

MEDIA ADVISORY

CONTINENTAL LAUNCH OF THE ENTRY INTO FORCE OF THE CHARTER FOR AFRICAN CULTURAL RENAISSANCE (2006) AND AFRICA DAY CELEBRATIONS

Theme: “Arts, Culture and Heritage: Levers for Building the Africa we Want”.

INVITATION TO THE REPRESENTATIVES OF THE MEDIA

WHAT: Continental Launch of the Entry into Force of the Charter for African Cultural Renaissance (2006) and Africa Day Celebrations

Speakers will include:

- **H.E. Mr. Moussa Faki Mahamat**, Chairperson of the African Union Commission
- **H.E. Mrs. Amira Elfadil**, Commissioner for Health, Humanitarian Affairs and Social Development (HHS) AUC
- **H.E. Mr. Jean-Leon Ngandu Ilunga**, Chairperson of the Permanent Representative Committee (PRC)
- A Statement of Support by **Mr. Bahdon Daher Ismael**, Manager, Youth Engagement Centre, a representative from the Youth.
- A Statement of Support by **Mr. Firmin Edouard Matoko**, UNESCO Assistant DG for Africa
- **H.E. Mrs. Kadiatou Konare**, Minister of Culture, Arts and Tourism of Mali, AU Champion on Arts, Culture and Heritage

WHEN: Tuesday, 25 May 2021

Register in advance for this meeting:

<https://zoom.us/meeting/register/tJElduyprjGd0nay2yR455CRaSI8DqLUA5>

After registering, you will receive a confirmation email containing information about joining the meeting.

Livestream link: <https://livestream.com/africanunion/events/9685403>

TIME: Starting from 10:00 a.m. East African Time

WHY: The Charter for African Cultural Renaissance adopted by the 6th AU Assembly held in Khartoum, the Sudan in January 2006 entered into force in October 2020 upon receipt by the AU Commission of the 15th instrument of ratification of this important arts, culture and heritage cultural policy instrument. The fifteen (15) AU Member States that have ratified this instrument are: Angola, Benin, Burkina Faso, Cameroun, Chad, Congo, Cote

d'Ivoire, Ethiopia, the Gambia, Mali, Malawi, Nigeria, Niger, Senegal and South Africa. Thirty-four Member States have signed this instrument. The AU theme of the year for 2021 is: "**Arts, Culture and Heritage: Levers for Building the Africa we Want**". The AU theme of the year for 2021 presents a unique opportunity for the continent to celebrate its great Pan-Africanists who have played and are still playing a key role in African renaissance and re-birth. The event will also provide an opportunity for Member States to share best practices in the ratification and implementation of the Charter as well as promote the team of the year give it the much needed visibility to effectively contribute to the economy of the continent.

The main focus areas of the Charter for African Cultural Renaissance are: promotion of African identity, shared values, the spirit of Pan-Africanism and African Renaissance; development of the creative economy of the continent; protection and conservation of African World Heritage Sites and increasing of African sites in the World Heritage List; development and continued dissemination of regional and continental programs for the promotion of African identity, shared values, cultural and creative industries and heritage;

FORMAT OF THE EVENT

Due to the COVID-19 Pandemic and restrictions on holding face-to-face AU events, the celebration of Africa day and the Continental Launch of the Entry into Force of the Charter for African Cultural Renaissance will be held online.

LANGUAGES

Interpretation Services will be available in Arabic, English, French and Portuguese.

Media representatives are invited to attend and cover this virtual event.

<https://zoom.us/meeting/register/tJElduyprjojGd0nay2yR455CRaS18DqLUA5>

After registering, you will receive a confirmation email containing information about joining the meeting

For more information about the event, kindly contact the coordinators:

1. **Mrs. Cisse Mariama Mohamed**, Director for Health, Humanitarian Affairs and Social Development, Email: CISSEM@africa-union.org
2. **Ms. Angela Martins**, Head of Culture Division, E-mail: MartinsA@Africa-Union.Org cc: ShuleV@Africa-Union.Org and MekbibA@Africa-Union.Org

Media inquiries should be directed to:

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2. **Mr. Gamal Ahmed A. Karrar** | Senior Communication Officer | Directorate of Information and Communication, African Union Commission | E-mail: GamalK@africa-union.org

For further information, please contact:

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