



AFRICA 21

2020 - 2025
STRATEGY



GENEVA, SWITZERLAND



Africa 21 has been registered with the Commercial Register of the Canton of Geneva since August 9, 2011.

On September 4, 2012, the Swiss authorities awarded "Public Utility Status" to Africa 21.

In 2015, Africa 21 received "Special Consultative Status" from the Economic and Social Council of the United Nations (ECOSOC). In 2017, Africa 21 obtained "Status of General Observer" of the United Nations Conference on Trade and Development (UNCTAD) and in 2019 the status of Observer for the United Nations Environment Assembly of the United Nations Environment Program.

The Association is operates across:
Africa 21 Headquarters in Switzerland
Africa 21 France
Africa 21 Cameroon
Africa 21 Senegal



Association Africa 21
C/o Maison Kultura, Rue de Montbrillant 52, 1202 Genève, Suisse
May 2020



Our Vision

Africa 21 was created in Geneva in 2011 to raise awareness of, as well as facilitate the implementation of sustainable development practices in Africa through programs targeting the key stakeholder categories influencing development, from political leaders to entrepreneurs and journalists. As such, the association is a part of international initiatives that strengthen dialogue and collaboration among relevant actors.

As an association, the think tank contributes to a better understanding of the opportunities and solutions available to existing and future challenges facing Africa's sustainable development.

Africa 21 is contributing to accelerating change in Africa and is supporting the establishment of effective and efficient leaders, leadership practices and good governance by developing the tools and capacities necessary towards achieving transformative and lasting impact. The think tank is identifying good practices in technology and applying innovations in various contexts to safeguard and improve the environmental, social and economic well-being of African populations. This approach which leverages on extensive network of experts and partners has allowed the think tank to bridge the knowledge gap and serve as a trusted platform among international development stakeholders.

In order to create the maximum synergy between stakeholders and initiatives and to efficiently deliver maximum impact in its interventions, Africa 21 has implemented a strategy based on 3 major thematic areas influencing development on the African continent. These themes adequately influence the various development agenda's including the United Nations (UN) 2030 Agenda and the African Union (AU) 2063 Agenda.

Africa 21's strategic themes are:

1. Leadership, good governance and inclusion
2. Technology and innovation
3. Human Well-being and the Environment

Africa 21's Strategic Themes and the Sustainable Development Goals (SDGs)



An Identity Driven by Impact



What we want to achieve at Africa 21

1. As a 'Think Tank', Africa 21 strives to be recognised as a thought leader for sustainable development on the African continent, providing sound policy advice and shaping the future of social and economic development on the continent,
2. As a 'Do Tank', Africa 21 aims to guide the course of development in Africa by supporting Governments, national institutions and other stakeholders in implementing projects and initiatives that deliver lasting and measurable impact,
3. As a 'Trusted Partner', Africa 21 will serve as a bridge across stakeholders, policy and action; as well as provide a reliable, versatile platform for engagement and exchange on the key issues and solutions affecting society today and into the future.

Our strategic goals

To develop and support Governments as well as national and regional institutions in implementing:

1. Concrete and adaptable tools that support the drive for good governance at the national and regional level
2. Policies and initiatives that drive poverty alleviation and improve human well-being, to ultimately lift people from poverty in Africa
3. Policies and initiative that safeguard the environment and integrate climate action into socio-economic activity, as well as improve food and water security.

To establish:

4. The continent's leading knowledge sharing platforms independently and through collaborations
5. Long-term trusted relationships with stakeholders across the entire international development ecosystem

To:

6. Identify/develop technological innovations; supporting stakeholders in integrating these technologies to meet set goals as part of the development agenda

How We Work



Develop and contribute policy advice to key international, regional and national institutions

This will be achieved by:

- Conducting and sharing research on the theme relevant themes –
 - Develop policy papers that are shared as recommendations to international organisations and Governments (as well as NGOs, the private sector, their representative organizations and trade unions)
 - Attend policy/agenda setting/consultative meetings of relevant institutions to advocate for good practices towards achieving the various development agendas.
- Develop tools and resources for practical field use –
 - Develop tools that are delivered through training and workshops targeted at leaders and decision makers, focusing on Government institutions as well as regional international and multilateral organisations (including NGOs, the private sector, their representative organizations and unions)
 - Work with institutions to understand what challenges they have in a specific thematic area of Africa 21, and then collaboratively develop tools, frameworks and solutions to these problems.

Serve as a repertoire for data and information relating to key themes, be recognized as a thought leader and function as a platform

This will be achieved by:

- Collecting and analysing data and disseminating information on –
 - sustainable development best practices
 - the activities, initiatives and findings of various stakeholders in international development
- Establishing a system/process to effectively monitor news/information as well as disseminate information through –
 - A regular newsletter
 - Publishing Africa 21's thematic journal 'AFRIQUE DURABLE 2030'
 - The network of journalists
 - Research papers, articles, analytic notes
 - Other media engagements including but not limited to TV, print media and radio
- Organizing and participating in international events and other knowledge sharing platforms
- Facilitating interaction and engagement among international development stakeholders –
 - Foster innovation
 - Create sustainable public-private partnerships

How We Work continued...

Drive measurable impact on the African continent by developing projects in the field and facilitating/supporting the implementation of good practices

This will be achieved by:

- Designing and implementing development interventions that focus on domestic resource mobilization and developing local capacity
- Providing technical assistance as an implementing partner to international development stakeholders
- Developing a monitoring and evaluation framework (audit offer) as a service





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Strategic Targets

As part of the coming strategic cycle, Africa 21 has identified the following key targets in its efforts to drive tough leadership and measurable impact:

- Define and launch a robust long-term strategy that builds on the successes of the think tank thus far and leverages resources towards targeted impact as well as expand Africa 21's membership and expert base.
- Consolidate Africa 21's presence on the African continent through its network of branches, starting with Africa 21 Cameroon and Senegal.
- Launch and scale up Africa 21's pan-African network of journalists to reach all 54 Countries and bridge the gap between international Geneva based organisations and African based media outfits.
- Establish/strengthen key institutional partnerships that further enhance Africa 21's ability to provide insight and policy advice towards sustainable and equitable development.
- Actively participate in the post Sustainable Development Goal (SDG) agenda setting/consultative process.
- Support regional stakeholders in job creation process by developing policies and initiatives to facilitate job security and mobility, as well as by working with stakeholders to implement Africa 21's green jobs initiative.
- Support the African Union in implementing the Agenda 2063 targets, including designing and establishing regional industrialization hubs linked to the global value chains and commodity exchanges; developing and implementing policies to eradicate obstacles to Women engaging in economic activity..
- Begin the consultative process with relevant stakeholders to develop proprietary frameworks to safeguard and enhance food and water security for the most vulnerable populations in Africa.
- Support the United Nations Environment Program (UNEP) in establishing the Science, Business and Policy Forum for Africa.

As part of the strategic process and keeping in mind the evolving landscape of international development, Africa 21 will review the strategy periodically to ensure alignment with realities across the continent.

Achieving these targets requires Africa 21 to work closely with stakeholders at various levels. Get in touch with the team to find out more about partnerships and how you can get involved with the Associations various initiatives.



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