



## **PRESS RELEASE**

### **AU Convenes Workshop to Finalize a Communication Strategy for the African Peace and Security Architecture (APSA)**

*Addis Ababa, 23 November 2016* -- The African Union (AU) convened a workshop to review and finalize a communication strategy for the African Peace and Security Architecture (APSA), on 22-23 November 2016, at AU Headquarters in Addis Ababa, Ethiopia. The workshop was attended by representatives of more than 15 AU Member States, international partners, including the United Nations (UN) and European Union (EU), the East African Brigade of the African Standby Force (ASF), communication Focal Points of AU Liaison Offices and Field Missions, as well as Civil Society and Media. Besides the Peace and Security Department, in-house participants were also invited from other departments and units at the AU Commission, notably, the Office of the Chairperson; the Directorate for Information and Communication; the Directorate for Strategic Policy Planning, Monitoring and Evaluation, International Cooperation and Resource Mobilization; and the Directorate for Women, Gender and Development. The workshop was chaired by Ambassador Jean Mfasoni, former Secretary General of the AU Commission and current Senior Advisor to the Chairperson of the Commission.

The workshop aimed to provide a forum for communication professionals of the AU Commission and a cross section of AU stakeholders, to discuss, review and ameliorate a draft APSA communication strategy prepared by the Peace and Security Department. It offered a platform to coordinate, harmonize and synergize AU communication efforts for peace and security in the Continent and for more effective dissemination of the organization's peace and security messages. Furthermore, the workshop brought together, for the first time the communication practitioners at the AU Headquarters with their colleagues in AU Field Missions and Liaison Offices. In this regard, it served as a forum for the "orientation" of the communication Focal Points of the Field Missions and Liaison Offices, to the AU and its core vision, as encapsulated in Agenda 2063 and the priority programs and projects identified in its first Ten Years Implementation Plan, in particular the goal of silencing the guns in Africa by 2020, to achieve the aspiration for a peaceful and security Africa.

In his opening remarks, Ambassador Mfasoni underscored the critical role of public information in communicating the vision and mission of the African Union, and thanked Member States, Partners, Civil Society and Media for their support to AU communication efforts.

AFRICAN UNION

الاتحاد الأفريقي



UNION AFRICAINE

UNIÃO AFRICANA

---

Addis Ababa, Ethiopia, P.O. Box: 3243 Tel.: (251-11) 5513 822 Fax: (251-11) 5519 321

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

---

Speaking on behalf of Ambassador Smail Chergui, Commissioner for Peace and Security, Dr Admore Kambudzi, Acting Director of the Peace and Security Department said that APSA, from a working definition point of view, can be defined as an ***“African-conceived and African-driven continental blueprint for the promotion of peace, security and stability in Africa, as well as for systematic conceptualisation, planning and implementation of post-conflict stabilisation, peacebuilding, reconstruction and development in the continent.”*** He stressed that the APSA was born out of real experiences with and lessons from the occurrence of crises and conflicts, and was, therefore, deliberately designed in a way that enables Africa and its people to confront and overcome crises and conflicts. He stressed that the progressive implementation of the APSA since 2004, has brought huge benefits to Africa and continues to do so. Dr Kambudzi encouraged all participants to make the term “APSA” a household name all over the continent, especially as Africa has now embarked on implementation of Agenda 2063, one of the maiden goals of which is to ‘Silence the Guns/end wars in Africa by year 2020.’ An onward rigorous implementation of the APSA is, therefore, one of the major tools at hand to fight and defeat such scourges like persistent inflow of illicit weapons into Africa; illicit circulation of weapons within Africa; illicit financial flows within Africa and outwardly beyond the continent, terrorism and other scourges that continue to impede Africa’s efforts to become a conflict-free continent.

*End*

2016-11-23

# AU Convenes Workshop to Finalize a Communication Strategy for the African Peace and Security Architecture (APSA) Addis Ababa, 23 November 2016

Peace and Security

---

<https://archives.au.int/handle/123456789/8041>

*Downloaded from African Union Common Repository*