



SADC ANTHEM¹

SADC corporate insignia, thus, logo, Flag and Anthem are important instruments meant to promote the regional identity.

These were put in place in accordance with the provisions of the SADC Declaration of Heads of State and Government under Point E on popular participation that states:

“Regional integration will continue to be a pipe dream unless the peoples of the region determine its content, form its direction, and are themselves its active agent” and that ***“measures will, therefore be taken and appropriate mechanisms and institutional frameworks put in place, to involve the people of the region in the process of regional integration:***

It is also in accordance with the Objectives of SADC, one which is ***“to strengthen and consolidate the long standing historical, social and cultural affinities and links among the peoples of the region”***.

In August, 2001, the SADC Heads of State and Government signed the Protocol on Culture, Information and Sport, Article 13 of which calls for the, ***“....preservation and promotion of the cultural heritage of the region....”***

Cultural heritage of the region is a critical component of our regional identity. One of the organisation’s achievements since its inception in 1980 in Lusaka, Zambia has been to inculcate a sense of regional belonging among the people and governments of the region. Now SADC has its own Anthem to be use as an instrument to build and reinforce regional identity as it, amongst others, has the potential to:

- promote a sense of regional belonging and identity;
- popularise SADC objectives and Common Agenda;
- promote popular participation in SADC programmes and activities;
- engender regional integration buy-in among SADC children; and
- strengthen and consolidate SADC’s long-standing historical, social and cultural affinities.

¹ *“One bracelet will make no sound but combined, they will make a mellifluous melody...”*