



MEDIA ADVISORY

What: *NEPAD Agency CEO's Media and Youth Engagement Session*

When: 2 July 2017 at 13:00 -13:30 am

Where: AU Headquarters – **Briefing Room 1**

Who: Dr Ibrahim Mayaki, NEPAD Agency CEO

Why: As part of the efforts to create a platform for African youth to start talking among themselves on issues that concern them and the continent, the NEPAD Agency CEO will during the 29th AU Summit activities, host an engagement session with the Media and Youth.

The proposal to host the session stems from the need for the NEPAD Agency to fully engage the African youth on issues and topics that directly affects them.

The session aims not only to speak to and with African Youth on how they can contribute towards the realisation of the Agenda 2063 vision but also to empower them in understanding their role in making this African vision a reality

Expected outcome: The media and youth engagement session aims to provide a pan-African orientation to young and dedicated African youth and media. The aim is also to create a youth and media network to advocate on the role of the NEPAD Agency in the implementation of the Agenda 2063 vision

Invitees:

Local and Global media, African Youth, NEPAD Agency Stakeholders

Background:

Africa is home to the most youthful population in the world, with more than 20% of the continent's 1.2 billion peoples aged between 15 and 24. Of the ten youngest populations in the world, eight can be found in Africa.

This huge youthful population can translate into either an opportunity or a challenge for the continent and it is in the light of this that the African Union has declared the theme of 2017 to be "Harnessing the demographic dividend through investments in Youth".

Investments made in the African Youth will determine the socio-economic growth pattern of the world's most youthful continent.

CONTACTS:

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About NEPAD Agency

NEPAD Agency is the implementing agency of the African Union, facilitating and coordinating the development of continent-wide programmes and projects, mobilising resources and engaging the global community, regional economic communities and countries in transforming Africa. NEPAD Agency is contributing to Africa's Agenda 2063 goals, the continent's long-term development framework for socio-economic transformation.