	n.a
Lesotho	Urban	n.a	39.6	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	n.a	61.2	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	n.a	57.1	n.a	n.a	n.a	n.a	n.a	n.a	49.7	n.a
Madagascar	Urban	n.a	51.1	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	n.a	81.5	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	n.a	75.3	n.a	71.5	71.5	n.a	n.a	n.a	n.a	n.a
Malawi	Urban	n.a	17.3	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	n.a	56.6	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	n.a	50.7	n.a	n.a	n.a	n.a	n.a	51.5	n.a	n.a
Mauritius	Urban	n.a	n.a	n.a	7.9	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	n.a	n.a	n.a	11.0	n.a	n.a	n.a	n.a	n.a	n.a
	Total	8.5	8.5	n.a	9.8	n.a	n.a	n.a	n.a	n.a	n.a
Mozambique	Urban	49.6	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	56.9	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	54.7	n.a	n.a	n.a	n.a	46.1	n.a	n.a	n.a	n.a
Namibia	Urban	14.6	14.6	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	37.4	37.4	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	28.7	28.7	n.a	n.a	n.a	n.a	17.4	n.a	n.a	n.a
Seychelles	Urban	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	n.a	n.a	n.a	n.a	39.3	n.a	n.a	n.a	n.a	n.a
South Africa	Urban	29.8	n.a	22.0	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	69.8	n.a	55.2	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	42.7	n.a	32.0	n.a	n.a	55.5	n.a	n.a	n.a	n.a
Tanzania	Urban	22.7	22.7	21.7	21.7	21.7	21.7	21.7	n.a	n.a	n.a
	Rural	39.4	39.4	33.3	33.3	33.3	33.3	33.3	n.a	n.a	n.a
	Total	34.4	34.4	28.2	28.2	28.2	28.2	28.2	28.2	28.2	26.4

Country											
Zambia	Urban	n.a	27.5	n.a	n.a	n.a	n.a	23.4	n.a	n.a	n.a
	Rural	n.a	77.9	n.a	n.a	n.a	n.a	76.6	n.a	n.a	n.a
	Total	n.a	60.5	n.a	n.a	n.a	n.a	54.4	n.a	n.a	n.a
Zimbabwe	Urban	n.a	n.a	46.5	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Rural	n.a	n.a	84.3	n.a	n.a	n.a	n.a	n.a	n.a	n.a
	Total	n.a	n.a	72.3	n.a	n.a	n.a	n.a	n.a	70.0	n.a

Source: SADC Demography and Social Statistics Yearbook (2018)

1.3 Political Governance Structure

The institutional arrangements within SADC have evolved since the formation of its precursor -- SADCC. The first five institutions that we established in July 1981 were the Summit; Council of Ministers; Commissions; Standing Committee of Officials; and Secretariat. Instead of a large bureaucracy, SADC agreed on a decentralised system that placed responsibility for implementation of programmes on Member States. Table 4 shows the sector coordination responsibilities for each of the Member States.

Table 4: Decentralized Sector Coordination Responsibilities for Member States

Country	Sector
Angola	Energy
Botswana	Animal diseases and agricultural research
Eswatini	Manpower development
Lesotho	Land utilization and soil conservation
Malawi	Wildlife and forestry conservation
Mozambique	Transport
Mauritius	Tourism
Namibia	Fisheries
South Africa	Finance, Investment and Health
Tanzania	Industry and Trade
Zambia	Mining
Zimbabwe	Agriculture and Food Security

Source: SADC

Following the transformation of SADCC to SADC in 1992, it became necessary to review the institutional arrangements and structure of SADC. The decision to reform the SADC institutional arrangement was taken in 1998, and the nine institutions and organ that were created are:

Summit of Heads of State or Government

The SADC Summit is responsible for the overall policy direction and control of functions of the community, ultimately making it the policy-making institution of SADC. It is made up of all SADC Heads of State or Government and is managed on a Troika system that comprises the current SADC Summit Chairperson, the incoming Chairperson (the Deputy Chairperson at the time), and the immediate past Chairperson (see section on the Troika system). The SADC Summit usually meets once a year around August/September at which a new Chairperson and Deputy are elected.

Organ on Politics, Defence and Security Co-operation

The Organ on Politics, Defence and Security Cooperation is a structure established by the Treaty (Article 9) and reports to Summit. Its operations are guided by the Strategic Indicative Plan of the Organ (SIPO) and managed through a Troika System at the level of Heads of State and Government. The main objective of the SADC Organ on Politics, Defence and Security Cooperation is to promote peace and security in the SADC region.

The Troika

This is a governance system adopted by the 19th SADC Summit held in 1999 in Maputo, Mozambique. The Troika system vests authority in the Summit Chairperson, Incoming (Deputy) Chairperson and the Outgoing Chairperson of SADC. Other Member States may be co-opted into the Troika as and when necessary. Under the system, SADC gives the Troika authority to take quick decisions on behalf of SADC that would ordinarily be taken at policy meetings scheduled at regular intervals, as well as the power to provide policy direction to SADC institutions in between regular SADC Summits.

The Troika system operates at the level of the Summit, the Organ on Politics, Defence and Security Cooperation, the Council of Ministers and the Standing Committee of Senior Officials. The combined Troika involving the Summit Troika and the Organ Troika is referred to as the Double Troika.

SADC Council of Ministers

The Council of Ministers oversees the functioning and development of SADC, and ensures that policies are properly implemented. The Council consists of ministers from each of the 16 SADC Member States, usually those responsible for Foreign Affairs, Economic Planning, or Finance. It meets twice a year in January or February and immediately prior to the Summit in August or September.

Integrated Committee of Ministers

The main responsibility of the Integrated Committee of Ministers (ICM) was to oversee the activities of priority areas of integration and cooperation. The committee was launched in March 2003 and operated until August 2003 when it was abolished on the grounds that there were many challenges encountered. These included the low level and degree of participation of sectoral ministers, lack of clear division of responsibilities between the ICM and Council of Ministers and limited capacities to operationalise sub-committees at both national and regional levels. The ICM was in 2008 replaced with Sectoral and Cluster Ministerial Committees consisting of ministers from each SADC Member State.

Sectoral and Cluster Ministerial Committees

To ensure the effectiveness of the above institutional arrangement, it was agreed to establish committees whose role is to guide and coordinate cooperation and integration policies and programmes in designated sectoral areas. The committees consist of ministers from SADC Member States. These committees are directly responsible for overseeing the activities of the core areas of integration.

Standing Committee of Senior Officials

The Standing Committee of Senior Officials consists of one Permanent Secretary or another official of equivalent rank from each SADC Member State. The main function of the Standing Committee of Senior Officials is to act as a technical advisory committee to the Council of Ministers. The Chairperson and Vice-Chairperson of the Standing Committee are appointed from the Member States holding the Chairpersonship and Vice-Chairpersonship of the Council, respectively.

SADC National Committees

The SADC National Committees were established to provide inputs at national level in the formulation of regional policies and strategies, as well as coordinate and oversee the implementation of programmes at national level. The committees are also responsible for the initiation of SADC projects and issue papers as an input into the preparation of regional strategies. The committees comprise key stakeholders from government, private sector and civil society in each Member State and a provision for their establishment is reflected in the SADC Treaty.

One such committee is the SADC Committee of Ambassadors/High Commissioners. The Committee of Ambassadors/High Commissioners was established by Council of Ministers in February 2005. Another key feature of the SADC national structures are the SADC National Contact Points (NCPs) and SADC National Media Coordinators (NMCs) in each Member State. The NCPs are responsible for coordinating national programmes, projects and activities meant to advance the ideals of the SADC regional integration agenda at national level, while the NMCs are charged with ensuring that the SADC Work Programme is known and understood at Member State level.

SADC Secretariat

The SADC Secretariat is the principal executive institution of SADC specifically responsible for strategic planning and management of SADC programmes; implementation of the decisions of the Summit and Council; coordination and harmonisation of policies and strategies; management of special programmes and projects; monitoring and evaluation; resource mobilisation; and research. It has been in existence since 1981 and its structure has evolved over the years. The headquarters of SADC and its Secretariat are located in Gaborone, Botswana. The Secretariat reports to the Council of Ministers and is headed by the Executive Secretary who is assisted by one or more Deputy Executive Secretaries as the Summit may decide from time to time.

Table 5: List of Executive Secretaries and Deputy Executive Secretaries (1980-2021)

Executive Secretaries	Year	Country of Origin
Mr. Frederick Arthur Blumeris	1982-1984	Zimbabwe
Dr. Simba Makoni	1984-1993	Zimbabwe
Dr. Kaire Mbuende	1993-1999	Namibia
Dr. Prega Ramsamy*	2001-2005	Mauritius
Dr. Tomaz Augusto Salomão	2005-2013	Mozambique

Dr. Stergomena L. Tax	2013- Present (2021)	United Republic of Tanzania

Deputy Executive Secretaries	Year	Country of Origin
Mr. Lengolo Bureng Monyake	1993 – April 1998	Lesotho
Ambassador Albert M. Muchanga	2001-2005	Zambia
Eng. João Samuel Caholo	2005-2013	Angola
Ms. Emilie Ayaza Mushobekwa	2010- 2018	Democratic Republic of Congo
Dr. Thembinkosi Mhlongo	2013-Present (2021)	South Africa
Ambassador Joseph Nourrice	2018- Present (2022)	Seychelles

* Dr. Prega Ramsamy acted as Executive Secretary from January 2000 to March 2001

Figure 3: Structure of the Secretariat (approved August 2017)
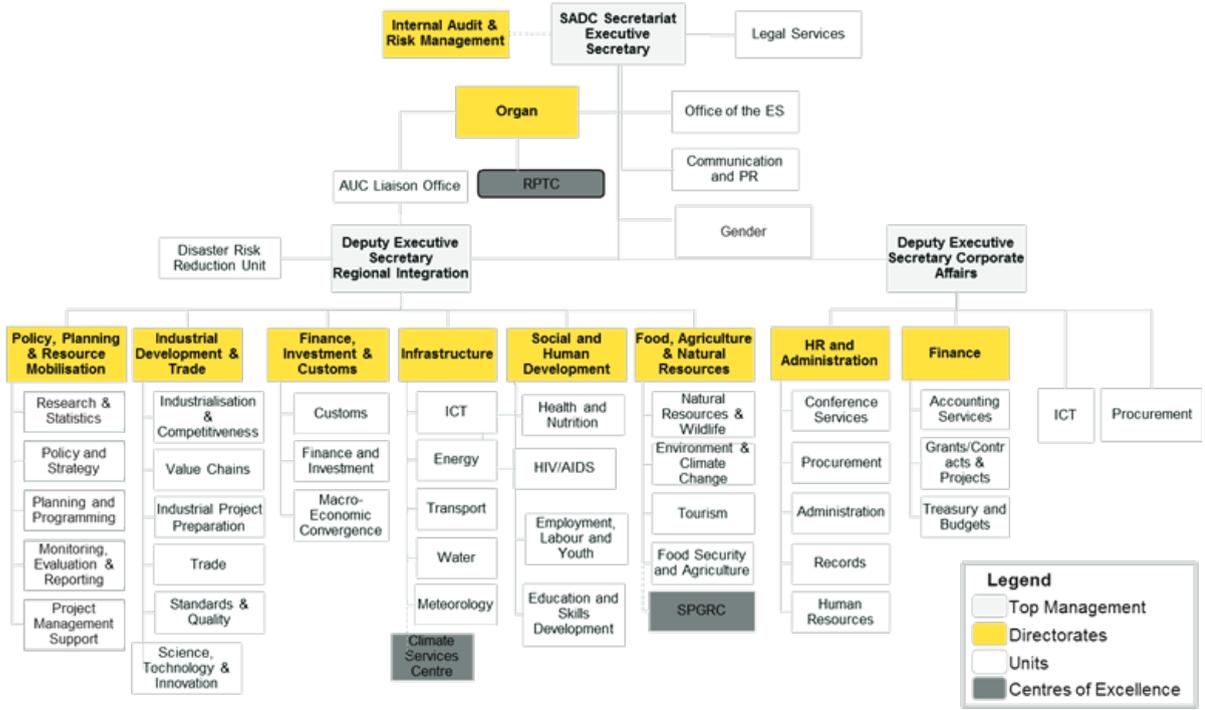
Source: sadc.int

Subsidiary Regional Organisations

In addition to the principal institutions created by SADC, the region has also established a number of Subsidiary Regional Organisations (SROs) to support regional integrations. SROs are critical source of information for journalists as they have intimate knowledge about the status of implementation of various regional activities, programmes and projects since most of these SROs are directly charged with implementation.

Table 6: List of SADC Subsidiarity Regional Organisation

Organization	Area of Focus	Key Mandate
Southern African Power Pool (SAPP)	Energy	SAPP is responsible for coordinating the planning, generation, transmission and marketing of electricity on behalf of member state utilities in SADC
SADC Centre for Renewable Energy and Energy Efficiency(SACREEE)	Energy	SACREEE is responsible for spearheading the promotion of renewable energy development in the region, while RERA regulates energy trading in the region
Regional Electricity Regulators Association of Southern Africa (RERA)	Energy	RERA regulates energy trading in the region.
Development Finance Resource Centre (DFRC)	Finance	DFRC provides capacity building, policy research and advisory services in development finance to SADC development finance institutions and Governments
Southern African Telecommunications Association (SATA)	Telecommunications	SADC coordinates the development of Regional Information and Communication Technology (ICT) networks and services
Southern African Railways Association (SARA)	Rail Transport	SARA aims to provide cost-effective rail seamless services across the region
Communications Regulators Association of Southern Africa (CRASA)	Communications	CRASA aims to improve the Postal and ICT business environment and investment climate in SADC
Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA)	Agriculture	CCARDESA seeks to promote innovative research, technology generation and adoption for sustainable agricultural development through affective partnership and capacity building."
Southern African Development Community Accreditation Services (SADCAS)	Trade and Accreditation	SADCAS is responsible for the overall management of the accreditation process

SADC) Plant Genetic Resources Network (SPGRN)	Genetic Resources	SPGRN conserves and preserves the genetic diversity and viability of Southern African plant stocks
SADC Aviation Safety Organization (SASO)	Air Transport	SASO is responsible for enhancing the safety of civil aviation in the region
Meteorological Association of South Africa (MASA)	Meteorological	MASA coordinates efforts to address and mitigate the impact of weather and climate related natural disasters
SADC Regional Peacekeeping Training Centre (RPTC)	Peace and Security	The RPTC is a centre of excellence for SADC and trains peacekeepers in readiness for their deployment

1.4   Strategic Regional Frameworks/Instruments

The integration agenda in SADC is underpinned by more than 33 legal instruments that have been developed by SADC Member States to drive forward the integration agenda. Table 5 shows the status of Protocols and other Agreements and Frameworks signed by SADC since 1992 following its transformation from SADCC to SADC.

As is the case in most other Regional Economic Communities (RECs), the process of approval of regional legal instruments such as protocols in SADC requires that a Member State first signs a protocol. The signing usually takes place during the annual Ordinary Summit in August/September. After signature of the protocol, the next stage is for Member State to ratify the legal instrument. This is a process that differs from country to country.

For some Member States, a protocol is considered ratified the moment the president or prime minister appends his signature to the document. In this case, it will be a formality for the minister responsible for the thematic area to table the protocol in parliament. However, in most countries, the ratification process requires that the responsible minister presents the protocol in parliament, which may or may not object to the legal instrument.

A country is said to have ratified a protocol once it has lodged what are called instruments of ratification with the SADC Secretariat. A protocol would "enter into force" and become binding on all Member States once it has been ratified by two-thirds of the 16 SADC Member States. Those Member States that join after a protocol has entered into force are said to "accede" to the protocol

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Table 7: Status on Protocols and Declarations in SADC as of 30 July 2015

Legal Instrument	Open for (or Date) of Signature	Date of Entry into Force	Total Number of Countries Which Have:						Angola	Botswana	Comoros	DRC	Swaziland	Lesotho	Madagascar	Malawi	Mauritius	Mozambique	Namibia	Seychelles	South Africa	Tanzania	Zambia	Zimbabwe
			Ratified - R	Ceded - C	Signed - S	Adopted - A	No Action=X	Total																
Treaty of the Southern African Development Community (SADC) 1992	17/8/1992	30/9/1993	10	4	0	0	1	15	R	R		C	R	R	C	R	C	R	R	X	C	R	R	R
Protocol to the Treaty Establishing the Southern African Development Community on Immunities and Privileges 1992	17-08-1992	30-09-1993	10	3	0	0	2	15	R	R		C	R	R	C	R	C	R	X	X	R	R	R	R
Protocol on Shared Watercourse Systems 1995	28-08-1995	28-09-1998	10	0	2	0	3	15	S	R		X	R	R	X	R	R	S	R	X	R	R	R	R
Protocol on Energy 1996	24-08-1996	17-04-1998	12	0	0	0	3	15	R	R		X	R	R	X	R	R	R	R	X	R	R	R	R
Protocol on Transport, Communication and Meteorology 1996	24-08-1996	06-07-1998	12	0	0	0	3	15	R	R		X	R	R	X	R	R	R	R	X	R	R	R	R
Protocol on Illicit Drugs 1996	24-08-1996	20-03-1999	11	0	1	0	3	15	S	R		X	R	R	X	R	R	R	R	X	R	R	R	R
Protocol on Trade 1996	24-08-1996	25-01-2000	11	2	0	0	2	15	C	R		X	R	R	C	R	R	R	R	X	R	R	R	R
Protocol on Education and Training 1997	08-09-1997	31/09/2000	11	0	1	0	3	15	S	R		X	R	R	X	R	R	R	R	X	R	R	R	R
Protocol on Mining 1997	08-09-1997	10-02-2000	10	0	2	0	3	15	S	R		X	S	R	X	R	R	R	R	X	R	R	R	R

Protocol	Date signed	Date in force																						
Protocol on Development of Tourism 1998	14-09-1998	26-11-2002	10	0	2	0	3	15	X	R		S	R	R	X	R	R	R	R	X	R	R	S	R
Protocol on Health 1999	18-08-1999	14-08-2004	11	0	2	0	2	15	S	R		S	R	R	X	R	R	R	R	X	R	R	R	R
Protocol on Wildlife Conservation and Law Enforcement 1999	18-08-1999	30-01-2003	9	1	3	0	2	15	S	R		S	S	R	X	R	R	R	R	X	R	R	R	C
Protocol on Tribunal and the Rules of Procedure 2000**	07-08-2000	14/8/2001	5	1	7	0	2	15	S	R		X	S	R	C	R	R	S	R	X	S	S	S	S
Protocol on Legal Affairs 2000	07-08-2000	09-01-06	9	0	3	0	3	15	R	R		X	R	R	X	R	R	S	R	X	S	R	R	S
Revised Protocol on Shared Watercourses 2000	07-08-2000	22-09-2003	9	2	1	0	3	15	C	R		X	R	R	X	R	C	R	R	X	R	R	R	S
Amendment Protocol on Trade 2000	07-08-2000	07/08/2000***	6	0	0	8	1	15	R	A		A	R	R	R	A	R	R	A	X	A	A	A	A
Agreement Amending the Treaty of SADC 2001	14-08-2001	14-08-2001	0	0	2	13	0	15	A	A		A	A	A	S	A	A	A	A	S	A	A	A	A
Protocol on Politics, Defence and Security Cooperation 2001	14-08-2001	02-03-2004	11	1	1	0	2	15	C	R		S	R	R	X	R	R	R	R	X	R	R	R	R
Protocol on the Control of Firearms, Ammunition and Other Related Materials in SADC 2001	14-08-2001	08-11-2004	11	0	1	0	3	15	X	R		S	R	R	X	R	R	R	R	X	R	R	R	R
Protocol on Fisheries 2001	14-08-2001	08-08-2003	11	1	1	0	2	15	R	R		S	R	R	X	R	R	R	R	X	R	R	R	C

Legal Instrument	Open for (or Date of) Signature	Date of Entry into Force	Total Number of Countries Which Have:																					
Protocol on Culture, Information and Sport 2001	14-08-2001	07-01-2006	11	0	2	0	2	15	R	R		S	R	R	X	R	R	R	R	X	R	R	R	S
Protocol Against Corruption 2001	14-08-2001	06-07-2005	13	0	0	0	2	15	R	R		R	R	R	X	R	R	R	R	X	R	R	R	R
Protocol on Extradition 2002	03-10-2002	09-01-06	11	0	2	0	2	15	R	R		R	R	R	X	R	R	S	R	X	R	R	R	S
Protocol on Forestry 2002	03-10-2002	17/7/2009	10	0	3	0	2	15	S	R		S	R	R	X	S	R	R	R	X	R	R	R	R
Protocol on Mutual Legal Assistance in Criminal Matters 2002	03-10-2002	03-01-07	9	0	3	1	2	15	R	R		S	R	R	X	S	R	S	R	X	R	R	R	A
Agreement Amending the Protocol on Tribunal 2002	03-10-2002	03-10-2002	0	0	13	0	2	15	S	S		S	S	S	S	S	S	X	S	X	S	S	S	S
Mutual Defence Pact 2003	26/8/2003	17/8/2008	10	0	2	1	2	15	A	R		S	R	R	X	S	R	R	R	X	R	R	R	R
Agreement on the Establishment of the Zambezi Watercourse Commission 2004	13-07-2004	13/7/2004	6	1	1	0	7	15	R	R		X	X	X	X	S	X	R	R	X	X	R	C	R
Protocol on the Facilitation of Movement of Persons 2005	18-08-2005		3	0	5	0	6	14	X	√		S	R	S	X	X	X	R	S	S	R	X	X	S
Protocol on Finance and Investment 2006	18-08-2006	16/04/2010	9	2	3	0	1	15	R	R		S	C	R	S	R	R	R	R	X	R	S	R	C
Legal Instrument	Open for (or Date of) Signature	Date of Entry into Force	Total Number of Countries Which Have:																					

			Ratified - R	Ceded - C	Signed - S	Adopted - A	No Action=X	Total	Angola	Botswana	Comoros	DRC	Eswatini	Lesotho	Madagascar	Malawi	Mauritius	Mozambique	Namibia	Seychelles	South Africa	Tanzania	Zambia	Zimbabwe
Agreement Amending Annex VI to Protocol on Trade concerning settlement of disputes amongst Member States 2007	17/08/2007	17/08/2007	0	0	13	0	2	15	S	S		S	S	S	S	S	S	S	S	S	X	S	S	X
Agreement Amending Article 22 of the Treaty of SADC 2007	17/08/2007	17/08/2007	0	0	14	0	1	15	S	S		S	S	S	S	S	S	S	S	S	X	S	S	S
Agreement Amending the Protocol on the Tribunal 2007	17/08/2007	17/08/2007	0	0	14	0	1	15	S	S		S	S	S	S	S	S	S	S	S	X	S	S	S
Protocol on Science, Technology and Innovation 2008	17-08-2008		6	0	7	0	2	15	S	R		S	R	S	X	S	R	R	S	X	R	S	R	S
Agreement Amending the Protocol on the Tribunal 2007	17-08-07		0	0	11	0	4	15	X	S		S	S	S	S	S	S	S	X	X	S	S	S	X
Protocol on Gender and Development 2008	17-08-2008	22-2-2013	11	0	2	0	2	15	R	X		S	R	R	S	R	X	R	R	R	R	R	R	R
Agreement Amending Article 6 of the Protocol on the Tribunal 2008	17-08-2008	17-08-2008	0	0	14	0	1	15	S	S		S	S	S	S	S	S	S	S	S	X	S	S	S
Agreement Amending the Treaty 2008	17-08-2008	17-08-2008	0	0	14	0	1	15	S	S		S	S	S	S	X	S	S	S	S	S	S	S	S

Agreement																							
Agreement Amending Article 20 of the Protocol on Trade 2008	17-08-2008	17-08-2008	0	0	14	0	1	15	S	S	S	S	S	S	X	S	S	S	S	S	S	S	S
Agreement Amending the Protocol on Politics 2009	09-08-09	09-08-09	0	0	12	0	3	15	S	X	S	S	S	X	S	S	S	S	S	S	S	S	X
Agreement Amending the Protocol on the Development of Tourism in SADC 2009	09-08-09	09-08-09	0	0	9	0	6	15	X	S	X	S	S	X	S	S	S	S	X	S	S	X	X
Agreement Amending the Treaty 2009 – DES	09-08-09	09-08-09	0	0	12	0	3	15	S	X	S	S	S	X	S	S	S	S	S	S	S	S	X
Agreement Amending the Treaty 2009 – ORGAN	09-08-09	09-08-09	0	0	12	0	3	15	S	X	S	S	S	X	S	S	S	S	S	S	S	S	X
Protocol on Trade in Services 2012	19/8/2012		4	0	9	0	2	15	S	R	S	S	S	X	S	R	R	X	S	R	S	S	S
Agreement on Assistance in Tax Matters 2012	19-8-2012		2	0	9	0	4	15	X	R	S	S	S	X	S	S	S	X	S	R	S	S	X
Protocol on the Tribunal in the Southern African Development Community	8-08-14		0	0	9	0	6	15	X	X	S	X	S	X	S	X	S	S	X	S	S	S	S
Protocol on Environmental Management for Sustainable Development	18-08-14		0	0	8	0	7	15	S	X	S	X	S	X	S	X	S	S	X	X	X	S	S
Protocol on Employment and Labour	18-08-14		0	0	8	0	7	15	X	X	S	X	S	X	S	X	S	S	X	S	X	S	S
Agreement Amending the Treaty 2015	18-08-15		0	0	13	0	2	15	S	S	S	S	S	S	S	X	S	X	S	S	S	S	S

Agreement Amending the Protocol on Politics 2015	18-08-15		0		0	12	0	3	15	S	S		S	S	S	S	S	X	S	X	S	S	S	S	X
Agreement Amending the Protocol on Gender and Development 2016	18-08-16																								

Source: SADC Statistical Yearbook 2015 (Published 2017)

In addition to the 33 legal instruments, SADC has come up with various other strategic documents to guide the smooth implementation of regional activities, programmes and projects. Some of these key strategic documents include the following:

Regional Indicative Strategic Development Plan

The Regional Indicative Strategic Development Plan (RISDP) is a comprehensive development and implementation framework guiding the regional integration agenda of SADC. The original plan was approved by the SADC Summit in 2003 for a 15 year period and implemented from 2005 onwards thus giving an implementation timeframe of 2005-2020.

After a review in 2012, the RISDP was revised to frontload industrialization to fast-track the socio- economic goals of the region. For the implementation of its last five year phase, the RISDP was revised to align the existing priorities with available resources. The main tenet of the Revised RISDP 2015- 2020 was to promote regional value chains and increase value addition in selected priority sectors, including agro-processing, mineral beneficiation and pharmaceuticals in the short to medium term.

Since the RISDP 2015-2020 came to an end in March 2020, the 40th SADC Summit held virtually in August 2020 from Maputo, Mozambique, approved a new strategic plan as they seek to further deepen regional integration over the next 10 years.

In a departure from the previous regional strategic plans, the RISDP 2020-2030 combines interventions previously presented under the Revised RISDP and the Strategic Indicative Plan for the Organ on Politics, Defence, and Security Cooperation (SIPO). The decision to include peace, security and governance matters in the RISDP 2020-30 is important as the two strategic plans are complementary and seek to achieve the same common objective. The main strategic priorities of the Revised RISDP

are as per the following pillars:

- Industrial development and market integration;
- Infrastructure support for regional integration;
- Peace and security and
- Special programmes of regional dimension.

SADC Industrialisation Strategy and Roadmap

Adopted at the Extra-ordinary SADC Summit held in March 2015 in Harare, Zimbabwe, the SADC Industrialisation Strategy and Roadmap 2015-2063 provides a framework for major economic and technological transformations in southern Africa. This is in realization that because most countries in the region get very little from their vast natural resources such as gold and diamond since most of the technological transformations such as value-addition and beneficiation takes place outside the region, thus benefiting others.

The strategy, covering the period 2015-2063 is aligned to Agenda 2063, which is a continental strategy that aims to optimize the use of Africa's resources for the benefit of all Africans. During the period 2015-2020, SADC strived to progress from being factor-driven to being investment-driven. From 2021-2050, the region will aim to advance to being an innovation-driven economy, while the period 2051-2063, the target for SADC is to achieve high levels of economic growth, competitiveness, incomes and employment.

Regional Infrastructure Development Master Plan

Approved in 2012, the Regional Infrastructure Development Master Plan (RIDMP) is the strategy for the development of integrated regional infrastructure in southern Africa at an estimated cost of more than US$500 billion to meet projected demand by 2027. Implementation of the RIDMP is being done in three phases, covering the Short Term Action Plan (STAP) 2012-2017, the Medium Term Action Plan that runs up to 2022, and the Long Term Action Plan to be implemented up to 2027.

The RIDMP targets six priority sectors of energy, transport, tourism, Information Communication Technology, meteorology and water. For example, the Energy Sector Plan seeks to address the four priority areas of energy security, improving access to modern energy services, tapping the abundant energy resources, and increasing financial investment while enhancing environmental sustainability. The Water Sector Plan prioritises five goals, which are: increased the water storage in the region; irrigated land for food security; hydropower generation for energy security; increasing

access to safe drinking water; and strengthening sanitation services for SADC citizens.

1.4.1 Strategic Frameworks/Instruments on Trade

Table 8.1: SADC Instruments on Trade

Name of Protocol	Open for Signature	Entry into Force	Main Objective
SADC Protocol on Trade	1996	2001	Aims to liberalise intra-regional trade by creating mutually beneficial trade arrangements, thereby improving investment and productivity in the region, as well as eliminate barriers to trade, and ease customs procedures https://www.sadc.int/files/4613/5292/8370/Protocol_on_Trade1996.pdf
Amendment Protocol on Trade 2000	August 2000	August 2000	Clarifies aspects of Rules of Origin and safeguard measures and incorporating new annexes on settlement of disputes and trade in sugar https://www.sadc.int/files/2515/6525/8522/Agreement_Amending_the_Protocol_on_Trade_-_2000_-_English.pdf
Protocol on the Facilitation of Movement of Persons 2005	August 2005		Aims to facilitate entry, with lawful purpose, without visa into another Member State for a maximum of 90 days, permanent and temporary residence in the territory of another state and establishing oneself and working in the territory of another State https://www.sadc.int/files/9513/5292/8363/Protocol_on_Facilitation_of_Movement_of_Persons2005.pdf
Protocol on Trade in Services 2012	August 2012		Sets out general obligations for all State Parties with regard to the treatment of services and service suppliers from other State Parties https://www.sadc.int/files/7313/6439/6118/Protocol_on_Trade_in_Services_-_2012_-_English.pdf

1.4.2 Strategic Frameworks/Instruments on Agriculture

Table 8.2: SADC Instruments on Agriculture

Strategic Plan	Year of Adoption	Main Objective
Dar es Salaam Declaration on Food Security	2004	Provides short-, medium-, and long-term objectives to advance the state of agriculture and food security in Southern Africa https://sadc.int/files/6913/5292/8377/Declaration_on_Agriculture__Food_Security_2004.pdf
SADC Regional Agricultural Policy	2014	Guides, promotes and supports actions at regional and national levels in the agricultural sector https://www.sadc.int/files/7113/5293/3509/Regional_Agricultural_Policy_Review_Reports_2011.pdf
SADC Food and Nutrition Strategy (2015 -2025)	2014	Promotes availability of food through a number of measures, including improved production and sustainable availability, access and utilization of food
Regional Agriculture Development Fund	2017	Accelerates implementation of the Regional Agricultural Investment Plan 2017 – 2022

1.4.3 Strategic Frameworks/Instruments on Industrialisation

Table 8.3: SADC Instruments on Industrialisation

Name of Protocol	Year of Adoption	Main Objective
SADC Industrialisation Strategy and Roadmap	2015	Seeks to achieve major economic and technological transformation to accelerate economic growth through industrial development https://www.sadc.int/files/2014/6114/9721/Repriting_Final_Strategy_for_translation_051015.pdf
Cost-Action Plan for Industrialisation	2016	Strives to ensure adequate coordination, monitoring and evaluation of implementation https://www.tralac.org/documents/resources/sadc/1146-action-plan-for-sadc-industrialization-strategy-and-roadmap-approved-18-march-2017/file.html
SADC Protocol on Industry	2019	Aims to facilitate the implementation and advancement of the industrialization agenda in southern Africa.

SADC Regional Infrastructure Development Master Plan	2012	Guides the development of integrated regional infrastructure in southern Africa https://www.sadc.int/files/7513/5293/3530/Regional_ Infrastructure_Development_Master_Plan_Executive_ Summary.pdf

Section 2: Understanding Key Words/Terms in SADC Regional Integration

2.

2.1   Introduction

Several terms have been used to in the SADC integration debate and discourse. Some of these terms and words have been used interchangeably, raising confusion to some people since these terms are distinctly different and mean different things. A brief explanations and definitions of selected key words and terms used SADC integration debate and discourse in provided below.

Explanation of Terms

SADC Treaty means the Treaty establishing SADC.

Protocol means an instrument of implementation of the SADC Treaty and any of its amendments.

SADC means the Southern African Development Community. In other words, the term SADC refers to the 'Community' as a whole. The Community is made up of 16 SADC Member States, namely Angola, Botswana, Comoros, Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Zambia and Zimbabwe.

SADC Member States refers to the 16 sovereign states that have come together to form SADC.

SADC Summit or Summit as it is oftentimes called, means the meeting of Heads of State and Government of SADC Member States to transact the business of SADC the community.

Council of Ministers or Council means the meeting of ministers usually of Foreign Affairs, Economic Planning, or Finance, who set the agenda for the Heads of State and Government.

Organ Summit, refers to the meeting of Heads of State and Government in relation to Politics, Defence and Security Co-operation. The Organ therefore also operates at a 'Summit' level and the Organ Summit is ordinarily also held at the same time as the SADC Summit.

Troika means a system of governance by SADC comprising the current Chairperson of SADC deputised by the immediate past Chairperson of SADC and the incoming Chairperson of SADC.

The SADC Summit, the Organ Summit, the SADC Council of Ministers, the SADC Standing Committee of Senior Officials all operate on the basis of a Troika in their management style.

Organ Directorate of the SADC Secretariat is almost always simply referred to as the Organ. It is the Directorate within the SADC Secretariat that is responsible for Politics, Defence and Security co-operation. It is this Directorate of the SADC Secretariat that is responsible for matters that are brought up before the 'Organ Summit'.

SADC Secretariat or Secretariat is the Executive Arm of SADC the community.

Directorates means a technical or administrative division within the SADC Secretariat responsible for specific thematic programmes. See Table 2 for the various Directorates of the SADC Secretariat.

Units of the SADC Secretariat means those technical or administrative divisions of the SADC Secretariat that are not part of any other Directorate but are responsible for specific thematic programmes.

SADC Subsidiarity Regional Organisations means those organisations that are formed by SADC are charged with specific thematic responsibilities for implementation in the SADC region. See Table 4 for a list of the subsidiary organisations.

Definition of Words/Terms

Regional Integration is the process by which two or more nation-states agree to cooperate and work closely together to achieve peace, stability and wealth.

Economic Integration is the process by which different countries agree to remove trade barriers between them. Trade barriers can be tariffs (taxes imposed on imports to a country), quotas (a limit to the amount of a product that can be imported) and border restrictions.

Political Integration, as the economies of the cooperating countries become completely integrated into a single market, there appears a need for common policies in social policy (education, health care, unemployment benefits and pensions) and common political institutions.

The Single Market is the midpoint of the integration scale between political and economic integration. It is the point at which the economies of the cooperating states become so integrated that all barriers to the movements of labour, goods and capital are removed.

A Customs Union is the stage when the integrating states set a common external tariff on goods from other countries.

Section 3: Telling the SADC Story

"Among the good, but generally unreported things of Africa, is the Southern African Development Community," Mwalimu Nyerere speaking at Conference on Understanding Contemporary Africa, International Centre, New Delhi, India, 15 February 1996

3.
3.1   Introduction

The story of regional integration in southern Africa is often one normally only understood by those who deal with the issues on a daily basis. In most instances, the majority of the citizens in the region are often clueless about the work of SADC and the results of its regional integration efforts. The only time many of the citizens get to hear about the organisation is when their leaders leave for the SADC summit in another country.

However, there is much more to SADC than those travels and the endless meetings that the heads of state and government of the 16 member states attend. SADC is much more than a club of the leaders and neither are its meetings mere talk shows. A lot has been achieved with respect to the SADC regional integration agenda but that narrative still remains largely untold.
This is where the role of the media comes in.

In fact, the SADC Declaration and Treaty of 1992 clearly states that regional integration in southern Africa "will continue to be a pipe dream unless the peoples of the region determine its content, form and direction, and are themselves its active agent."

Furthermore, the SADC Communications and Promotional Strategy notes that "without effective communication, SADC will continue to be misunderstood and its achievements will remain invisible and the organisation will not fully realise its development aim to eradicate poverty in the SADC Region with its citizens being prime drivers of regional integration."

In this regard, the media has an important role to play in the integration agenda of SADC since the media is a key source of information people need to make informed choices and decisions. However, there are various challenges that continue to hinder the media from effectively performing its duties of educating citizens about the benefits, opportunities and challenges of belonging to a shared community in southern Africa. Some of these challenges include:

• Lack of information on SADC;

- Little interest in SADC by the journalist; and
- Limited capacity and financial resources to cover the regional story;

This media toolkit attempts to address the first two challenges by providing the media with the basic information about SADC, and also highlighting how the SADC story can be an exciting beat that a journalist can report on.

3.2   Understanding SADC as a Journalist

Some of the important steps a journalist can embark on to improve one's knowledge and appreciation of SADC and its regional integration agenda includes the following:

3.2.1   Being part of the SADC National Committees

One of the starting points for any journalist interested in telling the SADC Story is to actively participate in their respective SADC National Committees (SNCs). As indicated in Section 2 on SADC Institutions, the SNCs provide inputs at national level in the formulation of regional policies and strategies, as well as coordinate and oversee the implementation of programmes at national level.

The SNCs are made up of key stakeholders from government, private sector and civil society including the media. Therefore, actively taking part in the SNCs meetings will allow journalists to not only contribute in the regional public debate and discourse, but also enables the journalist to keep abreast with some of the topical issues in the SADC integration agenda.

Furthermore, being part of SNCs provides an opportunity to meet and interact with various sources of information such as SADC National Contact Points (NCPs) and SADC National Media Coordinators (NMCs). However, it should be noted that only a handful of SADC Member States have fully functional SNCs, hence one of the responsibilities for the media is raise the need and importance of reviving such committees.

3.2.2   Knowing SADC better
Another important initiative that a journalist should undertake to know SADC better is to have an appreciation of some of the major strategic documents that guide regional integration in southern Africa. These documents, which are explicitly highlighted in Table 3 under Section 1 include the Revised RISDP and the SADC Industrialization Strategy and Roadmap.

Knowledge of these strategic documents is critical as it will enable the journalist to produce

sound, factual and relevant news articles/broadcasts about the potential, opportunities and challenges of regional integration in southern Africa.

Once a journalist is well versed with SADC and its various issues, one is then better equipped to unpack and objectively critique the SADC integration agenda. In fact, when one is now more conversant with regional integration issue, one will begin to understand why the SADC Story matters to journalists and the rest of the SADC citizens.

3.3   Why the SADC Story matters

For as long as countries exist, there will always be a regional grouping where they belong because collective economic, political and security development is more desirable than the individual development of individual sovereign states. In this regard, SADC regional integration matters to every journalist and every media organization in southern Africa.

Furthermore, the media as the "fourth estate" should play its role of being a watchdog of government and keep watch over what their governments and other relevant stakeholders are doing to implement various agreements that they have committed themselves to in advancing forward the integration agenda of the southern Africa. Therefore, the SADC story is as important as any other beat for a journalist to cover since it cuts across all socio-economic sectors – from trade to politics, the environment and gender development.

Therefore, for SADC journalists, increased coverage of regional issues can have a positive impact in the way national and regional policies are formulated and implemented to improve livelihood and sustainable development. Failure by the media to accord SADC issues the attention they deserve may mean that policies will be craft and instructions created, but the main actors, who are the citizens will not understand clearly their the role in decision-making and advancing integration in SADC.

In addition to this, effective coverage on SADC can also change the way the rest of the world view SADC since the region will be able to tell its own narrative rather than wait for outsiders to communicate SADC to the outside world. Some of the key questions that journalists in the region may want to consider as they tell the SADC Story are:

- **What are we communicating about the SADC Integration Agenda?**
  - * For example, are journalists communicating the bread-and-butter issues of regional integration or simply regurgitating what their SADC Heads of State and Government say during their annual meetings?
- **Why are we communicating the SADC Integration Agenda?**
  - * Are journalists striving to make a positive impact on advancing integration by educating and informing the public about the benefits, opportunities and challenges of belonging to a shared community in southern Africa or their agenda is different?
- **Why are we communicating now?**

3.4 Unpacking the SADC Story

The SADC region is rich in both oral and written history, which can provide an insight into the way of life and cooperation among the 16 Member States over generations. As such articles on SADC Regional Integration could show how such history has continued to influence the way the region has formulated and implemented its integration agenda. Furthermore, questions could be asked if that approach has been successful or need to be reviewed.

In addition to this, there is always the human-interest stories behind this. Therefore, an enterprising journalist must aim to inject some life to the story by providing timely analyses to help society to understand the socio-economic impact or development of regional integration on the citizens.

The process of producing news articles on SADC should go beyond events-based reporting and the 5 Ws and H (What, Where, When, Who, Why, and How) of basic journalism. For journalists to make something tangible out of these questions they need to understand what regional integration policies are in place and how they impact on society.

As already mentioned the SADC Story is cross-cutting, and as such has unlimited story angles and thus can be covered from a number of angles and perspectives. It is critical for journalist to mainstream gender in their articles. We provide below some of the general angles that journalists may focus on as well specific story ideas on the three priority areas covering trade, agriculture and industrialisation.

3.4.1   Possible Story Ideas on SADC

   *   Is regional integration is SADC bearing fruits – what could be done improve and advance deeper cooperation among Member States?

   *   How effective is the governance and policymaking system in SADC?

   *   As Deputy Prime Minister of Eswatini once said, there is also need interrogate why there is a "disconnect between SADC and the people of the region and why is it that instead of becoming one and integrated we have become more isolated as a Community."

   *   What are some of the success stories of regional integration in SADC?

3.4.2   Possible Story Ideas on SADC Trade

   *   How are Member States progressing in the implementation of the SADC Free Trade Area launched in 2018
   *   What does the SADC industrialisation agenda mean for companies and ordinary citizens of the various Member States?
   *   Are SADC Member States – both at the national and regional level -- moving forward or regressing, and what are the challenges being faced by each Member State?

   *   How far is SADC negotiating with the Common Market for Eastern and Southern Africa (COMESA) and the East African Community (EAC) on establishing the Tripartite Free Trade Area?

   *   What are the benefits, opportunities and challenging of creating such an enlarged market – is SADC and its Member States ready to compete in a free market?

   *   Are Member States embracing the SADC Integrated Regional Electronic Settlement System (SIRESS)
   *   How much has been traded, and what benefit is to the private sector and SADC citizens?

3.4.3   Possible Story Ideas on SADC Agriculture

What is the role of agriculture in meeting the developmental goals of SADC?

*   Is agriculture production going up or what, and what are the reasons?

*   Irrigation in SADC – is the region embracing irrigation, what are challenges of harnessing and harvesting rainwater in the region?

*   Unpacking climate-smart agriculture, and why SADC should adopt it

3.4.4   Possible Story Ideas on SADC Industrialisation

*   Why is it important for SADC and its Member States to industrialize?

*   What is the role of the private sector in advancing industrialization?

*   What are the different facets of industrialization and what can each Member State/s focus on? See table below on the value-chain potential clusters in SADC

Table 9: Value Chain Potential Clusters

Value Chain	SADC Member States
1. Agro-Processing Cluster	
Livestock – beef, dairy, poultry	Botswana, South Africa, Zambia, Zimbabwe
Soya	South Africa, Zimbabwe
Sugar	Malawi, Mozambique, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe
Forestry – wood products	Mozambique, South Africa, Zimbabwe
Fisheries	Angola, Mauritius, Mozambique, Namibia, Seychelles, South Africa
2. Minerals and Beneficiation Cluster	
Diamonds	Botswana, Namibia, South Africa, Zimbabwe
Copper	DRC, Zambia
Platinum	South Africa, Zimbabwe
Iron/Steel	Mozambique, South Africa, Zimbabwe
Soda Ash	Botswana

Oil and Gas	Angola, Madagascar, Mozambique, South Africa, Tanzania
3. Manufacturing of Consumer Goods Cluster	
Leather Goods and Footwear	Lesotho, Zambia, South Africa
Clothing and Textiles	Botswana, Lesotho, Madagascar, Mauritius, Namibia, South Africa, Swaziland, Zimbabwe
Pharmaceuticals	South Africa, Zimbabwe
Leather Goods	Botswana, Zambia
Fertilizer	Mozambique, South Africa
4. Capital Goods Equipment and Machinery	
Automobiles	South Africa, Lesotho, Mozambique, Zimbabwe
Mining machinery	South Africa, Zambia
5. Services Cluster	Botswana, Mauritius, Seychelles, South Africa, Tanzania, Zambia, Zimbabwe

Source: Costed Action Plan for SADC Industrialisation Strategy and Roadmap (Compiled from National Reports)

Section 4: Conclusion

The media has a role to play in the SADC integration agenda. As Hobolt and Vries (2016) would argue, "gone are the days when the elites could purse regional integration without the backing of public opinion," such as that expressed by the media on behalf of the citizens. In this regard, it is critical for the media to be part and parcel of the process of driving forward the integration agenda of the SADC region.

However, the media can only do so much, unless there is a deliberate effort by other stakeholders such as national governments and the SADC Secretariat to actively engage the journalists and embrace them as the all-important missing link in the whole regional integration discourse. It can be argued that failure to engage the media in regional integration has the potential to make the vision of a united, prosperous and integrated SADC region elusive since the media will continue to turn a blind eye regional issues.

In this regard, this media toolkit proposes the following policy options which could be considered by SADC governments and the SADC Secretariat, as well as the media to advance industrialization in southern Africa:

* There is need for SADC Member State governments and the SADC Secretariat to adopt a deliberate strategy of capacitating the media and ensuring that journalists are knowledgeable about regional integration issues as well as some of the sticking points in regional integration. The Secretariat should complement this training by inviting the media to cover regional events that showcase the benefits and opportunities of belonging to a shared community in southern Africa;

* The media should adopt innovative ways of generating independent information that is not event-based but issue-based to ensure that their coverage of SADC is objective and relevant to the public. This can be achieved through the establishment of dedicated SADC desks within newsrooms so that there is a pool of journalists who are knowledgeable about regional integration issues; and

* There is need for SADC and its cooperating partners to establish a media fund that could assist SADC journalists to tackle stories on regional integration since these stories require a lot of resources to pursue, including traveling across the region. Complementary to this, there is need for SADC to continue conferring the SADC Media Awards to encourage more journalists to write about the region.

Selected Key Contacts in SADC

Ms Barbara Lopi
Head: Public Relations Unit
SADC Secretariat
SADC House
Plot No. 54385
Central Business District
Private Bag 0095
Gaborone
BOTSWANA
Tel: +267 395 1863
Fax: +267 397 2848/+267 318 1070
Email: blopi@sadc.int
Web: www.sadc.int

Subsidiary Organizations

Southern African Power Pool (SAPP) Coordination Center P.O. Box EH52, Emerald Hill Harare, ZIMBABWE Tel:+ 263 242254241 Fax: 263 242254245 Email: info@sapp.co.zw Web: www.sapp.zw	SADC Centre for Renewable Energy and Energy Efficiency(SACREEE) Ausspann Plaza No. 1 No. 11 Augustino Neto Street Ausspannplatz Windhoek, NAMIBIA Email: info@sacreee.org Web: www.sacreee.org
Regional Electricity Regulators Association of Southern Africa (RERA) RERA Secretariat 35 Burg Street P. O. Box 23029 Windhoek, NAMIBIA Tel: +264 61 221720 Fax: +264 61 223176 / +264 88 614252 Email: secretariat@rerasadc.com Web: www.rerasadc.com	Development Finance Resource Centre (DFRC) Plot 54352, West Avenue, Zambezi Towers, Tower A, 7th Floor, South Wing, Private Bag 0034 Gaborone, BOTSWANA Tel: +2673191146 Fax: +2673191147 Email: info@sadc-dfrc.org Web: www.sadc-dfrc.org

Southern African Telecommunications Association (SATA) Av. Martires de Inhaminga 170-3 P.O. Box 2677 Maputo, MOZAMBIQUE Tel: +258 21 302 194/+258 21 431 285	Southern African Railways Association (SARA) 67 Fife Avenue Harare, ZIMBABWE Tel: +263-4-736777/+263 772 125 766 Email: sara@sararail.org Web: www.sararail.org
Communications Regulators Association of Southern Africa (CRASA) CRASA Secretariat Plot 143, Unit 2 Gaborone International Finance Park P O Box AD 135 Gaborone, BOTSWANA Tel: +267 3158468 Fax: +267 3181171 E-mail: crasa@it.bw Web: www.crasa.org	Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA) Ground Floor, Red Brick building Plot 4701 Station Exit Road Private Bag 00357 Gaborone, BOTSWANA Tel: +267 391 4997 Fax: +267 316 7211 Email: registry@ccardesa.org Web: www.ccardesa.org
Southern African Development Community Accreditation Services (SADCAS) Plot 50369, Unit 3A Second Floor, Tholo Office Park, Fairgrounds, Private Bag 00320, Gaborone, BOTSWANA Tel: +267 3132909 / 3132910. Fax: +267 3132922 Email: info@sadcas.org Web: www.sadcas.org	SADC) Plant Genetic Resources Network (SPGRN) Farm No. 6300, off Great East Road, Lusaka, ZAMBIA Tel: +260-211-399 200-10 Email: registry@spgrc.org.zm / spgrc@sadc.int Web: https://www.spgrc.org.zm/ SADC Plant
SADC Aviation Safety Organization (SASO) P. O. Box 7919 Mbabane, Eswatini Tel: +268 2404 3851 / 0660 Web: www.saso.sadc.int	Meteorological Association of South Africa (MASA) Eco Glades 1, 70 Ribbon Grass Street Eco-Park, Centurion, 0144, SOUTH AFRICA Tel: +27 12 367 6225 Email: info@masa-association.org Web: www.masa-association.org
SADC Regional Peacekeeping Training Centre (RPTC) Crichton Ave, Marlborough, Harare, ZIMBABWE Tel: +263 4338524-29 Fax: +263 4338527	

Organizations Focusing on SADC

SADC Groundwater Management Institute (SADC GMI) Institute for Groundwater Studies Building, Dean Street, University of the Free State 205 Nelson Mandela Drive, Bloemfontein, SOUTH AFRICA Tel: +27514017734 Email: info@sadc-gmi.org Web: www.sadc-gmi.org	Southern African Regional Universities Association (SARUA) Vineyards Office Estate, Chardonnay House, 99 Jip de Jager Drive, Bellville, 7530. SOUTH AFRICA Tel: +27210350290 Email: info@sarua.org Web: www.sarua.org
	SADC Centre for Distance Education (SADC CDE) Garemotlhose Junction, Western Bye-Pass Block 6, Plot 39972/1 Gaborone, BOTSWANA Tel: +2673181470 Email: info@sadc-cde.com Web: www.sadc-cde.com

Think Tanks in SADC

Southern African Research and Documentation Centre (SARDC) Julius K Nyerere House 15 Downie Avenue Belgravia Harare, ZIMBABWE Tel: +263242791141 Fax: +263242 Email: sardc@sardc.net Web: www.sardc.net	Southern Africa Trust (SAT) 45 Kyalami Business Park, Kyalami, 1684, SOUTH AFRICA Tel: +27 11 318 1012 Email: info@southernafricatrust.org Web: www.southernafricatrust.org

Trade Law Centre (TRALAC) Blaauwklippen Office Park, Building One, Unit 6 Off R44 Road, Stellenbosch Square, Stellenbosch 7600, SOUTH AFRICA Tel: +272 88 2010 Fax: +27218802083 Email: info@tralac.org Web: www.tralac.org	Southern African Institute for Economic Research (SAIER) Newlands on Main F0301 – 3rd Floor Mariendahl House Cnr Campground and Main Roads Claremont 7700 Cape Town, SOUTH AFRICA Email: info@econrsa.org Web: www.econrsa.org
Institute for Security Studies (ISS) Block C, Brooklyn Court 361 Veale Street New Muckleneuk Pretoria, SOUTH AFRICA Tel: +27 12 346 9500/2 Fax: +27 12 460 0998 Web: www.issafrica.org	South African Institute of International Affairs (SAIIA) SAIIA Head Office East Campus University of the Witwatersrand Johannesburg, SOUTH AFRICA Tel: +27113392021 Fax: +27113392154 Email: info@saiia.org.za Web: www.saiia.org
Economic and Social Research Foundation (ESRF) 51 Uporoto Street, Ursino Estate P.O Box 31226, Dar es Salaam, TANZANIA Tel: +255 22 2926084 - 90 Fax: +255 22 2926083 Email: esrf@esrf.or.tz / info@esrf.or.tz Web: http://www.esrftz.org	Governance and Development Institute (GDI) Av. 24 de Julho, nº 3737, 1º Andar, Flat 5 Maputo, MOZAMBIQUE Tel: +258 21406000 Email: geral@gdi.org.mz Web: www.geral.org
African Centre for the Constructive Resolution of Disputes (ACCORD) 2 Golf Course Drive, Mount Edgecombe, Durban, SOUTH AFRICA Tel: +27 31 502 3908 Fax: +27 31 502 4160 Email: Web: www.accord.org.za	