



AFRICAN YOUTH FOUNDATION
Afrikanische Jugendhilfe e.V.
Fondation de la Jeunesse Africaine

ORGANISATIONAL

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PLAN OF ACTION

I. INTRODUCTION

1. This document focuses on the challenges that the AYF (African Youth Foundation, Afrikanische Jugendhilfe e.V.) must address in the period from 2007 until 2009. The challenges to the Organisation and the strategies for addressing each have been detailed in this strategic plan.
2. The key functions of the strategic plan include:
 - i. *Signalling* projects to all stakeholders; the plans for the administration and organisation of future projects-;
 - ii. *Identifying* areas which will be the subject of specific attention during the plan period;
 - iii. *Setting* goals against which the AYF and partner organisations will report;
 - iv. *Guiding* staff in operational planning including:
 - (a) Setting priorities
 - (b) Networking
 - (c) Allocating resources
 - (d) Performance monitoring
3. The Strategic Plan is meant to be a public statement of the AYF's shared vision, values and directions. It could be expanded to include:
 - (i) the ideas, suggestions and experience of AYF Partners;
 - (ii) the ideas, suggestions and experience of African Diasporas; and
 - (iii) regular consultation with external stakeholders;

II. BACKGROUND

4. The role of the African Diaspora in the African intellectual, political, cultural, and economic renaissance in this era of globalisation, seems to have been reduced to the level that the African Diaspora, however defined, are not in a position to contribute positively to the African continent.

5. The ever-growing African Diaspora is poised for this unprecedented role by virtue of remittances which are already a significant and growing portion of the GNP of African countries. The sheer magnitude of remittances to Africa is staggering yet African Diasporas have nothing visible and collectively owned to show for it.

6. This phenomenon is apparent in virtually all African countries – a lot of money pouring in from the Diaspora but nothing monumental to show for it. The aggregate volume of remittances to Africa now exceeds all forms of foreign aid combined. And there is more where that comes from. Thus, Africans both at home and abroad are only limited by their creativity in terms of how best to exploit this external “gold-mine” of private funds for the common good.

III. DIASPORA INVESTMENT FUND (DIF)

7. The result of collective events and ideas floating in Africa for which no one bears responsibility, could be the initiation of a Diaspora Investment Fund (DIF). An aim to invest funds from Diaspora Africans in both Africa and Europe, to create a “**Culture of Ownership**” by buying into companies that are being privatized and setting-up new businesses, which will replace a culture of dependency on foreign aid.

8. Hypothetically, let's assume there are 4 million nationals of all African countries resident Abroad, who are interested in the welfare of their countries, but can't be there on the ground to contribute their support. These people may be willing to contribute at least 100 Euros annually to solve problems in Ghana. This implies **400.000.000** (400 million Euros) a year.

IV. DIASPORA INVESTMENT FUND DEVELOPMENT POLICY

9. A Diaspora Investment Fund Development Policy (DIFDP), will be drafted which will outline the objectives in this area, to encourage African Diasporas, to be the cornerstones of a long term plan, which is believed, will result in a massive economic stimulation, accelerated growth and poverty reduction. Consideration will be given to funding resources and a realistic timeframe for the implementation of the various elements of this plan.

10. In this process the DIF could be designed to be managed by African nationals themselves, meaning e.g., Ghanaians for the DIF Program for Ghana, Malians for the DIF Program for Mali, Ugandans for the DIF Program for Uganda and so on down the line country-by-country until we get to Zimbabweans for the DIF Program for Zimbabwe.

V. PROTECTING THE INTERESTS OF STAKEHOLDERS

11. Mobilizing funds, like all forms of fundraising, operates against a changing backdrop. Continuous monitoring of developments which will affect the statutes in place is necessary to ensure that we are positioned to respond to change appropriately and in good time.

12. There is a compelling reason why DIF should be designed this way. For each cooperating country, capable nationals should be identified and hired as Consultants to manage their country's DIF Program. When African nationals are allowed to work on their country's projects, their hands-on experience builds their capacity and expertise for future projects.

13. Regulations need regular review to ensure that they are adequate, relevant and as far as possible in line with the national practice. It would not be acceptable that there would be changes and exemptions from countries to individuals. This would lead to confusion. Assuming confirmation of this process, all parties have agreed to be bound by the outcome. All cooperating DIF programmes would require one set of rules.

VI. SOCIAL AND ECONOMIC EFFECTS

14. Some general factors effecting the plan period;

(a) Establishing broad based revenue streams and developing financial support

15. The methods of funding projects must be addressed. To allow proper planning and consistent delivery, all levels of the organisation must be capable of operating from guaranteed revenue sources.

16. The membership system should be reviewed and a discussion document be prepared advocating the introduction of a system of personal membership. This will be seen as priority. Where possible, the AYF will work with third parties to deliver membership services and will ensure that a contribution from any revenue generated is returned to AYF where relevant.

VII. KEY RESULT AREAS

17. To support the AYF's objectives the following key result areas have been identified:

(a) Increase Participation in all aspects of investments

18. Promoting a **Culture of Ownership** – whereby ordinary Africans own stocks and shares traded on the Stock Exchange (SE) of their country, and in the process, creating immense wealth.

19. Promoting entrepreneurship and innovative actions amongst African Diasporas, to enable them play a catalyst role in creating employment and growth.

(b) Improve information and communication networks

20. AYF will have in place an active and developing platform, offering space to stakeholders to provide networking opportunities between Africans in the Diaspora, and the private and public sectors in both Africa and Europe. It is intended to develop this network over time linking to related sectors.

21. Many African governments are determined to become “middle-income” countries by 2015 (Vision 2020, Vision 2030 as referred to). To achieve this ambitious goal, African countries must seek creative ways to double (or triple) the “middle class” populations rapidly. DIF will effectively and efficiently help them achieve this worthy goal.

VIII. STRATEGIES

22. To support the key result areas, the following strategies have been established:

23. Increase Participation in all aspects investments and entrepreneurship by:

- (i) raising awareness of logical steps for remittances - investing in large-scale enterprises starting with privatization of country's state-owned enterprises (SOEs).
 - (ii) targeting specific market sectors particularly in the training and capacity building projects, and developing specific promotions and programs to reach these audiences, including working with existing organisations which represent, or have contact with, the target sectors;
 - (iii) co-ordinating the development of consistent investments and entrepreneurship programs, for delivery by the youth and training establishments, which will ensure those new to the programme to have an enjoyable, safe and rewarding initial experience and a desire to continue;
 - (iv) working with other organisations which will benefit from greater participation in the training and capacity building projects to ensure that the promotion and delivery of the programme is properly planned, funded and co-ordinated.
- (a) Continue to develop AYF's competitiveness by**
- (i) *establishing* and promoting clear career paths for the African Diaspora by supporting specific youth initiatives, workshops, creating milestone events and associated training programs,
 - (ii) *encouraging* all aspects of training, particularly those courses in Information technology, leadership and entrepreneurship, which would build specific knowledge and skills transferable to a variety of young people;
 - (iii) *identifying*, supporting and promoting key events, in collaboration with AYF, to encourage a high training standard;
 - (iv) *developing* an Education Program together with a network for the dissemination of information and establishing clear career paths for those involved in giving greater access to training;
- (b) Ensure appropriate delivery networks by**
- (i) *working* with AYF and other stakeholders to clearly define the roles and responsibilities of all organisations and stakeholders involved;
 - (ii) *offering* youth education programs and, in collaboration with AYF, forums which provide opportunities to discuss and develop "best practice".
 - (iii) *improving* the standards of living for the youth by establishing and promoting programs to encourage and educate young people.
- © Protect the interests of participants by**
- (i) *ensuring* the proper measures for stakeholders by developing regulations through the relevant framework, including the AYF/DIF Constitution and regulations;
 - (ii) *monitoring* proposed regulations and other developments that may affect the programme, considering the implications of such regulations and, where appropriate, lobbying to ensure that no action is taken which will adversely affect AYF's statute;
 - (iii) *liaising* with statutory and other organisations on matters which may generally affect the implementation of such initiatives.

- (d) **Establish broadly based revenue streams and develop financial support by**
- (i) *Advertising* relevant commercial opportunities to third parties, securing direct financial or value-in-kind support for programs and activities and ensuring that the programs and associated benefits are delivered in accordance to the contract and to the satisfaction of all parties;
 - (ii) *developing* activities, where possible in conjunction with third parties, particularly where demand exists;
 - (iii) *continuing* to monitor other funding sources and actively seeking such funding as it becomes available, either directly or by bringing to the attention of the AYF/DIF Board, any sources of funding which are identified.
- (e) **Improve information and communication networks by**
- (i) *establishing* a strategy for use of information technology, focused on the continued development of a website network and the use of e-mail to improve the speed and reduce the cost of communication;
 - (ii) *linking*, as soon as funding permits, DIF's future offices through a dial-in or similar system to allow the maintenance of a central database by remote users, and ensure consistent records and information maintenance;
 - (iii) *building*, partly a database of those involved in the programme in partner countries, to allow direct contact with individuals, as well as a database of associations and other relevant organisations, to be circulated both electronically and by mail;
 - (iv) *creating* a public relations and communications plan, which will ensure the project receives the appropriate media profile in the build-up from year 2007 and beyond, and which provides information to the media and other interested parties.

IX. KEY OBJECTIVES

24. The Key Objectives listed below are based on the Strategies outlined. A detailed working plan will be produced for the period based on the agreed key objectives.

- (a) to develop educational and employment measures which will open up new prospects for young people in their countries, spare them the hardships associated with migration and avoid the difficult problems of integration in countries taking in refugees.
- (b) to offer youth an opportunity for personal development through training courses, which will benefit them a national and an international level type of education;
- (c) to help alleviate unemployment and poverty by encouraging young people to consider entrepreneurship as a career option, improve leadership skills and problem solving experiences, to encourage the transfer of learned skills into positive civic action in the countries of youth participants.



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