

**AND A BETTER**

**AFRICA**  **WORLD**  
**BUILDING A BETTER**



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**STAY  
SAFE**

PROTECT SOUTH AFRICA

TOGETHER WE CAN BEAT CORONAVIRUS

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# I. BACKGROUND OF AFRICA MONTH 2021



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# 2021 CONCEPT PAPER

- The African Union (AU)'s recognition of the role Arts; Culture and Heritage can play as catalysts for the socio economic development and integration of the African Continent bears reference.
- The desire to amplify; streamline and enhance the contribution of the arts and culture to Africa's socio economic development and integrations has necessitated the drafting and adoption continental framework policies such as the Charter for Africa Cultural Renaissance and Plans of Action for Cultural and Creative Industries.
- To date the Charter needs 15 AU Member States for its entry into force. Currently fourteen (15) African Union Member States have ratified and 34 have signed the Charter for African Cultural Renaissance.
- This year's messaging must endeavour to promote the importance of the two policies in providing for solid policy framework to advance the arts, culture and heritage in the African continent.



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**WHAT IS THE  
THEME FOR  
AFRICA MONTH 2021?**

# 2. AFRICA MONTH 2021 THEME



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*The Year of Arts, Culture and Heritage:*

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*In the Year of Charlotte Maxeke*



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**WHAT ARE THE  
PROGRAMMATIC  
OBJECTIVES OF  
AFRICA MONTH  
2021 TO ADVANCE THE  
THEME?**



# 3. AFRICA MONTH 2021 OBJECTIVES



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# AM 2021 PROGRAMME OBJECTIVES

- To promote the African Agenda and strengthen the African Union institutions and policies.
- To implement and bring to life the AU Agenda 2063 and the Charter for African Cultural Renaissance.
- To promote regional integration by strengthening people to people contact and harmonize policies and share skills and expertise;
- To promote Cultural Diplomacy for a broader socio-economic agenda
- To stimulate the implementation of existing Cultural Agreements and strengthen relations with identified countries in the continent for mutually beneficial and sustainable relationships.



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**HOW DO THESE  
TRANSLATE INTO  
INTEGRATED  
MARKETING AND  
COMMUNICATION  
OBJECTIVES?**



# AFRICA MONTH IMC OBJECTIVES

To develop a 4-pronged marketing strategy which implements communication of the following:

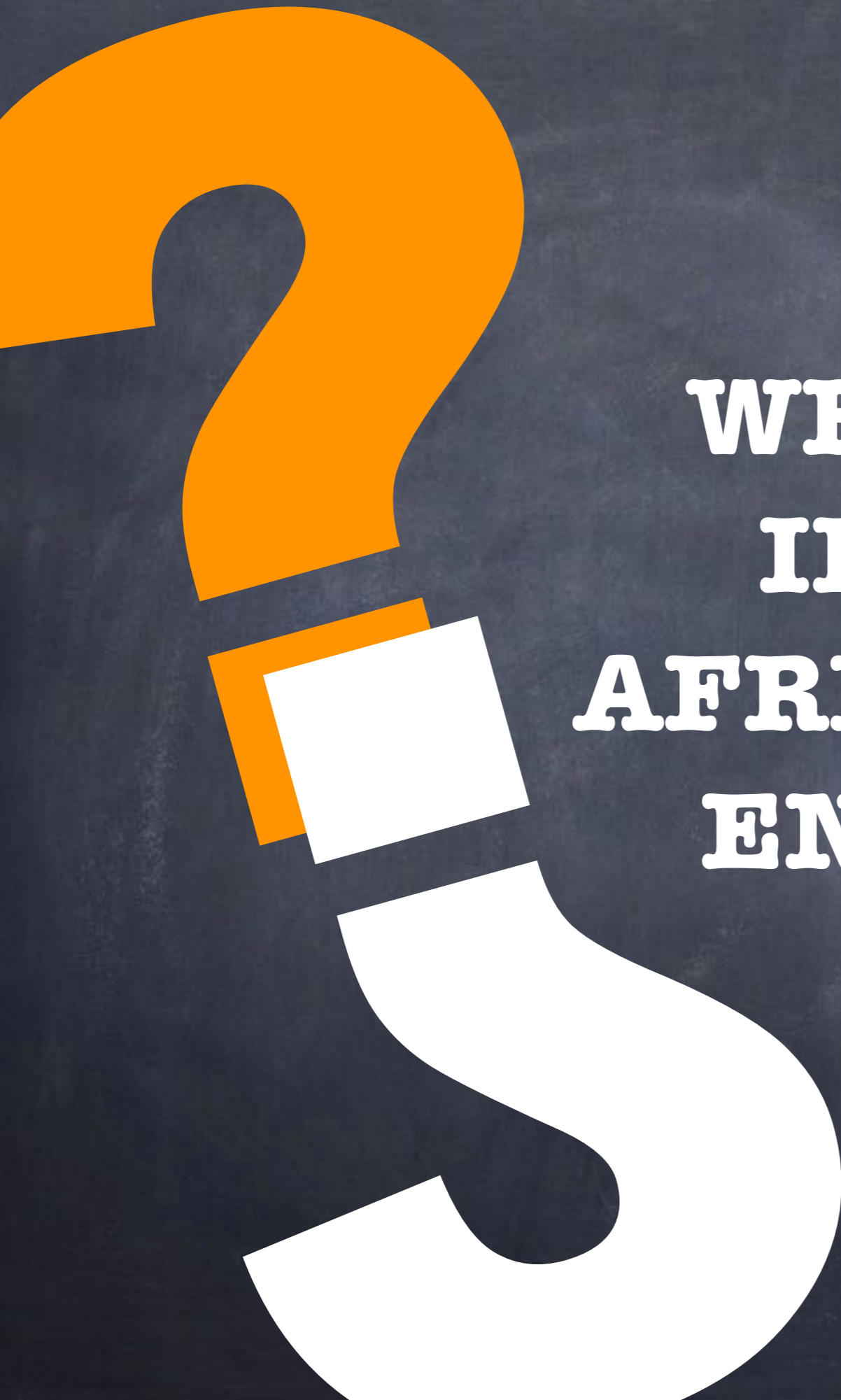
1. Promote the theme of Africa Month 2021 and its synergy with advancing the African Agenda and strengthen the African Union institutions and policies.
2. To implement a hybrid event-centric activation communicating the launch of Africa Month 2021 programme
3. To drive awareness of the programmatic interventions scheduled for implementation and bring to life the AU Agenda 2063 and the Charter for African Cultural Renaissance.
4. To activate inter-continental media synergy with African media platforms to promote cultural exchange platforms found with SA's neighbouring countries.



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**WHAT IS THE BIG  
IDEA TO DRIVE  
AFRICA MONTH 2021  
ENGAGEMENTS?**

# DRIVING INTER-CONTINENTAL MEDIA PARTNERSHIPS





**DRIVING**  
**INTER-CONTINENTAL**  
**MEDIA PARTNERSHIPS**



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**HOW IS THE THEME &  
OBJECTIVES  
TRANSLATED INTO  
KEY MESSAGES?**



# 4. AFRICA MONTH 2021 KEY MESSAGES



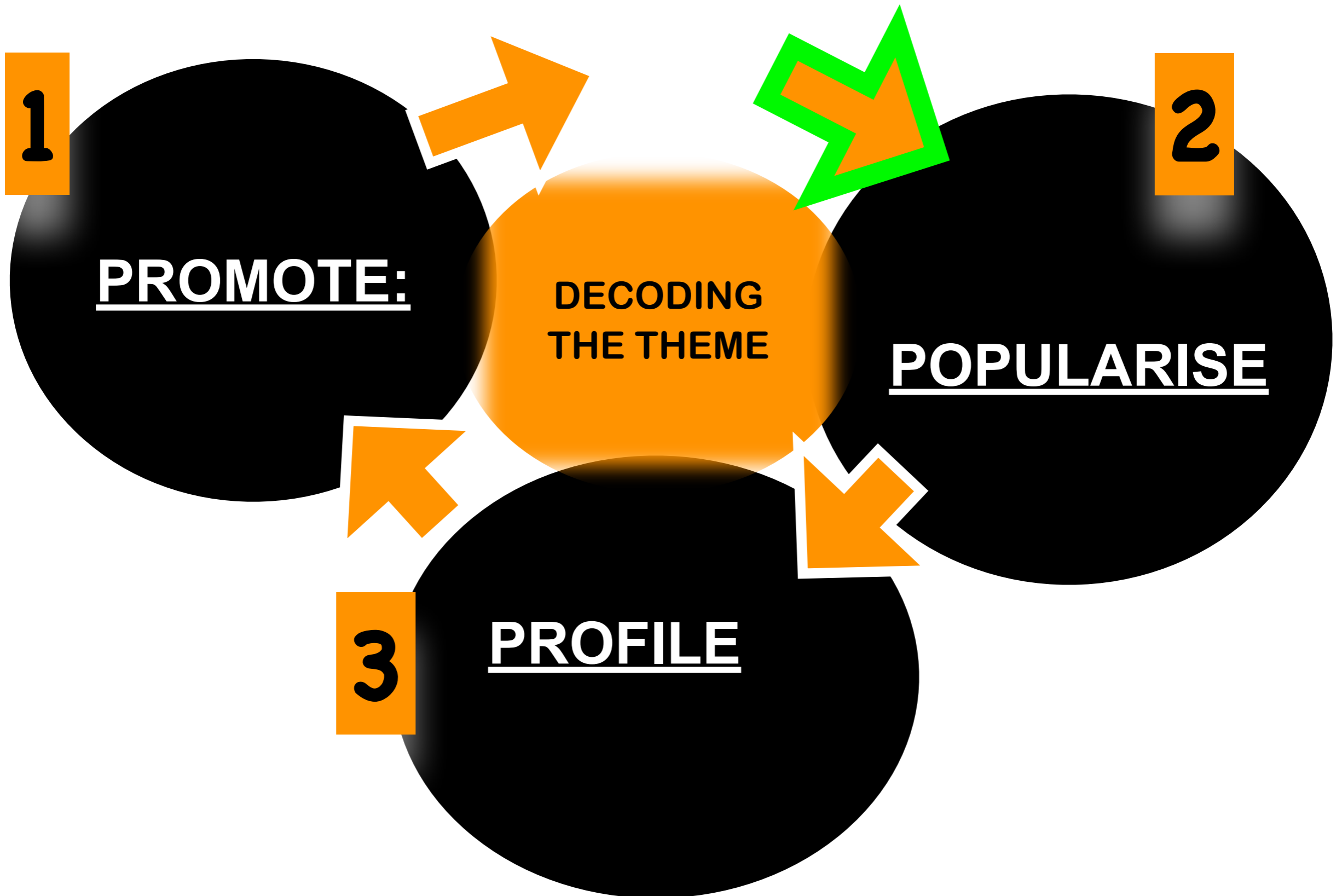
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# KEY MESSAGES: PILLARS RESPONDING TO THEME





# KEY MESSAGES: PILLARS RESPONDING TO THEME



# KEY MESSAGE

## NO.1:

# PROMOTE PAN AFRICANISM AND AFRICAN CULTURAL RENAISSANCE



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# PROMOTE PAN AFRICANISM AND AFRICAN CULTURAL RENAISSANCE

3-pronged key message drivers to promote Pan-Africanism and African Cultural Renaissance:

1. Promoting how Africa Month contributes to united efforts for decolonization and regeneration of the African continent
2. Promoting for the Ratification of Charter for Africa Cultural Renaissance by all AU Member States of which there is currently 15 African Union Member States have ratified and 34 have signed the Charter for African Cultural Renaissance
3. Promote the benefit of ratification lies in its ability to enable for the amplifying; streamlining and enhancing of the contribution of the Arts and Culture to Africa's socio economic development and integrations.



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# KEY MESSAGE NO.

2:

## **POPULARISE PARTNERSHIPS EXISTING BETWEEN SA AND AFRICAN STAKEHOLDERS**



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## POPULARISE PARTNERSHIPS EXISTING BETWEEN SA AND AFRICAN STAKEHOLDERS:

5-pronged key message drivers to popularise partnerships existing between SA and African stakeholders:

1. The roles played by Department of Sport, Arts and Culture in driving cultural exchange initiatives and programmes through The Africa Cultural Seasons which are aimed at showcasing South Africa's artistic and cultural talent, promote regional integration and support efforts towards expanded trade of our cultural goods and services.
2. The roles played by SA's government departments, and related SA organisational structures in driving social cohesion mandate and programme between country stakeholders and Africa
3. The collective achievements by our President as AU Chair to date in pursuits of advancing the #AfricaWeWant #AUAgenda2063



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## POPULARISE PARTNERSHIPS EXISTING BETWEEN SA AND AFRICAN STAKEHOLDERS:

4. Popularise initiatives which advance the mandate of the synergy brought on by African Language Week in showcasing the intertwining diversity of African languages and cultures across the continent of Africa.
5. Popularise the programmatic initiatives of the African Liberation Heritage Programme and SA's chapter of Resistance and Liberation Heritage Route Project (RLHR) which seeks to identify, document, conserve and manage a series of heritage sites that present evidence of a common narrative, memory and experiences relating to the resistance and liberation struggle in South Africa.



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**KEY MESSAGE NO.**

**3:**  
**PROFILE**  
**THOUGHT**  
**LEADERSHIP**  
**CONTENT**  
**ADVANCING THE**  
**AFRICA WE WANT**



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4-pronged message drivers to amplify the profiling of thought leadership content advancing the Africa We Want:

1. Success Stories of Activists who are notably the drivers of #AfricaWeWant
2. The legacy of Ms. Charlotte Manye Maxeke in her first of many achievements which endeavoured to drive emancipation and eradication of policies and structures which marginalised many.
3. The legacy of Chief Albert Luthuli who was the 1st African person to win the Nobel Prize for his non-violent struggle against apartheid in 1961.
4. The legacy for Africa behind the significance of the 23rd April Cuito Carnavale in its unequivocal contribution to the history of the struggle and ultimate liberation of most of most of the Southern Africa Countries.



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# 5. AFRICA MONTH 2021 CALL TO ACTION



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## **CALL TO ACTION FOR AFRICA MONTH 2021**

To encourage Africans to be in unison in embracing, preserving and amplifying with fervent patriotism the work of the continent's talented practitioners and learned scholars

Africans have this insatiable quest to showcase with pride the richly diversified culture, arts and heritage of our African continent.

It is this quest which lives in all of us as Africans because our commitment to Building a Better Africa and a Better World is unquestionable.



To encourage Africans to be in unison in embracing, preserving and amplifying with fervent patriotism the work of the continent's talented practitioners and learned scholars.

### WHY THIS CALL TO ACTION:

Africans have this insatiable quest to showcase with pride the richly diversified culture, arts and heritage of our African continent.

It is this quest which lives in all of us as Africans because our commitment to Building a Better Africa and a Better World is unquestionable.



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# 6. AFRICA MONTH 2021 KEY HIGHLIGHTS



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# #AM2021 KEY HIGHLIGHTS

- Anniversary Mme Charlotte Maxeke - 19/05
- SADC DG Forum on the Charter for African Cultural Renaissance - 23-24/05
- Africa Day Celebration/Webinar - 25/05
- Battle of Cuito Carnavale Day - 27/05
- 60th Anniversary of Chief Albert Luthuli - 28/05
- Launch of the Commemorative Gold Coin - 31/05



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# AFRICA MONTH 2021 CONTENT PLAN

THEME/ACTIVITY/PROGRAMME	ACTIVATION
The Continental Design Initiative	Drive promotion of Indigenous African wear which has gained global and international attention Drive promotion of African designers promoting this genre of design #TheAfricaWeWantFashion
Indigenous Languages Comedy and Story Telling	Identify key story-telling films and comedy advancing use of Indigenous Languages Drive awareness and viewing of such content and support thereof to SA audiences
Africa Day 2011	Programmatic content to be curated using virtual running order programme
African Cinema	Identify key story-telling films and comedy advancing use of Indigenous Languages Drive awareness and viewing of such content and support thereof to SA audiences
Legend of Africa Campaign	Advance Infographics promoting the African Legends and their contribution to emancipation of African countries to colonisation
Chief Albert Luthuli 60 <sup>th</sup> Anniversary	Drive a #DidYouKnow #AfricaWeWantHistory
Virtual Meeting on Sites of Memory & World Heritage Convention In Africa	To promote the video clips curated of the ministers from the participating countries of the convention popularised around the month
Commemorative Gold Coin	Promote the Fast Facts around the founding fathers' of liberation
Promotion of the use of African Languages	Drive an educational campaign on knowing the different languages spoken in different parts of the African continent



***DITEBOGO,***

**MARKETING & COMMS CHIEF  
DIRECTORATE**



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