

AFRICAN UNION

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**ASSEMBLY OF THE AFRICAN UNION**

**Fourteenth Ordinary Session**

**31 January – 2 February 2010**

**Addis Ababa, Ethiopia**

**Assembly/AU/12(XIV) Add.1**

**1 GOAL : EDUCATION FOR ALL:**

**BUILDING AND MOBILIZING SUPPORT FOR EDUCATION FOR  
ALL (EFA) AROUND THE 2010 WORLD CUP**

*(Item proposed by Sierra Leone)*

## **1 Goal Education for All: Building and Mobilizing Support for Education for All (EFA) Around the 2010 World Cup**

1. For the first time, the FIFA World Cup kicks off on African soil in June 2010. At the same time, 2010 marks the 10<sup>th</sup> anniversary since the World Education Forum held in Dakar in 2000, in which 186 world leaders committed to achieving education for “every citizen in every society”. Since then, significant strides have been made by both governments and civil society to ensure that the Education For all goals agreed at Dakar are achieved by 2015. Only six years before this deadline, Africa and the world at large remains from achieving education for all. There are 75,000 million children out of school worldwide, 46 million of which are in Africa. The 1Goal campaign wants the first FIFA world cup happening in Africa to leave a permanent legacy on the continent – **EDUCATION FOR ALL.**

2. Indeed the FIFA World Cup in South Africa in 2010 provides a huge opportunity to raise public awareness and galvanise public support that can mobilise political will both on and out of the continent to speed up progress for the realisation of education for all goals. It is because of this that the Global Campaign for Education (GCE), a conglomeration of various civil society organisations across the world and the world soccer governing body FIFA agree that there is no better legacy for 2010 FIFA world cup than the 1Goal: Education for All. But for this to happen, the 1GOAL campaign will mobilise a global movement on public support for education in the lead up to and during the 2010 FIFA World Cup. The campaign will also capture unprecedented public interest and political momentum necessary to safeguard the rights of children to go to school and the commitment of governments to provide the necessary domestic and external resources to make that dream a reality for ‘every citizen, everywhere’.

### **What has already been done?**

3. The official launch of the 1GOAL campaign took place on 6<sup>th</sup> October 2009 in a satellite linked ceremony presided over by the 2010 soccer world cup host, President Jacob Zuma, the Honourable Gordon Brown, UK Prime Minister, His Excellency John Atta Mills, President of Ghana, Her Majesty Rania Abdullah, Queen of Jordan, His Excellency Jose Luis Rodriguez Zapatero, President of Spain, the Honourable Jan Peter Balkenende, Prime Minister of the Netherlands, the Honourable Kevin Rudd, Prime Minister of Australia, Ms. Hilary Clinton, the US Secretary of State, Mr. Ban Ki Moon, the UN Secretary General and Mr. Sepp Blatter, the FIFA President.

### **What we want you to do?**

4. With unprecedented global attention on Africa during the World Cup, the 1GOAL campaign can only invite African leaders to use the historic moment and the unifying power of football to ensure a legacy that will survive the final 2010 FIFA world cup whistle. This cannot happen without the support of every leader on this continent. We want you to sign up to the campaign and to use the opportunity of your presence during the next AU Summit to join the CLASS of 2015, a class of the world leaders who have already done so and are committed to make education for all a reality. By raising public awareness and mobilizing and engendering the support of the billions of football fans who will be watching the World Cup for the EFA agenda, we aim to stimulate action on delivery towards achievement of the Education for all goods.

### **What will the campaign do?**

5. With your support, and those of 30 million people globally, demonstrating massive public support for greater political commitment to this issue of Education for All, we can together do what it takes to give every child on the continent a chance to go to school and eliminate illiteracy from the face of Africa by 2015.

6. Together, campaign supporters all over the world are asking governments and development partners to:

- Step up their priority on education;
- To make good new commitments to provide more and better domestic and external financing of \$ 16 billion a year for universal education;
- Send all children (particularly girls) to school.

### **Why you need to act now?**

- Education is a basic human right yet 75 million children are denied this opportunity. It is only through education that we can tackle poverty, transform lives and support sustainable development and economic growth. Education builds peace, and promotes democracy, good governance and international security;
- The 1GOAL campaign will build on football's communications power to raise public awareness and global advocacy on the need for the world to unite and deliver the Millennium Development Goals of universal primary education and gender parity in education by 2015;

- At the UN High-level Event on the MDGs in September 2008, FIFA President Sepp Blatter pledged to make a lasting legacy of the 2010 FIFA World Cup getting every African child into school. This campaign is the ideal platform to help make this happen.

### **How can the African Union be involved?**

7. The African Union has a major role to play in ensuring that Education for All goals are achieved. We are asking the African Union to lend its support to the campaign by passing a resolution in support of 1Goal: Education For All: We believe that this will send a message to the world that no child should be left without an education by 2015. Further, we are asking African leaders to step up national expenditure on education at least from 2010 in support of the vision of 1Goal to send the message to the world that Africa is moving towards the next decade with the vision to deliver education for all its peoples as a major foundation stone for its development.

**We are pleased to answer any questions that the AU may have regarding this campaign. For further details contact:**

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2010-01-31

1 Goal: education for all: building and mobilizing support for education for all (EFA) around the 2010 world cup (Item proposed by Sierra Leone)

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