



MEDIA ADVISORY

RE: MEDIA BRIEFING AHEAD OF THE LAUNCH OF THE INITIATIVE TO EMPOWER WOMEN IN AGRICULTURE (EWAG)

Dear Media Representative

The African Capacity Building Foundation (ACBF) in conjunction with the Gender is My Agenda Campaign (GIMAC) network coordinated by Femmes Africa Solidarité (FAS) will be launching "The Initiative to Empower Women in Agriculture" (EWAG) during the July 2012 AU summit in Addis Ababa.

EWAG is championed by African Heads of States (HoS) with a renowned record of service for promoting women's empowerment and agriculture and by key private sector Patrons from the continent. HE President Ellen Johnson Sirleaf and HE President Paul Kagame have already accepted to champion the initiative as co-Chairs, and preparations are ongoing to get more African leaders on board.

The key technical and financial partners for this initiative are: GIMAC network members facilitated by Femmes Africa Solidarité (FAS); the Mo Ibrahim Foundation; the United Nations Economic Commission for Africa through its African Centre for Gender and Development; UN Women, the International Fund for Agricultural Development (IFAD); the OCP Group from Morocco, formerly known as Office Cherifien des Phosphates; the World Bank and the African Capacity Building Foundation (ACBF) which is playing a coordinating role for this Initiative.

Expected outcomes, following the initiative's launch and implementation include the implementation by African States of their commitments under NEPAD's Comprehensive Africa Agriculture Development (CAADP) programme, including the use of budgetary provisions allocated under this programme to exclusively target measures that will benefit women in agriculture directly or indirectly; an increase in the share of foreign and regional development aid allocated to empowerment of women and young women in the economic and productive sectors and more specifically in agriculture and rural development; the design and development of a system of indicators to monitor improvements in the access of women to agricultural inputs such as land, seeds

and fertilizers, machinery and finance; and the mapping and sharing of best practice in support for women in agriculture that is amplified and replicated across Africa;

What: Pre-Launch Briefing ahead of the Official Launch of the Initiative to Empower Women in Agriculture (EWAG)

Who: Invited Speakers include UNECA Executive Secretary, Mr Abdoulaye Janneh, NEPAD CEO, Dr Ibrahim Mayaki and HE Mrs Rhoda Tumusiime, Commissioner for Rural Economy and Agriculture, together with Dr Frannie Léautier, ACBF Executive Secretary and Dr Thelma Awori, GIMAC Representative.

When: 14 July 2012

Where: Small Conference Hall 2

Time: 12noon to 12.30

DRAFT AGENDA FOR THE PRESS CONFERENCE ON SATURDAY, 14TH JULY

1145: Arrival of Media Representatives

1200: Arrival of Panelists

1200 - 1215: Brief overview of EWAG initiative

1215 - 1230: Q&A

1230 - Close and Departure

For further information or assistance, contact: Yaye Nabo Sene (SENEY@africa-union.org); Audrey Mpunzwana (a.mpunzwana@acbf-pact.org), or Chloé Huynh, apofficerdk@fasngo.org.