



SADC Communication, Awareness and Visibility Strategy 2025-2030



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About SADC

The Southern African Development Community (SADC) is a regional organisation comprising 16 Member States, committed to advancing sustainable economic growth, socio-economic development, regional integration, and political and security cooperation across Southern Africa. Initially established in 1980 as the Southern African Development Coordinating Conference (SADCC), the organisation was transformed into SADC in August 1992, reinforcing its mandate to deepen regional cooperation and boost economic competitiveness. The Member States of SADC are, Angola, Botswana, Union of Comoros, Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, United Republic of Tanzania, Zambia, and Zimbabwe.

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LIST OF ABBREVIATIONS AND ACRONYMS

AfDB	African Development Bank
AI	Artificial Intelligence
AU	African Union
CBO	Community Based Organisation
COMESA	Common Market for Eastern and Southern Africa
CPRU	Communication and Public Relations Unit
CSO	Civil Society Organisation
CSR	Corporate Social Responsibility
EAC	East African Community
ECOWAS	Economic Community of West African States
GBV	Gender Based Violence
GIZ	Gesellschaft für Internationale Zusammenarbeit
ICP	International Cooperating Partner
IFC	International Financial Institution
IEC	Information, Education and Communication
MISA	Media Institute of Southern Africa
NAC	National Adjudication Committee
NCP	National Contact Point
NSA	Non-State Actor
RAC	Regional Adjudication Committee
RAP	Regional Agriculture Policy
RCTC	Regional Counter Terrorism Centre
REC	Regional Economic Community
RIDMP	Regional Infrastructure Development Master Plan
RISDP	Regional Indicative Strategic Development Plan
RPTC	Regional Peace Training Centre
SADC	Southern African Development Community
SADCC	Southern African Development Coordinating Conference
SDG	Sustainable Development Goal
SHOC	SADC Humanitarian and Emergency Operations Centre
SIW	SADC Industrialisation Week
SMS	Short Message Service
SNMC	SADC National Media Coordinator
SNRL	SADC National-Regional Linkages
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WB	World Bank

FOREWORD



Communication is constantly evolving, shaped by shifting media consumption patterns and the growing expectations of diverse stakeholders. In today's dynamic digital landscape, a forward-looking, agile, and strategic approach is more essential than ever.

This Communication, Awareness, and Visibility Strategy (2025–2030) reaffirms SADC's commitment to communication excellence and is fully aligned with the Regional Indicative Strategic Development Plan (RISDP 2020–2030) and SADC Vision 2050. By strengthening brand visibility, nurturing stakeholder relationships, and leveraging innovative communication tools, the Strategy supports a cohesive and compelling regional narrative that resonates both within Member States and on the global stage.

In an increasingly complex digital landscape, SADC embraces the opportunity to lead with clarity, truth, and trust. This Strategy embeds fact-checking measures to ensure accuracy and credibility, promoting transparency and trust in SADC's communication while reinforcing its leadership in regional integration, cooperation, and development. The overarching goal of this Strategy is to reinforce SADC's strategic communication capacity while increasing awareness and understanding of its value proposition, achievements, and impact across the region and beyond. It aims to set the regional media agenda and reaffirm SADC's role as a key driver of integration, stability, and sustainable development in southern Africa.

The Strategy outlines key objectives, defines target audiences, and details the channels and platforms required to achieve communication priorities. It also recognises potential challenges and presents proactive, adaptable solutions to ensure resilience throughout implementation.

Importantly, this Strategy builds on the solid foundation of previous milestones, including the SADC Communication and Promotional Strategy (2016–2020), and is informed by significant improvements in regional infrastructure that support modern communication. With 86% mobile network coverage, expected to reach 95% by 2030, and 54% internet penetration, more than half the SADC population is online, presenting a major opportunity for digital outreach.

Using modern media trends and audience-informed approaches, the Strategy is designed to:

- **Enhance visibility and awareness of SADC** – Strengthen public knowledge of SADC's founding documents, institutions, history, policies and programmes across Member States and globally.
- **Strengthen Strategic Communication Capacity** – Improve regional and national communication frameworks to effectively promote SADC's activities, impact, and media development, advancing regional integration.
- **Position the SADC Corporate Brand and Identity** – Establish SADC as a trusted, and organised entity, reinforcing its role as a driver of regional integration, cooperation and development.
- **Enhance Media Development** – Strengthen media ecosystems to support effective communication and engagement on regional initiatives.

This forward-looking Strategy coincides with a landmark year, 2030, marking both global development milestones under Agenda 2030 and SADC's Golden Jubilee, celebrating 50 years of regional progress. The successful implementation of this Strategy depends on the collective will and action of the SADC Secretariat, Member States, and key stakeholders. Given budgetary constraints, strategic partnerships with the private sector, media, international cooperating partners, financial institutions, and civil society will be critical to securing the resources needed to deliver on this vision.

SADC's achievements speak volumes, but without effective communication, those achievements risk going unnoticed. As the adage goes, *"winking in the dark"* achieves little without a spotlight. For this reason, I call upon all Member States, especially SADC National Contact Points and National Media Coordinators, to work closely with the SADC Secretariat to ensure the effective implementation, monitoring, and impact of this Strategy.

H.E. Mr Elias M. Magosi
SADC EXECUTIVE SECRETARY

ACKNOWLEDGEMENTS

The SADC Secretariat extends its sincere gratitude to all those who contributed to the development of the Communication, Awareness, and Visibility Strategy 2025-2030.

We deeply appreciate the dedication of the Communications and Public Relations Unit, whose insight, creativity, and strategic vision were instrumental in shaping this forward-thinking strategy.

We also acknowledge the contributions of external partners and consultants whose expert guidance and industry knowledge helped refine the Strategy, ensuring the integration of global best practices.

Special appreciation goes to the SADC National Media Coordinators and representatives of the SADC National Contact Points, whose active engagement during the May 2021 Workshop in Johannesburg, South Africa, and the April 2025 Validation Workshop was invaluable. Their expertise in communications, public relations, and information management significantly enriched the development process.

We sincerely thank the German government for its financial support towards convening a two-day workshop with Member States and regional experts, which culminated in the successful finalisation of the Strategy. This support was provided through the SADC-German cooperation project titled “Strengthening National-Regional Linkages in SADC.”

We are also grateful to the young people, men and women, and diverse stakeholders who actively participated in SADC platforms such as exhibitions, open days, and commemorations. Their perspectives and recommendations were essential in ensuring the Strategy reflects the broad communication needs of SADC citizens.

Finally, we offer special thanks to the SADC Secretariat Management Team for its leadership, guidance, and unwavering support throughout the development of this Strategy.

EXECUTIVE SUMMARY

The SADC Communication, Awareness, and Visibility Strategy 2025–2030 provides a comprehensive framework to enhance strategic communication capacity and deepen public understanding of SADC’s mandate, programmes, and regional impact. Building on lessons from the 2016–2020 Strategy, it responds to emerging communication trends and technologies while addressing gaps in audience reach and engagement. Aligned with the Regional Indicative Strategic Development Plan (RISDP 2020–2030) and SADC Vision 2050, the Strategy positions SADC as a proactive leader in regional integration, cooperation, and sustainable development. Recognising communication as a vital enabler, it supports SADC’s broader goal of becoming a peaceful, inclusive, and competitive middle- to high-income industrialised region by 2050.

The Strategy adopts a multi-channel approach, integrating traditional and digital communication platforms, with an emphasis on inclusive outreach. It emphasises multi-dimensional communication and active citizen engagement, to ensure SADC remains responsive and aligned with stakeholder needs.

Key focus areas include:

- Accelerating digital transformation through data-driven communication
- Expanding engagement in rural and remote communities
- Strengthening media partnerships, promoting accurate information, and enhancing public trust through credible communication
- Preparing for the SADC Golden Jubilee in 2030

Cross-cutting priorities such as gender mainstreaming, youth participation, and inclusive communication are embedded throughout to promote diversity, accessibility, and equity.

Effective implementation will require close collaboration between the SADC Secretariat and Member States, with defined roles for the Communications and Public Relations Unit and National Media Coordinators. A monitoring and evaluation framework will track progress through clear indicators, while resource mobilisation efforts will ensure sustainability.

Ultimately, this Strategy reaffirms SADC’s commitment to transparent, inclusive, and results-driven communication, bridging the gap between regional policy and public understanding, and supporting the realisation of SADC Vision 2050: A peaceful, inclusive, competitive, middle- to high-income industrialised region where all citizens enjoy sustainable economic well-being, justice, and freedom.

1 INTRODUCTION

1.1 Background

The Southern African Development Community (SADC) is an inter-governmental organisation established in 1980 as the Southern African Development Coordinating Conference (SADCC). It was later transformed into SADC on 17 August 1992 in Windhoek, Namibia, when the Declaration and Treaty was signed at the Summit of Heads of State and Government.

SADC comprises 16 Member States namely: Angola, Botswana, Union of Comoros, the Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, United Republic of Tanzania, Zambia and Zimbabwe. These Member States cooperate through Protocols, Policies and Strategies which provide a structured framework for promoting regional peace, integration and sustainable development.

Since its establishment, SADC, has achieved significant milestones demonstrating a strong commitment to regional integration and development. Following the signing of the SADC Declaration and Treaty in 1992, the region has deepened cooperation and coordination through the adoption of 86 protocols, policies, legal instruments and strategic frameworks, including:

- The Regional Indicative Strategic Development Plan (RISDP), guiding socio-economic priorities.
- The SADC Industrialisation Strategy and Roadmap (2015-2063), fostering industrial growth and competitiveness.
- The SADC Regional Infrastructure Development Master Plan, enhancing connectivity across key sectors such as energy, transport, and ICT.

These initiatives have established a strong legal, institutional and strategic foundation driving regional cooperation, economic growth, and sustainable development across Member States.

1.2 SADC Objectives

The main objectives of SADC, as outlined in Article 5 of the **SADC Treaty (1992)**, are to promote economic development, peace and security, and sustainable growth; reduce poverty; enhance the standard and quality of life of the people of Southern Africa; and support the socially disadvantaged through deeper regional integration.

Directly linked to these objectives is the **SADC Common Agenda**, which also stems from Article 5 of the Treaty. The Common Agenda encapsulates the institution's key strategies and policy directions, serving as a guiding framework for SADC's long-term vision.

Accordingly, the **SADC institutional structure** is aligned with the Common Agenda and reflects the strategic priorities it represents, ensuring coherence in policy formulation, implementation, and integration efforts across the region.

1.3 SADC Vision

The SADC Vision is one of a shared future, rooted in a united regional community that guarantees economic well-being, improved standards of living and quality of life, freedom, social justice, and lasting peace and security for the peoples of Southern Africa. This collective vision is underpinned by common values, guiding principles, and the deep historical and cultural ties that bind the region's people together.

1.4 SADC Mission

The mission of SADC is to promote sustainable and inclusive economic growth and socio-economic development through the implementation of efficient and productive systems, strengthened regional cooperation and integration, the promotion of good governance, and the maintenance of durable peace and security. These efforts aim to position the region as a competitive and influential player in international relations and the global economy.

1.5 SADC Policies and Priorities

The SADC region operates under the following policies and is steered by these priorities:

- Promote sustainable and equitable economic growth and socio-economic development that will ensure poverty alleviation with the ultimate objective of its eradication, enhance the standard and quality of life of the people of Southern Africa and support the socially disadvantaged through regional integration.
- Promote common political values, systems and other shared values which are transmitted through institutions that are democratic, legitimate, and effective.
- Consolidate, defend and maintain democracy, peace, security and stability.
- Promote self-sustaining development based on collective self-reliance, and the interdependence of Member States.

- Achieve complementarity between national and regional strategies and programmes.
- Promote and maximise productive employment and utilisation of the resources of the Region.
- Achieve sustainable utilisation of natural resources and effective protection of the environment.
- Strengthen and consolidate the long-standing historical, social and cultural affinities and links among the people of the Region.
- Combat HIV and AIDS and other deadly or communicable diseases.
- Ensure that poverty eradication is addressed in all SADC activities and programmes.
- Mainstream gender in the process of community building.

1.5.1 Trade and Investment Opportunities in the SADC Region

The Southern African Development Community (SADC) region presents vast opportunities for trade, investment, and industrial expansion, underpinned by its strategic location, resource abundance, and commitment to regional integration.

- **Peace, Stability, and Investor Confidence**

Recognised as one of the most peaceful and politically stable regions globally, SADC provides a secure and reliable environment for business. Strong governance structures and pro-business policies foster investor confidence, supporting both regional and international partnerships.

- **Abundant Natural Resources and Diverse Economic Potential**

SADC is richly endowed with minerals, oil, and natural raw materials-offering immense prospects for manufacturing, value addition, and industrial development. Key sectors include mining, energy, agriculture, infrastructure, and emerging green industries. In addition to industrial assets, the region boasts:

- **UNESCO World Heritage Sites**, reflecting its unique cultural and historical heritage
- **Vast wildlife reserves and national parks**, sustaining a thriving eco-tourism sector
- **Pristine coastlines, wetlands, and marine ecosystems**, supporting marine tourism, conservation, and hospitality ventures

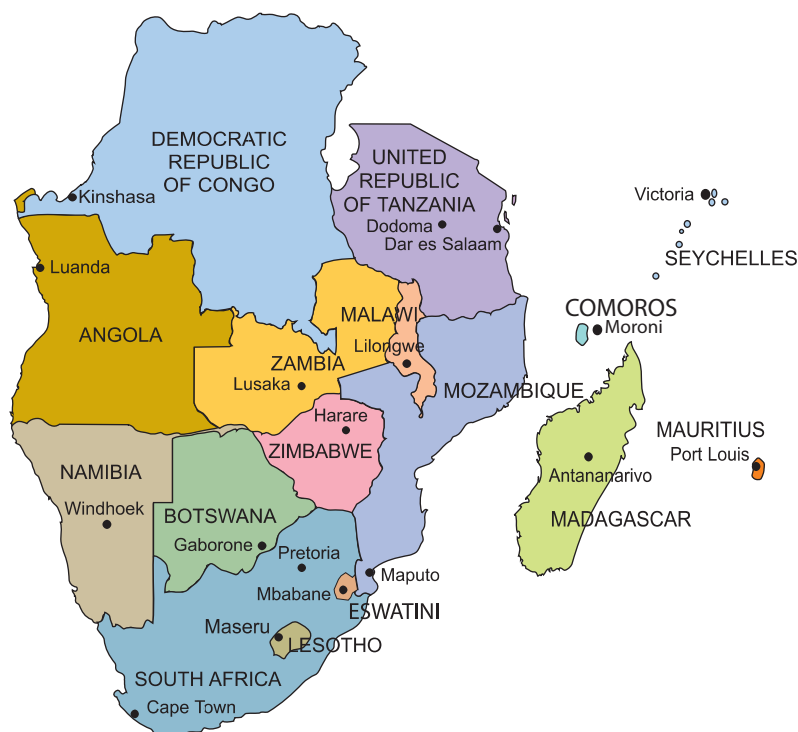
- **A Youthful and Innovative Workforce**

With one of the youngest and fastest-growing populations globally, SADC offers a competitive demographic advantage. This emerging workforce is increasingly tech-savvy and innovation-driven, laying the foundation for long-term sustainability and growth. Ongoing education and skills development initiatives further position the region to support high-potential industries.

- **Integrated Markets and Infrastructure for Growth**

Through initiatives such as the SADC Free Trade Area (FTA), the Regional Industrialisation Strategy, and cross-border infrastructure programmes, the region enhances market access, connectivity, and economic collaboration. These efforts create a unified and attractive investment destination.

SADC continues to assert itself as a strategic hub for economic transformation, driving inclusive growth, job creation, and sustainable development across southern Africa.



2 SADC STRATEGIC DIRECTION AND PRIORITIES

2.1 RISDP 2020-2030 and Vision 2050

The strategic direction and priorities of SADC are defined in the RISDP 2020-2030 and SADC Vision 2050 which were approved by the SADC Summit of Heads of State and Government in August 2020. The RISDP 2020-2030 is a 10-year regional integration and development framework which sets out regional priorities and articulates the necessary economic and social policies and strategies. The SADC Vision 2050 envisions a peaceful, inclusive, competitive, middle-to high-income industrialised region, where all citizens enjoy sustainable economic well-being, justice and freedom by 2050.

The RISDP 2020–2030 and Vision 2050 cover the following priorities.

Foundation: Peace, Security, and Good Governance



The RISDP 2020-2030 and Vision 2050 are anchored on a firm foundation of peace, security and good governance which are the necessary preconditions and key primary enablers of regional integration and development.

Pillar 1: Industrial Development and Market Integration



This priority area highlights SADC's need for a strong industrialised and integrated Region in which intra-regional trade increases while the markets of the 16 SADC Member States are strongly interlinked. Interventions in this area are directed towards realising an industrialised regional economy that utilises its natural resources sustainably.

Pillar 2: Infrastructure Development in Support of Regional Integration



The RISDP 2020-2030 and Vision 2050 place importance on the development of good infrastructure that spurs economic activity across the SADC region. In this priority area, SADC promotes an interconnected, integrated, and quality seamless infrastructure and networks, including cross-border infrastructure, which is vital in facilitating the movement of people, goods and services.

Pillar 3: Social and Human Capital Development



Social and human capital development is essential for SADC to improve the lives and livelihoods of its citizens. This priority area ensures that socio-economic development is achieved in a human-centred, inclusive, and sustainable manner.

Cross-cutting issues: Gender, Youth, Environment and Climate Change, and Disaster Risk Management



These cross-cutting issues are important for the successful implementation of regional integration as they ensure that the formulation, deliberation, adoption, and implementation of regional protocols, strategies, policies, and programmes are undertaken in a manner that is inclusive of all sections of SADC's population.

Strategic Enablers for RISDP Implementation



In addition to the five priority areas and cross-cutting issues covered above, the successful implementation of the RISDP 2020–2030 depends heavily on a set of key enablers which form the regions' plan towards **Strategic Management of the RISDP 2020-2030**.

This Communication, Awareness, and Visibility Strategy recognise and supports these enablers by promoting transparency, participation, and alignment with institutional processes and resources, as detailed below:

- **Legal, Policy, and Institutional Frameworks**

SADC's regional integration is underpinned by the **SADC Treaty** and legally binding **Protocols**, which articulate the region's commitments and procedures. These frameworks form the legal backbone of the RISDP and are crucial to achieving Member State alignment.

- **Sustainable Funding Strategy**

Resource mobilisation is critical for realising RISDP goals. As provided for in Article 25(1) of the SADC Treaty, SADC must mobilise internal and external resources to sustain its growing integration agenda.

- **Monitoring, Evaluation, and Reporting (MER)**

Effective MER is essential for tracking progress, learning, and accountability in RISDP implementation.

- **Communication, Visibility, and Awareness**

RISDP 2020–2030 identifies communication as a cross-cutting priority and a critical enabler for the successful implementation of SADC's regional integration agenda. RISDP explicitly calls for enhanced visibility and awareness of SADC, its activities, and its impact across all Member States and globally.

This Communication, Awareness, and Visibility Strategy provides a structured framework to guide and coordinate efforts toward achieving this objective. It is designed to:

- **Strengthen the strategic communication capacity** of the SADC Secretariat and Member States to ensure coordinated, timely, and impactful communication at regional and national levels.
- **Implement integrated, audience-specific communication campaigns** that promote SADC's value proposition, showcase the benefits of regional integration and inspire active stakeholder participation.
- **Develop and disseminate multimedia content and corporate communication tools** that elevate the visibility of RISDP 2020–2030, Vision 2050, and flagship programmes while appealing to diverse audiences, including policymakers, citizens, youth, and development partners.
- **Ensure coherent, consistent, and protected use of the SADC brand** across all platforms, reinforcing recognition, credibility, and trust in the SADC identity.

This strategy extends beyond information dissemination, it serves as a dynamic tool for engagement, alignment, and impact. By embedding communication across all aspects of RISDP implementation, it enhances institutional coordination, drives policy adoption, strengthens transparency, and firmly establishes SADC as a visible, responsive, and citizen-centred regional community.

2.1.1 Strategic Alignment with RISDP 2020-2030 and Vision 2050

This Communication, Awareness and Visibility Strategy is aligned with the priority areas of the RISDP 2020-2030 and Vision 2050, ensuring that communication efforts reinforce and advance SADC's overarching strategic goals. The table below illustrates how specific communication objectives support each RISDP priority area, fostering greater institutional coordination, stakeholder engagement, and regional impact:

RISDP Priority Area	Communication Strategic Support
Pillars and Cross-cutting Issues	
Peace, Security, and Good Governance	<ul style="list-style-type: none"> • Communicating SADC's role in conflict prevention and mediation • Highlighting regional security cooperation initiatives • Promoting democratic values and good governance practices • Positioning SADC as a stabilising force in the region
Industrial Development and Market Integration	<ul style="list-style-type: none"> • Creating awareness about regional value chains and trade opportunities • Highlighting success stories of intra-regional trade • Communicating investment opportunities within the SADC Free Trade Area • Promoting SADC industrialisation programmes to potential investors and partners
Infrastructure Development in Support of Regional Integration	<ul style="list-style-type: none"> • Showcasing infrastructure development progress and impact • Communicating the benefits of regional infrastructure projects to citizens • Highlighting cross-border infrastructure initiatives that facilitate trade and movement
Social and Human Capital Development	<ul style="list-style-type: none"> • Promoting public-private partnership opportunities in infrastructure development • Communicating SADC's human development initiatives and their impact • Showcasing educational, health, and social development programs • Highlighting labour mobility and skills development opportunities • Promoting SADC's contribution to poverty reduction and improved livelihoods
Cross-cutting Issues (Gender, Youth, Environment, Climate Change, Disaster Risk Management)	<ul style="list-style-type: none"> • Mainstreaming gender and youth perspectives across all communication • Highlighting SADC's climate action and environmental protection efforts • Communicating disaster preparedness and response capabilities • Showcasing success stories of women and youth empowerment initiatives

RISDP Priority Area	Communication Strategic Support
Strategic Enablers	
Legal, Policy, and Institutional Frameworks	<ul style="list-style-type: none"> • Promote understanding and visibility of key Protocols and policy instruments. • Communicate the role of regional and national institutions, including the Summit, Council of Ministers, Secretariat, and National Committees. • Showcase institutional synergies and joint implementation efforts.
Sustainable Funding Strategy	<ul style="list-style-type: none"> • Highlight success stories of donor support and public-private partnerships. • Promote SADC's efforts to enhance predictable, diversified, and sustainable financing. • Communicate resource needs linked to specific priorities or flagship initiatives.
Monitoring, Evaluation, and Reporting (MER)	<ul style="list-style-type: none"> • Disseminating progress reports and data-driven results through accessible formats. • Communicating evaluation findings, lessons learned, and course corrections. • Encouraging citizen and stakeholder engagement through transparent reporting.

Communication activities will be designed to align with and advance SADC's key priorities, ensuring that messaging effectively promotes the region's vision of a peaceful, inclusive, competitive, middle- to high-income industrialised region where all citizens enjoy sustainable economic well-being, justice, and freedom.

2.2 SADC Industrialisation Strategy and Roadmap (2015-2063)

The SADC Industrialisation Strategy and Roadmap (2015-2063) was approved by the SADC Summit in April 2015 and is aligned to the African Union Agenda 2063. The Strategy recognises that, for trade liberalisation to contribute to sustainable and equitable development, and thus to poverty reduction, it must be complemented by the requisite capacities to produce, and to trade effectively and efficiently. The primary orientation of the Strategy is the importance of technological and economic transformation of the SADC region through industrialisation, modernisation, skills development, science and technology, financial strengthening and deeper regional integration.

2.3 SADC Regional Infrastructure Development Master Plan

SADC recognises that infrastructure is the bedrock of economic development and the deepening of regional integration. Adopted in 2012, the SADC Regional Infrastructure Development Master Plan (RIDMP) constitutes the Infrastructure Development Blueprint for the region which outlines specific actions to develop infrastructure required to catalyse industrialisation, and to develop corridors in addressing issues relating to trade facilitation, non-tariff barriers and movement of skills and innovation. The RIDMP supports the SADC Infrastructure Vision 2027 which is anchored on six pillars consisting of Energy, Transport, Information and Communication Technologies (ICT), Meteorology, Trans-Boundary Water Resources and Tourism (Trans-Frontier Conservation Areas).

2.4 The SADC Regional Agricultural Policy

The SADC Regional Agricultural Policy (RAP) was adopted in 2013 with the overall objective of contributing to sustainable agricultural growth and socio-economic development. The RAP is implemented through the Regional Agricultural Investment Plan (2023-2030) which promotes collaborative actions at national and regional levels to stimulate competitive production and trade of agriculture-based products while ensuring the sustainable utilisation of natural resources and effective protection of the environment.

3 ASSESSMENT OF PREVIOUS COMMUNICATION EFFORTS

3.1 Successes

3.1.1 Enhanced Online and Social Media presence

The SADC Secretariat and Member States have maintained a strong and active online presence, leveraging the growth in digital engagement and the opportunities presented by the social and online media platforms. As part of its commitment to digital transformation, the SADC Website underwent a comprehensive revamp in 2021, aligning with the latest global trends to ensure:

- Enhanced design for a more user-friendly experience.
- Streamlined navigation for improved access to information Optimised mobile usability, catering to a wider audience.
- Mobile optimisation to reach a wider audience;
- Enhanced search engine performance for greater visibility and traffic.

SADC's official social media platforms, including YouTube, Facebook, X (formerly Twitter), LinkedIn, and Instagram, have seen steady growth in followers, enabling:

- Expanded dissemination of programmes and strategic initiatives;
- Improved stakeholder, media, and research engagement;

Dedicated X and Facebook accounts for the SADC Executive Secretary further ensure high-level communications and timely updates reach a broad and diverse audience.

3.1.2 Outreach Activities

The Secretariat and Member States have expanded public outreach to promote greater awareness of SADC's policies, programmes, and regional impact through:

- High-level meetings (Summits, Council of Ministers, Sectoral Committees);
- Executive engagements and public addresses;
- Trade and investment exhibitions, including the SADC Industrialisation Weeks;
- SADC Media Awards, recognising excellence in regional journalism;
- Tertiary and Secondary School Essay Competitions, promoting youth engagement;
- Library outreach and academic support for students and researchers;
- Strategic media collaborations to strengthen visibility and messaging.

These initiatives ensure SADC remains accessible, responsive, and engaged with citizens, policymakers, development partners, and the broader public.

3.1.3 SADC Media Awards and Essay Competitions

SADC continues to strengthen public engagement through annual knowledge-sharing initiatives:

- The SADC Media Awards (launched in 1996) celebrate excellence in journalism that promotes SADC's regional integration.
- The Secondary School Essay Competition encourages young learners to research and articulate regional development themes.
- The Tertiary Institutions Essay Competition invited students to reflect on the legacy of SADC Founders and their relevance to regional integration.

These initiatives promote informed youth engagement, strengthen media participation, and extend the reach of SADC's message to new audiences and communities.

3.1.4 Strengthening Awareness and Stakeholder Engagement

SADC Summit Brochure: Informative Outreach Tool

The SADC Summit Brochure serves as a vital communication resource that presents the organisation's achievements, ongoing programmes, and future aspirations in a concise, reader-friendly format:

- Summarises key initiatives in an accessible structure;
- Enhances public visibility and understanding of SADC's work;
- Promotes knowledge-sharing and stakeholder advocacy.

SADC Day Messages: Strengthening Public Engagement

Celebrated annually on 17 August, SADC Day marks the establishment of the organisation. Official SADC Day Messages serve to:

- Encourage reflection on the region's development progress;
- Foster a sense of identity and regional participation;
- Amplify messages through media for wider public reach;
- Mobilise Member States and institutions in support of shared development goals.

SADC Executive Secretary's Annual Report: Promoting Transparency

The Annual Report is central to upholding transparency and institutional accountability. It:

- Offers a comprehensive review of programmes and achievements;
- Strengthens trust with governments, partners, and investors;
- Provides data-driven insights on SADC's regional impact;
- Positions SADC as an effective and responsive development institution.

Together, these tools contribute to coordinated awareness-building, ensuring SADC is recognised as a leading regional bloc, engaging stakeholders meaningfully, and fostering informed participation across the region.

3.1.5 Commemoration of SADC's 40th Anniversary

In 2020, SADC marked four decades of regional cooperation through a commemorative campaign. This included the release of a multilingual documentary and publication, "40 Years of SADC: Enhancing Regional Cooperation and Integration", highlighting historical milestones in peace, trade, development, and infrastructure from 1980 to 2020.

3.1.6 SADC Brand Protection and Intellectual Property Rights

Following the 2020 Council of Ministers' decision, the SADC Secretariat, in collaboration with Member States, undertook a comprehensive initiative to register and protect its trademarks. As a result, the SADC logo, the acronym "SADC," and the full name "Southern African Development Community" were successfully registered in 15 of the 16 Member States, securing legal protection and safeguarding the organisation's intellectual property against unauthorised use in those jurisdictions. To safeguard its brand identity, the SADC Secretariat developed a Corporate and Identity Manual and continues to implement targeted awareness and sensitisation initiatives, including:

- Public notices and advertisements, warning against unauthorized use of SADC trademarks.
- Issuing "Cease and Desist" letters to individuals and entities misusing SADC trademarks.
- Encouraging Member States to report suspected cases of infringement, strengthening vigilance.

These efforts have resulted in:

- Reduction in unauthorised use of the SADC trademarks.
- Increased awareness about the importance of protecting SADC's intellectual property.
- Enhanced collaboration with Member States, strengthening compliance and enforcement mechanisms.

3.1.7 Capacity Building on Communication and Visibility

The SADC Secretariat has supported SADC Member States in effectively communicating SADC's activities, policies and programmes through a series of capacity building initiatives. These efforts include workshops, webinars, and information-sharing platforms, designed to enhance regional communication and public engagement.

The initiatives specifically target:

- SADC National Media Coordinators – Strengthening their role in amplifying SADC's message across Member States.
- Communication and Media Practitioners – Equipping them with tools to improve public awareness and media coverage of SADC programs.
- Public Relations and Information Officers in government ministries, departments, and agencies – Supporting them in effectively disseminating SADC-related content and engaging with stakeholders.

By fostering greater collaboration and knowledge-sharing, the Secretariat ensures that SADC's regional objectives, policies, and development initiatives are accurately communicated, widely understood, and effectively promoted

3.1.8 Media Engagement during SADC Industrialisation Week

SADC Industrialisation Week, endorsed in 2016 by the Council of Ministers, serves as a key platform to drive the Industrialisation Strategy and Roadmap (2015–2063). The Secretariat uses this forum to convene media awareness workshops aimed at:

- Enhancing media capacity to report on the regional industrialisation agenda;
- Deepening public understanding of the regional industrialisation agenda;
- Strengthening collaboration with media professionals.

Additionally, the Secretariat disseminates media content, news articles, communiqués, and promotional materials, to SADC Ambassadors and High Commissioners across diplomatic missions, supporting international visibility and messaging consistency.

3.1.9 Digital Communication for Internal and External Stakeholders

The Secretariat has embraced digital tools to enhance collaboration and responsiveness. Notable platforms include:

- Internal Tools: S-Hub and SharePoint for staff communication and updates;
- Virtual Meetings: Zoom and Microsoft Teams facilitating regional dialogue;
- Collab Platform: A secure, open-source digital repository for storing and sharing SADC programme documents with authorised users.

The shift, accelerated by the COVID-19 pandemic, has improved connectivity, accessibility, and institutional efficiency.

3.1.10 Public Access to the SADC Library

Located at the SADC Secretariat in Gaborone, Botswana, the SADC Library serves as the organisation's central repository. It houses both a general and a SADC-specific collection, offering access to critical historical records including documentation from Summits and Council of Ministers meetings. The library supports academic research and promotes informed public access to the region's integration journey and serves as a central repository of SADC historical information including records from SADC Summits and Council of Ministers meetings since the organisation's establishment.

3.2 Opportunities

The SADC region has witnessed significant technological advancement, rising literacy levels, and a rapidly growing online audience, largely driven by the expansion of social media. These trends have transformed media consumption habits, offering opportunities to reach broader and more diverse audiences with timely and relevant information.

The evolving media landscape, including government-owned, private-sector, religious, and community-based outlets, has introduced a multitude of communication channels, allowing SADC messages to reach a broad spectrum of society. This diversification allows for greater accessibility of information and deepened regional awareness and engagement.

With approximately 75% of the SADC population under the age of 35, the rise in social media consumption presents a strategic opportunity to engage young people using dynamic, interactive, and appealing content. This approach will strengthen youth participation in discussions on regional integration, economic development, and policy initiatives.

SADC's subsidiary institutions, regional projects, programmes, and strategic partnerships have proven to be critical multipliers of communication, awareness, and visibility. Their contributions have significantly amplified awareness, reinforced visibility, and elevated SADC's influence across multiple sectors.

Furthermore, the liberalisation of airwaves across most Member States has enabled the growth of community radio stations, which remain a critical source of information in rural areas. These platforms provide a relevant communication channel, for ensuring that SADC's regional programmes and policies are communicated to local populations. The community radio network plays a crucial role in bringing "SADC to the people", fostering inclusivity and regional dialogue.

3.3 Lessons Learnt

Despite significant progress in enhancing communication, awareness, and visibility of SADC, notable gaps persist. Some stakeholders and segments of the public remain underinformed about SADC's milestones, relevance, and the impact of its programmes.

In particular, rural communities often have limited access to this information, highlighting the need for intentional, targeted communication strategies to foster inclusive engagement across the region. Addressing this disconnect is essential to ensure that no one is left behind in the regional integration process.

Limited public awareness has contributed to a misalignment between expectations and the actual implementation of SADC programmes. Many citizens are yet to fully appreciate the opportunities and advantages of regional economic integration. To address this gap, the strategy prioritises:

- Scaling up the use of community radio;
- Delivering locally tailored content in indigenous languages;
- Intensifying engagement with rural audiences; and
- Encouraging active participation through decentralised communication channels.

SADC learnt that the success of communication, awareness and visibility activities relies on close collaboration and strong partnership between the SADC Secretariat and Member States. A key observation is that Member States actively engaging with SADC meetings and events, reported improved national-level communication, heightened public awareness of SADC initiatives, and higher participation in the SADC Media Awards, thereby increasing regional media coverage of SADC related programmes and activities at national and regional levels. A key takeaway is the effectiveness and cost-efficiency of utilising government-owned media, television, radio, print, and digital platforms, for expanding outreach. This approach maximises existing infrastructure and human resources while ensuring broad dissemination of SADC programmes.

To build on these lessons, Member States are encouraged to fully harness their national media systems and public communication networks to promote SADC's work and strengthen its impact at all levels of society.

4 STRATEGIC FRAMEWORK

4.1 Communication Goal

Strengthen SADC's strategic communication capacity and enhance awareness of its impact across all Member States and globally.

Aligned with the Regional Indicative Strategic Development Plan (RISDP 2020–2030), the overarching goal of this Communication, Awareness, and Visibility Strategy is to strengthen SADC's strategic communication capacity, enhancing awareness and understanding of its value proposition, initiatives, and impact across all Member States and globally. The Strategy ensures consistent, impactful messaging that reinforces SADC's leadership in regional integration, economic development, and cooperation.

4.2 Strategic Objectives

As derived from the RISDP 2020-2030, the strategic objectives of this Communication, Awareness and Visibility Strategy are:

- **Enhance visibility and awareness of SADC** – Strengthen public knowledge of SADC's founding documents, institutions, history, policies and programmes across Member States and globally.
- **Strengthen Strategic Communication Capacity** – Improve regional and national communication frameworks to effectively promote SADC's activities, impact, and media development, advancing regional integration.
- **Position the SADC Corporate Brand and Identity** – Establish SADC as a trusted, and organised entity, reinforcing its role as a driver of regional integration, cooperation and development.
- **Enhance Media Development** – Strengthen media ecosystems to support effective communication and engagement on regional initiatives.

4.3 Specific Objectives

- **Raise awareness** about SADC activities, programmes and impact in all Member States and globally.
- **Improve information sharing** between the SADC Secretariat and Member States
- **Improve and sustain media relations** for the promotion and awareness of SADC activities, programmes and impact
- **Position SADC as a regional community** that advances regional cooperation, integration and economic development in southern Africa.
- **Build capacity of the media and information intermediaries** for effective communication, awareness and visibility of SADC





4.4 Guiding Principles

- The strategy is anchored in principles that foster **clarity, confidence, and evidence-based communication**, ensuring that messaging is accessible, credible, and impactful across diverse audiences.
- It upholds **diversity, gender equality, and inclusivity**, reinforcing a strong commitment to **media freedom** and the **free flow of information** in all SADC official languages.
- Effective implementation relies on **collaborative partnerships, youth engagement**, and the use of diverse tools and communication channels tailored to reach broad and varied audiences.
- The strategy prioritises **stakeholder participation**, addresses the **digital divide**, and integrates **cross-cutting issues** such as climate resilience and disaster risk management into all communication efforts.

5 SADC STAKEHOLDER ANALYSIS AND ENGAGEMENT STRATEGIES

SADC will continue to engage a diverse range of audiences and stakeholders who are essential to the success of this Communication, Awareness, and Visibility Strategy. These groups play distinct roles, as primary communication targets, influential advocates, or information multipliers, helping to amplify SADC's messages, foster engagement, and broaden outreach across the region and beyond.

5.1 SWOT Analysis of SADC Stakeholder Engagement

 Strengths	 Weaknesses
<ul style="list-style-type: none"> Established institutional relationships with Member States Existing partnerships with regional and international organisations Recognition among regional and international organisations Growing social media audience Strong relationships with regional media in some countries 	<ul style="list-style-type: none"> Perception as an "elitist" organisation Uneven awareness levels across different stakeholder groups Limited engagement with rural populations Inconsistent engagement across Member States Language barriers with some stakeholder groups
 Opportunities	 Threats
<ul style="list-style-type: none"> Growing youth interest in regional affairs Increasing digital connectivity across the region Potential for private sector partnerships Enhanced engagement through SADC National Committees Growing network of civil society organisations 	<ul style="list-style-type: none"> Competing messages from other regional initiatives Misinformation and disinformation Varying political priorities in Member States Limited resources for comprehensive engagement Rapidly changing media consumption patterns

5.2 Stakeholder Matrix

SADC engages a wide range of stakeholders, each playing a critical role in the successful implementation of this Communication, Awareness, and Visibility Strategy. These stakeholders act as communication targets, influencers, or amplifiers of information, depending on their role and relationship with SADC.

The stakeholders are broadly categorised into the following groups:

Primary Stakeholders: Member States, SADC Secretariat, and SADC institutions who are directly involved in SADC governance and implementation.

Secondary Stakeholders: Media, civil society organisations, private sector, and development partners who influence SADC's reach and impact.

Beneficiary Stakeholders: SADC citizenry, academia, and research institutions who benefit from or study SADC's work.

Strategic Partners: Regional Economic Communities (RECs), African Union, United Nations, and diplomatic missions who collaborate with SADC on regional and international initiatives.

Each stakeholder group has distinct roles, interests, information needs, and preferred communication channels.

Stakeholder	Roles, interests and expectations	Information needs	Means of Communication
Member States	<ul style="list-style-type: none"> • They implement programmes, policies and protocols of SADC. • They want to see the impact of SADC initiatives on the lives of the people as the main contributors to the SADC budget. • They help to promote SADC activities, policies and strategies at national level. 	<ul style="list-style-type: none"> • SADC activities and impact • Meeting outcomes 	<ul style="list-style-type: none"> • Note Verbale • Letters • Press Releases • Workshops/Meetings • Webinars/workshops/conferences • Leaflets • Flyers • Brochures • TV/Radio/Newspapers/Magazines • Reports
Media	<ul style="list-style-type: none"> • Awareness raising • Mass dissemination of SADC information • Agenda setting of the critical issues outlined in SADC Strategic documents (Treaty, RISDP, Vision 2050, RIDMP, RAP) 	<ul style="list-style-type: none"> • SADC's newsworthy information • Videos and photos 	<ul style="list-style-type: none"> • Press Releases • Communiques • Outcome statements • Press Kits • Social Media • Website • Media interviews/Press briefings • Media tours • Exhibitions • Media advisories • Library resources • Reports
SADC Partners, Grantees, and Subsidiarity Institutions	<ul style="list-style-type: none"> • They need visibility for their support and contribution • Enhancing communication awareness and visibility in relation to specific thematic areas. • Expand reach through established networks, audiences 	<ul style="list-style-type: none"> • SADC policies, programmes and strategic direction 	<ul style="list-style-type: none"> • Meetings • Webinars • SADC website • Social media • Public event • Community outreach activities (open days, exhibitions) • Mass Media (Radio, TV, Print) • Reports
SADC Citizenry	<ul style="list-style-type: none"> • These are ultimate beneficiaries of SADC protocols, policies and interventions • They need value for money for the taxpayer's money spent on SADC 	<ul style="list-style-type: none"> • SADC activities and impact on the lives of people • Value for money 	<ul style="list-style-type: none"> • SADC website and social media • Public event • Community outreach activities (open days, exhibitions) • Mass Media (Radio, TV, Print)
Academia and Research Institutions	<ul style="list-style-type: none"> • Undertake independent research, analysis, and recommendations to search to guide SADC communication and interventions. 	<ul style="list-style-type: none"> • SADC policy and strategic documents • Political statements 	<ul style="list-style-type: none"> • Library resources • Communiques • Outcome statements • Public lectures
Private Sector	<ul style="list-style-type: none"> • Support resource mobilisation through sponsorships and partnerships. • Promote SADC Industrial Development and Market Integration • Promote trade, industrial development and investment in the region. 	<ul style="list-style-type: none"> • Trade policies, protocols and strategies 	<ul style="list-style-type: none"> • Website • Media including social media, magazines, TV, Radio, newspapers • Investment and business forums. • Trade fairs and exhibitions
Non-State Actors	<ul style="list-style-type: none"> • Support in advocacy • Grass roots mobilisation 	<ul style="list-style-type: none"> • SADC legal and policy documents 	<ul style="list-style-type: none"> • SADC-NSA platforms • Website • Media including social media

Stakeholder	Roles, interests and expectations	Information needs	Means of Communication
Donors and Funding Agencies	<ul style="list-style-type: none"> • They provide financial and technical support for SADC regional development • They want to see demonstrable results and visibility of their support and contribution 	<ul style="list-style-type: none"> • SADC legal and policy documents (policies, protocols and strategies) 	<ul style="list-style-type: none"> • SADC-ICP Dialogues • Letters • Note Verbale • Media including social media and international media • Open day sessions by SADC embassies and high commissions • Human Interest stories • Success stories
Regional Economic Communities (RECs)	<ul style="list-style-type: none"> • RECs have joint initiatives and harmonised policies • RECs share common interests on regional integration • Joint resource mobilisation for development projects • Information sharing 	<ul style="list-style-type: none"> • SADC legal and policy documents (policies, protocols and strategies) 	<ul style="list-style-type: none"> • Exchange visits • COMESA-EAC-SADC Tripartite meetings and other international meetings (e.g. FOCAC, TICAD)
Collaborating organisations (AU, UN)	<ul style="list-style-type: none"> • Joint initiatives on thematic areas aligned to the RISDP 2020-2030 • Resource Mobilisation • Information sharing 	<ul style="list-style-type: none"> • SADC legal and policy documents (policies, protocols and strategies) 	<ul style="list-style-type: none"> • AU Coordination meetings of RECs and Regional Mechanisms (RMs) • AU Assembly • UN General Assembly • Communiqués • Press Releases • Human interest stories/success stories
SADC Diplomatic Missions	<ul style="list-style-type: none"> • SADC Member States have diplomatic missions that can support communication and awareness raising efforts of SADC in their duty stations 	<ul style="list-style-type: none"> • SADC Summit and Council Decisions • SADC Policies, protocols and strategies 	<ul style="list-style-type: none"> • Note Verbale • Letters • Website and social media • Meetings • Communiqués • Press Releases

5.3 Priority Stakeholder Groups and Engagement Strategies

Based on stakeholder analysis, the following groups require enhanced engagement approaches:

5.3.1 Rural and Remote Communities

Challenges: Limited access to traditional and digital media, language and literacy barriers, perception that SADC is disconnected from rural realities.

Enhanced Strategy: Partner with community radio stations and traditional leaders; develop simplified content in local languages; utilise visual storytelling approaches; leverage mobile messaging and SMS-based services for areas with limited connectivity.

5.3.2 Youth and Young Professionals

Challenges: Limited awareness of SADC's relevance, fragmented media consumption patterns, higher engagement on platforms with limited SADC presence.

Enhanced Strategy: Develop youth-focused content highlighting opportunities; establish interactive digital experiences and gamification; develop short-form video content, podcasts, and digital youth forums; integrate SADC messaging into academic competitions and cultural events.

5.3.3 Private Sector and Business Community

Challenges: Insufficient awareness of trade and investment opportunities, limited understanding of SADC mechanisms, information not packaged for business decision-making.

Enhanced Strategy: Create business-focused communication materials; develop sector-specific opportunity briefs; host regular business forums; partner with chambers of commerce; showcase regional business expansion success stories.

5.3.4 Civil Society Organisations

Challenges: Uneven engagement across thematic areas, limited opportunities for substantive input, information not tailored to CSO advocacy needs.

Enhanced Strategy: Establish regular CSO consultation mechanisms; create CSO-specific information resources; facilitate CSO participation in policy discussions; support CSO-led communication initiatives.

5.4 Stakeholder Engagement Implementation Approaches

To ensure the effective execution of its stakeholder engagement strategy, SADC will adopt the following approaches:

- Develop tailored content to meet the specific interests and needs of each stakeholder group.
- Establish clear engagement channels for structured interaction with different audiences.
- Build capacity through training for SADC staff and National Media Coordinators.

By implementing these enhanced stakeholder engagement strategies, SADC will build stronger relationships with diverse audiences, increase awareness of regional integration benefits, and foster greater participation in the SADC agenda across all segments of society.

6 KEY MESSAGES

This Strategy outlines two levels of key messages:

- **General Corporate Messages** – Broad statements that reinforce SADC's mandate, vision, and overall impact.
- **Thematic Messages Aligned to SADC RISDP 2020-2030 Priorities** – Specific communications tailored to strategic focus areas, ensuring consistency with SADC's regional objectives.

These key messages will serve as a foundational guide for the SADC Secretariat, Member States, and partners during media engagements, speeches, and official representations of SADC.

6.1 General Corporate Messages

The following general messages will be integrated into SADC communications and awareness activities.

- **SADC tagline:** "Towards a Common Future" - a future defined by peace, security and shared prosperity. 16 Nations, Working Towards a Common Future.
- **Regional Integration:** SADC is an inter-governmental organisation and Regional Economic Community (REC) comprising 16 Member States working together to achieve greater political, economic and social integration for collective development and prosperity.
- **Strength in Unity:** Regional cooperation makes SADC stronger and more prosperous than individual countries acting alone.
- **Economic and Social Growth:** Greater political, economic and social integration drives the collective development and prosperity of SADC Member States.
- **Solidarity and Resilience:** Since its founding in 1980, SADC has demonstrated unwavering unity and solidarity, overcoming regional challenges through cooperation.
- **Peace and Stability:** The SADC region is a peaceful and stable region, making it conducive for trade, investment and development partnerships.
- **Demographic Dividend:** With one of the youngest and fastest-growing populations in the world, the SADC region benefits from a strong labour force, embracing new technologies and innovation to fuel economic growth and development.
- **Vision for the Future:** SADC Vision 2050 envisions a peaceful, inclusive, competitive, middle- to high-income industrialised Region where all citizens enjoy sustainable economic well-being, justice, and freedom.

6.2 Messages Aligned to RISDP 2020-2030 Priority Areas

6.2.1 Peace, Security and Good Governance

- SADC is generally a peaceful, stable and secure region
- Peace, security and good governance are the necessary preconditions and key enablers of SADC regional integration and development.
- Through the Organ on Politics, Defence and Security Cooperation, SADC supports and stands in solidarity with its Member States in consolidating peace, security, and good governance.
- The SADC region was at the forefront of the global campaign to end apartheid in South Africa which led to the independence of Namibia in 1990 and collapse of the apartheid system in South Africa in 1994.
- As stated in the Article 6 of the SADC Mutual Defence Pact, "An armed attack against a State Party shall be considered a threat to regional peace and security and such an attack shall be met with immediate collective action".

6.2.2 Industrial Development and Market Integration

- The adoption of the SADC Industrialisation Strategy and its Roadmap (2015-2063) in April 2015 opened numerous opportunities which include the development of regional value chains and their integration into global value chains.
- The growth of the SADC economy depends on a strong industrialised and integrated Region in which intra-regional trade increases while the markets of the 16 SADC Member States are strongly interlinked.
- The SADC Free Trade Area has created an expanded market, allowing investors to enjoy tariff-free trade, in an integrated market of 16 SADC Member States, thereby creating investment and trade opportunities as well as job creation and economic growth.
- The SADC Free Trade Area is complimented by the Tripartite (COMESA-EAC-SADC) Free Trade Area (TFTA) with an integrated market of 29 countries of the three regional economic blocs of COMESA, EAC and SADC. The TFTA offers an enormous opportunity to enhance and boost trade and investment beyond the SADC region.
- As part of the industrialisation agenda, SADC has identified potential value chains in the region, which have a specific focus on how individual and regional strengths can be leveraged for optimal benefits from both regional and global value chains.
- Private sector plays an important role towards regional efforts in increased intra-regional trade, industrial development and economic growth of the SADC region.

- One of the key priorities of SADC is ensuring macroeconomic convergence, increased financial integration, monetary cooperation, and investment to further deepening financial integration and financial inclusion

6.2.3 Infrastructure Development in Support of Regional Integration

- SADC facilitates the development of an efficient and effective, technologically driven cross-border infrastructure services and networks to support and facilitate the seamless movement of people, goods, services, and ultimately deeper regional integration.
- SADC and its partners work together to promote and harmonise policies, strategies, programmes and projects on Energy, Transport, ICT, Meteorology and Water for regional integration and development.
- SADC coordinates and promotes integrated management of trans-boundary water, tourism, transport and communication and energy resources.
- SADC creates an enabling environment to facilitate the participation of stakeholders including private sector and international cooperating partners in increased infrastructure investment.

6.2.4 Social and Human Capital Development

- Social and human capital development is essential for SADC to achieve its objectives of regional integration, economic development and improving the livelihoods of its citizens, through specific regional frameworks for cooperation.
- SADC works to create a regional community with high quality of life, in which its citizens are well educated and enjoy long, healthy, and productive lives that reinforce the link between economic growth and sustainable human development to end poverty in all its forms.
- SADC has put in place mechanisms and strategies aimed at enhancing skills for regional Industrialisation, increased job creation and access to decent work opportunities.

6.2.5 Cross-Cutting Issues including Gender, Youth, Environment and Climate Change, and Disaster Risk Management

- SADC considers the youth as integral in regional integration and sustainable development and has put in place youth-oriented programmes for youth empowerment and participation of young people in all aspects of social and economic development.
- In the face of droughts, tropical cyclones, floods and other disasters, SADC has put in place mechanisms, frameworks and instruments to ensure that Member States are supported to prepare, respond and recover from disasters.
- SADC strengthens climate change adaptation and mitigation of Member States so that they are resilient to the effects of climate change.
- Through the Protocol on Gender and Development, SADC facilitates gender parity policies that ensure greater women participation in politics, decision-making positions as well as women empowerment, while working to eliminate Gender-Based Violence in all its forms.

7 COMMUNICATION CHANNELS, ACTIVITIES AND TOOLS

SADC will employ a multifaceted approach using diverse channels, tools and tactics to reach broad audiences across the region. This strategy considers audience preferences, media consumption patterns and demographic variations to ensure maximum impact.

7.1 Digital Communication

Website and Online Presence - The SADC Website (www.sadc.int) serves as the central hub for information on SADC activities, programmes, and resources. All SADC subsidiary institutions will utilise this centralised platform to ensure stakeholders access information from one main source. Content will be available in English, French, and Portuguese, with key documents also provided in Kiswahili where feasible.

Social Media Platforms - SADC maintains active presence on Facebook, X (formerly Twitter), Instagram, LinkedIn and YouTube. Each platform employs tailored content strategies aligned with platform features and audience demographics:

- **Facebook:** Community building and public engagement
- **X:** Policy announcements and real-time updates
- **Instagram:** Visual storytelling and youth engagement
- **LinkedIn:** Professional content and business opportunities
- **YouTube:** Educational content and documentaries

Digital Applications and Innovation - QR code technology will provide quick access to SADC resources, while artificial intelligence applications will optimise content creation, enhance multilingual communication, and enable predictive analytics for improved engagement.

7.2 Media Relations

SADC recognises the media's critical role in awareness raising, shaping public opinion, and reaching diverse audiences. The strategy includes comprehensive media contact management, regular capacity building programmes, and enhanced partnerships with regional media institutions. Special focus will be placed on developing relationships with community radio stations to enhance grassroots engagement and ensure communication efforts reach remote and underserved populations. Community radio offers a trusted, accessible platform for disseminating timely, culturally relevant information in local languages. By partnering with these stations, SADC will amplify key messages, promote regional initiatives, and foster dialogue with citizens, particularly those at the margins of mainstream media coverage.

7.3 Targeted Outreach

Rural and Remote Community Engagement - Recognising communication challenges in rural areas, SADC will partner with community radio stations, develop content in local languages, and utilise mobile messaging services. Traditional leaders and community structures will serve as important communication intermediaries.

Educational Institutions - SADC will continue to facilitate school visits and educational tours, while actively expanding its library services and fostering library collaborations across the region. These initiatives are designed to cultivate curiosity, promote knowledge sharing, and ensure that young people are introduced to the principles of regional integration from an early age, empowering the next generation to become informed, engaged, and connected citizens of the SADC region.

7.4 Commemorative Days and Events

The observance of designated days at regional, continental, and international levels offers SADC a strategic opportunity to raise public awareness of its priorities, achievements, and ongoing work. These commemorative events align with the goals of the Regional Indicative Strategic Development Plan (RISDP 2020–2030) and SADC Vision 2050, providing platforms to spotlight key issues and milestones.

To maximise visibility and outreach, the SADC Secretariat and Member States will actively participate in commemorations designated by SADC, the African Union, and the United Nations. These observances will serve as vital opportunities to promote SADC's contributions and reaffirm its commitment to regional integration and sustainable development. Refer to Annex 2: Commemorative Days/Events.

7.5 Special Initiatives

Key special initiatives include the annual SADC Media Awards and Essay Competitions, SADC Industrialisation Week, and preparation for the SADC Golden Jubilee in 2030. These flagship events provide unique opportunities to showcase SADC achievements, highlight progress across key development pillars and foster diverse engagements with a broad spectrum of stakeholders, including policymakers, private sector actors, youth and civil society, thereby amplifying awareness of SADC's impact and reinforce shared ownership of the regional integration agenda.

7.6 Crisis Communication and Misinformation Management

Crisis communication and misinformation management are critical pillars for organisational resilience, particularly in today's fast-paced digital environment where misinformation can spread rapidly and erode public trust. In this context, SADC remains firmly committed to implementing the Crisis Communication Management as outlined in the SADC Communications and Media Policy, approved by Council in March 2021 which can be accessed on this link: <https://www.sadc.int/document/sadc-communications-and-media-policy>, thereby safeguarding the integrity and credibility of the organisation. In addition, SADC will establish partnerships with fact-checking organisations and implement proactive strategies to combat misinformation.

8 SADC TRADEMARKS AND BRAND IDENTITY GUIDELINES

The SADC Corporate Identity Manual provides guidelines for building and maintaining the SADC brand identity. The Manual serves as the main reference document for correct application of SADC communication and visual elements to ensure consistent presentation of the SADC brand, messages and values to internal and external stakeholders.

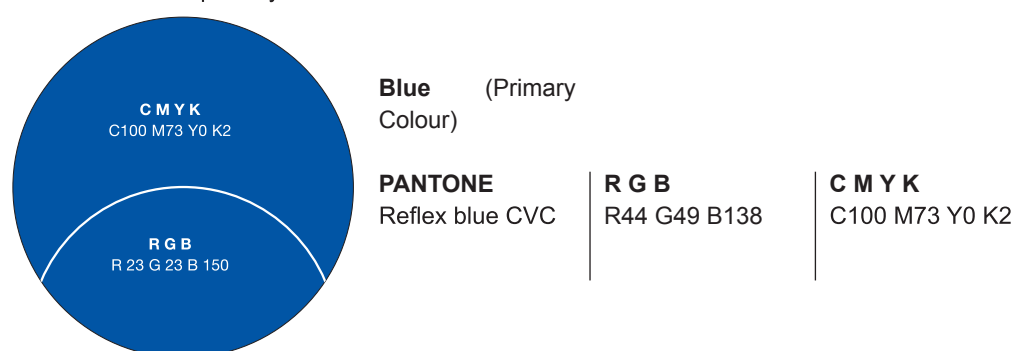
The following are some of the provisions from the SADC Corporate Identity Manual which can be access on the SADC website on this link: <https://www.sadc.int/pages/sadc-brand-corporate-identity>.

8.1 SADC Corporate Colours

SADC has three corporate colours. Blue is the primary colour and Gold and Green are two secondary colours. To visually distinguish a publication or visibility materials produced in the SADC languages, it is recommended to use Blue as a predominant colour for English language, Green as a predominant colour for Portuguese language and Gold as a predominant colour for French language.

PRIMARY COLOUR

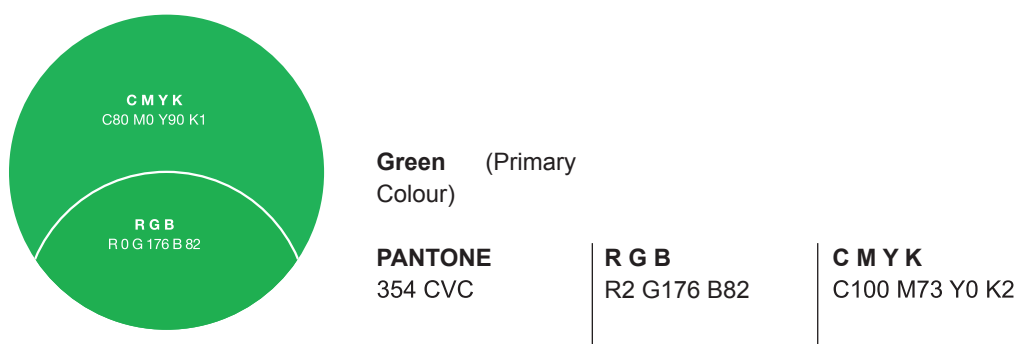
Reflex Blue is the primary colour.



The SADC Blue

SECONDARY COLOUR

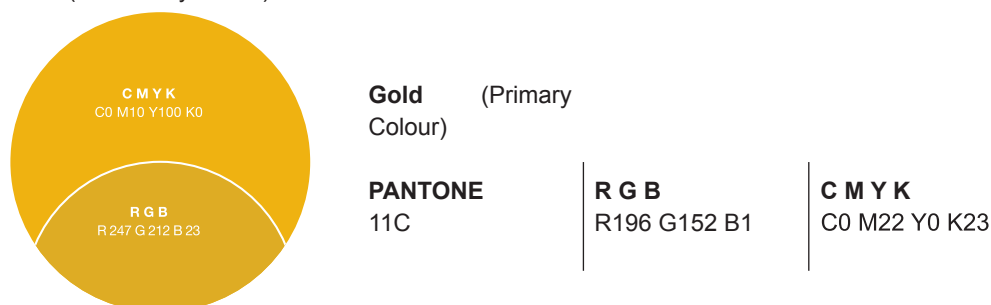
Green is a secondary colour.



The SADC Green

SECONDARY COLOUR

Gold (Secondary colour)



The SADC Gold



8.2 Trademarks use of the SADC logo

The SADC Secretariat has registered and protected the SADC trademarks: name “Southern African Development Community”; the acronym “SADC”; and the SADC logo. Using these trademarks without prior authorisation from the SADC Secretariat infringes on its Intellectual Property Rights. The fact that an organisation is conducting business in the Southern African region does not necessitate the usage of the SADC brand or trademarks. Member States are encouraged to assist in identifying, reporting and tracking entities or individuals that use the SADC registered trademarks without prior authorisation. Third parties, including partners, may use SADC trademarks or the SADC logo only under the following conditions:

- **Prior Permission:** Users must **request and receive formal approval** before using the SADC logo or trademarks.

When granting permission, the following **key principles** will apply:

- **Brand Integrity:** Usage must not create **confusion or misrepresentation** regarding the **SADC brand**.
- **Alignment with SADC Objectives:** The SADC logo or name must not be associated with activities or objectives that contradict SADC’s principles.
- **No Unintended Endorsements:** The SADC logo or name must not be used in a manner that implies unintended endorsement or promotion of a third party’s objectives or activities by SADC.

8.3 SADC Anthem

The SADC Anthem reflects the values, aspirations, and unity of the 16 SADC Member States. It is an expression of hope of a better future. In SADC meetings and events, the SADC Anthem is sung together with the AU anthem and the National Anthem of the host Member State. The recommended order of the anthems is as follows:

- Anthems at the opening ceremony or event, the order is as follows: Host Member State Anthem, SADC Anthem and AU Anthem.
- Anthems at the closing ceremony or event, the order is as follows: AU Anthem, SADC Anthem and Host Member State Anthem.

SADC ANTHEM - ENGLISH

SADC, SADC DAWN OF OUR CERTAINTY
SADC, SADC DAWN OF A BETTER FUTURE
AND HOPE FOR REGIONAL AND UNIVERSAL INTEGRATION
TOWARDS OUR PEOPLES UNITY AND HARMONY
CRADLE OF HUMANITY
CRADLE OF OUR ANCESTORS
LET US PRAISE WITH JOY, THE REALIZATION OF OUR HOPES
AND RAISE THE BANNER OF SOLIDARITY
SADC, SADC, SADC, SADC DAWN OF OUR CERTAINTY

HYMNE DE LA SADC – FRENCH

SADC SADC AUBE DE NOS CERTITUDES
SADC SADC AUBE D'UN AVENIR MEILLEUR
ESPOIR D'INTEGRATION REGIONALE ET UNIVERSELLE
POUR L'UNITE ET L'HARMONIE ENTRE NOS PEUPLES
BERCEAU DE L'HUMANITE
BERCEAU DE NOS ANCESTRES
CELEBRONS AVEC JOIE LA REALISATION DE NOS ESPOIRS
LEVONS HAUT LE DRAPEAU DE LA SOLIDARITE
SADC SADC SADC SADC AUBE DE NOS CERTITUDES

HINO DA SADC - PORTUGUESE

SADC, SADC AURORA DA NOSSA CERTEZA
SADC, SADC DE UM FUTURO MELHOR
E DE ESPERANÇA DE INTEGRAÇÃO REGIONAL E UNIVERSAL
RUMO À HARMONIA E UNIDADE DOS POVOS
BERÇO DA HUMANIDADE
BERÇO DOS NOSSOS ANTEPASSADOS
JUNTOS CANTEMOS ALEGRES, A CONCRETIZAÇÃO DA NOSSA ESPERANÇA
ERGUENDO A BANDEIRA DA SOLIDARIEDADE
SADC, SADC, SADC, SADC AURORA DA NOSSA CERTEZA

8.4 Effective Storytelling about SADC

Stories about SADC should reflect the region's social, economic, and political progress, while acknowledging the ongoing challenges it faces. Issues such as poverty, inequality, and conflict should be contextualised within the broader framework of regional interventions aimed at addressing them.

SADC encourages narratives that support the Regional Integration Agenda by highlighting economic advancement, peace, and security, and by empowering citizens to transition from poverty to prosperity. Such stories should promote peace, stability, and economic cooperation among Member States and their citizens.

To safeguard regional unity, content that may provoke instability or strain diplomatic relations should be avoided. Instead, storytelling should emphasise collaboration, development, and shared progress.

Furthermore, SADC stories must actively promote gender equality and the empowerment of women and girls, ensuring that all citizens benefit from inclusive growth and equitable opportunities.

Effective Storytelling about SADC	
• Tell the Story from Within	As communication experts across the region have emphasized, “Only SADC can tell its own story.” This means narratives should be shaped by the voices, experiences, and perspectives of the region’s people, institutions, and communities
• Celebrate Regional Progress	Stories should highlight the social, economic, and political strides made by SADC Member States, reflecting resilience and shared achievements.
• Focus on Tangible Impact	Stories that highlight real-life benefits—like improved cross-border trade, access to clean water, or youth empowerment—help audiences understand how SADC’s programmes are transforming lives.
• Use Human-Centered Narratives	Rather than focusing solely on policy or technical achievements, effective storytelling puts people at the heart of the message. For instance, a story about a new trade corridor becomes more compelling when told through the eyes of a small business owner whose goods now reach new markets.
• Contextualise Challenges	Issues such as poverty, inequality, and conflict must be framed within the broader narrative of regional cooperation, interventions, and transformative solutions.
• Advance the Regional Integration Agenda	Narratives should actively support SADC’s goals of economic advancement, peace, and security, and inspire citizens to move from poverty toward prosperity.
• Promote Peace and Unity	Content must foster regional solidarity. Stories that risk straining diplomatic relations or destabilizing cohesion between Member States should be avoided.
• Champion Gender Equality and Inclusion	Storytelling must intentionally elevate women, girls, youth, the elderly and persons with disabilities, promoting their empowerment and ensuring that development benefits reach all segments of society.
• Inspire Collective Action	The focus should be on cooperation, development, and progress - motivating communities and institutions to contribute to a shared regional future.

8.5 Ensuring inclusive and impactful visual storytelling

Photos and videos are powerful tools for conveying the SADC narrative, bringing complex issues to life and fostering meaningful emotional connections with diverse audiences. To reinforce SADC’s commitment to gender equality, women’s empowerment, and authentic regional representation, all visual content produced by, for, or on behalf of SADC, or representing its policies, programmes, and initiatives, must:

- **Reject negative gender stereotypes** in both direct and implied depictions.
- **Represent diversity positively and authentically**, including women, girls, persons with disabilities, and other marginalised groups.
- **Celebrate the strength, resilience**, and achievements of the region’s people, projecting an empowering and dignified image.
- **Uplift inclusive narratives that align with SADC’s vision** of equity, sustainable development, and regional solidarity.

9 RESOURCE MOBILISATION AND SUSTAINABILITY

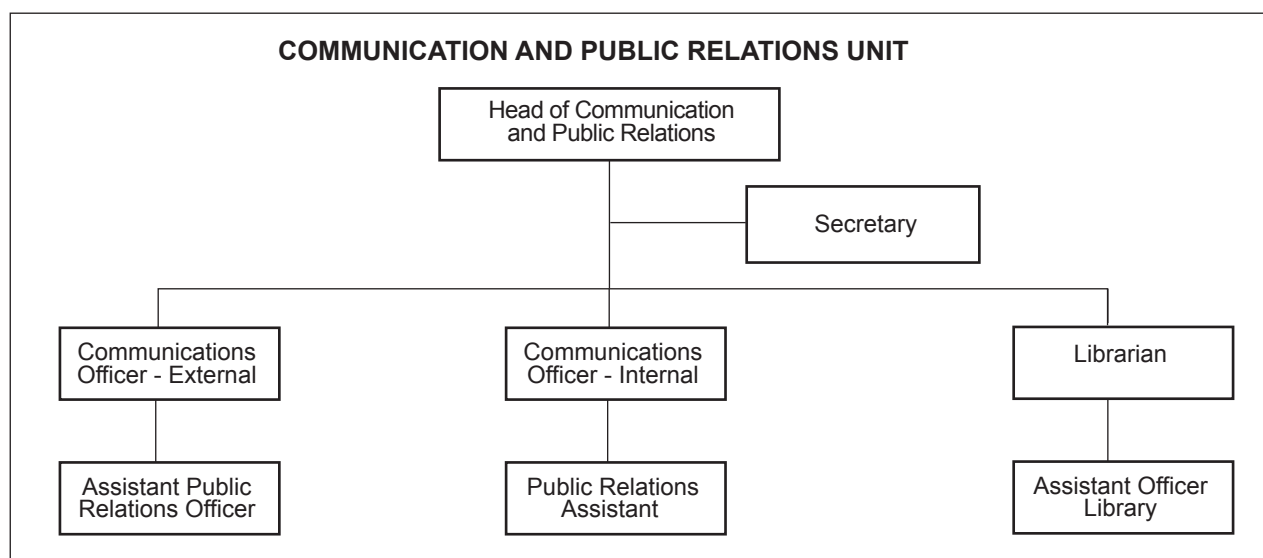
The successful implementation of this communication strategy requires additional financial, human and technical resources at both regional and national levels. To meet the resource needs of the strategy, SADC will embrace a diversified resource mobilisation approach, anchored in strategic partnerships, private sector engagement, and the financing options outlined in the SADC Resource Mobilisation Framework.

9.1 Resource Requirements Assessment

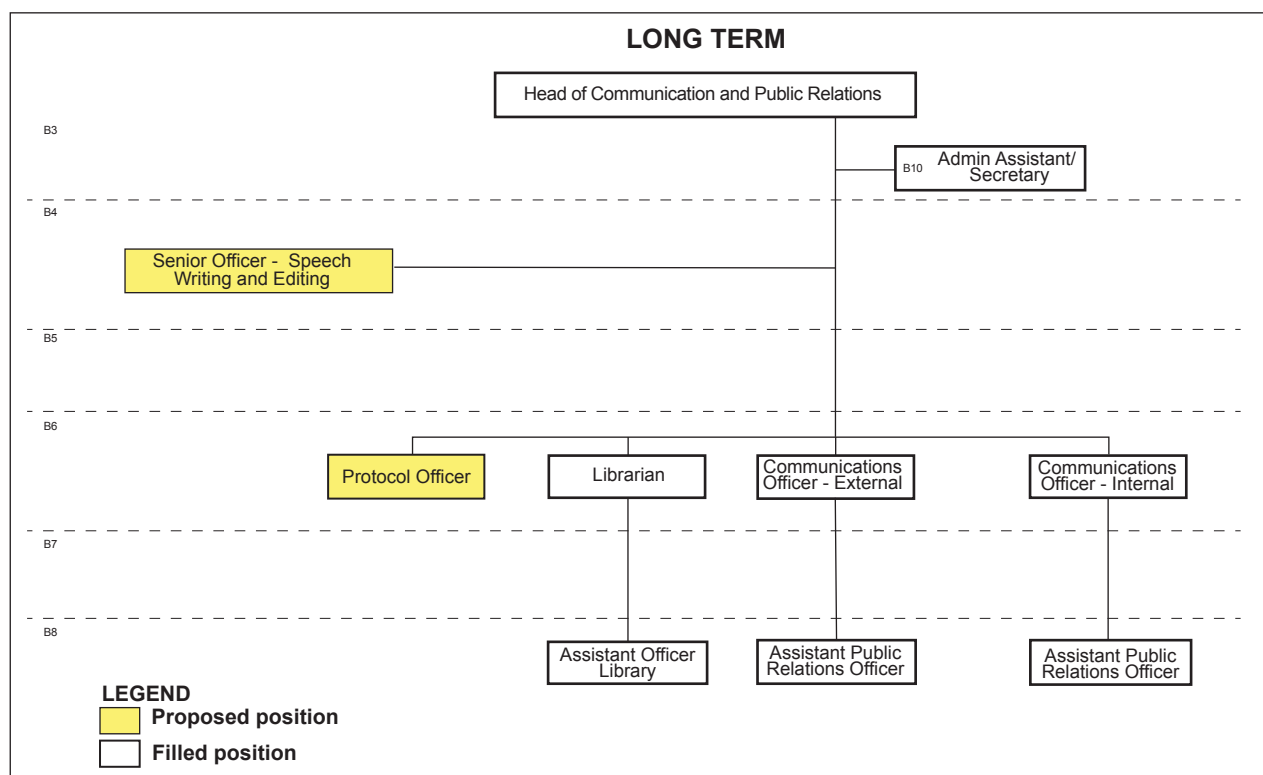
9.1.1 Human Resources

SADC Secretariat Level: Due to staffing constraints within the current CPRU structure, additional personnel, specifically a Speechwriter/Editor, Protocol Officer, and Multimedia Specialist, will be needed. These roles may be filled through a new SADC Secretariat Structure, or alternatively, through secondment or technical assistance from Member States or International Cooperating Partners (ICPs). Below are the diagrams showing the current and the proposed CPRU Structures.

Current CPRU Structure



Proposed CPRU Structure



Member State Level: Capacity at the national level should be enhanced through strengthened support for National Media Coordinators, targeted training for government communication units, and investment in media practitioner development programmes. These efforts aim to improve the understanding of regional integration issues and elevate the quality of SADC-related media coverage.

9.1.2 Financial Resources

A diversified financial framework, comprising Member State contributions, support from International Cooperating Partners, and private sector partnerships, will underpin the effective implementation of media campaigns, digital transformation, capacity-building initiatives, and strategic outreach. Core operational needs will encompass personnel costs, digital infrastructure enhancement, content development, communication campaigns, and robust monitoring and evaluation mechanisms.

9.1.3 Technical Resources

Technology and Digital Infrastructure: Effective communication efforts will require investment in advanced digital platforms, AI-powered engagement tools, multimedia production capabilities, data analytics systems, content management platforms, and secure cloud storage solutions to manage digital assets and enable responsive outreach.

Production Equipment: Provision of a comprehensive suite of professional-grade video and audio production equipment, photography facilities, and modern translation technologies will be essential to support high-quality multimedia content creation and dissemination.

10 COORDINATION, MONITORING AND EVALUATION OF THE STRATEGY

10.1 Coordination

SADC Secretariat Leadership

The Communications and Public Relations Unit (CPRU), under the guidance of the Executive Secretary, is responsible for coordinating the implementation of this Strategy. Serving as the central hub for communication and public relations, the CPRU manages SADC's brand reputation and acts as the custodian of the organisation's image.

Member State Coordination

At the national level, SADC National Media Coordinators are responsible for leading implementation efforts. They coordinate with local media and government stakeholders, support resource mobilisation, raise awareness of SADC protocols, and manage crisis communication, maintaining a strong link between the SADC Secretariat and national communication structures.

10.2 Monitoring and Evaluation

The effectiveness of communication activities will be measured through a mix of qualitative and quantitative indicators. These performance metrics will provide actionable insights, allowing for continuous learning and the refinement of strategies to enhance SADC's communication, awareness, and visibility efforts.

10.2.1 Key Performance Indicators

The following KPIs will be used to measure success against each strategic objective:

Strategic Objective 1: Enhance the visibility, knowledge and awareness of SADC, its founding documents, institutions, history, and policies and programmes in all Member States and globally.

Indicator	Baseline (2025)	Target (2030)	Data Source	Frequency
Public awareness Rate of SADC and its programmes	TBD through baseline survey	Achieve 50% public awareness across Member States by 2030, with incremental annual growth of 5–10%.	Public opinion surveys	Annual
Media coverage of SADC (number of positive content on SADC activities and programmes)	300	25% increase 40% increase in positive media coverage of SADC activities and programmes by 2030, with steady annual growth of 5–10%	Media monitoring tools/reports Online analytics	Annually
Number of publications related to SADC collected and accessible to the public annually.	Current metrics	25% increase	Platform analytics	Annually
Percentage increase in visitors, followers, users and posts on SADC website and social media online platforms	Current metrics	20% increase	Web and social media analytics	Annually
Number of communication tools and materials newsletters, flyers, brochures, press releases, videos etc) produced and disseminated per year	150	40% increase		Annually

Strategic Objective 2: Strengthen regional and national strategic communication capacity to undertake effective communication and promotion of SADC activities and impact, and media development in advancing the regional integration agenda.

Indicator	Baseline (2025)	Target (2030)	Data Source	Frequency
SADC National Committees and communication intermediaries (National Media Coordinators/ Communication Officers) trained	15	All 16 Member States	Training records/reports	Biennial
Number of promotion and awareness activities on SADC conducted.	20	80 across the region by 2030	M&E reports	Annually
Number of trainings or support activity undertaken annually to enhance capacity of media and communication intermediaries.	2	8 covering all Member States	M&E reports	Annually

Strategic Objective 3: Position the SADC corporate brand and identity as a trusted vehicle towards the attainment of regional integration

Indicator	Baseline (2025)	Target (2030)	Data Source	Frequency
Number of Member States where SADC trademarks are registered	14	16	Registration report	Annually

Strategic Objective 4: Enhance media development and strengthen ecosystems for effective regional communication.

Indicator	Baseline (2025)	Target (2030)	Data Source	Frequency
Number of media capacity building initiatives implemented	4	12 capacity building initiatives implemented by 2030	Training records, project reports	Biennial
Number of media professionals trained on regional integration report	Train at least 50 media professionals across Member States each year.	At least 200 media professionals trained across the region by 2030	Training records	Annually
Number of media partnerships established or renewed	Establish or renew at least 4 strategic media partnerships annually across Member States, encompassing formal agreements and collaborative initiatives	Partnership agreements or collaborative initiatives that amplify SADC's regional narrative and visibility	M&E reports	Annually

11 IMPLEMENTATION PLAN

The successful realisation of the SADC Communication, Awareness and Visibility Strategy 2025-2030 requires a comprehensive, coordinated, and systematic approach to implementation across all four strategic objectives. The Implementation Plan at Annex 1 encompasses 57 specific activities distributed across four strategic objectives and cross-cutting themes. These activities range from traditional communication approaches such as media relations and commemorative events to innovative digital initiatives including mobile applications and artificial intelligence deployment. Each activity includes clear timelines, responsibility assignments, and resource implications to facilitate effective coordination and accountability.

11.1 Implementation Approach

The Implementation Plan adopts a phased approach designed to build momentum, ensure sustainable progress, and adapt to evolving communication landscapes. The implementation is structured across three distinct phases:

- **Phase 1: Foundation Building (2025-2027)** During the initial two years, focus will be placed on establishing fundamental infrastructure, enhancing institutional capacity, and building strategic partnerships. Key priorities include baseline assessments, digital platform development, staff augmentation, and the establishment of robust communication networks across Member States.
- **Phase 2: Scale-Up and Expansion (2027-2029)** The third and fourth years will emphasise full deployment of communication initiatives, comprehensive stakeholder engagement, and intensive campaign implementation. This phase includes the roll-out of digital innovations, regional campaign deployment, and preparation for the SADC Golden Jubilee celebration.
- **Phase 3: Consolidation and Transition (2029-2030)** The final year focuses on celebrating achievements through the Golden Jubilee, conducting comprehensive impact assessments, and preparing for strategy succession. This phase ensures knowledge transfer, documentation of lessons learnt, and seamless transition to the subsequent strategy period.

11.2 Strategic Alignment and Integration

The Implementation Plan is meticulously aligned with the Regional Indicative Strategic Development Plan (RISDP) 2020-2030 and SADC Vision 2050, ensuring that communication activities directly support broader regional integration objectives. Each activity is designed to contribute to at least one of the four strategic objectives whilst maintaining coherence with SADC's overarching development priorities.

The Plan integrates traditional and digital communication approaches, recognising the diverse media consumption patterns across the SADC region. Emphasis is placed on reaching rural and remote communities through community radio partnerships, whilst simultaneously leveraging emerging technologies such as artificial intelligence, mobile applications, and social media platforms to engage tech-savvy urban populations and youth.

11.3 Coordination Framework

Implementation coordination operates through a multi-level framework designed to ensure seamless collaboration between the SADC Secretariat and Member States:

- **Regional Level Coordination** the Communications and Public Relations Unit (CPRU), under the guidance of the Executive Secretary, serves as the central coordination hub. Enhanced staffing through the addition of a Senior Officer-Speechwriting, Multimedia Specialist, and Protocol Officer will strengthen the CPRU's capacity to manage comprehensive implementation across all strategic objectives.
- **National Level Coordination** SADC National Media Coordinators assume primary responsibility for national-level implementation, working closely with government communication units, media practitioners, and civil society organisations. Regular capacity-building workshops and peer learning exchanges will ensure consistent quality and approach across all Member States.
- **Partnership Coordination** Strategic partnerships with media institutions, civil society organisations, private sector entities, and international cooperating partners will be formally structured through memoranda of understanding and regular consultation mechanisms to maximise collaborative impact.

11.4 Resource Mobilisation and Sustainability

The Implementation Plan recognises that effective execution requires substantial financial, human, and technical resources beyond current SADC capacity. A diversified resource mobilisation strategy will be pursued, encompassing:

- **Member State Contributions:** Enhanced financial and technical support from national governments
- **International Cooperating Partners:** Strategic partnerships with development organisations and financial institutions
- **Private Sector Engagement:** Corporate social responsibility partnerships and sponsorship arrangements
- **Technical Assistance:** Secondments and expertise sharing from Member States and partner organisations

Resource allocation will be prioritised based on strategic impact, with initial investments focusing on digital infrastructure, capacity building, and partnership establishment to create a sustainable foundation for ongoing activities.

11.5 Innovation and Digital Transformation

Recognising the rapidly evolving communication landscape, the Implementation Plan incorporates digital innovations to enhance reach, engagement, and impact. Key technological initiatives include:

- Deployment of QR code technology for seamless access to information
- Establishment of data analytics systems for real-time performance monitoring

These innovations will be complemented by traditional communication channels to ensure inclusive reach across all demographic and geographic segments of the SADC population.

11.6 Monitoring, Evaluation, and Adaptive Management

The Implementation Plan incorporates a monitoring and evaluation framework designed to track progress, measure impact, and facilitate adaptive management. Key features include:

- **Annual Stakeholder Satisfaction Surveys:** Feedback collection from diverse audience segments
- **Mid-Term Strategic Review:** Comprehensive evaluation and strategy adjustment at the halfway point
- **Real-Time Digital Analytics:** Continuous monitoring of online engagement and reach

This monitoring framework will enable timely course corrections, ensure accountability, and maximise the effectiveness of communication investments.

12 ANNEXES

12.1 Annex 1: Detailed Implementation Plan

12.1.1 Strategic Objectives and Main Activities

12.1.1.1 STRATEGIC OBJECTIVE 1: Enhance the visibility, knowledge and awareness of SADC, its founding documents, institutions, history, and policies and programmes in all Member States and globally

Main Activities	Time Frame					Responsibility
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	
Conduct baseline awareness survey 2026	X					Secretariat and Member States
Develop regional communication activities	X	X				Secretariat
Regularly update online and social media platforms for both SADC Secretariat and Member States with SADC content	X	X	X	X	X	Secretariat and Member States
Establish and maintain rural communication networks including community media for wide outreach in the Member States	X	X	X	X	X	Secretariat and Member States
Compile, maintain and update a mailing list of all the media personnel in the SADC Member States	X	X	X	X	X	Member States (SADC National Media Coordinators)
Compile and maintain a list of all communication focal points in government ministries, departments and agencies aligned to SADC's priority sectors of the RISDP 2020-2030	X	X	X	X	X	Member States and Secretariat
Provide standardised branding and visibility materials for Member States including banners, backdrops, promotional items, and digital assets	X	X	X	X	X	Secretariat
Facilitate internal communication through capacity building and awareness raising on SADC policies, programmes and activities at the SADC Secretariat and Satellite offices.	X	X	X	X	X	Secretariat
Conduct outreach activities to promote SADC policies, programmes and activities in the Member States and globally through school visits, open days, public lectures, library visits and community outreach	X	X	X	X	X	Secretariat and Member States
Implement the SADC Crisis Communication Plan by identifying risks, establishing the Crisis Communication Team and communicating key messages with various stakeholders		X	X	X	X	Secretariat
Facilitate enhanced communication capacity of the SADC Secretariat by engaging additional staff: Senior Officer-Speechwriting, Multimedia Specialist and Protocol Officer		X				Secretariat
Facilitate public access of SADC policies, records and technical information through the SADC Library	X	X	X	X	X	Secretariat (Library)
Undertake regional and national activities for Commemorative Days and Events as per Annex 2	X	X	X	X	X	Secretariat and Member States
Facilitate Secondary School Essay competition to encourage learners to research and write about SADC programmes and activities	X	X	X	X	X	Secretariat and Member States
Develop a communication and visibility plan with activities and roadmap for the commemoration of the SADC Golden Jubilee (2030)				X		Secretariat
Undertake regional and national activities in commemoration of the SADC Golden Jubilee					X	Secretariat and Member States
Develop the successor Communication, Awareness and Visibility Strategy 2030-2035				X	X	Secretariat and Member States
Implement QR code technology for quick access to SADC resources and publications	X	X				Secretariat
Deploy artificial intelligence applications for content creation and predictive analytics		X	X			Secretariat

Main Activities	Time Frame					Responsibility
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	
Develop and implement youth-focused digital content strategy including short-form videos, podcasts, and interactive experiences	X	X	X	X	X	Secretariat and Member States
Create business-focused communication materials and sector-specific opportunity briefs for private sector engagement	X	X	X	X	X	Secretariat
Conduct crisis communication simulation exercises			X	X	X	Secretariat and Member States
Develop and distribute communication and visibility materials, flyers, brochures, press releases, videos etc	X	X	X	X	X	Secretariat

12.1.1.2 STRATEGIC OBJECTIVE 2: Strengthen regional and national strategic communication capacity to undertake effective communication and promotion of SADC activities and impact, and media development in advancing the regional integration agenda

Main Activities	Time Frame					Responsibility
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	
Facilitate technical assistance for Member States with limited communication capacity, including support for developing national-level communication plans aligned with the regional Strategy	X	X				Secretariat and Member States
Conduct regular capacity-building workshops and webinars for National Media Coordinators and other information intermediaries on emerging communication tools, technologies, and best practices	X	X	X	X	X	Secretariat and Member States
Facilitate peer learning and exchange of best practices among Member States		X	X	X	X	Secretariat and Member States
Establish and coordinate national-level media liaison platforms among various actors including cluster information officers, contact points, and Foreign Affairs communications units	X	X	X	X	X	Secretariat and Member States
Invest in advanced digital platforms, data analytics systems, and content management platforms		X	X			Secretariat and Member States
Procure professional-grade video and audio production equipment, photography facilities, and translation technologies		X				Secretariat and Member States
Establish secure cloud storage solutions for digital asset management	X					Secretariat

12.1.1.3 STRATEGIC OBJECTIVE 3: Position the SADC corporate brand and identity as a trusted vehicle towards the attainment of regional integration

Main Activities	Time Frame					Responsibility
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	
Facilitate registration of SADC trademarks in all Member States	X	X				Secretariat and Member States
Write cease and desist letters to individuals and entities abusing or misusing the SADC trademarks or infringing on the SADC Copyright	X	X	X	X	X	Secretariat
Sensitise the public on the SADC Corporate Identity Manual and brand and trademarks	X	X	X	X	X	Secretariat

12.1.1.4 STRATEGIC OBJECTIVE 4: Enhance media development and strengthen ecosystems for effective regional communication

Main Activities	Time Frame					Responsibility
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	
Conduct media capacity building initiatives targeting national, regional and international journalists	X	X	X	X	X	Secretariat and Member States
Establish and maintain partnerships between SADC and the media	X	X	X	X	X	Secretariat
Undertake media content analysis to establish volume of SADC coverage in regional media			X	X		Secretariat
Facilitate media visits/tours to SADC projects in the Member States to showcase the benefits of regional cooperation and integration	X	X	X	X		Secretariat and Member States
Facilitate awareness, adjudication and award of the annual SADC Media Awards to recognise best media work in promoting regional integration and socio-economic development in the region	X	X	X	X	X	Secretariat and Member States
Facilitate media coverage of high-level meetings and events such as SADC Summit, Council, Statutory meetings, SADC Chairperson's Visit to the SADC Secretariat, SADC Public Lecture, SADC Exhibitions, SADC Industrialisation Week	X	X	X	X	X	Secretariat and Member States

12.1.1.5 Cross-Cutting Activities

Main Activities	Time Frame					Responsibility
	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030	
Conduct stakeholder satisfaction surveys			X	X	X	Secretariat
Implement real-time digital analytics across all SADC platforms		X				Secretariat
Conduct mid-term strategy review and adjustment				X		Secretariat and Member States
Develop communication materials in local languages and accessible formats	X	X	X	X	X	Secretariat

12.2 Annex 2: Commemorative Days and Events

Commemoration	Day	Focus of SADC on the commemoration
World Water Day (UN)	22 March	SADC will use this commemoration to highlight the value of water resources and the need for conservation and efficient utilisation of water resources in the context of SADC Water programmes and the legal and policy frameworks on shared water resources. This will include promoting the work of SADC River Basin Organisations (RBOs) and partners working on water resources management.
Southern Africa Liberation Day (SADC)	23 March	Proclaimed by the SADC Summit in 2018, this day is dedicated to honouring the men and women who sacrificed their lives in the struggle for freedom in southern Africa. SADC uses this commemoration to reflect on the region's liberation history, acknowledging the heroic efforts that paved the way for independence and regional unity. It also provides an opportunity to highlight how the liberation struggle has influenced SADC's development path, fostering solidarity, cooperation, and a shared vision for peace, stability, and socio-economic progress.
World Health Day (UN)	7 April	SADC will use this day to highlight its work and progress in responding to emerging regional issues of public health concern in line with the priorities set by the World Health Organisation (WHO), Africa Centres for Disease Control and Prevention (Africa-CDC), SADC and other partners.
World Environment Day (UN)	5 June	On this day, SADC will highlight the work of SADC in the preservation of the environment and use this commemoration to call for collective action towards sustainable use of the Region's natural resources and preservation of the environment.

Commemoration	Day	Focus of SADC on the commemoration
World Day Against Child Labour (UN)	12 June	SADC will use this day to highlight the negative impact of child labour and the collaborative work of the SADC and its partners such as the International Labour Organisation (ILO) on ending child labour in the SADC Region
International Albinism Awareness (UN)	13 June	On this day, SADC will highlight its work in protecting the rights of Persons with Albinism in line with the provisions of the SADC Declaration on the Protection of Persons with Albinism signed by the SADC Heads of State and Government on 17th August 2024 in Harare, Zimbabwe, and the implementation of the international frameworks that protect the rights of persons with albinism.
Day of the African Child (AU)	16 June	SADC will use this day to draw public attention to its work in uplifting the lives of the African Child in line with the provisions outlined in the SADC, AU and UN instruments on the African child.
World Day to Combat Desertification and Drought (UN)	17 June	SADC will highlight its work in protecting the environment within the framework of SADC and global commitment on combatting desertification
World Day Against Trafficking in Persons (UN)	30 July	On this day, SADC will draw public attention to its work in addressing Trafficking in Persons within the framework of the SADC Protocol on the Control of Firearms, Ammunition and Other Related Materials; the Protocol Against Trafficking of Persons; and the Regional Integrated Strategy to Prevent and Combat Transnational Organised Crime and its Action Plan, amongst other instruments.
SADC Industrialisation Week (SADC)	July-August	The Annual SADC Industrialisation Week (SIW) serves as a key platform to promote trade and investment across the region by fostering deeper engagement among stakeholders, particularly the private sector, in support of the SADC Industrialisation Strategy and Roadmap 2015, 2063. The Week provides a strategic opportunity to showcase the critical role of public institutions, private enterprises, academia, research bodies, and media in advancing intra-regional trade, driving industrial growth, and accelerating sustainable economic development.
International Youth Day (UN)	12 August	SADC will use this day to highlight its work in addressing the challenges faced by the youth and ensuring that youth empowerment and participation in regional integration as part of SADC Youth Programme.
SADC Day (SADC)	17 August	On this day, SADC will continue to showcase its milestones, achievements, and flagship programmes, aligning its messaging with the strategic priorities outlined in the SADC Regional Indicative Strategic Development Plan (RISDP) 2020–2030.
International Day of Peace (UN)	21 September	SADC will highlight its work in promoting peace and security within the context of the RISDP 2020-2030, SADC Vision 2050 and Protocol of Politics, Defence and Security Cooperation, which place issues of peace, security and good governance as prerequisites for regional integration and sustainable development.
World Tourism Day (UN)	27 September	On this day, SADC will highlight its work in promoting the SADC region as a tourist destination and the SADC legal and policy frameworks that promote tourism in the region such as the UNIVISA initiative.
International Day for Disaster Reduction (UN)	13 October	On this day, SADC will highlight the collaborative efforts between the Secretariat and Member States in disaster risk management, showcasing the impact of regional instruments developed to strengthen preparedness, facilitate timely response, and support recovery during times of crisis. This includes, among other initiatives, promoting the critical role of the SADC Humanitarian and Emergency Operations Centre (SHOC) in coordinating and delivering effective regional disaster response.
World Standards Day (UN)	14 October	Highlight the work of SADC in promoting standards in the context of the SADC Industrialisation Strategy and Roadmap, particularly in enhancing competitiveness.
Anti Sanctions Day (SADC)	25 October	This day was designated by the 39th SADC Summit held in August 2019 in Dar es Salaam, United Republic of Tanzania, to reaffirm the region's solidarity with the Government and people of Zimbabwe. It serves as a platform for SADC to call for the removal of all remaining sanctions imposed on Zimbabwe, recognising their broad and detrimental impact, not only on Zimbabwe's socio-economic development, but also on the progress and integration of the wider SADC region.
Africa Industrialisation Day (AU)	20 November	On this day, SADC will highlight the regional initiatives being undertaken by SADC in line with the activities set out in the SADC Industrialisation Strategy and Roadmap 2015-2063 and the priority area of industrial development and market integration of the RISDP 2020-2030.

Commemoration	Day	Focus of SADC on the commemoration
16 Days of Activism against GBV (International Day for the Elimination of Violence Against Women) (UN)	25 November to 10 December	SADC will use this day to highlight the negative impact of child labour and the collaborative work of the SADC and its partners such as the International Labour Organisation (ILO) on ending child labour in the SADC Region
World AIDS Day (UN)	1 December	On this day, SADC will reflect on the significant progress made in the regional response to HIV and AIDS since the adoption of the Maseru Declaration on the Fight Against HIV and AIDS in 2003. The commemoration will highlight key milestones achieved through the implementation of comprehensive programmes focused on prevention, treatment, care, and support, demonstrating the region's ongoing commitment to combating the epidemic and improving public health outcomes.

12.3 Annex 3: Useful Media Resources and Links

- **Regional Indicative Strategic Development Plan (RISDP) 2020-2030**
 - English: <https://tinyurl.com/375vystf>
 - French: <https://tinyurl.com/3pudvs8>
 - Portuguese: <https://tinyurl.com/3pudvs8>
- **SADC Vision 2050: <https://tinyurl.com/3r93edy2>**
- **SADC Industrialisation Strategy and Roadmap (2015-2063)**
 - English: <https://tinyurl.com/vsauwvvy>
 - French: <https://tinyurl.com/8smzams8>
 - Portuguese: <https://tinyurl.com/4xye5d5k>
- **Consolidated text of the Treaty of the Southern African Development Community: <https://tinyurl.com/muw5ap5a>**
- **SADC Corporate Identity Manual**
 - English: <https://tinyurl.com/447xwck3>
 - French: <https://tinyurl.com/3aejn9yy>
 - Portuguese: <https://tinyurl.com/3yrrn3hk>



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