

AFRICAN UNION

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**THEME: *SUSTAINABLE FINANCING OF THE CULTURAL
DEVELOPMENT SECTOR IN AFRICA***

African Cultural Renaissance Campaign

2010 – 2012

Strategy for Implementation

25- 26 October 2010

AFRICAN CULTURAL RENAISSANCE CAMPAIGN

2010 – 2012

STRATEGY FOR IMPLEMENTATION

*“PROMOTING TOGETHER THE AFRICAN CULTURAL
RENAISSANCE”*

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Abbreviations

AU – Africa Union

AUC – African Union Commission

CACR – Charter of the African Cultural Renaissance

CAMC I – First Session of AU Conference of Ministers of Culture

CAMCII – Second Session of the AU Conference of Ministers of Culture

CSO- Civil Society Organization

DSA – Department of Social Affairs of the African Union Commission

OAU – Organization of Africa Unity

PACC I – First Pan-African Cultural Congress

PACCII – Second Pan-African Cultural Congress

UNESCO – United Nations Education Scientific and Cultural Organization

1. Introduction

Any human community is governed by rules and principles based on culture and that culture should be regarded as the set of distinctive linguistic, spiritual, material, intellectual and emotional features of the society or a social group, and it includes, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs (culture concept as defined by the Charter of the African Cultural Renaissance). All cultures also emanate from the societies, communities, groups and individuals and any African cultural policy should of necessity enable peoples to evolve for increased responsibility in their cultural development.

The African Cultural Renaissance Campaign comes about as a result of two major developments: the first development was the adoption of the Charter of the African Cultural Renaissance (CACR) by the 1st Session of the AU Conference of Ministers of Culture (CAMC I) -Nairobi, Kenya, 10 to 14 December 2005 and the further commitment in this regard, by the Ministers of Culture at their second session (CAMC II), 19 – 23 October 2008, Algiers, Algeria, to undertake to ratify the Charter for the Cultural Renaissance of Africa and its implementation in the Member States. The Charter of the African Cultural Renaissance was formally adopted at the Ordinary Session of the Assembly held in Khartoum, Sudan on 24th January 2006. The second development was the adoption of the AUC Strategic Plan 2009 -2012 which has as its strategic objective the promotion of the African Cultural Renaissance and the protection of African cultural heritage.

Since its adoption in 2006, and as of February 2010 out of fifty three (53) Member States of the Union, only one (1), Mali, has ratified it even though twenty (20) Member States have signed it. The Charter will come into force immediately upon receipt by the African Union Commission of the instruments of ratification from two-thirds of the total membership of the African Union.

The Charter is a cultural tool which will empower Member States to promote Pan-Africanism, cultural renewal and identity as well as strengthen their national policies and other cultural instruments which will in turn contribute to the achievement of the continents' socio-economic and cultural integration, build sustainable peace and winning the fight against poverty.

2. Justification

The justification of the Campaign is embodied in Pillar three (3) on Shared Values of the 2009 – 2012 Strategic Plan of the African Union Commission. More specifically Strategic Objectives 10, 11 and 13 of the Plan which are: To promote African Solidarity; to promote African Cultural Renaissance and Protection of African Cultural Heritage; to promote the Ratification and Entry into Force of all Outstanding Legal Instruments adopted by the AU Assembly.

3. Purpose

3.1 Aim

The aim of the Campaign for African Cultural Renaissance is to promote Pan Africanism, cultural renewal and identity as forming part of the shared values in the Continent.

3.2 Specific Objectives

The specific objectives of the Campaign are to:

1. Ensure that African cultural values including African languages are promoted to maximum effect in order to reinforce a sense of identity among Africans.
2. Promote the ratification of the Charter of the African Cultural Renaissance to ensure its entry into force.
3. Popularize, and promote the effective implementation of the Charter at all levels of society through various activities that will:
 - (a) Ensure the ownership of the Charter by Member States (MS), cultural stakeholders, Civil Society Organizations (CSO) and the public at large.
 - (b) Ensure the preservation of our rich cultural heritage as well as positive traditional and cultural practices whilst also campaigning against harmful traditional practices.

4. Expected Outcomes

In implementing the Campaign, the Department of Social Affairs (DSA) expects to achieve the following results:

- a) Sense of common destiny, identity and togetherness among the people of Africa promoted and enhanced.
- b) Increased number of Ratification of the Charter for African Cultural Renaissance by Member States
- c) Charter for African Cultural Renaissance popularized, well known and effectively implemented by Member States thereby facilitating:

- Harmonization of cultural policies in Member States;
- A process of cultural exchanges between peoples, countries, institutions and regions;

3. Development of a Practical Guide for Implementation of the Charter for African Cultural Renaissance to assist Member States in their implementation of the Charter

4. Programmes for the promotion and protection of African Culture implemented.

5. Activities that project the positive image of Africa are organized.

6. Active participation of cultural stakeholders in cultural events in the Continent enhanced.

5. Activities for the Campaign (2010-2012)

2010-2011 will evidenced an increase in advocacy activities for the ratification of the Charter for African Cultural Renaissance by the needed majority of Member States. The Campaign will have a lifespan of three years and it will entail the following activities.

5.1 Formal Launching

The Campaign will be formally launched during the celebrations of Africa Day on 25th May 2010 in Accra, Ghana as well as at the third Conference of African Ministers of Culture (CAMC III) to be held in Abuja, Nigeria in October 2010. The launching is timed to coincide with the celebration of the centenary of the birth of a Great Pan-Africanist, Kwame Nkrumah. The main activity of the launch will be an International Colloquium on Kwame Nkrumah's contribution to Pan Africanism which will be organized by the African Union Commission in collaboration with the Government of Ghana. Copies of the message of the launch will also be submitted to all Member States and be posted on the AU webpage. Thereafter other activities will be undertaken until December 2012.

5.2 Production of Advocacy and IEC materials

Activities will include the printing and dissemination of two thousand (2000) copies of the Charter in the four languages of the AU English, French, Portuguese and Arabic; production of a printed booklet of the Charter for the African Cultural Renaissance; development of policy briefs, fliers, posters and regalia such as pens, caps, T-shirts; various Press Releases will be issued and Press conferences will be organised.

A portal in the AUC Webpage will be developed with the aim of promoting the Campaign. The portal will also be a tool for the dissemination of the Campaign.

Other activities will be planned in conjunction with the RECs that will bring together at each REC, member states of the REC specifically for promoting the ratification of the

Charter. Activities will also be organized at AU Summits and other sessions of the Pan African Parliament to promote the ratification.

5.3 Development of a Practical Guide on the Implementation of the Charter

One of the expected outcomes of the Campaign is the development of a Practical Guide for the implementation of the Charter. Experts (legal and cultural) will be brought together to develop a Guide for its implementation of the Charter. This should be completed within a year of the Campaign.

5.4 Competitions

Following two competitions will be organised during the Campaign:

The first competition will be an essay competition on Pan-Africanism which will be launched during the 3rd Session of the AU Conference of Ministers of Culture in Nigeria in October 2010. Young Africans will be given an opportunity to write about issues such as:

- -What does it mean to be a Pan-Africanist?
- -What are your views regarding the establishment of the United States of Africa?
- -What does Ubuntu mean?
- -How can the youth and children of Africa support the continental process of cultural renaissance

The second competition will include the production of video clips showing traditional dances and or other artistic expressions and their important role in promoting Pan-Africanism. This second competition will allow cultural practitioners to showcase their cultural skills and how Pan-Africanism and African togetherness and solidarity can best be promoted amongst African citizens.

The prize giving of the essay competition will also be carried out during the May 2011 symposium/workshop. During the first workshop, the three (3) youth who will have produced the best essays will be awarded their prizes and will also participate in the event.

5.5 Promotion of African languages

2010 is the 50th anniversary of 17 countries in Africa and therefore the issue of promoting African Languages is critical.

Activities would include:

- a) Advocacy for the need for all African countries to implement the Language Plan of Action of Africa (LPAA) and for member States which does not have one, to formalize an official Language Policy in accordance with LPAA)to
- b) The organisation of the first meetings of the Governing Board and the Assembly of Academicians of ACALAN being the instrument to help implementing the LPAA, and providing support to the ACALAN Executive Secretariat to accelerate the establishment of the Vehicular Cross border Language Commissions.
- c) Develop a specific Pan-African Programme of Mother Tongue-based Multilingual Education (MLE)in some countries, which have a good experience in this field and most of all the political will to promote MLE as the best way to manage African multilingualism and facilitate Africa's integration and development.

5.6 Meetings

The following meetings are planned during the Campaign:

- a) Expert meeting to develop the practical guide and to assess progress/ monitoring and evaluation of the Campaign as well as the process of ratification of the Charter for African Cultural Renaissance and its implementation in the Member States. In this event, Member States will be required to present their country reports on the ratification and implementation of the Charter at national level for the compilation of best practices.
- b) The 3rd Session of the AU Conference of Ministers of Culture in Nigeria in October 2010 to fully endorsed the Campaign and
- c) The Third Pan-African Cultural Congress will mark the end of the Campaign in 2012 and will provide an opportunity to assess the impact of the Campaign.

5.8 Exhibition

An exhibition and a catalogue on the African Cultural Renaissance and the Spirit of Pan-Africanism will be designed to summarize in a set of drawings and photos the main meaning, values and messages of the African Cultural Renaissance and the spirit of Pana-Africanism. It is planned that this exhibition and related catalogue will be disseminated in the Member states to benefit African cultural communities, Universities and Schools. This first exhibition could be associated with other exhibitions on the OAU , the AU and different photographs and artefacts to showcase the African Cultural Renaissance and history.

5.9 National Cultural Festivals in Member States

Many Member States will organize their national cultural festivals during the period of the Campaign. During the Campaign, the AUC should maximize national cultural festivals organised by Member States in their respective countries to popularize the Charter and promote the African Cultural Renaissance. The Campaign should be a precious opportunity to institutionalize the organization of **African Cultural week** in all the Member States with the promotion of innovative initiative such as the organization of Charity Dinner to mobilize fund for the cultural sector, appointment of Culture development Good will Ambassador, organization of cultural competition and intergenerational cultural dialogue, March for Peace etc. A Note Verbal to seek information on the dates of the national festivals should be sent to the Member States to assist in the planning of the AUC's participation in the events and the dissemination of key messages. The National Cultural Festivals will be also used for the I launching of the Campaign to further contribute to the ratification and popularization.

6. Monitoring and Evaluation of the Campaign

The monitoring and evaluation process of the Campaign will be an on-going process included in all phases of the Campaign and it will entail a verification mechanism to ensure that activities are being thoroughly followed up at national, regional and continental levels and every cultural stakeholder has developed a keen interest in the achievement of the ultimate goal of re-building our African Cultural Renaissance.

7. An evaluation will be done of the impact of the Campaign including the number of ratifications by Member States and the adoption of national language policies, etc

8. Conclusion

The popularization of the Charter of the African Cultural Renaissance, through this Campaign, is an important step towards its ratification and implementation. Advocacy and sensitization will be conducted throughout the process. Equally, the promotion of African languages and Africa's cultural goods and industries will form an important part of the Campaign.

Political and social mobilization, partnership networking and the establishment of a follow-up, monitoring and reporting mechanism, should be the relevant pillars for the success of the Campaign as we move forward our agenda of Together we Promote the African Cultural Renaissance.

9. Documents and Attachments

The following documents, amongst other, will guide the Campaign:

- Cultural Charter for Africa adopted in 1976
- Charter for African Cultural Renaissance 2006
- African Position Paper on the State of World Heritage in Africa
- Nairobi Plan of Action on Cultural and Creative Industries
- Language Plan of Action
- African Union Commission Strategic Plan 2009 – 2012
- Convention for the Protection of Cultural Property in the Event of Armed Conflict (UNESCO)
- Convention for Safeguarding of Intangible Cultural Heritage (UNESCO)
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions

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