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Dear friends & family,

Welcome to August! We hope your July was as fulfilling as ours!

Africa is currently experiencing transformation driven by the dynamic spirit of its youth population. The energy, vibrancy, and innovative thinking of young Africans are playing a central role in propelling the continent; which is why Africa Soft Power is committed to optimizing the continent's creative industries and knowledge economy, to effectively harness Africa's soft power for progress.

Recently, on July 21st, we brought together government officials, business leaders, influencers, creatives, and civil sector representatives to discuss Africa's creative economy, the role of young people, government involvement, and security challenges. This event was supported by Ford Foundation and Open Society Foundations.

The theme was "Securing the Future: Youth Power, Culture & the Creative Economy", and we had speakers emphasizing how the issues around security and non-inclusive governance affect the involvement of young Africans in society. The event was part of our Youth Power Series, and was successful in building a bridge between young people, government and key stakeholders, fostering open dialogue and knowledge sharing. We are focused on collaborative problem-solving to aid youth participation and inclusive governance, while also addressing the economic, political, and social challenges faced by African youth.

If you missed the session or would like to revisit moments from it, a recording will be available on our YouTube Channel, so don't forget to subscribe. Here's a quick round-up of the event.

Our poll on youth participation in governance/policy decisions, and the creative economy is still ongoing. If you haven't yet had the opportunity to

participate here's a link to do so. You're also welcome to share it with your network and community.

Take the poll



Quotes from speakers



“It’s a numbers game, it’s a demographic game - all the things we are talking about, being at the table and changing the system. The way the game is being played at the moment, it’s clear it’s not sustainable, so we need change. The fortunate thing about Nigeria is we have the numbers and demographics on our side. So, the conversation for me is ‘where are the disruptors?’” -

Adaora Ikenze – Director of Public Policy for Anglophone West Africa, Meta



“I think we have captured the attention of the urban youth. The average urban youth is definitely better educated, more politically active, and can see that their political participation can make a difference... The next cycle is now saying, 'how do we deal with the suburban and rural youths?' because those are the places where disruption happens last” -
Hon. Akintunde Oyeboode –
Commissioner for Finance and Economic Development, Ekiti State



“If the house that you’re living in, the environment that you’re living in continues to fight against you, you only have so much willpower before you decide that, ‘You know what? I don’t think this is working for me anymore’. And that has led to the brain drain that we have now” -
Njideka Agbo – Founder/ CEO, Glann Media Consults; Fmr Editor, Guardian Life Magazine



“I really believe that over time there has been a very high trust deficit between the government and the people. So, sometimes although the government is doing something to secure and protect the lives of citizens, the people don’t understand because there is no proper communication” -
Hon. Dr. Oluwaseun Fakorede –
Commissioner for Youth & Sports, Oyo State

What's next?

Road to 100 million Climate Soldiers in Africa and a Global Tour: We are happy to share that the launch ceremony for the [ASP Climate Change Photo Essay Prize](#) (at which the full list of finalists will be announced) will take place at the Africa Climate

Summit in Nairobi, Kenya, this September. From there, these winning works will embark upon a global tour, inclusive of appearances at the UN General Assembly in New York and COP28 in Dubai.

United Nations General Assembly (UNGA) - New York: Also in September, we are teaming up with our sister-organization, [African Women on Board](#) for AWB's flagship event. This year, our focus is on "Convergence: Women's Leadership and Africa's Youth in A Brave New World of Disruptions" – within the context of the UNGA 78 theme: 'Rebuilding trust and reigniting global solidarity: Accelerating action on the 2030 Agenda and its Sustainable Development Goals towards peace, prosperity, progress, and sustainability for all'.

Stay tuned to our social media platforms... and visit our website for more information on our upcoming programming.

