



## COMMUNICATIONS TOOLKIT

#AYM2020  
#BuildingABetterAfrica  
#MyPower  
#1mBy2021

## OBJECTIVES

- The toolkit is a guide for stakeholders in the African youth development landscape in communicating the **Africa Youth Month 2020**, theme **“Youth Voices, Actions, Engagement: Building A Better Africa”**
- It will provide guidance and visual assets for stakeholders to stimulate and popularise discussions, and share opinions and facts on youth issues.
- It will also celebrate youth voices, spotlight youth actions and amplify youth engagements on an amplified scale, further providing youth with content to engage with each other and their stakeholders.



## AUDIENCES FOR THIS TOOLKIT:

Youth in Africa and in the Diaspora

Internal AUC Departments, Divisions and Organs

AU Member States

Development Partners, NGOs and Civil Society Actors

The Private Sector



# WHAT IS AFRICA YOUTH DAY? ■

Article 26A of the **African Youth Charter** charges youth to take ownership of their own development.

The Africa Youth Charter also proclaims November 1<sup>st</sup> as Africa Youth Day. This year, within the context of the 1 Million By 2021 initiative, the AUC is celebrating **the entire month of November as Africa Youth Month**, under the theme “**Youth Voices, Actions, Engagement: Building A Better Africa**”

Youth-led movements have been reverberating across the continent in the single-mindedness of their resolve. Individuals alike have been doing impressive things in the spaces they occupy on the continent. Their amplified efforts can build a better Africa.

The aim of **Africa Youth Month 2020** is to highlight youth excellence, encourage youth to excel in their own spaces while empowering them with the tools to do so.

# AFRICA YOUTH MONTH OFFICIAL POSTER



# AFRICA YOUTH DAY

## ACTIVITIES

**NOV 1 | Africa Youth  
Day**

### Scavenger Hunt

This year's 2<sup>nd</sup> Scavenger Hunt will see an amplified engagement of youth across Africa and in the diaspora, to carry out fun and instructive virtual tasks and activities to perform throughout the day.

Activities will be aimed to foster creative engagement and learning, with little or no financial implications, and will only take creativity, vision and a willingness to engage.

*Tasks will be shared on the morning of Africa Youth Day.*

***Amazing prizes to be announced!***

### What's Your Power? Documentary

A short documentary will be released where it will be celebrating our everyday youth heroes and their efforts in key development areas, particularly in the face of COVID-19.

### 1 Million by 2021 website 2.0

The revamped website is part of ongoing efforts to make sure the 1 Million by 2021 site is responsive to youth and other stakeholders alike. On November 1<sup>st</sup> the new look site will go live.

# AFRICA YOUTH MONTH

## ACTIVITIES

Throughout Africa Youth Month, stakeholders will have the opportunity to deep dive into the work that is done in the Youth Division.

Through each of the themed weeks we will;

Introduce you to the teams

Showcase opportunities

Showcase useful resources

Release an educational and entertaining podcast

### Education Week

**2 – 8 November**

- Youth profiles
- Know Your African Union Quiz
- HP Life, Microsoft, Goodwill opportunities
- Podcast

### Employment Week

**16 – 22 November**

- Profile AUYVs and other volunteers
- Spotlight volunteer response to COVID-19
- Young Professionals Program

### Entrepreneurship Week

**9 – 15 November**

- Innovation challenge
- Profile youth innovators
- Innovating Education in Africa Expo Dialogue

### Engagement Week

**23 – 30 November**

- Launch of AU Youth Engagement toolbox
- Model African Union Training
- Podcast



## THERE ARE WAYS YOU CAN GET INVOLVED...

### ■ HERE IS HOW:

- Join the Scavenger Hunt with your friends on November 1<sup>st</sup>—and stand the chance to win an amazing prize!
- Organize Africa Youth Month activities at your school/work.
- Talk about it with your friends & colleagues.
- Talk about it on radio and TV.
- Change your social media profile picture to our official poster.
- Engage in our Twitter polls and chats.





## Be part of the Africa Youth Month 2020 activities and conversation on social media

### CONNECT WITH US



[African Union Youth Program](#)

[African Union Youth Envoy](#)



[@AUYouthProgram](#)

[@auyouthenvoy](#)



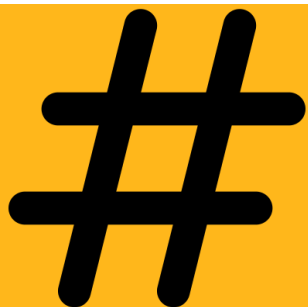
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[@auyouthenvoy](#)



The aim of Africa Youth Month 2020 is to **amplify** youth excellence, **engage** with young people and **create opportunities** that complement youth efforts with support from AU and partner resources across the 4Es

#AYM2020  
#BuildingABetterAfrica  
#MyPower  
#1mBy2021

# JOIN THE CONVERSATION BY

## ■ TWEETING US

You can start with these 



The youth is at the heart of Africa's development agenda and it goes without saying that they have a significant and lasting effect on the continent's trajectory. How are you commemorating **#AYM2020** **#BuildingABetterAfrica** **#1mBy2021**



The @AUYouthProgram's strategy on youth engagement aims to strengthen its relationship with youth, and equip them with the spaces needed to amplify their voices to audiences of influence. How are you using your voice this **#AYM2020?**  
**#BuildingABetterAfrica** **#1mBy2021**



When COVID-19 hit a lot was disrupted –these disruptions were more pronounced in the youth. How did you pivot and stay hopeful and impactful?  
**#AYM2020**  
**#BuildingABetterAfrica**  
**#1mBy2021**



This year's **#AYM2020** theme celebrates youth and calls on us to view our spaces as platforms for influence. 2020 has shown us that we can be impactful in any space.  
**#BuildingABetterAfrica** **#1mBy2021**

 Retweet our Tweets at [@auyouthprogram](https://twitter.com/auyouthprogram)

# JOIN THE CONVERSATION BY

## TWEETING US

You can start with these 



I will use my voice to speak up for what I believe in. I will use my actions to change the world around me. I will engage with young people as I do as we are all **#BuildingABetterAfrica**  
**#AYM2020 #1mBy2021**



2020 has been a year of reimagining what being a powerful young person looks like. For me it has been adapting to the new normal and finding ways to thrive. **#AYM2020**  
**#BuildingABetterAfrica**  
**#1mBy2021**



All over Africa, a lot of great work is being done to ensure the development of young people. We call for even more commitment and strategic partnerships between public and private sector to accelerate action. **#AYM2020**  
**#BuildingABetterAfrica#1mBy2021**

This **#AYM2020** we amplify ours and other youth voices, we engage with each other and we create opportunities and build networks. I'm excited! **#BuildingABetterAfrica**  
**#1mBy2021**

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# ENGAGE BY REACTING, SHARING & POSTING ON

## FACEBOOK



# ENGAGE BY REACTING, SHARING & POSTING ON

■ **FACEBOOK**



## GET IN TOUCH WITH OUR TEAM

Division of Human Resource and Youth Development  
Department of Human Resources, Science and  
Technology, **African Union Commission**

**P.O Box 3243  
Addis Ababa  
Ethiopia**

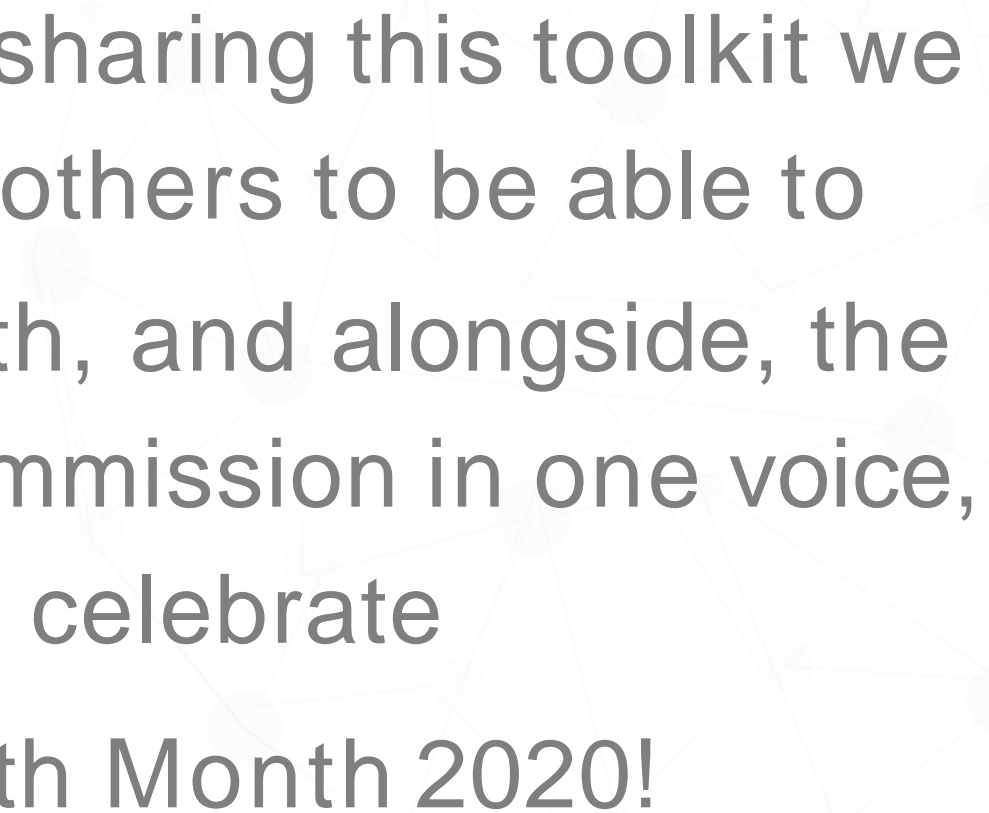


[youth@africa-union.org](mailto:youth@africa-union.org)



[www.1millionby2021.au.int](http://www.1millionby2021.au.int)





We hope that by sharing this toolkit we  
will encourage others to be able to  
communicate with, and alongside, the  
African Union Commission in one voice,  
as we celebrate  
Africa Youth Month 2020!

THANK  YOU