

INFORMATION & COMMUNICATION DIRECTORATE

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African Union Agenda 2063 Pitch Zone Awards: Announcement of Winners



The African Union has announced winners of the [Agenda 2063 Media Awards](#). The female journalists selected as the finalists were announced on the 9th December 2022 at the African Women in Media (AWiM) conference 2022 held in Fes, Morocco.

Every year during the annual AWiM conference, 5 female journalists are given the opportunity to pitch their story ideas to the African Union, according to set categories. They show case their motivation and creativity, and winners are awarded cash grants of \$3000 each, to

support the production of in depth and evidence based stories that reflect the progress and impact of the implementation of [Agenda 2063](#) on the continent, under each thematic area. The stories are produced in at least two languages of the African Union.

At the ceremony in Fes, winners were announced for three of the five categories. The remaining two categories are still open for female journalists to pitch.

Meet the Winners- Agenda 2063 Pitch Zone Awards 2022.

1. **Ms. Marie-Therese Nanlong** (Nigeria) was selected the winner in the category on the **AU Theme of the Year 2022 – [The Year of Nutrition](#)** “Strengthening resilience in nutrition and food security on the African continent: Strengthening agro-food systems, health and social protection systems for the acceleration of human, social and economic capital development.” Ms. Marie’s series of stories will delve into how to scale actions that address the challenges of food scarcity, malnutrition and how regional and continental trade offers exponential potential for the continent to meet the food demands of every African citizen.

2. **Ms. Elizabeth Angira** (Kenya) won in the category on **Promoting efforts towards the Economic and Financial Inclusion of African Women** (Agenda 2063 Aspiration 6, AU [Gender Equality and women's Empowerment Strategy](#) (GEWE); the [Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa](#) (Maputo Protocol), and the AU [Constitutive Act](#). Ms. Angira's series of stories will advocate for the rights of women, and breaking the culture of harmful practices that continues to hamper the full realization of those rights. She will also interrogate the implementation of policies and laws that safeguard those rights.
3. **Ms. Melody Chikono** (Zimbabwe) was selected the winner in the category on **Promoting the Rights of Children in Africa** (Agenda 2063 Aspiration 6, [African Charter on the Rights and Welfare of Children](#)). Ms. Chikono's series of stories will amplify the voices of children in advocating for their rights. The series will also show the significance of promoting the rights of children for the continent to prepare its future, from which it can harness the demographic dividend.



The African Union through the Information and Communication Directorate has been supporting the media in various initiatives such as promulgating policies that protect access to information, safety and welfare of journalists; and with capacity building initiatives to ensure the African narrative and stories are told correctly by the continent's own people, and in their own words. This is line with the AU's vision of African development that is driven by African people.

While announcing the winners on behalf of Ms. Leslie Richer, AU Director of Information and Communication, Mrs. Wynne Musabayana, Head of Communication, restated the commitment of the African Union that is driven by the desire to ensure that the media engage with Africa's development from a position of knowledge about the different key issues. She stated, "with the funding received, each winner will have sufficient means to produce relevant, evidence based and timely content in their chosen format: content that digs deep into the issues to answer the famous five W's and one H of journalism."

It has long been proven that information is key to development. It allows citizens to make informed decisions, share experiences and learn lessons from each other. Journalists, being the intermediary that provides information both ways between institutions and their publics, are therefore key stakeholders in the development process. She concluded, "we are encouraged by the presence of so many

professional women journalists who are determined to make their mark in telling the many stories of success, challenges, and mitigation measures, as well as the concrete plans for a brighter future, that are made by our heads of state and government and other policy and decision makers, with the participation of the African public.”

Dr Yemisi Akinbobola, Co-founder & CEO, African Women in Media, restated the vision of the Pitch Zone since its inception in 2017 as a platform to create opportunities for women journalists to produce the kind of stories that will give them the level of visibility they need for their career development. “Our partnership with the African Union since 2019 in achieving this means that the winners get continental exposure and are at the same time contributing to the broader objective of changing the narrative of Africa. Our research shows that allocation of resources and roles in newsrooms are often gendered, and we hope the Pitch Zone Awards continues to do its part in bridging this gap”, she stated.

To pitch for the two remaining categories below, female journalists have to register [here](#). The deadline to register to pitch is 16th December 2022.

- a) [Africa’s Digital transformation Strategy](#) – **Positioning Africa for the 4th Industrial Revolution** (related to Agenda 2063 Programme for Infrastructure Development in Africa)
- b) **Re-branding Africa – Changing Narratives and perceptions** (related to Agenda 2063, [Aspiration 7](#))

The two winners will be selected and announced before the 22nd of December 2022. The two categories are **ONLY** open to audio-visual stories (film, documentary, docu-series). Each applicant is expected to research on her chosen category and prepare a 4-minute online pitch. Shortlisted applicants will be informed of the date of the online pitch. Each pitch timeslot will last for 10 minutes. A short question and answer session will take place after the pitch. See the Rules and Guidelines [here](#).

For more details about the Agenda 2063 Pitch zone Awards, visit <https://au.int/en/awim>

For further information, please contact:

Doreen Apollos | Information and Communication Directorate | African Union Commission | Tel: +251 115 517 700 | E-mail: ApollosD@africa-union.org | Addis Ababa, Ethiopia.

Directorate of Information and Communication | African Union Commission, E-mail: DIC@african-union.org
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