

KEEP. MOVING

Using sport to achieve the Africa We Want

AFRICAN UNION SPORTS COUNCIL #KEEPMOVING PARTNER TOOLKIT

Communications messaging
and collateral for partners,
stakeholders and influencers



Attention, sports people
and educators

Read about S4DA (Sport for
Development in Africa)



AUSC
African Union Sports
Council

Agenda
2063
The Africa We Want

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Background and introduction: Keep Moving

The challenge

Africa is a sports-mad continent. Yet studies and on-the-ground accounts suggest that there is still a lack of equitable representation in many sporting codes. In practice, this means that despite the strides that have been made, many women and girls across the continent face barriers – be they mental, ideological, structural or institutional – to taking part in sporting activities.

Gender stereotypes remain entrenched in many parts of the continent, inhibiting girls' and women's sporting participation and progress. Socio-economic barriers and limited infrastructure mean that certain sports remain out of reach. Women and persons with disabilities are under-represented in many roles – as participants, athletes, coaches, referees, staff and spectators – in most elite and grassroots sports.

The opportunity


There is a need to promote physically and psychologically safe and inclusive sporting environments in which all Africans can participate and flourish, unimpeded by gender or ability barriers, by harmful “othering” narratives or by threats of violence, intimidation or coercion.

The good news is that sport has the power to promote an equitable Africa. Sport promotes mental and physical health, fosters job creation and stimulates economic development. Sport unites us in the elation of our shared achievements and celebrations of sporting prowess – be they on a school playing field, in the streets or on the world's elite sporting stages.

Sport can help break down gender stereotypes while empowering girls, women and persons with disabilities

It offers an innovative and accessible way to address gender-based violence, discrimination, exclusion, disempowering ideologies and cultural beliefs that inform and shape unjust and harmful practices against women and girls as well as persons with disabilities – in Africa and beyond.





By shifting the narrative, we also hope to help African men shed any patriarchal attitudes that may be hindering inclusivity in sports, encouraging them instead to embrace a culture of positive masculinity.

Introducing Keep Moving

Hence, the African Union Sports Council, an entity of the African Union, has initiated the **Keep Moving** campaign to educate, inspire, empower and advocate for safe, equitable and inclusive sporting environments at all levels and in all sporting codes.

This is a multipronged campaign that aims to provide resources, information, collateral and storytelling opportunities to motivate individuals, communities, governments and sporting bodies to embrace sport as a transformative way to achieve the Africa We Want – in keeping with the AU's Africa 2063 roadmap.

Let's #KeepMoving to achieve the Africa We Want!

Implementing agency

- [African Union Sports Council](#)

Website:

- <https://sportsCouncil.au.int/en> (English)
- <https://sportsCouncil.au.int/fr> (French)

Social media:

- X: [@AfricanUnionSp1](#)
- Facebook: [African-Union-Sport-Council](#)
- LinkedIn: [african-union-sports-council](#)
- Instagram: [africanunion_sportscouncil](#)

Cooperating partner

- [Deutsche Gesellschaft für Internationale Zusammenarbeit \(GIZ\) GmbH](#)

How to use this toolkit

These resources are intended for partners, government agencies, AU member states, sporting authorities and associations, team managers, sportspeople, clubs, influencers, community leaders and other stakeholders who are committed to advancing the goals of the African Union Sports Council in promoting gender equality in sport and equal sporting opportunities for persons with disabilities.

We encourage you to download, use and share these free #KeepMoving resources widely in various forums, such as social media, classrooms, sports clubs/facilities, and public and private recreation facilities.

Help us use sport to create the Africa We Want to see! Any enquiries may be directed to AUSC@africa-union.org.

Campaign slogans

- Keep moving to achieve the Africa We Want
- Keep moving towards safe sport
- Keep moving towards gender equality in sport
- Keep moving towards inclusive sport
- Keep moving for unity
- Keep moving for physical and mental health
- Using sport to achieve Africa's goals
- Africa Rising through sport

Content pillars

- Inspiration
- Education
- Safe sport
- Inclusive sport
- Gender equality in sport
- Unity through sport
- Storytelling

Key messaging: general

- "If you can see it, you can be it"
- Representation in sport matters
- Sport should be accessible to all
- Sport can help us achieve the Africa We Want
- Sport can help the African Union achieve its Agenda 2063 goals
- Let's build a more equitable and inclusive Africa through sport
- Sport is fun!
- Sport is a powerful tool for social cohesion
- Sport fosters a sense of unity and belonging
- Sport cultivates a healthy body and mind
- Sport teaches values such as teamwork, discipline, perseverance and leadership
- Sport nurtures economic development and prosperity
- Let's increase access to sporting facilities for women, girls and persons with disabilities



Key messaging: safe sport

- Keep moving towards safe sport
- Sporting spaces should be safe for all
- Let's ensure our sporting environments are free from harm and prejudice

Key messaging: gender equality through sport

- Keep moving towards gender equality in sport
- Sport can empower women and girls
- Sport can break down gender stereotypes
- Sport can be used to challenge gender norms on and off the field of play

Key messaging: inclusion through sport

- Keep moving towards inclusive and accessible sporting environments
- For an equitable Africa, everyone should be able to participate in sport
- Sport can empower persons with disabilities
- Sport builds bridges between people of all abilities

Key messaging: unity through sport

- Keep moving towards unity through sport
- Sport is a powerful way to forge friendships and overcome barriers
- Sport is a way to foster mutual understanding and respect

Key dates

- 21 October 2024: [Africa Human Rights Day](#)
- 1 November 2024: [Africa Youth Day](#)
- 25 November to 10 December 2024: [16 Days of Activism Against Gender-Based Violence](#)
- 3 December 2024: [International Day of Persons with Disabilities](#)
- 14 December 2024: [Day of African Sport](#)
- 8 March 2025: [International Women's Day](#)
- 25 May 2025: [Africa Day](#)
- 9 September 2025: [African Union Day](#)



#KeepMoving campaign objectives

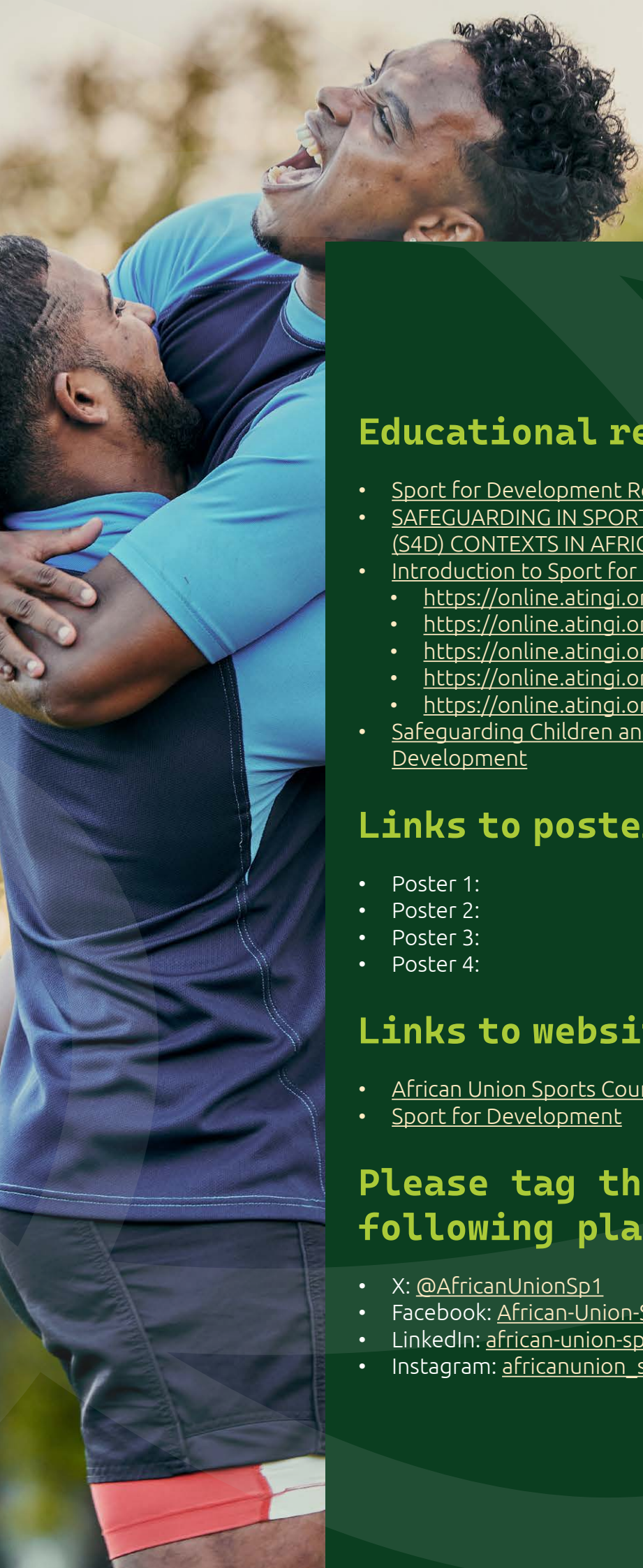
- Raise the visibility of girls, women and persons with disabilities in all sports in Africa
- Inspire more Africans in these groups to participate in sport
- Give them a platform to share their sporting stories at grassroots, club and elite level
- Foster a mindset of positive masculinity in African men
- Highlight how sport can be a transformative force for good in Africa
- Raise awareness of the AUSC and the important work it does in servicing sports development needs in Africa
- Align the AUSC with Agenda 2063: “The Africa We Want”
- Help reduce the major constraints to gender equality and women’s empowerment
- Contribute towards an environment in which women, girls and persons with disabilities can participate fully in economic, political and social activities, including sport
- Position sport as a fun, healthy pastime that contributes to social cohesion

Calls to action

- Download and share the free educational resources
- Use the resources as talking points in your club or community
- Tell us how sport makes you feel (mentally, physically, emotionally)
- Share your stories of sporting inspiration
- Nominate your Keep Moving Champions

Links to social media artwork

- Cover images
- GIFs
- Static images
- WhatsApp
- Email banners
- Campaign videos



Educational resources

- [Sport for Development Resource Toolkit](#)
- [SAFEGUARDING IN SPORT AND SPORT FOR DEVELOPMENT \(S4D\) CONTEXTS IN AFRICA | African Union Sports Council](#)
- [Introduction to Sport for Development E-Learning Courses](#)
 - <https://online.atingi.org/enrol/index.php?id=2871>
 - <https://online.atingi.org/enrol/index.php?id=4807>
 - <https://online.atingi.org/enrol/index.php?id=4706>
 - <https://online.atingi.org/enrol/index.php?id=3020>
 - <https://online.atingi.org/enrol/index.php?id=2454>
- [Safeguarding Children and Young People in Sport and Sport for Development](#)

Links to posters

- Poster 1:
- Poster 2:
- Poster 3:
- Poster 4:

Links to websites

- [African Union Sports Council](#)
- [Sport for Development](#)

Please tag the AUSC on the following platforms:

- X: [@AfricanUnionSp1](#)
- Facebook: [African-Union-Sport-Council](#)
- LinkedIn: [african-union-sports-council](#)
- Instagram: [africanunion_sportscouncil](#)



Please tag the AU on the following platforms:

- X: [@_AfricanUnion](#)
- Facebook: [African Union](#)
- Instagram: [African Union \(AU\) \(@africanunion_official\)](#)

Please include the following campaign hashtags (where relevant):

- [#KeepMovingAfrica](#)
- [#KeepMovingTowardsGenderEquality](#)
- [#KeepMovingTowardsSafeSport](#)
- [#KeepMovingTowardsInclusiveSport](#)
- [#KeepMovingForSportingUnity](#)
- [#KeepMovingForAHealthyAfrica](#)
- [#AfricaRising](#)
- [#Africa2063](#)

Date	Copy	Image	Content pillar
Sample social media posts – Keep Moving (please tag AUSC and AU)			
11 November 2024	<p>#DidYouKnow that sport not only has physical benefits but improves your mental well-being, too? What do you love most about sport?</p> <p>Let's sprint towards a fit, healthy and thriving continent that builds on our existing successes!</p> <p>#KeepMovingAfrica #AfricaRising #Agenda2063</p>		<p>Inspiration</p> <p>Education</p>
15 November 2024	<p>How can we achieve the Africa We Want? We must simply #KeepMoving – and sport can help open those doors to development.</p> <p>Let's see #AfricaRising through sport!</p> <p>#KeepMovingAfrica</p>	#KeepMoving campaign video	Inspiration
18 November 2024	<p>Do you know of any sportsperson in your community who is a shining ambassador?</p> <p>Someone who, through word and deed, inspires your community with their sporting ability or activism?</p> <p>Give them a shout-out here!</p> <p>#KeepMovingAfrica #AfricaRising</p>		<p>Inspiration</p> <p>Storytelling</p>
22 November 2024	<p>Sport should be fun! How can we safeguard children and vulnerable adults from abuse when they take part in sports?</p> <p>Let's #KeepMoving towards the Africa We Want by creating safe, inclusive and harm-free sporting environments for all!</p> <p>#KeepMovingAfrica #KeepMovingTowardsSafeSport</p>		<p>Safe sport</p> <p>Education</p>

Date	Copy	Image	Content pillar
25 November 2024	<p>In East Africa and Southern Africa, 42% of women have experienced GBV, according to the World Bank. This is a shocking statistic that can only be altered through a change in attitudes.</p> <p>We believe that sport is a powerful tool for breaking down gender barriers and stereotypes. Let's #KeepMoving to empower women and girls both on and off the field of play.</p> <p>#KeepMovingAfrica #KeepMovingTowardsGenderEquality #16DaysOfActivism</p>		<p>Education</p> <p>Gender equality</p>
29 November 2024	<p>Women are vastly under-represented in sports leadership positions in Africa. Do you have a trailblazing female sports manager in your community who you'd like to acknowledge? Tell us who this (s)hero is!</p> <p>As we observe #16DaysOfActivism, let's #KeepMoving to create more accessible environments for women to lead by example in sport.</p> <p>#KeepMovingAfrica #KeepMovingTowardsGenderEquality</p>		<p>Inspiration</p> <p>Gender equality</p>
3 December 2024	<p>As we observe International Day of Persons with Disabilities, let's pause to acknowledge our amazing para-athletes who are flying the flag high for Africa on the international stage.</p> <p>Let's #KeepMoving towards inclusive sporting environments in which people of all abilities can thrive!</p> <p>#KeepMovingAfrica #KeepMovingTowardsInclusiveSport #InternationalDisabilityDay</p>		<p>Inclusivity</p> <p>Inspiration</p>