

**AFRICAN UNION**

**الاتحاد الأفريقي**



**UNION AFRICAINE**

**UNIÃO AFRICANA**

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**EXECUTIVE COUNCIL**  
**Fifteenth Ordinary Session**  
**24 – 30 June, 2009**  
**Sirte, Libya**

**EX.CL/500 (XV)**

**REPORT OF THE COMMISSION ON THE**  
**NEW AFRICAN UNION FLAG**

## **Report of the Commission on the Competition for Selection of the New African Union Flag**

1. The report gives account of all the measures taken by the African Union Commission as part of the process to endow the African Union with a new Flag, pursuant to Decision Assembly/AU/Dec.151 (VIII), adopted at the 8<sup>th</sup> Ordinary Session held in Addis Ababa from 29 to 30 January 2007.

### **Context**

2. In 2003-2004, the African Union Commission initiated the first competition which led to the selection of a flag of the African Union and other common symbols (Decision AHG/Dec.160 (XXXVII) at the 37<sup>th</sup> Ordinary Session of the OAU Assembly of Heads of State and Government held in Lusaka, Zambia, in July 2001. This first competition which, other than the Flag, involved the logo and anthem, was launched from 17 February to 31 October 2003. The results of the first competition were presented at the 3<sup>rd</sup> Ordinary Session of the Assembly of Heads of State and Government, held in Addis Ababa in July 2004.

3. During the 6<sup>th</sup> Summit of the Union held in Khartoum, The Sudan, in January 2006, the Leader of the Great Socialist People's Libyan Arab Jamahiriya made a presentation calling for the launch of a new competition for the selection of a new flag for the Union.

4. At the end of the 7<sup>th</sup> African Union Summit in Banjul, The Gambia, the Heads of State and Government decided (Dec. 129/VII), in light of the Commission's report and proposals, to entrust the issue of revising the symbols and creating new symbols, including the flag, to the Committee of Seven Heads of State and Government, calling on them to **"review the proposals and submit recommendations to the next Ordinary Session of the Assembly in January 2007"**.

5. During the 8<sup>th</sup> AU Summit held in Addis Ababa from 29 to 30 January 2007, the Heads of State and Government decided, in light of the report of the Committee of Seven Heads of State and Government, to **"launch a competition for the selection of a new flag for the African Union"** [Decision Assembly/AU/Dec.151 (VIII)]. The Assembly requested the Commission, in this connection, to **"take all the necessary measures to organise the competition"**, with the following agreed orientations:

- a) The background of the Flag should be of green colour to symbolize Africa's hope;
- b) Member States should be represented by stars on the flag;
- c) Paragraph 5 of the decision stipulated that "the design proposed by the Leader of the Great Libyan Arab Jamahiriya should be taken as one of the entries for the competition".

6. In application of the above decision, the Commission launched the competition, the second of its kind, for the selection of the new Union flag, in February 2007.

## **Organisation of the competition**

7. The Commission launched the competition on 8 February 2007, by Notes Verbale communicated to all Member States and a notice of competition uploaded on the African Union website.

8. The conditions of participation in the competition were set forth in the Terms of Reference and provided that the competition should be open to all African citizens, including those of the Diaspora, according to the technical specifications set out in the Assembly decision. The winner would be awarded a prize, in cash or in kind, by the African Union Commission. The deadline for submission of applications was set for 30 April 2007.

9. The Commission received a total of 105 entries, both by e-mail on the Union webmaster e-mail address and by post, in accordance with the Terms of Reference of the competition.

10. The Embassy of the Great Socialist People's Libyan Arab Jamahiriya in Addis Ababa submitted a draft design of the flag on behalf of the Leader of the Great Socialist People's Libyan Arab Jamahiriya. This design was among the proposals presented in accordance with the decision of the Assembly.

## **Short-listing of candidatures**

11. The Commission set up an In-house Committee to short-list the entries received. The Committee was made up of representatives of the Chairperson's Bureau, the Deputy Chairperson's Bureau, the Social Affairs Department, Administration and Finance Departments, the Division of Communication and Information and the Printing Unit.

12. The In-house Short-listing Committee met on 2 May 2008 and embarked upon the short-listing of candidatures. It verified their compliance with the provisions of the Terms of Reference. At the end of its deliberations, the Committee came up with the following results:

- Fifty-nine (59) entries complied with the provisions;
- Forty-three (43) entries did not comply with the provisions;
- Three (3) entries needed to provide additional information.

13. The Committee decided to submit the outcomes of its deliberations to the Panel of Experts meeting for selection of the new flag.

## **The Panel of Experts for selection of the new flag**

14. The African Union Commission later set up a Panel of Experts to select the best entries. Of the 10 experts invited, on the basis of two experts from each geographical

region of Africa, to be part of the Selection Panel, a total of seven experts honoured the invitation. The experts were versed in areas as varied as graphic arts, art in general, communication and publicity.

15. The make-up of the Panel of Experts at the meeting was as follows:

**Northern Region: 01**, Libya (Mr. Taher Al Amin Al Maghrebi);

**Eastern Region: 03**, Ethiopia and Uganda and Kenya, (Mr. Eshetu Tiruneh Feleke, an artist from Ethiopia, Ms. Josephine Wanyana, Graphic Artist and Designer, Uganda, and Mr. Solomon Luvai, Kenya, Director of the UAR Programme Exchange Centre, in Senegal);

**Western Region: 01**, Mali (Mr. Abdoulaye Konate, Artist);

**Southern Region: 02**, Lesotho and Zimbabwe (Ms. Thakane Lerotholi, Graphic Artist, Lesotho, and Mr. Gary Thompson, Marketing Communication and Advertising, Zimbabwe);

**Central Region: 01** Cameroon (Mr. Bingono Bingono François, Senior Journalist, Specialist in Art, Culture and Communication, Cameroon).

### **Deliberations of the Panel of Experts**

16. The Panel held its meeting at the Headquarters of the African Union in Addis Ababa, Ethiopia, from 3 to 5 June 2008, and submitted its report at the end of its deliberations.

17. The Committee decided to adopt a qualitative and quantitative approach by establishing a scale of values for the assessment of the entries based on a well defined marking scale.

18. The Panel's choice was based on the following criteria:

- Africa as the central element of the flag, with gold symbolizing prosperity;
- Stars representing the 53 Member States and encircling the continent;
- A circle symbolizing equality, union of and harmony among the nations;
- Green symbolizing renaissance, fertility and progress.

19. The entries were graded after two rounds, taking into account the criteria of creativity and originality, simplicity, symbolism and significance, pagination and composition, as well as the ease of reproduction.

20. It should also be noted that the selection committee decided not to submit the special entry submitted by the Leader of the Great Socialist People's Libyan Arab

Jamahiriya for the evaluation exercise applicable to the other entries because it was proposed by a Head of State.

### **Outcomes of the meeting of the Panel of Experts**

21. In accordance with their mandate, the experts presented a final selection of the five best entries out of the 105 received, plus one special entry (that of the Leader of the Great Socialist People's Libyan Arab Jamahiriya).

22. The final results of the competition, as per the final report of the Panel, are as follows:

- a) The proposal of the Leader of the Great Socialist People's Libyan Arab Jamahiriya comprised six models.
- b) The other entries:

#### **First - Mr. Abdelaziz Krid, Tunisia**

- The flag is well designed;
- There is proper symmetry between the circles and the map of Africa ;
- The design is easily recognizable and very well symbolizes equality and union of the nations as expressed by the circle surrounding Africa;
- The golden stars surrounding Africa like the sun symbolize prosperity and hope;
- Green symbolizes productivity;
- The African islands should be included in the design;
- Some details such as the shades, the gradations and the colour need to be improved.

#### **Second - Mr. Namekong Georges-Remi, Cameroon**

- The intensity of the gold colour was well appreciated;
- The symbol representing unity is well depicted by the 53 stars surrounding Africa in a harmonious and evenly balanced circle of stars;
- The consistency and shades of the colours need to be adjusted;
- The entry is simple but striking.

#### **Third - Yasesa Zewge Bojia, Ethiopia**

- More attention needs to be paid to the sizes of the various features but the strokes surrounding Africa in the evenly balanced circle is a creative idea;
- The letters AU should be removed to make way for a clear picture without a sub-title.

**Fourth - Asnake Kifle, Ethiopia**

- A creative entry with a different approach in which the stars constitute the centre piece;
- The colours are luminous;
- The idea of small stars within a larger star surrounding Africa was given high marks, but the proportions should be revisited.

**Fifth - YPG, South Africa**

- A simple concept with stars all over the flag;
- The Panel appreciated the contrast between the two colours;
- The African Islands need to be included in the design using softer colours;

**The way forward**

23. At the end of its deliberations, the Panel of experts agreed that this selection of works of art was an excellent opportunity - the first of its kind - to generally showcase the African Union worldwide, and suggested that the entries be revisited and corrected in keeping with the recommendations of its members.

24. The Panel further recommended that the designs should be reviewed taking into account the specific criteria laid down by decision of the Heads of State and Government. The entries should be printed on different materials to project a strong and emphatic image of the new African Union. In reviewing the designs, the intensity of the colours should also be standardized to match that of the traditional OAU/AU colours. The Committee expressed its readiness to meet again for additional activities if necessary.

**ANNEXES**

Annex 1: **Decision Assembly/AU/Dec.151 (VIII)**

**Annex 2:** Terms of References

**Annex 3:** Total list of entries received

**Annex 4:** Total list of Experts invited to sit on the selection Panel

**Annex 5:** Report of the Expert Panel

**Annex 6:** Scale adopted by the Panel for grading the entries

**EX.CL/500 (XV)**  
**Annex I**

## **DECISION ON THE FLAG OF THE AFRICAN UNION**

**ASSEMBLY/AU/Dec. 151 (VIII)**

**DECISION ON THE FLAG OF THE AFRICAN UNION**

The Assembly,

1. **TAKES NOTE** of the report of the Committee of Seven Heads of State and Government on the Union Government relating to the Flag of the African Union;
2. **RECALLS** its Decision Assembly/AU/Dec. 129 (VII) taken at its 7<sup>th</sup> Ordinary Session in Banjul;
3. **DECIDES** to launch a competition for the selection of a new flag for the African Union;
4. **REQUESTS** the Commission to take all the necessary measures to organize the competition with the following agreed orientations:
  - the background of the Flag should be of green colour to symbolize Africa's hope;
  - Member States should be represented by stars on the flag;
5. **DECIDES** that the design proposed by the Leader of the Great Libyan Arab Jamahiriya should be taken as one of the entries for the competition;
6. **REQUESTS** the Commission to submit the outcome of the selection to the 9<sup>th</sup> Ordinary Session of the Assembly in July 2007.



**EX.CL/500 (XV)**  
**Annex 2**

**COMPETITION FOR SELECTION OF A NEW FLAG FOR  
THE AFRICAN UNION**

## **Competition for selection of a new flag for the African Union**

**Pursuant to Decision Assembly/AU/Dec.151(VIII) adopted at the 8<sup>th</sup> Ordinary Session of the Assembly of the African Union held in Addis Ababa from 29 to 30 January 2007, the African Union Commission is launching a competition for selection of a new flag for the Union.**

**The conditions for participation in this competition are set by these Terms of Reference.**

### **OBJECTIVE**

The objective of the competition is to select a new flag for the African Union from proposals submitted by the candidates participating in the competition.

### **TECHNICAL SPECIFICATIONS**

**The new flag of the African Union must strictly comply with the following guidelines:**

- a) The background of the flag should be green in colour to symbolize Africa's hope;
- b) Member States, numbering 53, if represented, should be depicted by one or more stars on the flag.

### **CONDITIONS FOR PARTICIPATION**

The competition is open to all African citizens wishing to take part as well as those of the Diaspora.

### **CONTENTS OF PROPOSAL**

- 1. An original version of the project on paper with 21/27 dimensions and in colour;
- 2. An electronic version of the same project sent by e-mail;
- 3. A separate, detailed description of the colours used (percentages) as well as the symbols used;
- 4. An undertaking duly signed by the candidate, according to the model attached hereto.

## **SHORT-LISTING**

Entries will be short-listed by a Special Committee established for that purpose.

## **DEADLINE FOR SUBMISSION OF ENTRIES**

The deadline for submission of the paper and electronic versions of entries is Monday, 30 April 2007.

## **ADDRESS FOR SUBMISSION OF ENTRIES**

Proposals should be submitted to the following addresses:

### **(a) For the paper version:**

The proposal should be sent by registered mail to the addressed indicated hereunder. It should be received not later than 30 April 2007. The stamp of the African Union Registry Office will serve as proof of date of reception.

**African Union Commission,  
P.O. Box 3243  
Addis Ababa, Ethiopia**

The external envelope should bear the indication «New AU Flag Competition».

### **(b) For the electronic version:**

The e-mail including the proposal as an attachment should be sent to the following address: [webmaster@africa-union.org](mailto:webmaster@africa-union.org), no later than 30 April 2007, with the date the email is sent serving as proof.

## **PRIZE OF THE COMPETITION**

A prize in cash or kind will be awarded to the winner by the African Union Commission.

**EX.CL/500 (XV)**  
**Annex 3**

**LIST OF CANDIDATES PARTICIPATING IN THE  
COMPETITION FOR THE NEW AU FLAG**

**LIST OF CANDIDATES PARTICIPATING IN THE COMPETITION  
FOR THE NEW AU FLAG**

<b>CODE</b>	<b>FULL NAME</b>	<b>NB</b>	<b>COUNTRY</b>
1	GUTU TESSO	1	ETHIOPIA
2	MOHOMAD AL TWITU	5	LIBYA
3	GAAFAR BABALLAH RIZGALLAH	1	SUDAN
4	RANDRIAMIHARISOA JEAN EMILE	1	MADACASCAR
5	NDYIMIRIJE FICARD	1	BURUNDI
6	LALL RAJVIR	1	MAURITIUS
7	RAFALA ALAZHARI	1	LIBYA
8	KONDOLEMKOANGA EDMOND	1	BURKINA
9	SIPHIWE CAROLISE NYANGA (Mr.)	4	SOUTH AFRICA
10	ZAKARI SEGBO	1	BURKINA
11	OWUSU ANKOMAH	1	????
12	JACOB LETEBELE (MOSES TSITA)	1	SOUTH AFRICA
13	STANILAS N'GUESSAN	1	COTE IVOIRE
14	NARINDRA RAZAFIMANJATO	1	????
15	MATTHEW SHILUVANE	5	SOUTH AFRICA
16	KHANNA VINEET	1	MAURITIUS
17	FARHAD MOOSAFEER	3	MAURITIUS
18	ABDEL BASET	2	????
19	FIRMIN ADIMOU G	1	BENIN
20	ROUFAI B. DJIBRIL	1	BENIN
21	PATRICK OFOH	1	????
22	RAZAFINDRAMANANA DIMBINIRINA TEFINIAINA (Raolona Danielle)	1	MADAGASCAR
23	ALI MOHAMED ZEIN	1	EGYPT
24	MOUNA JEMAL SIALA	1	TUNISIA
25	RACHNA DUSOYE (Darwin College)	1	ETHIOPIA
26	DANDOOL BIBI RIZWANA (Darwin College)	1	ETHIOPIA
27	SHABNEEZ BIBI PEERALLY (Darwin College)	1	ETHIOPIA
28	FARIAH BANUH RAMPUTH (Darwin College)	1	ETHIOPIA
29	ZEEHANAT SAHABOOLEEA (Darwin College)	1	ETHIOPIA
30	ABDELAZIZ KRID	1	TUNISIA
31	YPG (South Africa)	1	????
32	FUNDIZWI STEPHEN SIKHONDZE	1	SWAZILAND
33	HABONIMANA ERIC	1	BURUNDI
34	KANUMA ROCH	1	BURUNDI

CODE	FULL NAME	NB	COUNTRY
35	NAIMA AMROU SALEM ASHNIBOU (ASD FGH)	3	LIBYA
36	KABRAN SIMON THIERRY	1	????
37	LEBOGANG MPHAHLA (Ms)	1	SOUTH AFRICA
38	JALEL ABDERRAOUF AHMED ELSHARIF	1	LIBYA
39	JEFFREY LOK	4	SOUTH AFRICA
40	BICWARI JEAN EUDES (Evelyne Gahongore)	2	BURUNDI
41	MUSTAPHA RAMADAN MUSTAPHA AZIZ (RAZAK BOZBADA)	3	LIBYA
42	WESAM MON MADY	1	????
43	IHEB MED HAMED GHALI (HOUBA)	1	????
44	NIKITA DAVID MESFIN	1	ETHIOPIA
45	VENCATACHELLUM MATHIEU DIDIER (YANNICK THU)	1	MAURITIUS
46	ABDOU DAN COUDOU	1	NIGER
47	MOHAMED OKBA	1	????
48	DINA SHERIF ABDESSALEM MOHAMED	2	EGYPTA
49	OUSMANE DIAKITE	2	SENEGAL
50	MAHMOUD OLAL	4	EGYPT
51	ABDOURAHAMANE HASSANE	1	NIGER
52	NSEREKO JOSEPH RAYMOND	5	UGANDA
53	BIZIMANA PASCAL	3	BURUNDI
54	AHMAD MAHFOZ	1	??????
55	PABLO MENDES	1	BRAZIL
56	ALI SALEM MHAMED ABOUROUISS	1	LIBYA
57	MBABAZI FLORENCE	1	UGANDA
58	CHIEF AUSTIN ARINZE OBIEFUNA	1	GHANA
59	ABDELMALEK ALLANI	1	TUNISIA
60	YADESA ZEWGE BOJIA	1	ETHIOPIA
61	MED NEJIB YOUSEF CHATTAT	6	LIBYA
62	ABDELMALEK ALLANI	1	????
63	MARCEL C.VAN ROSSUM	6	SOUTH AFRICA
64	MTUTUZELI MATSHOBA	1	SOUTH AFRICA
65	FATMA HISSINE BEN SOFIA	2	LIBYA
66	NASHWA ABD EL RAWF AHMED TABLAWY	1	EGYPT
67	UNICOL	1	?????
68	A HASABALA	1	?????
69	MASRI RACHIDA KHADIJA	1	TUNISIA

CODE	FULL NAME	NB	COUNTRY
70	GUGU ALFRED MAGAGULA	1	SOUTH AFRICA
71	PULANA NATHANIEL MOKWELE	1	SOUTH AFRICA
72	ALEXANDRE OWONA. A	1	CAMEROON
73	GEORGES-REMI NAMEKONG	1	CAMEROON
74	ASSANE DIALLO	1	SENEGAL
75	THEOPHILE MOUNDOR MAMA SARR	1	SENEGAL
76	IBRAHIM MAHMOUD SALEM MANSOUR & AHMED SAAD RAMZI ABD ESSABOUR	1	EGYPT
77	SOULEIMAN MED ABERRAHMAN BAKOUCHI	1	LIBYA
78	NAHIGOMBEYE MOZART	1	BURUNDI
79	IBRAHIMA FARIKOU	1	CAMEROON
80	TIDJANI AISSA MOUSSA	4	SUDAN
81	ANTENEH SEYOUM	3	ETHIOPIA
82	JOSHUA MUVUMBA	2	UGANDA
83	MBABAZI FLORENCE	1	UGANDA
84	AAQIL KA (RYAN N. TERRY)	2	USA
85	LAYACHI BELKACEM WARDA	4	LIBYA
86	ABDELBASSET MILOUD MERGHNI	2	LIBYA
87	RANDRIAMIHARISOA FARA TOVO HERY	1	MADACASCAR
88	RAMBOASALAMA PAUL	2	MADACASCAR
89	RAZAFIMANJATO NANDRIAMINA HENINTSOA MIHAJA	1	MADACASCAR
90	AHMED ABDERRAHMAN CHELAID	1	LIBYA
91	NKECHI OBIEFUNA	1	NIGERIA
92	KOUASSI AFFOUET AGNESSE	1	COTE IVOIRE
93	AKA AMOIN ANGELINA	2	COTE IVOIRE
94	N'GUESOUN KONAN STANISLAS	1	COTE IVOIRE
95	JOSEPH MUULA	1	SOUTH AFRICA
96	AKONO ESSOLA ANDRE MAGLOIRE	1	CAMEROON
97	JEAN PIERRE RANDRIAMAMPANDRY	1	MADACASCAR
98	KHAWLA DOUKALI CHERIF	1	LIBYA
99	BHUGEEROTHEE LAXMEE & JORAI KARISHMA	1	MAURITIUS
100	MED HISSINE FEKHI MED	1	SUDAN
101	ZERIHUN YETMGETA	1	ETHIOPIA
102	JOMAA AHMED ESSAHIH	1	LIBYA
103	MED MEHER AHMED OKBA	1	EGYPT
104	BOKOSSA JAURES AD	1	BENIN
105	OKON UTUK	1	NIGERIA

**EX.CL/500 (XV)**  
**Annex 4**

**DIVISION OF COMMUNICATION AND INFORMATION**  
**LIST OF THE EXPERTS INVITED TO SIT ON THE SELECTION PANEL**



## DIVISION OF COMMUNICATION AND INFORMATION

## LIST OF THE EXPERTS INVITED TO SIT ON THE SELECTION PANEL

REGIONS	MEMBER STATES	NAMES/ADRESSES
CENTRAL	Burundi	<b>Mr. Léopold Ndayisaba</b> Poet, Designer C/O Ministère des relations Extérieures et de la Coopération Bujumbura, Burundi Téléphone : <b>Office : 00257226433 / 00257217595</b> <b>Domicile : 002572235593</b> <b>Fax : 00257223970</b>
	RDC	<b>Mr. Bokeme Sha Nemolobayi</b> Poet <b>ISP/GOMBE</b> Kinshasa Gombe République Démocratique du Congo <b>Téléphones : 002438921299/00243 810 254 839</b>
EAST	Uganda	<b>Mrs. Josephine Wanyana</b> Graphic and Design Makerere University, School of Industrial Fine Art, P.O. Box 7062 Kampala, Uganda <b>Telephone: 00256 41 53 14 23</b> <b>Mobile: 00256 77 469 227</b>
	Ethiopia	<b>Mr. Eshetu Tiruneh Feleke</b> Artist P.O. Box 31353, Addis Ababa, Ethiopia <b>Mobile: 0911 21 48 92</b> C/O Ministry of Foreign Affairs the Democratic Republic of Ethiopia P.O. Box 393 Addis Ababa, Ethiopia
SOUTH	Lesotho	<b>Ms. Thakane Lerotholi</b> Graphic Artist C/O Ministry of Tourism, Environment and Culture P.O. Box 634 Maseru100, Lesotho <b>Telephone: 00266 2231303/00266 2232149</b> <b>Fax: 00266 22312725/00266 22310194</b>

REGIONS	MEMBER STATES	NAMES/ADRESSES
	<b>Zimbabwe</b>	<b>Mr. Gary Thompson</b> Chief Encouragement Officer of Gary Thompson & Associates Marketing Communication and Advertising 127 Harare Drive Mount Pleasant Harare, Zimbabwe <b>Telephone:</b> 00263 4 3696207 <b>Mobile:</b> 00263 11 610 344 <b>Fax:</b> 00263 4 369628 <b>E-mail:</b> <a href="mailto:gary@gtaworldwide.com">gary@gtaworldwide.com</a>
<b>WEST</b>	<b>Mali</b>	<b>Mr. Abdoulaye Konate</b> Artiste Expert in Graphic Arts P.O. Box 159 Bamako, Mali <b>Telephones:</b> 00223 675 0747/ 00223 223 1909 <b>E-mail:</b> <a href="mailto:ab.konate253@afribone.net.ml">ab.konate253@afribone.net.ml</a>
	<b>Nigeria</b>	<b>Mr. Aaron Oteze</b> Visual Art Expert C/O Embassy of the Federal Republic of Nigeria P.O. Box 1019, Addis Ababa, Ethiopia <b>Telephone:</b> 00251 1 55 06 44
	<b>Senegal / Kenya</b>	<b>M. Solomon LUVAI</b> Directeur du Centre d'Echange de Programme de l'UAR Email : <a href="mailto:ct_urtna@cefib.com">ct_urtna@cefib.com</a> ou <a href="mailto:montagemedia2000@yahoo.com">montagemedia2000@yahoo.com</a>
<b>NORTH</b>	<b>Jamahiriya</b>	<b>Mr. Taher Al Amin Al Maghrebi</b> <b>(Instead of Mr. Ali Mustapha Ramadan)</b> Designer People Bureau of the Great Socialist People's Libyan Arab Jamahiriya Addis Ababa, Ethiopie <b>Téléphone:</b> 613822 <b>E-mail:</b> <a href="mailto:libyanembassy@telecom.net.et">libyanembassy@telecom.net.et</a>  <b>Mr. Raif Malek</b>

REGIONS	MEMBER STATES	NAMES/ADRESSES
	<b>Tunisia</b>	Directeur de l'Ecole des arts et Métiers DenDen Tunis, Tunisie Ambassade de Tunis, Addis Abéba

**EX.CL/500 (XV)**  
**Annex 5**

**REPORT OF THE PANEL OF EXPERTS  
FOR SELECTION OF THE NEW AFRICAN UNION FLAG  
3-5 JUNE 2008  
Addis Ababa, Ethiopia**

**REPORT OF THE PANEL OF EXPERTS  
FOR SELECTION OF THE NEW AFRICAN UNION FLAG  
3-5 JUNE 2008  
Addis Ababa, Ethiopia**

**Introduction**

A Panel of Seven Experts was assembled from seven African countries to participate in the selection of five possible flag designs for the AU. They met from 3 to 5 June 2008 at the AU Commission Headquarters in Addis Ababa, Ethiopia.

**Membership**

The Experts represented various areas of leadership in graphic design, art, communications and advertising across Africa.

The participants were from the following regions:

**North Africa**

Mr. Taher Al Amin Al Maghrebi, Libyan Arab Jamahiriya

**Central Africa**

Mr. Bingono Bingono François, Cameroon

**East Africa**

Mr. Eshetu Tiruneh Feleke, Federal Republic of Ethiopia

Ms. Josephine Wanyana Mukasa, Uganda

Mr. Solomon LUVIA, Kenya

**Southern Africa**

Ms. Thakane Leretholi, Lesotho

Mr. Gary Thompson, Zimbabwe

## **Summary of the deliberations of the Panel of Experts**

In accordance with our mandate, we are proud to present the final five best selections from the 105 entries plus one special submission that we received. They were reviewed, debated, analyzed and ranked. Our choice was based on the following criteria:

- Africa as a central feature on the flag, with gold representing wealth;
- Stars representing each of the 53 Member States and encircling the continent;
- A circular shape representing equality, union and harmony amongst the nations;
- Green representing renaissance, fertility and progress.

The Panel recommends clear and uncluttered design that would easily communicate. The five pieces of artwork selected met these quality guidelines and criteria.

## **Terms of Reference**

The Panel was mandated to ensure that the following two criteria are met, namely: that the designs are green and that they contain 53 stars representing the Member States. No other instruction was given to the Panel, nor was its work interfered with. The Panel therefore had complete freedom to evaluate and recommend the entries.

## **Election of Chairperson and Rapporteur**

As recommended by Professor CAL Johnson, Advisor to the Chairperson of the AUC in charge of Culture and Communication, the Panel elected a Chairperson in the person of Ms. Josephine Wanayana Mukasa from Uganda, and a Rapporteur, Mr. Gary Thompson from Zimbabwe.

## **Methodology**

### **1. Processes and Procedures**

The Panel agreed to use a qualitative and quantitative approach. A scale of values was adopted for use as the basis for grading the 105 + 1 entries.

### **2. Round Two of the selection**

- **Creativity and Originality – 30 points**
- **First Impression – 20 points**
- **Simplicity – 20 points**
- **Symbols and meaning – 10 points**
- **Layout and composition – 10 points**
- **Ease of reproduction – 10 points**

**Total – 100 points**

## **Report and Findings**

After agreeing on the process and procedures aimed at ensuring a fair and transparent review of all the entries submitted, the Panel proceeded as follows:

### **Round One**

Review of submitted designs meeting the AU criteria: The designs were displayed and analyzed according to the adopted grading criteria.

After this process, of the 105 + 1 entries screened, 12 entries plus one special entry were short-listed.

The special entry was from the Leader of the Great Socialist People's Libyan Arab Jamahiriya. Careful attention was given to this submission, due to the role the great Leader had played in the competition.

The Panel agreed not to give the special entry any mark. All the other works were thoroughly scrutinized as presented in Table 1.

**Table I – Round One**

<b>Position</b>	<b>Points</b>	<b>Round I Entry No.</b>
1	315	7
2	329	5
3	342	4
4	310	8
5	214	11
6	319	9
7	343	3
8	204	12
9	319	6
10	405	2
<b>12</b>	<b>473</b>	<b>1</b>
13	259	10

## Round Two

The Panel further carried out a quantitative analysis of the designs using a tighter grading method.

The following were the new criteria:

- **Creativity – 40 points (includes originality and design)**
- **Simplicity – 30 points (includes ease of reproduction and clarity)**
- **Layout – 30 points (includes symbols and meaning).**

The Panel awarded final marks as indicated in Table II below:

**Table II - Round Two**

<b>Round Two Entry No.</b>	<b>Points Total</b>	<b>Position</b>
1	342	8
2	356	7
3	405	2
4	259	6
5	295	12
6	369	4
7	362	5
8	307	11
9	330	9
10	373	3
<b>12</b>	<b>440</b>	<b>1</b>
13	318	10

**Note:** Entry No. 11 was a duplicate piece of artwork and hence was already graded.



TABLE III – Review of Rounds One and Two

Round One Entry No.	Points Position	Round Two Entry No.	Points Position	Combined Totals	Entry No.	Final Ranking
12	473	12	440	913	12	1
10	405	3	405	810	3	2
7	343	10	373	716	10	3
3	342	6	369	711	6	4
2	329	7	362	691	7	5
9	319	4	259	678	4	6
1	315	2	356	671	2	7
4	310	1	342	652	1	8
6	319	9	330	649	9	9
13	259	13	318	577	13	10
5	214	8	307	521	8	11
8	204				5	12

**Note:** For reference purposes, this Table shows a comparison between Rounds I and II and the ranking of the best works.

### **JUSTIFICATION FOR THE FIVE SELECTED FINALISTS**

The Panel selected 5 entries plus one special entry submitted by the Leader of Great Socialist People's Libyan Arab Jamahiriya.

#### **1. First Place – Artwork No. 12, Mr. Abdelaziz KRID, Tunisia**

The piece is beautifully designed. The circle and the map of African are symmetrical. The design is easily recognizable and the circle around Africa represents the equality and union of the nations. The gold stars encircling the continent represent wealth and promise. The green represents productivity; African islands must be included. Some details of the design, such as the shading, gradations and the colour, need to be improved.

#### **2. Second Place – Artwork No. 3, Mr. NAMEKONG Georges-Remi, Cameroon**

The intensity of the golden colour was appreciated. Unity is aptly symbolized by the 53 stars surrounding Africa in a harmonious circle of equality. The proportions need to be readjusted and the colour tones reviewed. The work is simple but striking.

**3. Third Place – Artwork No. 10, Mr. Yadesa Zewge Bojia, Ethiopia**

The proportion needs to be reviewed, but the rays surrounding Africa, culminating in the circular star emblem is quite creative. The words AU should be removed, leaving only a clear image without subtitles.

**4. Fourth Place – Artwork No. 6, Mr. Asnake Kifle, Ethiopia**

It is a creative entry. The approach is different, with the star being the central feature. The colours are bright. The small stars within the large star encircling Africa was appreciated, but the proportions need to be readjusted.

**5. Fifth Place – Artwork No. 7 - YPG, South Africa**

A simple concept with the flag fringed with stars. The Panel liked the contrast of two colours. Here too, the African islands should be included using softer colours.

**The Way Forward**

It is obvious that these art entries represent an excellent opportunity and a landmark for the launch of AU communications globally. Also, for the Heads of State to appreciate and make a final decision, the artworks must be reviewed and corrected in accordance with the above recommendations of the Panel. The candidates should rectify the designs to meet the specifications and print samples on various materials. The image of a new African Union can be very powerful and emotive. The Panel could be invited back to finalize the process and ascertain that the technical aspects are taken care of. For example, the colours and symbols must be well rectified in the final presentations.

The Panel wishes to thank the AU Commission for this high honour and looks forward to meeting again.

**Josephine W. Mukasa**  
**Chairperson of the Panel**

**EX.CL/500 (XV)**  
**Annex 6**

**SCALE ADOPTED BY THE PANEL  
FOR GRADING THE ENTRIES**

**SCALE ADOPTED BY THE PANEL  
FOR GRADING THE ENTRIES**

**ROUND ONE**

<b>VALUES</b>	<b>NUMBER OF POINTS</b>
<b>Creativity and originality</b>	<b>30 points</b>
<b>First impression</b>	<b>20 points</b>
<b>Simplicity</b>	<b>20 points</b>
<b>Symbols and meanings</b>	<b>10 points</b>
<b>Layout and composition</b>	<b>10 points</b>
<b>Ease of de reproduction</b>	<b>10 points</b>
<b>Total</b>	<b>100 points</b>

**ROUND TWO**

<b>VALUES</b>	<b>NUMBER OF POINTS</b>
<b>Creativity and originality (including originality and quality of the design)</b>	<b>40 points</b>
<b>Simplicity (including clarity and ease of reproduction\)</b>	<b>30 points</b>
<b>Layout (including symbols and meaning)</b>	<b>30 points</b>
<b>Total</b>	<b>100 points</b>

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# Report of the commission on the new African Union flag

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