

INFORMATION & COMMUNICATION DIRECTORATE

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AU Media Fellows discuss Media's Impact on Realizing Agenda 2063 during AUDA-NEPAD Visit

The African Union Media Fellows visited the [African Union Development Agency \(AUDA-NEPAD\)](#) as part of their study tour to AU organs in 15th October, 2023. This visit aimed to explore AUDA-NEPAD's pivotal role in advancing Africa's development and to understand the essential partnership between the agency and the media in realizing Agenda 2063. The tour is a key component of the [Information and Communication Directorate's African Union Media Fellowship program](#), which is designed to equip journalists with the necessary skills and knowledge to effectively advocate for Africa's development agenda.

Agenda 2063, the African Union's blueprint for a prosperous and peaceful Africa by 2063, hinges on informed and engaged citizens. Africa's media plays a powerful force in shaping this future by amplifying **success stories, innovations, and solutions** to challenges. Journalists and digital creators have a critical platform to reshape the African narrative, dispel misconceptions, and showcase the continent's progress – all essential elements for achieving goals in the [2nd 10year implementation plan](#)

During the visit, Dr. Msingathi Sipuka, Chief of Staff at AUDA-NEPAD, welcomed the fellows and emphasized the critical role of media in **raising awareness about Agenda 2063**. "Through powerful storytelling," Dr. Sipuka stated, "you can inspire and empower citizens across the continent to contribute to a more prosperous and peaceful Africa."

AUDA-NEPAD, mandated to coordinate and execute key regional and continental projects that promote **regional integration and accelerate the realization of Agenda 2063**, works closely with media to showcase progress and strengthen the capacity of African Union Member States and regional bodies. The agency also provides knowledge-based advisory support, **mobilizes resources, and serves as the continent's technical interface with development partners**.

In her presentation, Abiola Shomang, Head of Knowledge Unit at AUDA-NEPAD, shared the progress made in the implementation of Agenda 2063 at the continental, regional and national levels. Ms. Shomang also discussed how these key lessons will inform the [next decade of Agenda 2063 \(2024-2033\) to accelerate progress](#).



The AU Media Fellows' visit to AUDA-NEPAD highlighted the vital partnership between the agency and media in achieving Agenda 2063.

The fellows gained valuable insights into AUDA-NEPAD's work and explored how their own work can contribute to a more informed and engaged African citizenry.

"Media and communicators are vital in holding governments, institutions, and stakeholders accountable for their commitments and actions towards Agenda 2063," emphasized Ms. Shomang. "By fostering partnerships, sharing best practices, and supporting capacity building initiatives, the media fellows can amplify African voices, success stories, and innovations. **We need more collaborative efforts between media, content creators, civil society, and government entities** in order to create a vibrant media ecosystem that is dedicated to advancing the aspirations of the African people."

This visit is part of a broader **AU Media Fellowship study tour** designed to equip journalists and content creators with the skills and knowledge to champion Africa's development agenda.

The AU Media Fellowship study tour to the AU organs and specialized agencies have toured AU Pan-African Parliament, Africa Peer Review Mechanism (APRM), Africa Risk Capacity (ARC), CNBC Africa and South African institutions which include South Africa Broadcasting (SABC), Wits School of Journalism, **Government Communication and Information System (GCIS)** a tour of the **Union Buildings** the official seat of the South African Government and also house the offices of the President of South Africa.

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