



16 April 2025

Communique on the SAYoF participation to validate the Draft SADC Communication Awareness & Visibility Strategy (CAVS 2025–2030): (Johannesburg, South Africa 15-16 April 2025).

The **Southern Africa Youth Forum (SAYoF)** is honored to be invited and participate to validate the **Draft SADC Communication Awareness & Visibility Strategy (CAVS) 2025–2030** by the SADC Secretariat.

The event is being convened by the Southern African Development Community (SADC) Secretariat's Communications and Public Relations Unit with support from the Strengthening National-Regional Linkages in SADC (SNRL) Programme, funded by the Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ) and implemented by GIZ.

The participation of youth experts in the strategy is a clear signal on the commitment by SADC Secretariat to leave no one behind in its developmental trajectory. The validation meeting is being attended by 30 communications experts from government ministries, parastatals, regional organisations, private sector organisations, and international media.

The **CPRU Head, Ms. Barbara Lopi**, during her opening remarks on behalf of the SADC Secretariat, noted that, *“Once validated, the strategy will form the foundation for enhancing communication, stakeholder engagement, public outreach, capacity building, knowledge sharing, and SADC’s regional visibility and impact.”*

Vivian Joseph the SAYoF representative in the validation process, facilitated a Session on **“Emerging Communications trends, technologies, and change media consumption patterns in the SADC region.”**

The CAVS 2025–2030 outlines a clear framework for strengthening regional and national communication capacities among SADC Member States, enhancing the organisation's corporate brand and identity, and improving the visibility and awareness of SADC both within the region and globally.

Done in Johannesburg, Republic of South Africa from 15 to 16 April 2025, all texts being equally authentic.

Contact: southernafricayouthforum@gmail.com , info@sayof.org , info.sayof@gmail.com

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