
An advocacy workshop on the ratification of the Statute of the African Audio Visual and Cinema Commission (AACC) was organized by the Africa Union Commission’s (AUC), Department of Health, Humanitarian Affairs and Social Development, on 22 October, during the 27th edition of the Pan-African Film Television Festival, FESPACO in Ouagadougou.

The advocacy workshop was attended by representatives of the Ministry of Culture of Burkina Faso, representatives of the Pan-African Federation of Film Makers (FEPACI), staff from the AU Commission, filmmakers, producers, editors, and audio visual experts across the continent.

The African Audio-Visual and Cinema Commission (AACC) was established in 2016 as a Specialized Agency of the African Union. Its Statute was approved by the 32nd African Union Assembly held in Addis Ababa, Ethiopia in February 2019.

The opening session of the advocacy workshop was addressed by Ambassador Osman Kamara, Special Advisor on Silencing the Gun, African Union Commission. In his remarks, he highlighted that the drafting of this instrument and the establishment of the African Audio-Visual and Cinema Commission were at the request of film makers through the Pan-African Federation of Film Makers who in 2003 attended the African Union Assembly held in Maputo, Mozambique. He also mentioned that the mandate of this important office is to coordinate the development of the creative industry of audiovisual and cinema on the continent to ensure that it fully contributes to the economy of the continent.

He further stressed that there is need for joint effort to ensure that the Statute of the African Audio-Visual and Cinema enters into force therefore, experts in the field have to play a significant role to advocate and sensitize their respective Member States to fast track the processes of ratification of this important AU policy instrument of the creative economy.

A statement of support was delivered by Mr. Cheick Oumar Sissoko, Secretary General of Pan-African Federation of Film Makers (FEPACI). He stressed the need to work closely with AU Member States on the Ratification of the Statute of AACC through Sensitization and Advocacy campaigns to all Member States spearheaded by the AUC in the collaboration with FEPACI. He recognized the critical role played by the government of Kenya and by FEPACI in ensuring the drafting and endorsement of AACC Statute.

Ms. Angela Martins, Head of Culture Division at the Africa Union Commission made a presentation on the Statute of the AACC. In her presentation, she stressed the need for fifteen required (15) ratifications for the instrument to enter into force. She mentioned that to date no Member States has ratified this creative economy instrument. She also highlighted that the Government of Kenya has offered to host the Temporary Secretariat of the AACC hence, offices have been made available.

The workshop agreed on the following strategies to accelerate the process of ratification of the AACC Statute:
- Drafting of a strategy for the advocacy for the ratification of the Statute;
- Fast tracking the operationalization of the Temporary Secretariat of the African Audio-Visual and Cinema Commission (AACC);
- Joint advocacy and sensitization missions and events including webinars by the AUC and FEPACI on the ratification of the statute;
- Engagements with Members of Parliament and Ministries of Culture on the ratification of the policy instrument.

For more information, please contact:

Mrs. Angela Martins | Head of Culture Division | Health, Humanitarian Affairs & Social Development Department, African Union Commission | E-mail: MartinsA@africa-union.org

For further media inquiries, please contact:

1. Mr. Gamal Eldin Ahmed A. Karrar | Senior Communication Officer | Information and Communications Directorate (ICD), African Union Commission | E-mail: GamalK@africa-union.org

Information and Communication Directorate, African Union Commission | E-mail: DIC@africa-union.org
Web: au.int | Addis Ababa, Ethiopia | Follow Us: Facebook | Twitter | Instagram | YouTube