



STRENGTHENING THE NATIONAL-REGIONAL LINKAGES IN SADC (SNRL) PROGRAMME

NOTICE OF THE CALL FOR PROPOSALS



Table of Contents

Part 1: Notification to Member States	1
What Member States are asked to do.....	1
Orientation session.....	2
Enquiries.....	2
Documents accompanying this notification	2
Part 2: Advertisement for publication	3



NOTICE OF THE CALL FOR PROPOSALS

Part 1: Notification to Member States

To: National Contact Points of the SADC Member States

Copied to: National SADC Media Coordinators, and Ministries of Information and Communication

From: The SNRL Programme and the Communications and Public Relations Unit of the SADC Secretariat

Date: 20 August 2026

Subject: Call for Proposals for support to Member States in the development of national communication strategies and in the documentation of SADC success stories

The Strengthening the National-Regional Linkages in SADC Programme, in collaboration with the Communications and Public Relations Unit of the SADC Secretariat, invites SADC Member States to submit proposals for technical support in two areas, namely the development of national gender-sensitive SADC communication strategies, and the development and documentation of SADC success stories.

The Call for Proposals will be advertised publicly on 24 August 2026 and closes on 21 September 2026 at 17:00 CAT. Applications received after that time will not be considered. This notification is issued in advance of the advertisement so that Member States have the fullest opportunity to prepare.

Three features of this Call should be noted at the outset. First, support is provided in kind, principally through the engagement of technical expertise and the financing of directly related activities. No funds are transferred to Member States and no grants are awarded. Secondly, a selected proposal proceeds directly to implementation on the basis of the proposal as submitted, and there is no further round of project development after selection. Applications must therefore be complete and ready for implementation when they are submitted. Thirdly, the Call is open to state actors only. Member States may involve non-state actors in the implementation of a proposal where that is considered appropriate, but a non-state actor may not apply.

What Member States are asked to do

1. Transmit this notification, the advertisement and the accompanying documents to the lead ministries, government departments and agencies that may wish to apply, together with a short explanatory note.
2. Set an internal deadline for the submission of applications that falls before 21 September 2026, allowing sufficient time for consolidation.
3. Nominate participants for the orientation session referred to below and confirm their names and electronic mail addresses to the SNRL Programme.



4. Collect and consolidate the applications received and submit them, as a single package, to the SNRL Programme at snrl@giz.de, using the summary table provided in the application guidance and attaching the completed application of each applicant.

Orientation session

A virtual orientation session on the Call for Proposals will be convened on 28 August 2026. The session will explain the objectives and thematic areas of the Call, the eligibility requirements, the selection criteria and the weighting attached to each, the completion of the narrative and budget templates, and the submission arrangements. The session will be conducted in English with simultaneous interpretation in French and Portuguese. A recording of the session and the presentation materials will be circulated to all National Contact Points, and written questions received during the submission window will be answered in a consolidated response note issued to all Member States. The date, time and joining details will be confirmed separately.

Enquiries

Enquiries concerning this Call should be addressed to the SNRL Programme at snrl@giz.de. Enquiries received after 14 September 2026 may not be answered before the closing date. To preserve the equality of applicants, questions of general application and the answers given will be circulated to all National Contact Points.

Documents accompanying this notification

- The advertisement for the Call for Proposals, set out in Part 2 below.
- The application guidance, narrative proposal and budget templates.

The documents listed above are available in English, French and Portuguese, and may also be obtained from the website of the SADC Secretariat at www.sadc.int or from the National Contact Point upon the launch of the Call for Proposals.

Yours faithfully,

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SNRL Programme Manager

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Head, Communications and Public Relations Unit, SADC Secretariat



Part 2: Advertisement for publication

CALL FOR PROPOSALS

Support to SADC Member States for the Development of Communication Strategies and SADC Success Stories

The Strengthening the National-Regional Linkages in SADC (SNRL) Programme, co-funded by the German Government, the Austrian Development Agency and the European Union, and implemented in collaboration with the SADC Secretariat, invites SADC Member States to apply for technical support in the following two thematic areas:

- the development of national gender-sensitive SADC communication strategies, aligned to the SADC Communication, Awareness and Visibility Strategy 2025 to 2030; and
- the development and documentation of SADC success stories demonstrating the impact of SADC interventions at national level.

Who may apply

The Call is open to state actors from all sixteen SADC Member States that play a role in the coordination of regional integration activities, particularly in the areas of communication and awareness raising. These include National Contact Points, Ministries of Information and Communication including the offices of the SADC National Media Coordinators, and relevant government institutions coordinating SADC programmes at national level. Applications are submitted through the National Contact Point. Non-State Actors may not apply but may participate in the implementation of a proposal where the lead ministry considers this appropriate.

Nature of the support

Support is provided in kind as direct technical assistance from the SNRL Programme, principally through the engagement of technical expertise and the financing of directly related activities. No funds are transferred to applicants and no grants are awarded. A selected proposal proceeds directly to implementation on the basis of the proposal as submitted, without a further round of project development.

Selection criteria and weightings

Applications are first screened for eligibility on a pass or fail basis. Eligible applications are then scored against the following criteria: strategic alignment and coherence, 25 per cent; demonstrated need and institutional commitment, 20 per cent; potential impact on awareness and visibility, 20 per cent; implementation readiness, 15 per cent; gender-sensitivity and inclusion, 10 per cent; and sustainability and continued use of results, 10 per cent.

How to apply

Complete the narrative proposal and budget templates issued with this Call and submit them through your National Contact Point to snrl@giz.de. The templates, and the application guidance may be downloaded from www.sadc.int or obtained from the National Contact Point. Applications may be submitted in English, French or Portuguese.



Closing date

The deadline for submissions is 21 September 2026 at 17:00 hours CAT. Applications received after that time will not be considered.

Disclaimer

The submission of an application does not guarantee that support will be forthcoming from the SNRL Programme and confers no legal entitlement to receive services. Successful applications will be the product of a competitive selection process.



Signed with Impression - Chain of Custody



Signature Request

Signature Request ID:	65be67ae-95ee-40c8-9ab8-df7df8a4655e	Timestamp:	2026-08-24 16:51:59 GMT
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Email Sent Timestamp:	Not available in Silent Mode	Email Opened Timestamp:	Not available in Silent Mode

Web Evidence

Signee IP Address:	41.74.48.119	Request Timestamp:	2026-08-24 16:51:27 GMT
Signee GPS (if shared):	BW: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/151.0.0.0 Safari/537.36	Terms Accepted Timestamp:	2026-08-24 16:51:34 GMT

Annotations and Modifications

Signature Count:	1	Form Fields Filled Count:	0
Text Annotation Count:	0	Initial All Pages Count:	0
Single Initial Count:	0		

Signing Evidence

Signee Mobile:	+270000000000	Sign Type:	WebSigning
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