



#MjadalaAfrika

MEDIA BRIEFING NOTE ON MJADALA AFRIKA LEADERSHIP DEBATE 2024

What is the Mjadala Afrika Leadership Debate?

- **Mjadala is a Swahili term which means Debate or Discussion**
- **Mjadala Afrika, #MjadalaAfrika**, was conceived of as a platform where the African Union could provide a public space where matters of Africa's interest championed by the African Union could be discussed by subject matter experts while also giving African citizens an opportunity to take part in the discussions
- In line with the concept of Mjadala Afrika, in 2016 as the AUC prepared for the upcoming AUC elections that were scheduled for the AU Summit in 2017, the Mjadala Afrika Leadership Debate was conceived of as a specific platform for candidates vying for the position of Chairperson of the African Union Commission to address African citizens in a televised debate which would be broadcast live and thus present an opportunity for candidates to present their visions and ideas on the implementation of the mandates of African Union and specifically Africa's Agenda 2063; by stating how they would approach policy issues and a solutions-oriented engagement to advance the realisation of the Aspirations and Goals of Agenda 2063 and other Common African Positions.
- The first Mjadala Afrika Leadership Debate was held in December 2016. 5 candidates vying for the position of AUC Chairperson participated in the live televised debate (Watch on [Mjadala Afrika Debate](#))
- Following the positive reception by member states and African citizens to the first live debate, and in line with the Institutional Reforms of the AU, the Assembly decided to enhance the transparency and meritocracy of the leadership selection process and decided that all candidates for the position of the Chairperson of the Commission would participate in a televised debate which shall be broadcast live to African citizens in which they shall present their visions and ideas on the implementation of Agenda 2063 <https://au.int/en/decisions/decisions-11th-extraordinary-session-assembly>.
- The second televised Mjadala Afrika Leadership Debate which would have been held in 2020 did not take place, as there was only one candidate vying for the position of the Chairperson of the AU Commission in a re-election bid. As such an interview was conducted to allow the candidate who was the incumbent Chairperson to express his vision and ideas for his next 4-year term in office. (Watch on [Interview AUC Chairperson H.E. Moussa Faki Mahamat, candidate Chairperson AU Commission 2021-2024 - YouTube](#))

- In preparation for the 2025 Elections for the AUC Chairperson scheduled to take place during the AU Summit in February 2025, the Mjadala Afrika Leadership Debate will be held in December 2024

Mjadala Afrika Leadership Debate 2024 – Date, Time & Venue

- The debate will take place on the 13th of December 2024 from 19:00 to 21:00 East African Time (EAT), at the African Union Headquarters in Addis Ababa, Ethiopia
- The debate will be televised live through AU Member States Broadcasters at 19:00-21:00 EAT (18.00-20.00 CAT and 16.00-18.00 GMT)

Mjadala Afrika Debate Languages

- The debate will be televised across AU Member States in all the 6 official working languages of the African Union English, French, Arabic, Portuguese, Spanish, and Swahili
- Simultaneous interpretation will be provided to the candidates and the audience in the room as well as broadcast and digital platform channels in all the six working languages of the African Union
- The debate will be conducted by two moderators who will address questions to the to the candidates in French and English

How African citizens in AU member states and the diaspora, as well as other stakeholders will watch the televised debate

The debate can be watched through broadcast television as well as online through digital streaming platforms and social media.

Broadcast and Satellite Television networks

1. In collaboration with Ethiopian Broadcasting Corporation (the national broadcaster of the host country of the AU, the Federal Democratic Republic of Ethiopia), the Commission has made arrangements to ensure that every public broadcaster in the AU member states will be able to broadcast the debate live, in any of the 6 AU languages.
2. Commercial or Private media houses within member states who would like to receive clean feeds to transmit the live debate should contact the persons below at EBC:
 - Mr Yoseph Kumsa. Tel: +251911226352 Email: aantiyoseph@gmail.com
 - Gzachew Derib Tel: +251944260221 Email: - hamagiday@gmail.com
3. The broadcast will be available on Satellite Television Multichoice Africa / DSTV Africa
 - DSTV Africa will avail two pop-up channels specific for the live broadcast of Mjadala Afrika in English and French
 - It should be noted that Mjadala Afrika will be available on the free to Air Channels of National Broadcasters who are also on the DSTV platform and who will be broadcasting the live debate on the specific channel that is on the DSTV platform.
4. Digital Platforms:
 - African Union Web and Social Media Accounts:
 - i. The Mjadala Afrika Debate will be available in all the in all 6 languages on the African Union’s website www.au.int
 - ii. The AU Social Media accounts will carry the debate in the floor language (language used by moderators and candidates i.e. English or French).

- A link to the [AU website](#) for those wishing to listen to specific languages will be shared on these platforms: [YouTube](#), [X \(Twitter\)](#), [Facebook](#), [Instagram](#)
5. The debate will also be available on the digital platforms of the AU Organs and Institutions
 6. Consumer News and Business Channel Africa (CNBC Africa) which appeals to a continental and international audience of private and business sectors will also carry the whole broadcast live on their digital platforms <https://www.youtube.com/@Cnbcafrica410>. More content will be uploaded onto www.cnbcafrica.com

Information about the Elections and Candidates

Information about the Elections of the African Union Commission leadership is available on <https://au.int/en/auc-leadership-elections>

Information about the candidates vying for the position of AUC Chairperson can be viewed on <https://au.int/en/auc-leadership-elections>

Submitting questions to candidates

- Questions from the studio audience and public will be channelled through the moderators the debate
- Questions from the public will be collated during the live broadcast through the AU Social Media Accounts and channelled to the Candidates through the moderators
- Follow the Conversation **#MjadalaAfrika**

Request to the AUB and TAEF

The African Union of Broadcasting (AUB) and the TAEF are asked to disseminate this information through their networks to ensure that all Africans have access to the #MjadalaAfrika Debate.

For inquiries

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Join the conversation and make your contribution to the debate **#MjadalaAfrika** on [YouTube](#), [X \(Twitter\)](#), [Facebook](#), [Instagram](#)