

AFRICAN UNION

الاتحاد الأفريقي



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UNIÃO AFRICANA

Addis Ababa, Ethiopia P. O. Box 3243 Telephone: +251 11 551 7700 / +251 11 518 25 58/ Ext 2558

Website: www.au.int

DIRECTORATE OF INFORMATION AND COMMUNICATION

MEDIA ADVISORY

Commemoration of Africa Youth Day 2016



INVITATION TO MEDIA REPRESENTATIVES

THEME: *Promoting youth mainstreaming as a catalyst towards harnessing the Demographic Dividend*

WHEN: Tuesday, 1 November 2016 at 9:30am

WHERE: African Union Commission Headquarters Addis Ababa, Ethiopia (Small Conference Hall 1)

WHO: organized by the Youth Division Department of Human Resources, Science and Technology (African Union Commission).

WHY: The purpose of this annual commemoration is to promote an increased recognition of youth as key agents for social change and economic growth in all aspects of the African society, to contribute and channel the youth motivation, energy and idealism, and to reinforce the efforts towards the achievement of a sustainable development in the Africa.

The aim of the commemoration day is to ensure that African youth continue to strive for ownership in Africa's development hence the AUC is encouraging young people to host activities in their communities and share these activities with the Division. The Division will document and promote these activities along with providing support were possible.

Furthermore, the African Union has embarked on youth mainstreaming as a priority in all their activities. Mainstreaming the participation of women and youth is also one of the key priorities of the AUC's Strategic Plan 2013 – 2017. The proposed youth development framework elements for mainstreaming will be geared towards, policies, programs, people (youth and youth development practitioners) as well as institutions. In a bid to ensure that the youth mainstreaming becomes a continent-wide initiative, the AUC will mark Africa Youth Day by launching the Youth Mainstreaming Guideline.

OBJECTIVES

The main objective of the occasion is to commemorate Africa Youth Day, as well as launch the AUC Youth Mainstreaming Guideline and to promote the importance of youth as leaders in reaping the demographic transition.

Specifically the occasion will:

- Promote the youth mainstreaming in all development activities;
- Increase awareness, commitment and investment in youth;
- Strengthen youth participation and partnerships;
- Increase intercultural exchanges and understanding among youth;
- Sensitize state actors, private sector players and development partners on the need to accelerate the youth agenda, with youth, under the four key pillars of the Demographic Dividend Road-map: 1.) Employment and Entrepreneurship, 2.) Education and Skills Development, 3.) Health and Wellbeing, and 4.) Rights, Governance and Youth Empowerment.

EXPECTED OUTPUTS

- Launched AUC Youth Mainstreaming Guideline
- Showcasing of youth talents and what youth are doing in their spaces as well as peer-to-peer learning; and
- Renewed commitment or interest in the AUC's work towards youth development on the continent.

BACKGROUND:

The African Youth Day takes place every 1st November, it was proclaimed and instituted on the occasion of the African Youth Charter adoption in the Executive Council Decision of the Banjul Summit in 2006 DOC.EX.CL/292 (IX).

Journalists are invited to participate and cover the Commemoration Day on Tuesday 01 November 2016, starting from 9:30am, at the AU Headquarters.

The draft programme of event is attached:

For media inquiry contact:

Christian Fleming, Department of Human Resources Science and Technology, AU Commission;
flemingc@africa-union.org;

Molalet Tsedeke; Directorate of Information and Communication/ AU Commission/ Tel: +251-911630631; E: mail: molalett@africa-union.org

For further information contact

Directorate of Information and Communication /African Union Commission/ E- mail: DIC@africa-union.org /Web site: www.au.int / Addis Ababa / Ethiopia

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