



Key Messages

The following messages are tied to the goals and objectives of the present Communication Strategy.

Main theme: **“2013, Year of Pan-Africanism and African Renaissance”**

Overarching message: **“One Africa for Prosperity and Peace”**

In order to ensure ease of access to the messaging, the Sub-messages are developed according to the eight priority areas of the AU with a special emphasis on the key areas of focus for the 50th Anniversary. These sub themes serve the purpose of having a coherent and harmonized discourse on the 50th Anniversary for spokespersons and main stakeholders. They also serve as a basis for talking points, speeches, factsheets, articles, opinion pieces and any form of communication adopted during the year (and beyond).

Celebrating Africa’s Heroes and Heroines

Paying tribute to Founders of the OAU whilst linking the past, present and future

- Pay tribute to the Founders of the OAU as well as heroines of the liberation struggles, whilst acknowledging their contributions
- Praise unity and solidarity
- Celebrate freedom and liberation from colonial powers
- Vision for a united Africa
- Economic emancipation

In order to pay tribute to the Founders the Communication Strategy advocates for symbolic profiling of the Founders as well as liberation struggle heroines on the continent and beyond. These would include the Rosa Parks’, Mbuya Nehanda’s and other women who greatly contributed to the liberation struggle on the continent and beyond. This will be achieved, above the line through the creation of paraphilia and adverts, which will include lamppost posters, billboards, electronic media adverts and tee shirts. The related artwork will be distributed to member states for them to disseminate further. Advertorials, which will also profile these heroes and heroines. These will be published in the various national, regional and continental publications on a monthly basis. The intention is to latch onto youth popular culture, whilst also educating the youth and the world on the founders.

Below the line, the AU website, Facebook and twitter accounts shall carry pictures, quotations, and brief bios of the Founders as well as eminent women contributors to the liberation struggle, on a rotational and updated basis. To complement this, a ‘top end’ Book Box Set containing speeches delivered on 25th May 1963, a pictography, and messages of support of the current Heads of State and Government will be part of the means to celebrate the Founders, their contributions and tracks into the future. In celebrating the Founders, we will go beyond and celebrate heroines who contributed to the liberation of their countries. A documentary will be commissioned on the ideals of the Founding Fathers and women of significance on the continent.

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Pan African Development Goals

Taking stock of our assets and capabilities vis à vis the opportunities and challenges

- Profiling of the 8 priority areas of the AU 2013 – 2017 Strategic Plan,
- Celebrate achievements in terms of democracy and governance,
- Africa currently experiencing remarkably fewer wars and has more democratic transitions, and
- Persisting challenges to integration and development.
- Africa is the future

The ADB MDG Report 2012, shows that despite initial (and well known challenges) *"Africa has sustained progress toward several MDGs and is on track to achieve the targets of: universal primary education; gender parity at all levels of education; lower HIV/AIDS prevalence among 15-24 year olds; increased proportion of the population with access to antiretroviral drugs; and increased proportion of seats held by women in national parliament by 2015."* The MDGs are a minimum global platform of action, whereas the AUC Strategic Plan seeks to pursue actions and goals, which would also have greater, positive and longer-term effects.

In order to actively do so the Communication Strategy proposes continent wide strategic engagements which should be facilitated by research pieces undertaken by Africans for Africans in the various MDG target areas, as well as in areas where there are emerging and/or remerging challenges, such as in the area of the causes and roots of conflict. These reports could be processed through related seminars and symposia, with a view of developing a common Africa position, outlook and priorities for medium term Pan African Development Goals (PADG 2017), which could also be a foundation for the 2063 Agenda/Vision. This research work will be complemented by the launching of the concept of A Pan African Historical Centre with a capacity for museum, library, fellowship and research focussing on inter-generational knowledge transfer, sharing and exchange. To include and host a THINK TANK that will inform decision making in Africa. These will be linked to current continental institutions of learning and dialogue. The various Member States will be requested to contribute various pictures and to sponsor certain sections of Centre and the envisaged multi media archives of writings, arts, literature and new innovations and discoveries. This will form the foundation of a repository for Pan African thoughts, knowledge and contributions and can be driven by veterans.

Proudly African! - – I am African I am the African Union

Enthusing and energizing the African population and use their constructive energy to set an agenda for unity, peace and development in the 21st century

- The Africa we want
- Diversity is an opportunity
- Youngest continent and cradle of Humanity
- Focus on natural and human resources
- Express pride for belonging to the continent
- Pay tribute to Africans on the continent and in the diaspora who are positively contributing in various fields
- The African Union deserves the Noble Peace Prize

This is an opportunity to better profile the objectives of AU programmes such as the CAADP and PIDA, the AUC will run public awareness campaigns, which are targeted at driving intra African Trade, cultural exchanges and Tourism. In addition, an advert with children from different walks of life and ethnicities will gather behind a high profile African and/or popular member of the Diaspora who will share how proud he/she is to be African. The colourful advert will be destined for all the national public broadcasters and will principally run on television with a re-enforcement message delivered via radio.

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The AU will be nominated for the Nobel Peace Prize, in recognition of the work it has done towards securing peace and prosperity.

Africa 2063

Prepare new generations to assume the burden of leadership and responsibility

- Unlocking Africa's potentials towards 2063
- Confidence in the Future: Open minded but deep rooted
- Unleashing Africa's potential
- Now is the time
- Africa will never be the same again
- Africa my beginning, Africa my ending
- Meaning of Pan-Africanism for the youth or a new Pan-Africanism for future generations

African security:

Promote peace and security, preventing and ending conflicts and post-conflict reconstruction; strengthen capacity of African Peace and Security and Governance Architectures to ensure African solutions to African problems. Address root causes of conflicts with a focus on human security and inclusive political cultures. Promote common African defence and security, against internal and external threats, including neo-colonialism, climate change, disease, external interference, etc.

The proposed 50th Anniversary sub-themes thus allow for distinct areas of emphasis in content, which all contribute towards the broader goals of the commemorations, and provides space for multi-faceted activities, in both form and content.

Sector dialogues such as a youth conferences and virtual networks. Use a social media platform to engage with younger generations about the Africa they want to see by 2063. It will be syndicated on broadcast shows. An advert "Building Africa" will show how Africa will look by 2063.

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