

Advocacy and communication



The cluster plays a strategic role in branding and building a positive image for the African Union and its organs. The cluster's activities include: (i) strengthening advocacy in support of the African Union, the NEPAD Planning and Coordinating Agency (NEPAD Agency), the African Peer Review Mechanism (APRM), and regional economic communities through the processes of the regional coordination mechanism for Africa; (ii) enhancing dialogue between the African Union and United Nations systems on one hand and the community of media reporting on Africa on the other; and (iii) popularizing Agenda 2063, including supporting the creation and change of the African narrative; (iv) implementing the RCM-Africa communication strategy.

Cluster members:

African Union Commission (AUC), NEPAD Agency, the International Labour Organization, the International Organization for Migration, the Joint United Nations Programme on HIV/AIDS, the United Nations Development Programme, the United Nations Department of Public Information, the Economic Commission for Africa, the United Nations Environment Programme, the United Nations Educational, Scientific and Cultural Organization, the United Nations Population Fund, the Office of the United Nations High Commissioner for Refugees, the United Nations Entity for Gender Equality and the Empowerment of Women, and the Office of the Special Adviser on Africa.

Cluster governance:

The co-chairmanship of the cluster on the side of the Office of the Special Adviser on Africa is ensured de facto by the Chief of Coordination and Advocacy Programme Development Branch and, in his absence, by the Director of the Office or by any senior officer designated by the Director, and on the African Union side by the Director of the Directorate of Information and Communication of AUC and in her/his absence by any senior officer designated by the Director.

Cluster objectives

- Promote joint planning, programming, monitoring and evaluation of the support provided by AUC, NEPAD Agency, APRM and the regional economic communities
- Ensure intra- and inter-cluster communication, information-sharing, advocacy and outreach work
- Promote joint resource mobilization and cost-sharing in support of regional communication and advocacy initiatives
- Identify communication and advocacy deficits, challenges and constraints and propose possible policy and institutional responses
- Compile lessons learned, best practices and experiences for the improvement of advocacy and better communication about the NEPAD Agency

- Within the framework of the reviewed Ten-Year Capacity-Building Programme, provide technical support and other types of assistance to the Department of Communications of AUC, NEPAD Agency, APRM and the regional economic communities
- Support the full implementation of the African Union Commission Communication Strategy for Agenda 2063

Key achievements:

- Each year in New York, on the margins of the General Assembly, the cluster organizes a series of activities:
 - (a) Africa week, is organized every year at the United Nations headquarters in New York, a week of advocacy and information to promote the work of the African Union, its NEPAD and APRM institutions;
 - (b) Briefing sessions by the RECs to member States of the United Nations about the importance of the work of the sub-regional organizations in implementing the AU vision and policies;
 - (c) Briefing sessions by the AU, NEPAD Agency and APRM to the African Group, other UN member States and Interdepartmental Task Force on African Affairs, as well as Civil Society, Academia and the Diaspora.;
 - (d) Arrangements were made for the chief executive officer of NEPAD Agency and APRM to address the General Assembly; and to participate in Expert Group meetings on topics relevant to Africa's Peace and Development.
 - (e) A press conference, moderated by AUC DIC, co-chair of the advocacy and communication cluster, was organized to brief the international press on the activities of NEPAD Agency and APRM.
- The cluster also provided advisory services, technical assistance, training and financial support:
 - (a) It contributed to the organization of workshops and expert group and policy organ meetings;
 - (b) It assisted with the formulation and development of important frameworks, programmes and plans of action;
 - (c) It provided staff support;
 - (d) It facilitated the forging of common positions on global issues and supported Africa's negotiations on them.

For further information, please contact the coordinators, Raul De Melo Cabral (cabralr@un.org), and Habiba Mejri-Cheikh (HabibaM@africa-union.org).

Reference: <http://www.uneca.org/nepad/pages/regional-coordination-mechanism>