



OBJECTIVES

- The toolkit is a guide for stakeholders in the African youth development landscape in communicating the **Africa Youth Month 2019**, themed “**1 Million by 2021: Count Me In!**”
- It will provide inspiration for stakeholders to stimulate and popularise discussions, and share opinions and facts on youth issues.
- It will also celebrate youth voices on an amplified scale, and provide young people with content to engage with each other and their stakeholders.



OUR MAIN AUDIENCES FOR THIS TOOLKIT ARE:

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 Month?

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

The Africa Youth Charter also proclaims November 1st as Africa Youth Day. This year, to further highlight the 1 Million by 2021 Initiative, the AUC is celebrating **the entire month of November as Africa Youth Month**, under the theme “**1 Million By 2021: Count Me In!**”

Youth-led movements across the continent have been advocating for change in their respective areas of focus, and stakeholders have, in recent years, amplified efforts to meet youth development goals.

The aim of **Africa Youth Month 2019** is to amplify a unified youth movement to transform education, employment, entrepreneurship and engagement.

Quick Refresher: What is 1 Million by 2021?

- An initiative of the African Union Commission, which aims to catalyse action for youth development in Africa, through providing **one million unique young Africans** with opportunities in the areas of **Education, Employment, Entrepreneurship** and **Engagement (4Es)**.
- Will be delivered through 12 Pathways:
 - Education: Scholarships; Alternative Pathways; Models for Teacher Development
 - Employment: Internships and Apprenticeships; Job Centres; Digital Skills
 - Entrepreneurship: Growth Capital; Nurture Start-Ups
 - Engagement: Leadership Programmes; Exchange Programmes; Forum; Youth Engagement Platforms

AFRICA YOUTH MONTH OFFICIAL POSTER



AFRICA YOUTH DAY OFFICIAL POSTER



AFRICA YOUTH MONTH

ACTIVITIES

Nov 1

Africa Youth Day

Scavenger Hunt

All over Africa, Young Africans on the continent will engage in fun, Scavenger hunt activities which promote knowledge of 1 million by 2021 and AUC youth development frameworks. Participants will upload their activities using the hashtags.

Tasks will be shared in the morning of Africa Youth Month. Everyone can participate!

Amazing prize to be announced!

Education Week

- Spotlight on Education initiatives across the continent
- Profiling of change-makers in Education in Africa

4 – 10 November

Engagement Week

- Model African Union at the AUC
- Profiling of change-makers in the Engagement space in Africa

11 – 17 November

Entrepreneurship Week

- Africa Industrialization Week
- Korea-Africa Startup fair at the AUC
- Spotlight on the Annual Gathering of Innovation Hubs

18 – 24 November

Employment Week

- Profiling of promising practices in Employment in Africa
- Internship, Apprenticeship and Digital Skills opportunities

23 – 30 November

Be part of the Africa Youth Month 2019 activities and conversation on social media.

CONNECT WITH US



@africa.youth
@auyouthenvoy



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The aim of Africa Youth Month 2019 is to amplify a unified youth movement to transform education, employment, entrepreneurship and engagement.

#AYM2019
#CountMeIn
#1Mby2021
#auyouthenvoy



JOIN THE CONVERSATION BY

■ TWEETING US

You can start with these 



The youth of Africa are coming together to create their ideal future. Will you join in and be counted? **#AYM2019**
#CountMeIn #1mBy2021



Education is the bedrock for any future worth having. Millions of young Africans are out of school today. Private and public sector must come together to deliver opportunities to give our youth a chance in life. **#AYM2019 #CountMeIn #1mBy2021**



Africa must prepare our youth for the 21st century job market. Young people need skills, training and jobs to drive Africa's development **#AYM2019**
#CountMeIn #1mBy2021



The 1 Million by 2021 Initiative will create real employment, education, entrepreneurship and engagement opportunities for youth to thrive in Africa. We call upon all development stakeholders to join in – make it count for youth!
#AYM2019 #CountMeIn #1mBy2021

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

JOIN THE CONVERSATION BY

TWEETING US

You can start with these 



I am young. I am African. I matter. I want to learn new skills. I want to be globally competitive. I want access to education and decent jobs. I want to be counted.

**#AYM2019 #CountMeIn
#1mBy2021**



Young people belong to an unusual generation. We have the potential to accelerate development with technology and new jobs. It's time for business unusual to unlock this potential. **#AYM2019 #CountMeIn
#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.

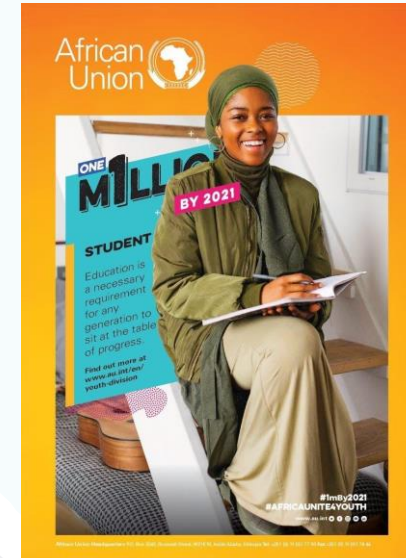
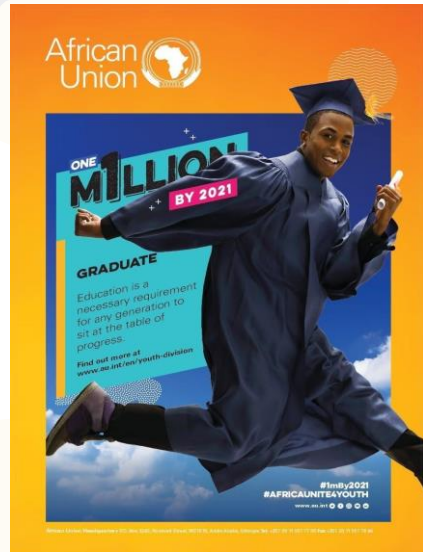
#AYM2019 #CountMeIn #1mBy2021

Africa's greatest resource is our youth. Invest in young people, invest in our future. Make it count for Africa. **#AYM2019
#CountMeIn #1mBy2021**

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

ENGAGE BY REACTING, SHARING & POSTING ON

■ FACEBOOK



Comment and tag someone on our post

Share one of our posters to your timeline

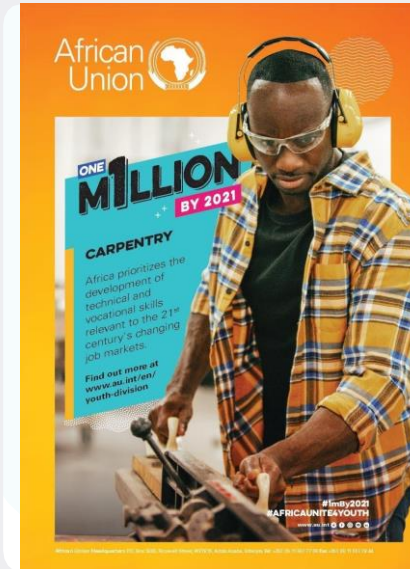


ENGAGE BY REACTING, SHARING & POSTING ON

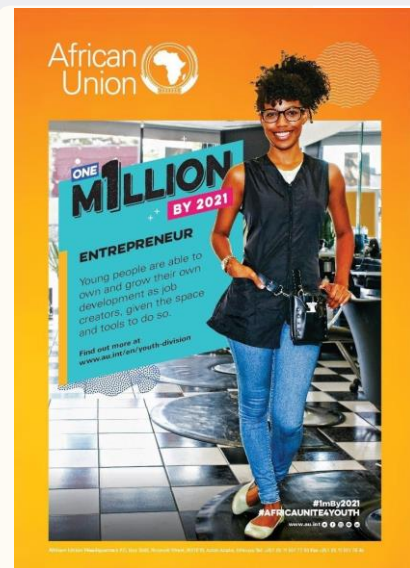
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THERE ARE MORE WAYS YOU CAN GET INVOLVED

■ HERE IS HOW:

- Join the Scavenger Hunt with your friends on November 1st – and get a 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.
- Join us when we go live 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**

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 www.au.int/en/youth-division
www.auyouthenvoy.org

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 2019!

THANK  YOU