ASSEMBLY OF THE AFRICAN UNION
Thirteenth Ordinary Session
1 - 3 July 2009
Sirte, Libya

Assembly/AU/10(XIII)

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 8th 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 37th 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 3rd Ordinary Session of the Assembly of Heads of State and Government, held in Addis Ababa in July 2004.

3. During the 6th 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 7th 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 8th 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**


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 6: Scale adopted by the Panel for grading the entries
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 7th 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 9th Ordinary Session of the Assembly in July 2007.
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 8th 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, 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.
LIST OF CANDIDATES PARTICIPATING IN THE
COMPETITION FOR THE NEW AU FLAG
## LIST OF CANDIDATES PARTICIPATING IN THE COMPETITION FOR THE NEW AU FLAG

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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

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

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

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<thead>
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<th>Position</th>
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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:

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**Note:** Entry No. 11 was a duplicate piece of artwork and hence was already graded.
TABLE III – Review of Rounds One and Two

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

## ROUND ONE

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<th>VALUES</th>
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<td>Symbols and meanings</td>
<td>10 points</td>
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<tr>
<td>Layout and composition</td>
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<td>Ease of de reproduction</td>
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## ROUND TWO

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<td>Creativity and originality (including originality and quality of the design)</td>
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<tr>
<td>Simplicity (including clarity and ease of reproduction)</td>
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<td>Layout (including symbols and meaning)</td>
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2009-07-01

Report of the commission on the new African union flag

Africa Union

African Union

http://archives.au.int/handle/123456789/4989

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