



## **CONCEPT NOTE FOR THE CELEBRATION OF AFRICA DAY AND RESOURCE MOBILIZE FOR THE AFRICAN UNION CONTINENTAL STRATEGY ON THE COVID -19 PANDEMIC**

### **1. INTRODUCTION**

25<sup>th</sup> May 2020 marks the 57<sup>th</sup> Anniversary of the establishment of the Organization of African Unity (OAU). On this day 57 years ago the continental organization was established by its founding fathers in Addis Ababa, Ethiopia with the aim of encouraging political and economic integration among Member States, and to eradicate colonialism and neo-colonialism from the African continent.

With the majority of the African states gaining independence in the 1950 – early 1970's, the organization transformed into the African Union (AU) with the main purpose of accelerating the process of integration in the continent to enable it play its rightful role in the global economy while addressing multifaceted social, economic, cultural and political challenge.

On the 25<sup>th</sup> May 2020 African populations should celebrate its many achievements as a continent as well as reflect on the many challenges still impacting negatively on the development and integration of the continent and seek possible ways to resolve and minimize such.

The African Union adopted its blueprint strategy, the African Union Agenda 2063: the Africa we want, in January 2015. The AU Agenda 2063 outlines seven (7) aspirations of which aspiration 05 is about the development of the arts and culture sector including its cultural and creative industries sector to enable its contribution to the development of the economy of the continent.

However we are celebrating Africa day this year in an untypical environment as Africa and the entire world are grappling the Coronavirus, COVID-19 pandemic.

The COVID-19 pandemic had a sudden and substantial negative impact in all sectors including the arts, culture and heritage sectors. The global health crisis and the uncertainty resulting from it profoundly affects organizations operations as well as cultural workers both employed and independent across the continent.



The African Union has developed Continental interventions to fight COVID-19 which include:

- Implementation of the Common African Continental Strategy on COVID-19. Framework to fight COVID-19 and to strengthen health systems and mobilization of resources
- Establishment of the Technical Committee with participation of experts from all AU Member States; Socio-economic impact of the lockdown to African Economies to find holistic strategies to mitigate the negative impact of COVID-19.
- Establishment of the Continental Solidarity Fund - Anti COVID-19 Response Fund.
- Appointment by the Chairperson of the Union of four (4) envoys to play a leadership role in spearheading the mobilization of resources for the Anti COVID-19 Fund.
- Capacity Building, training and pool procurement of services and equipment are coordinated by Africa Centre for Disease Control (CDC).
- Establishment of the African Youth Front on Coronavirus as an African Union framework to engage young people to contribute youth-led solutions and co-lead Africa's response to the pandemic.

It is in this context that the African Union Commission (AUC) and the All Africa Music Awards (AFRIMA) are organizing this online concert to advocate for contributions to the Africa COVID-19 Response Fund. The powerful role of African artists through their music and art in curbing the pandemic as well as in advocating for contributions by well-wishers to assist the Africa CDC operations cannot be overemphasized.

The theme of the Africa Day celebration is '**Health Security in the Context of COVID-19**'

The celebration of Africa Day will comprise the following activities:

- A Pre-Event on the 24 May to advocate for the main event
- Key Messages from the African Union Commission Leadership;
- Key Message from the All Africa Music Awards
- Calls to Action from Artists and Musicians
- A Musical Concert which will feature renowned musicians and artists from the continent;
- Well-wishers contributions to the Africa COVID-19 Response Fund



## 2. OBJECTIVES

The objectives of the celebration of Africa Day are:

- To inspire action with key AU messages on the prevention, protection and response measures to contain Coronavirus on the continent;
- To use the power of music and the crucial role of African artists in advocating for the curb of COVID-19 on the continent;
- To engage African youth, especially young musicians, to join forces and work hand in hand with the AUC in curbing the COVID-19 pandemic;
- To galvanize solidarity from well-wishers on the continent and beyond to provide financial and in kind contributions to the Africa COVID-19 Response Fund;
- To establish a greater synergy between African artists and the work that African Union is doing in response to COVID-19 pandemic led by the Africa Centre for Disease Control (CDC);

## 3. THE VIRTUAL/ONLINE MUSIC CONCERT

The Virtual Music Concert will be held on Monday 25 May 2020 from 14:00 to 17:00 hours East African Time.

## 4. PROGRAMME FOR THE CELEBRATION

### 4.1 Pre-Event on 24 May 2020

A pre-event will be hosted by Ms. Aya Chebbi, AU Youth Envoy on 24 May 2020 to call up the young people and the continent at large to massively participate in the Africa Day Celebrations and tune in to the AU Virtual Concert on 25 May 2020.

### 4.2 Virtual/Online Concert on 25 May 2020

**Event Host: Eddie Kadi**

**Show Producer and Show Caller: Mike Strano (Phat! Entertainment Kenya)**

The following is the proposed sequence of the event:

No	Time	Activity/Task	Responsible Person	Observation
1.	16:00	AU Anthem	AUC	
2.	16:05	Welcoming Words by the Host of the Africa Day Virtual Concert – Eddie Kadi		
3.	16:10	<ul style="list-style-type: none"> <li>Message by H.E President Cyril Ramaphosa, President of South Africa and Chairperson of the African Union</li> <li>Message by H.E. Moussa Faki Mahamat-Chairperson of the AUC</li> </ul>	AUC	
4.	16.15	Opening performance by Pape Diouf - COVID-19 Song – HUMANITY	Pape Diouf	
5.	16:20 - 16:45	First set of Artists Performances by: Artist A Artist B Artist C Artist D Artist E	AFRIMA	
6.	16:45 - 16:55	<ul style="list-style-type: none"> <li>Message by an Artist and by Mr. Mike Dada, Executive Producer of the All Africa Music Awards (AFRIMA)</li> <li>Message by Ms. Aya Chebbi - AU Youth Envoy</li> </ul>	Selected Artist AFRIMA	
7.	16:55 -17: 20	Second set of Performances by: Artist F Artist G Artist H Artist I Artist J	AFRIMA	
8.	17:20 - 17:25	Message by H.E. Amira Elfadil, Commissioner for Social Affairs	AUC	
9.	17:25 - 17:50	Third set of Artists performances Artist K Artist L Artist M Artist N Artist O	AFRIMA	
10.	17:50 - 18:00	Closing short Key Messages by three artists		



## 5. CONTRIBUTION TO THE AFRICA COVID-19 RESPONSE FUND

Contributions will be channeled to the AU Website link to the account of COVID – 19 Response Fund.

## 6. BROADCASTING LIVE

The Online/virtual concert for the Africa Day celebrations and to mobilize for the Africa COVID-19 Response Fund will be broadcast live through DSTV, Facebook and YouTube.

## 7. COMMUNICATION AND DISSEMINATION STRATEGY

The information on the Africa Day Online/Virtual Concert will be available in the AU Website and other social Media.

The DIC will prepare the Media Advisory for the dissemination of information on the Online/Virtual Concert.

The All Africa Music Awards will also use its communication network to disseminate information on the online/virtual concert.

Key short messages to be passed will include:

- **TOGETHER WE STRUGGLE AND TOGETHER WE SHALL THRIVE!**
- **AFRICA AGAINST COVID-19!**
- **AFRICAN ARTISTS AGAINST COVID-19!**
- **HAPPY AFRICA DAY TO ALL!**
- **#STRONGERTOGETHER #STRONGERTHANCOVID**

## 8. LANGUAGES

The languages of the online/virtual music concert will be English and French.

## 9. CONTACTS

For any additional information kindly contact

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