SADC Vision 2050

• SADC Vision 2050 is derived from the letter and spirit of SADC’s Founding Treaty, which aspires towards a common future and a peaceful, inclusive, and industrialised region. The Vision statement is:

A peaceful, inclusive, competitive middle- to high-income industrialised region, where all citizens enjoy sustainable economic well-being, justice, and freedom.

SADC Vision 2050 is built on a foundation of Peace, Security, and Good Governance and anchored in the following three pillars:

• Pillar I: Industrial Development and Market Integration;
• Pillar II: Infrastructure Development in Support of Regional Integration; and
• Pillar III: Social and Human Capital Development.

The three pillars are interlinked with Gender, Youth, Environment and Climate Change, and Disaster Risk Management as cross-cutting issues.
In line with the SADC Treaty’s quest for wider and deeper regional economic integration and development, the Mission Statement is to:

- Create a conducive environment
- Accelerate the mobilisation of resources
- Improve implementation of SADC policies and programmes
- Strengthen compliance by Member States
- Magnify visibility and awareness
**Pillar 1: Industrial Development and Market Integration**

**Strategic Objective 1:** An industrialised regional economy that is based on a competitive and facilitative environment, which includes infrastructure and skills, and sustainably exploits its natural resources by leveraging science, technology, and innovation

**Outcome 3:** Enhanced regional technological capability and capacity through science, technology, and innovation

**Key Interventions**

1. Regional frameworks to support and enhance skills, innovation, and technology transfer developed and implemented.
2. SADC Women in Science, Engineering, and Technology Organisation established.
3. Regional Intellectual Property Framework implemented through regional support programmes.
4. Regional Strategy on the Fourth Industrial Revolution developed and implemented.
5. R&D as a percentage of GDP increased.
Pillar 1: Industrial Development and Market Integration cont’d...

**Strategic Objective 4:** Deepened regional market integration which is connected to the continental and global markets

**Outcome 3:** Enhanced cooperation and regional coordination on matters relating to tourism

**Key Interventions**
1. SADC Protocol on Tourism revised to take into account the new institutional set-up for the promotion of regional tourism.
2. Regional platform to facilitate regional cooperation on matters related to tourism established.
3. Trans frontier conservation areas (including coastal and marine parts) to boost cross-border tourism to TFCAs developed and implemented.
4. Instruments to enhance the resilience of the tourism industry to disasters and pandemics developed.
Pillar 2: Infrastructure Development in Support of Regional Integration

**Strategic Objective 2:** Improved capacity for conceptualisation, design, construction, maintenance, and operation of regional infrastructure and services

**Outcome 1:** Enhanced capacity to develop, operate, and maintain the requisite regional infrastructure and services to ensure progressive sustainability

**Key Interventions**

1. Regional framework to promote private sector and MSME involvement in the construction, maintenance, and operation of regional infrastructure developed and implemented.

2. Regional subsidiary organisations for the ICT, energy, meteorology, transport, and water sectors established and capacitated and/or strengthened.
Pillar 2: Infrastructure Development in Support of Regional Integration

*Strategic Objective 3:* Increased access to affordable infrastructure and services

Outcome 1: Diversified regional infrastructure and services that are financially affordable and physically accessible to all

Key Interventions

1. Accessibility to affordable universal communications services through use of appropriate technology increased.
4. Access to affordable and clean water, through implementing the SADC Regional Water Supply and Sanitation Programme, increased.
5. Interventions in urban transport and mobility to mitigate the impacts of rural-urban migration, due to rapid pace of industrialisation, developed and implemented.
PILLAR 3: SOCIAL AND HUMAN CAPITAL DEVELOPMENT

• Strategic Objective 1: Strengthened and harmonised Regional health systems for the provision of standardised and accessible health services to all citizens
Outcome 2: Intensified Fight against HIV/AIDS and other Communicable Diseases

Key Interventions

• Policies on the HIV care continuum to improve quality, access, monitoring and treatment coverage, as well as ensure continuity of care for migrants and other mobile populations harmonised.

• Advocacy for regional HIV and AIDS prevention strategies to address emerging issues and special populations revitalised and implemented.

• Integration and mainstreaming of HIV and AIDS in core functions of various sectors at all levels promoted.

• Advocacy measures to scale up high impact interventions for communicable diseases implemented.
Strategic Objective 7: Increased access to quality HIV and AIDS services for the realisation of an AIDS-free generation in the region

Outcome 1: Improved quality of life of people living with HIV and AIDS

Key Interventions

1. Policies on the HIV care continuum to improve quality, access, monitoring, and treatment coverage, as well as to ensure continuity of care for migrants and other mobile populations, harmonised.

2. Integration and mainstreaming of HIV and AIDS in core functions of various sectors at all levels promoted.

3. Implementation of high impact interventions for the prevention and mitigation of HIV and AIDS and other communicable diseases strengthened.

4. Implementation of regional HIV and AIDS prevention strategies to address emerging issues affecting key populations accelerated.
Strategic Objective 3: Increased access to quality and relevant education and skills development, including in science and technology, by SADC citizens

Outcome 1: Enhanced equitable access to quality and relevant education

• Key Interventions
  • Universal access to education promoted for sustainable development, taking into account aspects of gender equality, human rights and global citizenship.
  • Implementation of the SADC Qualifications Framework enhanced.
  • Open Distance Learning strategies implemented in Member States to promote greater access to education.
Outcome 2: Enhanced Skills Development for Regional Industrialisation

Key Interventions

• SADC Virtual University of Transformation established and operationalised to enable curricula harmonisation, knowledge generation and skilling for economic development, including through beneficiation of natural resources.

• Develop and implement a multi-sectoral skills development framework to support industrialisation including through enhanced Technical, Vocational Education and Training (TVET).

• SADC citizens’ digital skills developed to empower them to benefit from the changing nature of work and the rise of the digital economy, leveraging on infrastructure development in the region.
Communication, visibility, and awareness are critical aspects of the successful implementation of RISDP 2020–2030. The strategic plan will require enhanced visibility and awareness as a means to trigger and maintain the interest, awareness, and participation of the SADC citizenry and Member State officials responsible for driving the regional integration agenda. In this regard, communication activities that are aligned to SADC Vision 2050 and the priority pillars of the strategic plan, as well as interventions aimed at strengthening SADC’s strategic communication capacity and increasing understanding and awareness of SADC, its value proposition, its activities, and its impact, in all Member States and globally will be developed and implemented.

The RISDP 2020–2030 aims to achieve the following strategic objective:
Strategic Objective 4: Enhanced visibility and awareness of SADC, its activities, and impact in all Member States and globally

• Outcome 1: Strengthened SADC strategic communication capacity to undertake effective communication and promotion of SADC activities and impact

Key Interventions
1. Regional and national SADC strategic communication capacity to undertake effective communication and promotion of SADC strengthened.
2. Integrated communication campaigns about SADC, its value proposition, its activities, and its impact developed and implemented.
3. Multimedia corporate communication tools to facilitate promotion of SADC Vision 2050, RISDP 2020–2030, and opportunities thereof developed and disseminated to targeted audiences.
4. SADC brand protection implemented.