



Dear Friends & Family,

As we bid farewell to 2023, we take a moment to reflect on what has been a difficult yet incredibly impactful year for us at Africa Soft Power and African Women on Board. With your support as a community, we embarked on a remarkable journey that saw us propel African thought leadership, perspectives, and expertise into global conversations. At the core of our work is the commitment to building bridges and connecting worlds, and this endeavor has been enriched by your engagement and collaboration. Here are some highlights of what you helped us achieve:



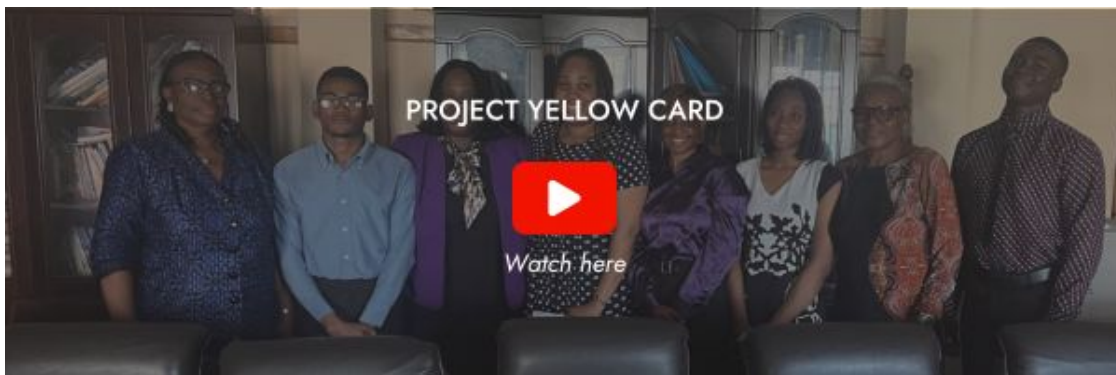
Unveiling Our Pioneering White Paper: A Blueprint for Advancing Gender Equity in Africa (First Edition)

We marked a significant milestone with the launch of our white paper, ["Advancing Gender Equity in Africa: Leveraging the Private Sector to Navigate Challenges and Drive Meaningful Change"](#). Tailored for the business community, the report offers clear, evidence-based guidance to inform decision-making and strategic planning. It outlines how the private sector can wield a more substantial influence in shaping social dynamics, particularly in achieving gender equity within workplaces and, ultimately, in our communities.

with Claudia Goldin's historic receipt of the Economics Prize—the first woman to win the prize solo. Her work has significantly shaped our understanding of women's work and labour market outcomes. The launch of the white paper not only signifies the culmination of years of research but also aligns with our strategic objective of showcasing African thought leadership in global discussions.

Our **Gender Equity Commitment (GEC)** toolkit was developed in tandem with this research, recognizing the unique challenges that African organizations encounter in fostering workplace inclusion and diversity. This gender assessment tool aids organizations in monitoring and assessing their advancements in implementing equity through a contextual and Africa-centric approach.

The second edition of the white paper – featuring more insights, expanded conversations, and case studies – will be launched in the UK in the first half of 2024 and at the Remarkable African Women's (RAW) Leadership Conference in Kigali, Rwanda, in May, 2024. Keen to explore our white paper or GEC toolkit? Reach out to us at: awb@africanwomenonboard.org



Project Yellow Card: Nurturing Women's Leadership Pipelines...

In alignment with our commitment to empowering young girls and women to thrive as leaders, African Women on Board (AWB) backed [Nifesimi Agbede](#), a young student from the University of Lagos (UNILAG), in her historic campaign to become the first female president of the Pharmaceutical Association of Nigerian Students. AWB further launched a groundbreaking initiative, the Project Yellow Card scholarship program, with select pharmacy students from UNILAG as its inaugural recipients. Notably, one of the impactful outcomes stemming from Project Yellow Card is the Allies Scholarship, reflecting a holistic 360-degree approach to gender equality. AWB is dedicated to providing equal opportunities for both male and female university students. In pursuit of this objective, we actively seek partners willing to match each scholarship granted to a female student with a corresponding scholarship for a male student, while

Congratulations to our inaugural partners at Hatch/234 Media for wholeheartedly embracing the vision. Hatch/234 Media has gone above and beyond, supporting our scholarship by awarding two scholarships each to male and female students. Their commitment extends into the future, as they have pledged to grant even more scholarships next year. If you're interested in becoming part of this impactful project, please reach out. [Watch the Yellow Card short origins story here.](#)



Insights from ASP & AWB at the 78th UN General Assembly

As the continent continues to experience a renewed surge of global interest and recognition, it is imperative for Africa to take a driving seat in navigating dynamic, contemporary challenges. For our part, our ultimate goal is to ensure that Africa is always represented when critical decisions that concern us are being made. This year, aligning with the broader UNGA theme of 'Rebuilding trust and reigniting global solidarity,' our annual [UNGA event](#) was titled: 'Convergence: Women's leadership and Africa's youth in a brave new world of disruptions.'

Government and business leaders, innovators, academics, policymakers, and other influential figures joined us to explore Africa's critical role in addressing global issues. Our venue, filled to capacity, was abuzz with discussions centered on intersectional innovations in thinking about gender equality, climate change, security, and artificial intelligence.

Key takeaways included the importance of investing in data for informed decision-making, building homegrown platforms for sustainable growth, and prioritizing the representation of women and youth in decision-making spaces. You can check out our [UNGA Insights Special Report here.](#)

Climate change stands out as THE paramount intersectional challenge of our time, exerting a growing impact on multiple facets of society, such as healthcare, equality, employment, security, and living standards. As Africa is anticipated to house a quarter of the world's population, and with the continent experiencing disproportionate effects of climate change, it becomes crucial for the youth to emerge as advocates and soldiers for climate action. The urgency of climate change is often obscured by the western lens of climate change communication, preventing many Africans from fully grasping the need to address this pressing issue.

The Africa Soft Power Climate Change Photo Essay Prize marks the initiation of our '[Road to 100 Million Climate Soldiers in Africa](#)' campaign. We invite individuals aged 18–30 from Africa and the global diaspora community to capture and document the environmental transformations unfolding in their surroundings. In the inaugural edition of the Prize, participants were tasked with submitting a photo essay that delves into the theme, 'Climate Change & Your Community.'

The incredible works of our [2023 finalists](#) went on a global tour beginning in Nairobi, Kenya, during Africa Climate Week. Since then, these works have made stops at The Africa Center in New York during the UN General Assembly, The Africa Centre in London during Frieze Week, and in Lagos during Art Week. We express our gratitude to all our incredible partners. Additional details about these remarkable individuals and organizations can be found in the [exhibition brochure, available here](#).

In 2024, get ready for an even more expansive and daring edition of the Prize, committed to delving into more nuanced perspectives on climate change across the continent.



The Legacy Conference and Africa Soft Power Summit, May 2023

We take pride in the fact that our flagship [Africa Soft Power Summit](#) has evolved into the foremost global gathering for Africa's creative and tech industries, as well as women's leadership. Although hosted in Africa, its focus extends to fostering global growth. This year, the Summit took place in Kigali, Rwanda, where we brought together visionaries and leaders from diverse sectors and regions. The event featured the Remarkable African Women Conference, Creative Industries and Innovation Conference, and the prestigious ASP Gala & Awards. It was a truly extraordinary occasion that garnered extensive media coverage, reaching hundreds of thousands of individuals through our partnerships and collaborations worldwide. You can find further details in the [post-conference photo report here](#).

We are thrilled to announce our **return to Rwanda for the 2024 edition** of the Africa Soft Power Summit, scheduled to take place from **May 27th to 31st. Save the date!** For all inquiries regarding partnership and speaking opportunities, please reach out to us at asp@theafricasoftpowerproject.com.

Bridging Worlds: Key Takeaways from Davos, Accra, Los Angeles and Lagos

Engaging with contemporary issues, building bridges, and amplifying African thought leadership in global conversations are at the core of our work. We take pride in our involvement in significant global events throughout 2023. If you're interested in hosting an ASP Salon in your city, please let us know. Here's a snapshot of some of our favorites:

At [Davos 2023](#), our collaboration with Africa House underscored Africa's distinctive role and significance in global economic affairs. Building on this momentum, we partnered with the Africa Prosperity Network for the [Africa Prosperity Dialogues](#) held in Ghana. This event focused on expediting the implementation of the African Continental Free Trade Area (AfCFTA) agreement, aiming for a more prosperous continent.

As you know, a key focus of Africa Soft Power is the influential role of creative industries in propelling Africa forward. One of our most impactful events of 2023 was the [ASP + Hollywood](#) gathering on the sidelines of the Oscars in March. The art and entertainment sectors have long been acknowledged as pioneering fields in amplifying successful Black and African voices on the global stage, while also serving as a platform for strong female representation. Beyond their direct impact, the transformative power wielded by these sectors can illuminate and serve as a beacon for broader societal change. It is crucial that we invest in and leverage the creative industries to advance our communities. Aside from commemorating Women's History Month, ASP + Hollywood was dedicated to fostering connections between Africa and the global Black community. We

With the aim of enhancing youth participation, promoting inclusive governance, fostering open dialogue, and collaborative problem-solving, our youth-powered Lagos event, themed, "[Securing the Future: Youth Power, Culture & the Creative Economy](#)", united young individuals and government stakeholders in a two-way dialogue. The discourse centered on the transformative influence of Africa's youth and the role of democratic governance in securing their future. [Catch the conversation here](#).

And it's a Wrap! A Special Thanks to Our Partners, Collaborators, Family, and Friends

As we embrace the possibilities of 2024, we want to express our heartfelt gratitude for your unwavering support across all our projects. Your dedication has played a vital role in advancing African thought leadership, promoting innovation, and influencing meaningful change. Together, we are building bridges, connecting worlds, and shaping a brighter future. Thank you for being integral to our journey. Wishing you a wonderful and prosperous 2024.



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