

YOUNG AFRICAN THINK'RS CONVENTION

REALIZING THE ENVISIONED AFRICA

“The creativity, energy and innovation of Africa’s youth shall be the driving force behind the continent’s political, social, cultural and economic transformation.”

– Agenda 2063/ Aspiration 6:58

“Many of the challenges that our young people face are also potential opportunities, from the need for job creation to the need to inculcate positive values. A lot of hope is pinned on this generation as being the future leaders of Africa. If we have such great expectations for our young people, it is imperative that we proactively prepare the way for them,”

– Dr. Betta Mengistu, Beza International Ministries, Chairman

May, 2018

Young African Think'rs Convention 2018

August 15 - 18

Theme: Understanding and Owning Africa's Identity Using the Creative Industry for effective messaging towards a one-generation turn-around

Africa is renowned for its rich heritage, youthful population and boundless resources, despite which the continent still faces a myriad of challenges which currently impedes its development. In the past few decades, Africa has struggled with translating its rich natural resources, and the inherent spirit of creativity and innovation of its young people into economic advancement. Even though the governance structures at national and continental levels have intensified the focus on creating policy environments to accelerate development, a key component for Africa's self-actualization remains largely ignored.

The mindset of people can either unlock the door to development, or conversely, shut off progress. A secure, confident and sound mindset could be the difference between Africa's current reality and achieving our potential. As demonstrated by the 2018 African Union's theme, **Winning the Fight Against Corruption: A Sustainable Path for Africa's Transformation**, the fight against corruption requires the urgent task of transforming our minds. To win the fight and set Africa on the path to sustainable development, beyond an enabling policy environment, individual ideas and habits must align with the development agenda envisioned by the AU's Agenda 2063. This is a foundational and crucial step towards achieving the Africa We Want.

The 2018 Young African Think'rs Convention (YATC) will focus on these issues - understanding and owning the mentalities, lifestyles and daily cultures in the continent. By taking an intentional and critical look into the reality, the convention strives to identify the key steps towards transforming individual mindsets to align with our aspirations for development. This will touch upon the areas of identity, worldview and using the creative industry as an influencer.

Partnership with the Youth Division

The Youth Division within the Department of Human Resources, Science and Technology of the African Union Commission is mandated to create spaces for young people to engage and come together to achieve components that contribute to the strengthening of their personal development. In this regard, the Youth Division habitually holds Youth Corner sessions for young people in the AUC to engage in discussions on a number of topics directly related to young people. These sessions seek to foster an exchange of perspective and generate new ideas that ultimately contribute to their professional development.

A key theme of these Youth Corner session is Safe Spaces, an initiative committed to bringing the mental health of young people to the forefront of the discourse on their wellbeing and

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development. A central objective is to create a platform for conversations on mental health issues, especially those pertaining to youth. Creating an environment where young people can open up and find common ground with their peers, as well as to extract best practices and gain a better understanding of the issues involving their mental health and mindset is perfectly articulated in the mandate of the AUC, by the African Youth Charter, on engaging and empowering youth towards being the drivers of their own development, and that of the continent at large.

In light of this, the YATC proposes to leverage the existing mandate of the AUC through a partnership between the Safe Spaces initiative and the 2018 YATC. Under the common theme of mental approaches to influencing and achieving development, the AUC Safe Spaces activities for August will include the YATC 2018.

Overall Goal

- Achieve the aspiration 6 of Agenda 2063 through investing in youth culture, way of thinking and identity.

The overall goal will be achieved through two general objectives:

- create spaces for young people to engage and come together to achieve components that contribute to the strengthening of their personal development.
- To contribute toward transform mindsets at grassroots level in the continent and diaspora communities abroad

Specific Objectives:

- To train and equip young leaders to be able to use available platforms to reach out to their local communities
- To utilize media and the creative industry in Africa for the continent's progress
- To increase the knowledge of Young people about positive transformation of mindsets.

Intended Outcome:

By the end of the three days, the Think'rs present will have:

1. Increased the awareness about tools to transform mindsets
2. Improved confidence of a clear African identity
3. Be equipped with specific messages to share with their communities towards mind transformation
4. Have developed frameworks for projects they can launch after the convention

YATC 2018

The target participants for YATC 2018 are the culture shapers - essentially the creatives who have the power to rebrand perspectives through their artistic mediums (music, photography, design, writing, film, drama, poetry, blog...). During the convention, the goal is to inspire the minds of the influencers, empower them to start projects that incorporate specific messages so they will in turn influence the minds and thought patterns of their communities upon their return. The convention will feature sessions with mind-transformation experts and media professionals.

Methodology:

The convention will feature two main formats: **plenary sessions** where speakers will present on specific topics and **breakaway sessions** where facilitators lead teams in discussions and brainstorming towards an outcome.

Total expected participants: 100 - 120 youth

Breakaway teams: 9 caucus rooms (10 - 15 people per team)

9 teams will be deliberating on the following task:

The task of the Think'rs during the convention will be to develop frameworks for effective messaging to different demographics of communities in Africa. Guided by the presentations, each breakaway group will discuss around the following three target audiences and three specific messages foundational for transformation.

Target audience are young people living in:

1. Urban areas
2. Rural areas
3. Diaspora community

Messages:

1. Personal/National/Continental Vision
2. Awareness of resources and opportunities in the continent towards engagement
3. Shared values of love, forgiveness and unity

***Each team will brainstorm on how to communicate one message to one target audience. For instance, one team will work on a framework for communicating Personal/National/Continental Vision to an audience situated in urban areas.

Day 1: August 15, 2018

Time	Activity	Personnel	Responsible Party
8 - 9AM	Arrival, registration and seating	Logistics team	YAT/AUC
9:00 AM - 9:15 AM	Opening remarks	AUC Chairperson	AUC
9:15 AM - 9:30 AM	Opening remarks	Dr. Betta Mengistu, Beza Chairperson	YAT
9:30 AM - 9:45 AM	Keynote Message	Professor Sarah, Commissioner HRST	AUC
9:45 AM - 10:00 AM	YAT Introduction/Vision sharing	Misael Milkias, Organizer	YAT
10:00 AM - 10:15AM	Family Photo	Media Team	YAT
10:15 AM - 10:45 AM	Health Break	Logistics team	AUC
10:45 AM - 11:00 AM	Orientation	Wongel Abebe	YAT
11:00 AM - 11:15 AM	Filling in Pre-convention Survey	Wongel Abebe	YAT
11:15 AM - 11:45 AM	DD Presentation	TBC (Amanda)	AUC
11:45 AM - 12:00 AM	Q&A on presentation	Wongel Moderates	YAT
12:00 PM - 12:30 PM	Grouping of teams	Wongel and Team Facilitators	YAT
12:30 PM - 1:30 PM	Lunch		AUC
1:30 PM - 3:45 PM	Breakaway session (Introduction of tasks, icebreakers, brainstorming)	Facilitators	YAT
3:45 - 4:00 PM	Clear AU Premises	Logistics team	YAT/AUC

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Day 2: August 16, 2018

Time	Activity	Personnel	Responsible Party
8:00 AM - 9:00 AM	Arrival, registration and seating	Logistics team	YAT/AUC
9:00 AM - 9:15 AM	Recap of day 1	Moderator	TBC
9:15 AM - 10:15 AM	Presentation on Mind Transformation	Dr. Miheret Debebe	YAT/AUC
10:15 AM - 10:30 AM	Q&A with Dr. Miheret	Moderator	YAT
10:30 AM - 10:45 AM	Tips on effective messaging	DIC	AUC
10:45 AM - 11:15 AM	Tea break		AUC
11:15 AM - 12:30 PM	Panel Discussion on Effective Messaging with Gerald Chirinda, Mutua Matheka and Richard Njau	Moderator	YAT
12:30 PM - 1:30 PM	Lunch		AUC
1:30 PM - 3:45 PM	Breakaway sessions (discussions and brainstorming continue)	Team Facilitators	YAT
3:45 PM - 4:00 PM	Clear AUC Premises	Logistics team	YAT/AUC

Day 3: August 17, 2018

Time	Activity	Personnel	Responsible Party
8:00 AM - 9:00 AM	Arrival, registration and seating	Logistics team	YAT/AUC
9:00 AM - 9:15 AM	Recap of day 1	Moderator	TBC
9:15 AM - 10:15 AM	Presentation on Mind Transformation	Dr. Miheret Debebe	YAT/AUC
10:15 AM - 10:30 AM	Q&A with Dr. Miheret	Moderator	YAT
10:30 AM - 10:45 AM	Dr. Caroline Leaf's teaching 'The brain can be rewired' via video		AUC
10:45 AM - 11:15 AM	Tea break		AUC
11:15 AM - 12:15 PM	Presentation on Cultural Identity	Yodahe Abebe, Film Maker, Partner and General Manager, Bete-Semay Creative Media	YAT
12:15 PM - 12:30 PM	Q&A with Yodahe	Moderator	YAT
12:30 PM - 1:30 PM	Lunch		AUC
1:30 PM - 3:45 PM	Breakaway sessions (Finalizing outcomes and polishing presentations)	Team Facilitators	YAT
3:45 PM - 4:00 PM	Clear AU Premises	Organizers	YAT/AUC

Day 4: August 18, 2018

Time	Activity	Personnel	Responsible Party
8:00 AM - 9:00 AM	Arrival and registration	Logistics team	YAT/AUC
9:00 AM - 10:00 AM	Breakaway sessions <ul style="list-style-type: none"> • Post-convention survey • Presentation of outcome to organizers in caucus rooms) 	Organizers	YAT/AUC
10:00 AM - 10:30 AM	Tea Break		AUC
10:30 AM - 10:45 AM	<ul style="list-style-type: none"> • Welcoming guests • Recap of 3 days • Introduction of the agenda for the next two hours 	Moderator	YAT/AUC
10:45 AM - 11:00 AM	<ul style="list-style-type: none"> • Three presentations • Each 5 minutes • One presentation from each target audience • Passing on certificates 	Presenters	YAT
11:00 AM - 11:20 AM	Feedback from invited guests/stakeholders	Moderator	YAT/AUC
11:20 AM - 11:35 AM	Closing remarks	AUC Representative	AUC
11:35 AM - 11:50 AM	Closing remarks	YAT Representative	YAT
11:50 AM - 12:00 PM	Family Photo	Media Team	YAT
12:00 PM - 1:00 PM	Lunch		AUC
1:00 PM - 1:15 PM	Clear AU Premises		YAT/AUC

Tentative Budget:

Expense	Quantity	UoM	Unit Rate (USD)	Total (Estimate - USD)
Flight Ticket Expenses	36	Persons	(500 - 1,200)	22,192
Accommodations (Room + Dinner)	60 x 5	Persons x night	118	35,400
Lunch + Tea break (Catering)	100 x 4	Persons x days	27	10,800
Transportation	3 x 6	bus x day	153	1,287
Printing Costs	(banner, 100 folders, concept notes...)	-	-	2,000
Media Productions	Videography + PR + Graphics Design	-	-	3,289
Events planning/ Logistics	1 Project	Project	(Package)	7,473
			Grand Total:	82,441