



Dear Friends & Family,

We hope you enjoyed the Paris 2024 Olympics as much as we did! Africa's presence was undeniable. From vibrant opening ceremony displays to the closing celebration, the continent showcased its rich culture and diversity. Our athletes delivered outstanding performances. Kenya's **Faith Kipyegon**, Botswana's **Letsile Tebogo**, Algeria's **Imane Khelif**, Morocco's **Soufiane El Bakkali**, Nigeria's **D'Tigress**, and South Sudan's **Bright Stars** were just a few of the continent's shining stars.

We are particularly proud of the outstanding achievements of African women athletes, including Algeria's **Imane Khelif**, Kenya's **Beatrice Chebet**, Uganda's **Peruth Chemutai**, South Africa's **Tatjana Smith**, and Algeria's **Kaylia Nemour**. And we know their accomplishments will inspire generations. This year's Olympics were the first to achieve gender parity and we applaud the International Olympic Committee for its commitment to gender equality as well as providing a nursery for competing athletes with children. These are crucial steps toward a more equitable sporting world.

However, despite the continent's brilliant athletes, challenges persist. Of the 54 nations that participated, only 12 secured medals for Africa. It's clear that we have yet to fully harness the continent's athletic potential. The success of African athletes competing under the flags of nations outside the continent underscores the need for a robust local sporting ecosystem and highlights untold stories of both triumph and struggle that must be addressed to unlock Africa's full athletic potential.

At ASP, we are dedicated to working with stakeholders across the continent and diaspora to address these challenges. Our recent Africa Soft Power Summit brought together industry leaders to discuss strategies for powering Africa's sports economy through innovation and inclusion. From infrastructure investment to a robust framework for community engagement, here are some key points raised:

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development. This includes involving local residents, businesses, and cultural figures... Retaining financial resources and developing strong management are critical for African sports growth.

Natasha Camy, Founder & CEO, Referee Ready Academy; NCAA Division | Women's Basketball Official

Investing in modern sports venues and infrastructure is essential for producing high-quality content that can attract investment and elevate African sports... Fragmented infrastructure and national borders are what hinder the growth of the African sports industry.

Kyle Schofield, Director, QA Venue Solutions



Africa needs to adopt a "Sports for Development" approach that prioritizes infrastructure, training, and the overall sports ecosystem, not just individual athletes... Medals don't translate to economic benefits for African communities. The focus needs to shift towards creating a sustainable sports economy.

Nkechi Obi, CEO, Sport Nigeria LTD/GTE



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basketball talent into international success... Sports development is critical for Africa. It can't educate everyone, and there won't be enough jobs. However, sports development is essential for youth development, economic growth, and fostering new industries in Africa.



*Michael Finley, Country Lead – Kenya,
NBA Africa*

A promotional banner for the Africa Soft Power & Africa World Bank (ASP & AWB) event at the UN General Assembly 2024. The banner features a cityscape background and the text: 'ASP & AWB AT THE UN GENERAL ASSEMBLY 2024'. Below the title, it says: 'Join us in NYC this September at UNGA, where a key focus will be elevating Africa's sports economy to new heights. Stay tuned for updates on programming, venue, and more!'. At the bottom, it reads: 'Details coming soon | www.africasoftpower.com'.

ASP Climate Change Photo Essay Prize 2024

The second edition of the Africa Soft Power Climate Change Photo Essay Prize is live! This global initiative invites 18 to 30-year-olds from Africa and the diaspora to capture and showcase the environmental changes unfolding around them through their lenses.

Hear from the 2023 Climate Change Photo Essay Prize Winner

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Our theme this year, “At a Crossroad: Climate and Change,” challenges entrants to explore how climate change is reshaping lives, how innovation and technology are meeting the crisis, and where progress is still falling short.

Remember, entry is free, and you don’t need to be a professional photographer or artist to participate.

Learn more about the Prize and how to submit your entry here.

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