



MEDIA ADVISORY

3rd PAN- AFRICAN CULTURAL CONGRESS

INVITATION TO REPRESENTATIVES OF THE MEDIA

When: 28th – 30th August 2012

Where: Addis Ababa, Ethiopia

Who: African Union Commission, Department of Social Affairs

Why: To discuss ways and means through which Africa can achieve its integration and development goals thanks to culture, by raising political awareness amongst decision makers.

Participants: Cultural experts and practitioners, Social Scientists, Development Studies experts; Representatives from Governments Agencies, African Traditional Institutions, Civil Society Organizations.

Objectives:

- Sensitize society actors including social, political, economic and decision makers on the importance of culture for the sustainable development of the continent;
- Strengthen the cross cutting nature of culture so that it is made part of the policies of all other sectors;
- Promote the preservation of positive cultural values while combating harmful ones;
- Gather inputs and best practices for the formulation and implementation of cultural policies and programmes in Africa;
- Discuss the important role of cultural statistics to support the formulation of evidence based cultural policies;
- Advocate for the potential of Culture to be used as a tool for development;
- Popularize the Plan of Action on Cultural and Creative Industries as a tool for the creative economy and sustainable development;
- Facilitate the exchange of ideas and experiences among professionals, researchers, cultural legal and development experts,

- creators/producers of culture, decision/policy makers and cultural promoters;
- Maintain and uplift the African consciousness and cultivate the spirit of Pan- Africanism among the young generation of creators and cultural promoters;
- Organize a thematic exhibition on African shared values and the spirit of Pan- Africanism to showcase Africa's creative and cultural potential with a view to boosting sustainable development;

Outcome: It is expected that PACC3 will be providing a golden opportunity for the exchange of experiences, best practices, expertise and networking within the continent as well as with international and multilateral partners in the area of culture as an important tool to contribute towards the achievement of the Millennium Development Goals and Africa's sustainable development at large.

Background: With already two previous editions which dealt with the themes: **Culture, Integration and African Renaissance and Inventory Protection and Promotion of African Cultural Goods**, the PAN-AFRICAN CULTURAL CONGRESS (PACC) is part of the process coming from the African Cultural Charter which committed African countries 'to work out a national cultural policy' and 'integrate the cultural development plan in the overall programme for economic and social development'. The events and conferences aim to strengthen the visibility of African culture and take decisive action in the promotion of African culture.

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