

Open Africa Initiative

An initiative of African Global Shapers for greater African economic and cultural regional integration



Thank you for taking the time to discuss possible participation with the Open Africa Initiative, an initiative of the African Global Shapers aimed at enhancing economic regional integration and cultural understanding.

About the Global Shapers Community

The Global Shapers Community is a network of city-based Hubs developed and led by young leaders between 20 and 30 years old who want to develop their leadership potential towards serving society. To that end, Hubs undertake local projects to improve their communities.

Shapers are highly motivated individuals who have a great potential for future leadership roles in society. They are selected on the basis of their achievements, leadership potential, and commitment to make a difference. Through the Global Shapers Community, Shapers are provided with opportunities to connect with the worldwide network of Global Shapers, to network with other World Economic Forum communities, and to represent the voice of youth at World Economic Forum events. Shapers are united by a common desire to channel the members' tremendous energy and enthusiasm into building a more peaceful and inclusive world.

The Global Shapers Community is one of several multi-stakeholder communities at the World Economic Forum. Other communities include the Young Global Leaders, the Global Agenda Councils, and the Schwab Foundation for Social Entrepreneurs.

The Open Africa Initiative

The Global Shapers noted that intra-Africa trade accounts for only 14% of Africa's total trade. We wish to pave the way for more Intra-Africa collaboration on trade, governance, and sharing of talent. The Open Africa initiative will therefore challenge policy makers on the following issues:

- infrastructure projects that prioritise collaboration between governments on road transport networks,
- reduction in red tape that results in border delays and hindered movement across borders,
- championing African competitive advantages across different African markets for goods and services;

Objectives

The objective is to bring out the spirit of “Ubuntu” shared by Africans and help make practical the coming into force of the African Continental Free Trade Area (CFTA). We wish to

- create a platform for sharing values and understanding of the different African socio-economic, cultural values and aspirations among our youth;
- gain a better understanding of the challenges toward free trade-related movement in Africa to enable evidence-based advocacy;
- create an ecosystem for African youth to work collectively in identifying solutions to intra-Africa trade issues while recognising the challenges that face us all.

Background

At the World Economic Forum in Africa 2017, the Global Shapers put a call to African leaders to fast-track economic growth and regional integration, making a case for an open and border-free Africa by fostering cultural understanding and economic integration.

A decision was made for the Global Shapers Durban Hub will power the Uhuru (“Freedom”) Bus journey to travel to hub cities across the African continent. While on this tour, each hub will host activities and organise multi-stakeholder sessions with local young professionals and policy-makers where we develop our visions of a united Africa.

This Uhuru Bus represents the collective effort and journeys of all Global Shapers in Africa to build an integrated and prosperous Africa. We felt that an initiative based around a bus trek would represent this initiative well – a journey of sharing and developing greater African economic and cultural awareness, enhanced intra-African trade and cooperation, and well-being for all Africans.

The Uhuru Bus Journey

The Uhuru Bus will travel across the continent and culminate at the African Union (AU) summit in February 2018. On the way, we will host 30 Events across Global Shaper Hubs, present initial findings on the journey at the Shape Africa Conference for World Economic Forum Global Shapers taking place in Addis Ababa on the 26th October 2017. Thereafter we will also present at the end of the tour at the World Economic Forum in Davos on the 24th January 2018.

To get our information first hand, the “Uhuru Freedom Bus” is not one bus, but we will primarily utilise public bus and rail transport across the entire length of our route. These are the modes of transport that most Africans use for cross border and internal travel.

This is in a bid to:

- I. Provide the evidence-base for advocating for an Open Africa by capturing the constraints to cross border road travel, and
- II. Foster cultural integration through promoting and showcasing African art, music, and products on the journey.

The first point above is achieved through documenting the different barriers met along the routes. Based on existing secondary data, the journey is tailored to the most commonly used borders and routes to understand first hand, the difficulties with Intra-Africa trade related travel.

The route has been balanced with alternative routes based on proposals received from each of the Global Shaper Hubs. During the journey, a documentary will be produced to capture first hand, intra-Africa trade concerns.

Hubs will host town hall meetings using local nomenclature and hold press conferences following each meeting to ensure publicity. Besides policy makers, business owners who are involved with import and export activities will also be invited to share their experiences with cross-border infrastructure, delays, etc. These town hall meetings are aimed at engaging relevant national level policy and business decision-makers to present findings and express demands to key into the continental declarations.

The second point will be realised through activities undertaken by youth between the ages of 19-35 in each hub upon arrival. Based on pre-approved proposals submitted by each hub, activities to support local artisans, local producers, local farmers and food vendors will be conducted as well as documented.

The journey also features the collection and documentation of local cultural ornaments and objects into our digital cultural archive, *USizwe*. The aim is to promote the African artisan and SME as well as produce a unique digital archive that is symbolic of a diverse but integrated continent.

Outcomes

- 30 Open Africa Hub Events along bus route. Potential 63 additional Open Africa Hub Events all interacting with key government officials. Coverage = 93 African cities.
- Impact in interacting with over 97 million African youth over the 5 month campaign period across different media platforms.
- Digital cultural archive, *Usizwe*
- Documentary highlighting key mobility issues across Africa.
- Open Africa research publication to be used for streamlined trade policy advocacy across Africa.

Partnership Areas

The Open Africa Initiative needs support for the duration of the Uhuru Bus Tour. The tour is expected to travel across 30 Global Shaper Hubs in 23 different African countries in 130 days.

Partnership Areas (130-day Open Africa Initiative)
1. Research and Research Design
2. Open Africa Hub Events
3. Policy Formulation and Advocacy
4. Visa Related
5. Travel Insurance
6. Medical Insurance Related
7. Travelling (fares) Expenses
8. Media Campaign
9. Media Equipment
10. Travel Gear
11. Accommodation
12. Food and Sanitation
13. Telecommunication
14. Emergencies

Thank you for considering supporting this Initiative, which we truly appreciate., We believe it offers not only valuable marketing avenues, but also an opportunity to be a part of a vibrant initiative to develop business within the African continent that we all share and love.

Yours sincerely,

Justice Panashe Matarutse, Open Africa Lead

Contact Details

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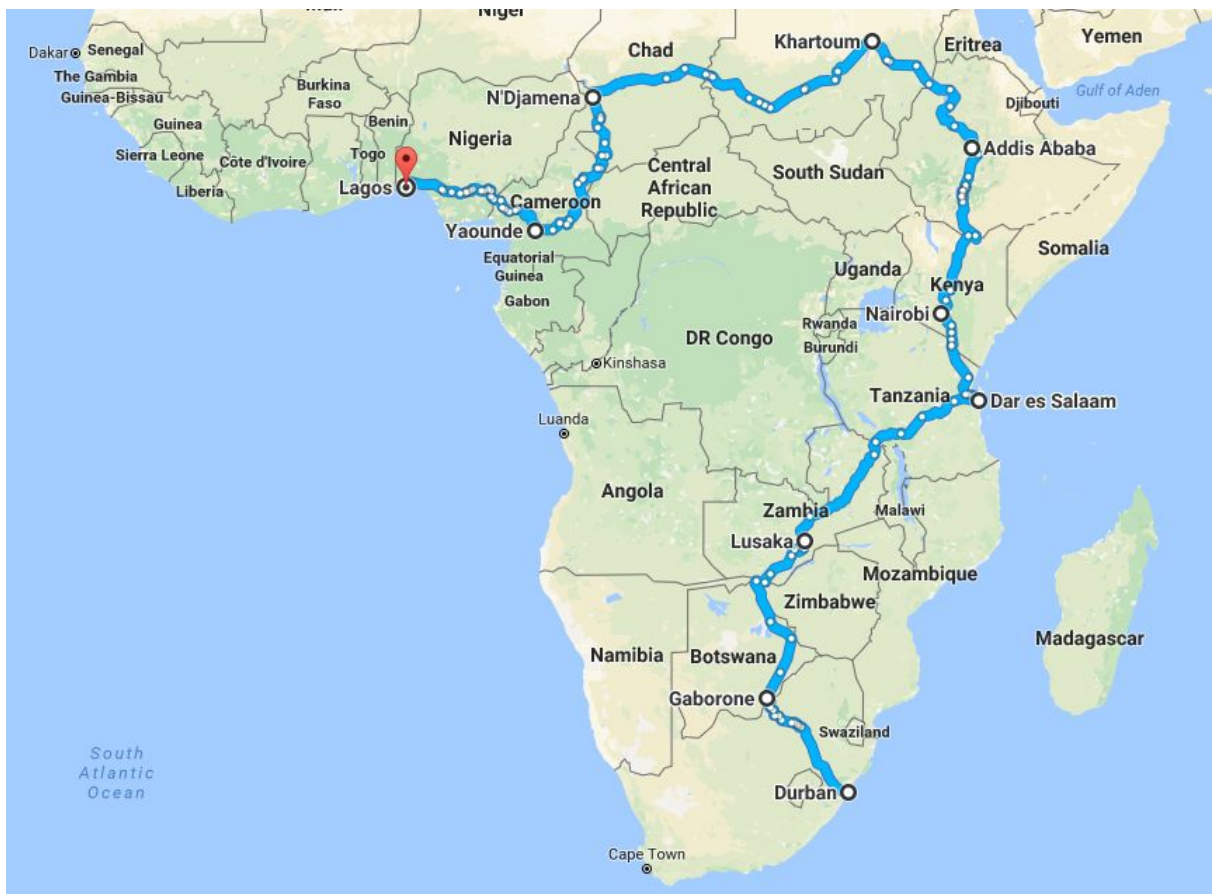
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Open Africa Hub Event Dates

Arrive	Open Africa Hub Event Date	Depart	Hub City	Country
	Saturday, September 16, 2017	17-Sep-17	Durban	South Africa
17-Sep-17	Tuesday, September 19, 2017	19-Sep-17	Johannesburg	South Africa
20-Sep-17	Thursday, September 21, 2017	23-Sep-17	Gaborone	Botswana
27-Sep-17	Saturday, September 30, 2017	1-Oct-17	Lusaka	Zambia
2-Oct-17	Thursday, October 5, 2017	7-Oct-17	Lilongwe	Malawi
10-Oct-17	Saturday, October 14, 2017	16-Oct-17	Dar Es Salaam	Tanzania
17-Oct-17	Thursday, October 19, 2017	21-Oct-17	Nairobi	Kenya
24-Oct-17	Thursday, October 26, 2017	28-Oct-17	Addis Ababa	Ethiopia
Presentation	Shape Africa Conference		Addis Ababa	Ethiopia
2-Nov-17	Saturday, November 4, 2017	6-Nov-17	Khartoum	Sudan
10-Nov-17	Saturday, November 11, 2017	13-Nov-17	N'Djamena	Chad
16-Nov-17	Saturday, November 18, 2017	20-Nov-17	Yaoundé	Cameroon
20-Nov-17	Tuesday, November 21, 2017	23-Nov-17	Douala	Cameroon
26-Nov-17	Monday, November 27, 2017	28-Nov-17	Calabar	Nigeria
28-Nov-17	Wednesday, November 29, 2017	30-Nov-17	Port Harcourt	Nigeria
30-Nov-17	Saturday, December 2, 2017	4-Dec-17	Lagos	Nigeria
4-Dec-17	Wednesday, December 6, 2017	7-Dec-17	Cotonou	Benin
7-Dec-17	Friday, December 8, 2017	8-Dec-17	Lomé	Togo
8-Dec-17	Saturday, December 9, 2017	10-Dec-17	Ho	Ghana
10-Dec-17	Monday, December 11, 2017	13-Dec-17	Accra	Ghana
13-Dec-17	Thursday, December 14, 2017	15-Dec-17	Cape Coast	Ghana
15-Dec-17	Saturday, December 16, 2017	18-Dec-17	Abidjan	Cote d'Ivoire
19-Dec-17	Thursday, December 21, 2017	23-Dec-17	Bamako	Mali
24-Dec-17	Wednesday, December 27, 2017	28-Dec-17	Dakar	Senegal
28-Dec-17	Friday, December 29, 2017	31-Dec-17	Nouakchott	Mauritania
3-Jan-18	Thursday, January 4, 2018	5-Jan-18	Marrakech	Morocco
5-Jan-18	Saturday, January 6, 2018	7-Jan-18	Casablanca	Morocco
8-Jan-18	Tuesday, January 9, 2018	10-Jan-18	Algiers	Algeria
10-Jan-18	Thursday, January 11, 2018	12-Jan-18	Tunis	Tunisia
12-Jan-18	Saturday, January 13, 2018	15-Jan-18	Tripoli	Libya
17-Jan-18	Thursday, January 18, 2018	19-Jan-18	Alexandria	Egypt
19-Jan-18	Saturday, January 20, 2018	23-Jan-18	Cairo	Egypt
Presentation	World Economic Forum 24th Jan 2018		Davos	Switzerland
Presentation	African Union 30th Assembly - Feb 2018		Addis Ababa	Ethiopia

Uhuru Bus Route



Oversight

The Open Africa initiative has an oversight body, namely the Durban Agreement Advisory Council, which provides direct advice and recommendations to the project team throughout the life cycle of the project.

The advisory council has been selected from diverse fields within and outside the Forum network to facilitate the project.

Name	Designation	Role on Council
Elsie Kanza	World Economic Forum Director, Head of Africa	Project Champion
Yemi Babington-Ashaye	World Economic Forum Director, Head – Global Shapers Community	Project Champion
Acha Leke	Senior Partner, McKinsey. World Economic Forum Young Global Leader	Strategic Advice
Siyabonga Gama	Group CEO, Transnet	Project Champion
Fabian-Carlos Guhl	Founder, Ampion	Strategic Advice
Dave Duarte	Founder, Treeshake, World Economic Forum Young Global Leader	Strategic Advice
Angel Adelaja	Founder, Fresh Direct Produce and Agro-Allied Services. Global Shaper Alumni	Project Team
Mokena Makeka	Creative Director and Managing Director, Makeka Design Lab. World Economic Forum Young Global Leader	Strategic Advice
Amanda Archibong	Manager, Partnerships, African Risk Capacity – UNWFP. Global Shaper	Project Team
Chidiogo Akunyili	World Economic Forum Global Leadership Fellow	Project Team
Justice Matarutse	Manager, Policy and Advocacy, Durban Chamber of Commerce and Industry. Global Shaper	Project Lead