1 Million By 2021 Initiative

COMMUNICATIONS TOOLKIT

#1mBy2021
#AfricaUnite4Youth
OBJECTIVES

The toolkit is a guide for stakeholders in the African youth development landscape in communicating the **1 Million by 2021 Initiative** and its launch, the Pan-African Youth Forum, themed “**Africa Unite for Youth: Bridging the gap and Reaching African Youth**”.

It will provide inspiration for stakeholders to stimulate and popularise discussions, and share opinions, facts and pledges on collective commitment to youth issues.

It will also celebrate youth voices on an amplified scale, and provide young people with content to engage with each other and their stakeholders.

We hope that by sharing this toolkit, we will encourage others to be able to communicate with, and alongside, the African Union Commission in one voice on the **1 Million by 2021 Initiative**.

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OUR MAIN AUDIENCES FOR THIS TOOLKIT ARE

Internal AUC Departments, Divisions and Organs
Member states of the African Union
Partners and Youth Development Actors
African Youth
The Private Sector
Diaspora
WHAT IS IT?

Aims to catalyse action for youth development in Africa, through providing **one million unique young Africans** with opportunities in the areas of **Education**, **Employment**, **Entrepreneurship** and **Engagement (4E’s)**.

At its core, the Initiative will adopt a **pan-African outlook** and facilitate **strategic partnerships** to open up **new opportunities** for young people on the continent.

It will promote African **solutions** and **innovations**, **co-created with and driven by young people**, while building frameworks, institutions and structures for effective engagement of stakeholders, sustainable financing, implementation and accountability.

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The 12 Pathways for action within the 4E's:

- **EDUCATION**
  - Scholarships
  - Alternative Pathways
  - Models for Teacher Development

- **EMPLOYMENT**
  - Internships and Apprenticeships
  - Job Centres
  - Digital Skills

- **ENTREPRENEURSHIP**
  - Growth Capital
  - Nurture Start-Ups

- **ENGAGEMENT**
  - Leadership Programmes
  - Exchange Programmes
  - Forums
  - Youth Engagement Platforms
Africa is the most youthful continent in the world with significant potential. Poised at the cusp of realizing this potential, the time has come for bold and accelerated action towards achieving the goals set within the vision of Agenda 2063.

Investing in our youth will result in exponential gains which will break intergenerational poverty and address the inequalities which have dogged us for details.

Recognising the significant challenges young Africans face in accessing the education, skills and employment required to concretely contribute to society, tangible action is crucial to ensure a stable Africa, free of conflict, home to citizens who are educated, gainfully employed, healthy and fully engaged in society.

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WHY THE AFRICAN UNION COMMISSION?

**Mandate**
AUC is mandated through Agenda 2063, and other frameworks to act on youth issues.

**A lot is happening**
A lot is happening within the AUC and on the continent that are not always connected.

**Comparative Advantage**
AUC has significant powers to mobilise for action and unite for youth.
The initiative will be launched at a 4 DAY Pan-African Youth Forum from 24th -27th of April 2019

The event will attract up to 400 young people from all over Africa who are working in the 4E’s.

#1mBy2021 #AfricaUnite4Youth
CONNECT WITH US!

Be part of the conversation on social media. Connect with us online.

@africa.youth  @auyouthprogram  African Union

#1Mby2021  #AfricaUnite4Youth
JOIN THE CAMPAIGN BY

**TWEETING US**

You can start with these

The youth of Africa are coming together to create their ideal future. Will you join in and be counted? #1Mby2021 #AfricaUnite4Youth

Africa! The continent of hope, energy, desire and the largest youth population! This is our home and we are ready to build it! Be The Future Today! #1Mby2021 #AfricaUnite4Youth

When we come together, we make our continent come alive #1Mby2021 #AfricaUnite4Youth

Every generation must recognize and embrace the task it is peculiarly designed by history and by providence to perform - Chinua Achebe #1Mby2021 #AfricaUnite4Youth

Retweet our Tweets at @auyouthprogram #1mBy2021 #AfricaUnite4Youth
JOIN THE CAMPAIGN BY TWEETING US

You can start with these

Retweet our Tweets at @auyouthprogram

#1mBy2021 #AfricaUnite4Youth
React to our official campaign poster
Share our campaign poster with your networks
Comment and tag someone on our post
Share one of our posters to your timeline

#1mBy2021 #AfricaUnite4Youth
ENGAGE BY REACTING, SHARING & POSTING ON FACEBOOK

React to our official campaign poster

Share our campaign poster with your networks

Comment and tag someone on our post

Share one of our posters on your timeline

#1mBy2021 #AfricaUnite4Youth
SHARE OUR MESSAGE FROM

Africa! The continent of hope, energy, desire and the largest youth population! This is our home and we are ready to build it! BeTheFutureToday!

#1Mby2021 #AfricaUnite4Youth
THERE ARE MORE WAYS YOU CAN GET INVOLVED

HERE IS HOW:

Write an article about the initiative
Talk about it as a topic in class
Talk about it with your friends & colleagues
Talk about it on radio and TV
Change your social media profile picture
Join our #TweetChat
Join us when we go live on Facebook

#1mBy2021 #AfricaUnite4Youth
To learn more about the **1 Million by 2021 Initiative** for education, research and other purposes, we have created a comprehensive resource centre for you to use.

- Check out our Artwork
- Check out our Quote Cards
- Watch all our campaign videos
- View our forum pictures
- There are more updates and news
GET IN TOUCH WITH OUR TEAM

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#1mBy2021 #AfricaUnite4Youth
THANK YOU

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