

## ECONOMIC, SOCIAL AND CULTURAL COUNCIL (ECOSOCC)

Date: 16 March 2024

### MEDIA ADVISORY

#### INVITATION TO THE REPRESENTATIVES OF THE MEDIA

**WHAT:**

Press Presentation of the Commemoration of the African Union Economic, Social, and Cultural Council's Twentieth Anniversary (AU-ECOSOCC@20)

**WHEN:**

Tuesday, 19th March 2024.

**TIME:**

11:00 - 12:00 UTC | 13.00-14:00 CAT

**WHERE:**

Palm Jumeirah Meeting Room, Kempinski Hotel Gold Coast City, Accra.

Zoom : [https://zoom.us/webinar/register/WN\\_cKzvVG1gSHeIWR85G56Dwg](https://zoom.us/webinar/register/WN_cKzvVG1gSHeIWR85G56Dwg)

**BACKGROUND & INTRODUCTION:**

Since its inception in 2004, the African Union Economic, Social, and Cultural Council (AU-ECOSOCC) has been integral in integrating civil society into the African Union's decision-making processes. Marking its 20th anniversary in July 2024, AU-ECOSOCC symbolizes two decades of commitment to promoting Pan-African values and spearheading socio-economic and cultural development across Africa.

**EVENT OVERVIEW:**

The media briefing for AU-ECOSOCC's 20th anniversary will be a hybrid event, taking place during the Accra Reflection Forum II on Unconstitutional Changes of Government on the 19th of March. This one-hour event will engage 50 participants physically and will also be streamed live, marking the launch of the commemorative activities for AU-ECOSOCC@20.

**PURPOSE AND OBJECTIVES:**

1. Inform and Extend Invitations: Ensuring media representatives are aware of the event and inviting them for comprehensive coverage.
2. Emphasize the Event's Significance: Highlighting AU-ECOSOCC's role in promoting Pan-African values and socio-economic and cultural development.

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3. Provide Event Details: Offering clear information about the event's date, time, venue, and schedule, including key activities like presentations and panel discussions.
4. Clarify the Event's Goals\*\*: Articulating the goals of reflecting on AU-ECOSOCC's progress and enhancing the understanding of initiatives like Agenda 2063.
5. Engage Diverse Audiences\*\*: Involving not just media representatives but also civil society members, academics, and African Union representatives.

### PLANNED ACTIVITIES:

- Presentation of AU-ECOSOCC's journey and achievements.
- Launch of ECOSOCC@20 initiatives and a call for the registration.
- Interactive panel discussion on AU-ECOSOCC's role and future.
- Unveiling of new digital engagement tools and insignia.
- Networking session with AU-ECOSOCC leaders and the general public.

### TARGET AUDIENCE:

- Media representatives.
- Civil society members.
- Academics and researchers.
- Representatives from the African Union and regional bodies.

### CONCLUSION:

This event represents a significant milestone in celebrating and reflecting on the impactful journey of AU-ECOSOCC over the past two decades.

### For further information, please contact:

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*Accra-based media houses wishing to attend the Press Presentation in person to kindly call on +233 050 156 2612 for more details*