



# 1 Million By 2021 ■ Initiative

COMMUNICATIONS  
TOOLKIT

#1mBy2021  
#AfricaUnite4Youth

## OBJECTIVES

The toolkit is a guide for stakeholders in the African youth development landscape in communicating the **1 Million by 2021 Initiative** and its launch, the Pan-African Youth Forum, themed **“Africa Unite for Youth: Bridging the gap and Reaching African Youth”**.

It will provide inspiration for stakeholders to stimulate and popularise discussions, and share opinions, facts and pledges on collective commitment to youth issues.

It will also celebrate youth voices on an amplified scale, and provide young people with content to engage with each other and their stakeholders.

**We hope that by sharing this toolkit, we will encourage others to be able to communicate with, and alongside, the African Union Commission in one voice on the 1 Million by 2021 Initiative.**

## OUR MAIN AUDIENCES FOR THIS TOOLKIT ARE

Internal AUC Departments, Divisions and Organs

Member states of the African Union

Partners and Youth Development Actors

African Youth

The Private Sector

Diaspora



## WHAT IS THE 1 MILLION BY 2021 INITIATIVE?

- Aims to catalyse action for youth development in Africa, through providing **one million unique young Africans** with opportunities in the areas of **Education, Employment, Entrepreneurship** and **Engagement (4E's)**.
- At its core, the Initiative will adopt **a pan-African outlook** and facilitate **strategic partnerships** to open up **new opportunities** for young people on the continent.
- It will promote African **solutions** and **innovations, co-created with and driven by young people**, while building frameworks, institutions and structures for effective engagement of stakeholders, sustainable financing, implementation and accountability.

## The 12 Pathways for action within the 4E's:

### ● EDUCATION

- Scholarships
- Alternative Pathways
- Models for Teacher Development

### ● EMPLOYMENT

- Internships and Apprenticeships
- Job Centres
- Digital Skills

### ● ENTREPRENEURSHIP

- Growth Capital
- Nurture Start-Ups

### ● ENGAGEMENT

- Leadership Programmes
- Exchange Programmes
- Forums
- Youth Engagement Platforms

## WHY ARE WE DOING THIS?

- Africa is the most youthful continent in the world with significant potential. Poised at the cusp of realizing this potential, the time has come for bold and accelerated action towards achieving the goals set within the vision of Agenda 2063.
- Investing in our youth will result in exponential gains which will break intergenerational poverty and address the inequalities which have dogged us for details.
- Recognising the significant challenges young Africans face in accessing the education, skills and employment required to concretely contribute to society, tangible action is crucial to ensure a stable Africa, free of conflict, home to citizens who are educated, gainfully employed, healthy and fully engaged in society.



**Africa is the most youthful continent in the world with significant potential.**

# WHY THE AFRICAN UNION COMMISSION?



## Mandate

AUC is mandated through Agenda 2063, and other frameworks to act on youth issues



## A lot is happening

A lot is happening within the AUC and on the continent that are not always connected.



## Comparative Advantage

AUC has significant powers to mobilise for action and unite for youth

# THE FORUM ■ PROJECT LAUNCH

## CONGRESS

The AU Youth Envoy leads a youth assembly where participants are introduced to the AU vision and charged to lead the process of defining solutions for youth organization and engagement.

**DAY 1**

## CO-CREATION

Through guided engagement, participants explore opportunities and define processes for scalable solutions within the 4E's, noting responsibilities for different actors.

**DAY 2 - 3**

## MARKET PLACE

Showcase of innovative ideas and solutions that have been tested in their spaces.

**DAY 1 - 4**

## COMMITMENT

AUC Chairperson convenes a roundtable with stakeholders (private sector, development partners) to define and pledge commitment towards the initiative.

**DAY 4**

The initiative will be launched at a

**4 DAY**

Pan-African  
Youth Forum

from 24th -27th of April

# 2019

The event will attract up to 400 young people from all over Africa who are working in the 4E's.



# CONNECT ■ WITH US!

Be part of the conversation on social media. Connect with us online.



@africa.youth



@auyouthprogram



African Union



**#1Mby2021**  
**#AfricaUnite4Youth**

## JOIN THE CAMPAIGN BY

### ■ TWEETING US

You can start  these



The youth of Africa are coming together to create their ideal future. Will you join in and be counted? **#1Mby2021**  
**#AfricaUnite4Youth**



Africa! The continent of hope, energy, desire and the largest youth population! This is our home and we are ready to build it! Be The Future Today!  
**#1Mby2021 #AfricaUnite4Youth**



When we come together, we make our continent come alive  
**#1Mby2021**  
**#AfricaUnite4Youth**

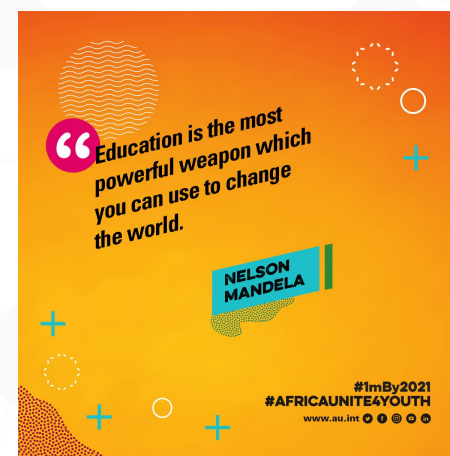
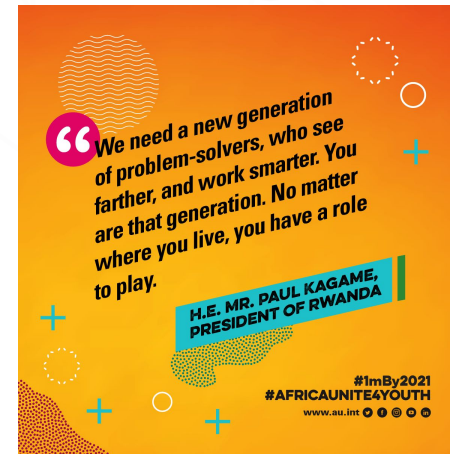


Every generation must recognize and embrace the task it is peculiarly designed by history and by providence to perform - Chinua Achebe **#1Mby2021**  
**#AfricaUnite4Youth**

 Retweet our Tweets at [@auyouthprogram](https://twitter.com/auyouthprogram)

# JOIN THE CAMPAIGN BY TWEETING US

You can start with these 



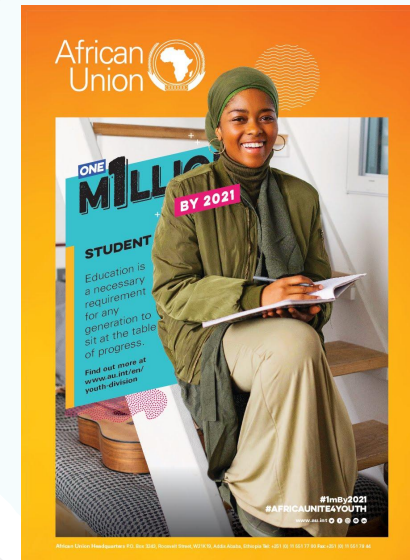
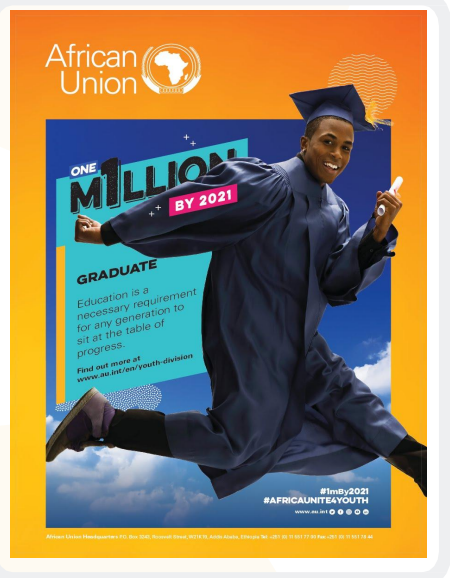
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# ENGAGE BY REACTING, SHARING & POSTING ON

## FACEBOOK

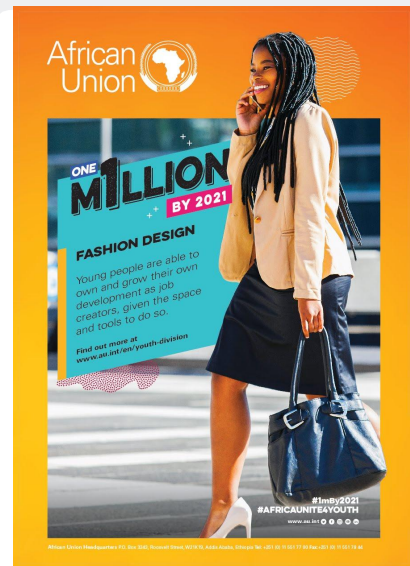
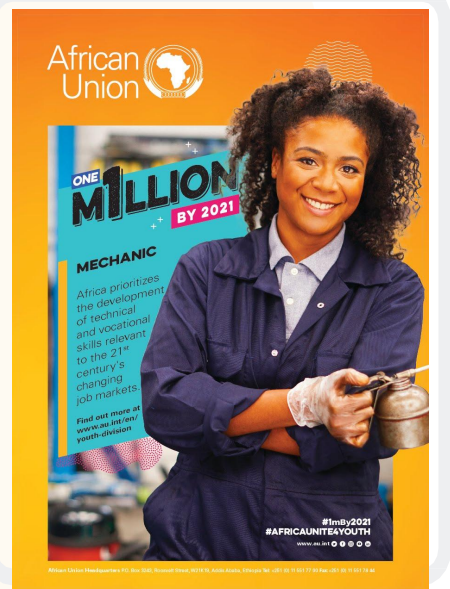
React to our official campaign poster

Share our campaign poster with your networks



Comment and tag someone on our post

Share one of our posters to your timeline

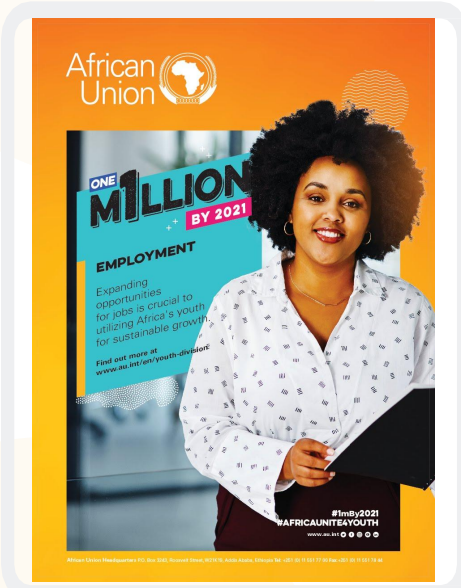


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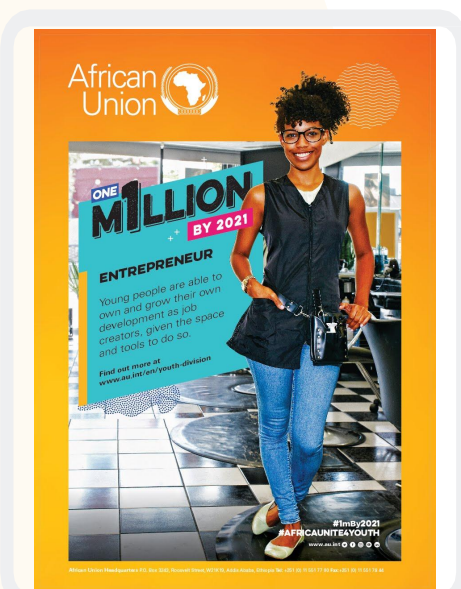
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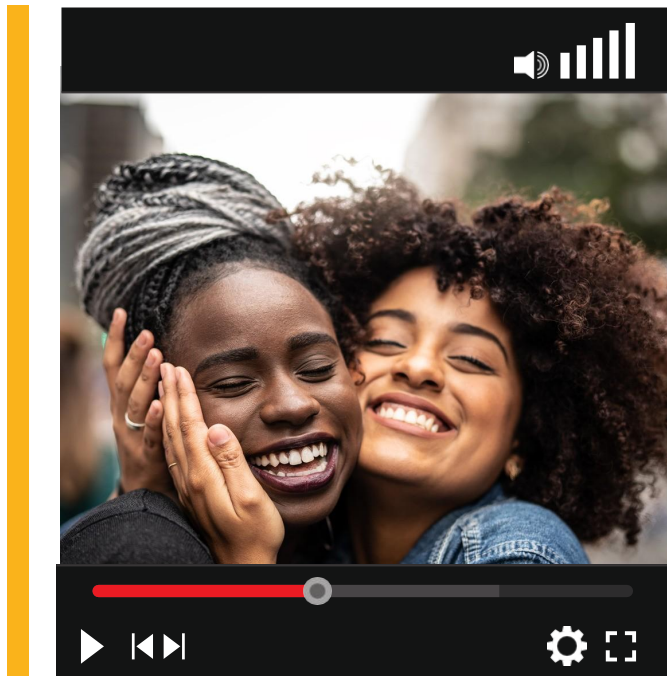
Share one of our posters on your timeline



# SHARE OUR MESSAGE FROM

# ■ YOUTUBE

Watch video



Africa! The continent of hope, energy, desire and the largest youth population! This is our home and we are ready to build it! BeTheFutureToday!

**#1Mby2021 #AfricaUnite4Youth**



THERE ARE MORE WAYS YOU CAN GET INVOLVED

■ **HERE IS HOW:**

- Write an article about the initiative
- Talk about it as a topic in class
- Talk about it with your friends & colleagues
- Talk about it on radio and TV
- Change your social media profile picture
- Join our **#TweetChat**
- Join us when we go live on Facebook



MORE WAYS TO GET INVOLVED

# RESOURCE CENTRE

To learn more about the **1 Million by 2021 Initiative** for education, research and other purposes, we have created a comprehensive resource centre for you use.

**Check out our Artwork**

**Check out our Quote Cards**

**Watch all our campaign videos**

**View our forum pictures**

**There are more updates and news**





GET IN TOUCH WITH OUR  
■ **TEAM**

Division of Human Resource and Youth Development  
Department of Human Resources, Science and Technology,  
**Africa Union Commission**

**P.O Box 3243**  
**Addis Ababa**  
**Ethiopia**

 [youth@africa-union.org](mailto:youth@africa-union.org)

 [www.au.int/en/youth-division](http://www.au.int/en/youth-division)



**THANK**  
**■** **YOU**

**#1Mby2021**  
**#AfricaUnite4Youth**