

DIRECTORATE OF INFORMATION & COMMUNICATION

Press Release

Date: Monday September 4, 2023

Venue: Online

THE AFRICAN UNION CIEFFA AND IMPACTHER LAUNCH THE ONLINE
TRAINING OF 7543 AFRICANS ACROSS THE GLOBE

The banner features the African Union logo on the left. The main text reads: 'AFRICAN UNION CIEFFA ONLINE CAPACITY BUILDING TRAINING OFFICIAL LAUNCH AND OPENING CEREMONY'. Below this, it states 'SEPTEMBER 4, 2023' and '11AM GMT'. A black box with white text says 'START OF TRAINING SEPTEMBER 4, 2023'. On the right, there is a photo of a smiling woman in a white shirt and striped tie, sitting at a desk with a laptop. At the bottom, there are logos for the African Union International Center for Girls & Women's Education in Africa and ImpactHer, along with their respective websites and social media icons.

The African Union International Center for Girls and Women Education in Africa (African Union CIEFFA), in collaboration with ImpactHer, has launched the online training of the first three cohorts of the African Union CIEFFA Online Capacity Building Training (OCBT). The programme which is scheduled to run from September 2023 to November 2023 will oversee the training of 7543 African women and men around the world in batches of 2500 each month.

This training is in line with axis three of the African Union CIEFFA current Strategic Plan 2021 – 2025 which focuses on STEAM and skills development and holds under the theme, “*Digital Skills for All: Bridging the Gender Gap in STEAM, Financial Literacy, and Entrepreneurship*”, The OCBT equally falls under the #AfricaEducatesHer Campaign which aims to bridge the digital gap between girls and boys and ensure that girls and female teachers are sufficiently digital-ready in case of any crisis.

At the opening ceremony, Mrs. Simone Yankey, Acting Coordinator for the African Union CIEFFA pointed to the fact that “*it is crucial that we equip our girls and women with the digital skills and literacy they need to adapt, excel, and contribute to the rapidly changing world. This training program is a direct response to these pressing needs,*

aiming to bridge the gender gap in STEAM, digital literacy, financial literacy, and entrepreneurship."

The participants will receive intensive training on digital skills, financial literacy, and entrepreneurship. The OCBT will further provide the trainees with access to the expansive networks of both collaborating organizations, mentorships, and professional advancements. Their participation equally increases their chances of being chosen for full-fledged activities sponsored by the African Union CIEFFA.

Efe Ukala, ImpactHER's Founder, remarked at the launching ceremony, *"Education is empowerment's foundation. Together with the AU CIEFFA, we are trailblazing towards gender parity in education and business. Enhancing digital prowess and financial acumen lays the groundwork for consistent economic growth and a sustainable future."*

At the close of the African Union CIEFFA OCBT, the training is expected to strengthen digital skills of young women and men in the specified courses, equip participants with practical skills and knowledge that can be applied in their personal and professional lives, foster the culture of continuous learning and development among the participants, and provide young women and men with the necessary skills and knowledge to participate in the 21st century job market.

African Union International Centre for Girls and Women's Education in Africa (AU/CIEFFA) is a specialized institution of the African Union since 2004, dealing with women and girls' education following Decision Assembly/AU/DEC.44 (III). AU/CIEFFA is a specialized institution of the African Union under the Department of Education, Science, Technology, and Innovation (ESTI). The Centre aims to promote girls and women's education with a view toward their full participation in the eradication of poverty and the edification of a peaceful world for sustainable human development. <http://cieffa.au.int>

ImpactHER is an impact-driven organization that focuses on bridging the \$42 billion financing gap for women-owned small and medium-sized enterprises (SMEs) in Africa. ImpactHER has directly trained and supported over 76,000 African women entrepreneurs, on a pro bono basis, in 53 African countries. ImpactHER helps African women business owners access institutional capital, scale their businesses, tackle operational challenges, access new markets through technology, and become investor-ready providing them with the digital skills they need to succeed.

For further information please contact:

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