

# 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

### Visit us

[sportscouncil.au.int/en](https://sportscouncil.au.int/en)  
[sportscouncil.au.int/fr](https://sportscouncil.au.int/fr)

### Follow us

[f](#) African-Union-Sport-Council  
[in](#) african-union-sports-council

[X](#) @AfricanUnionSp1  
[@](#) africanunion\_sportscouncil

# 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](mailto: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

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



## #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

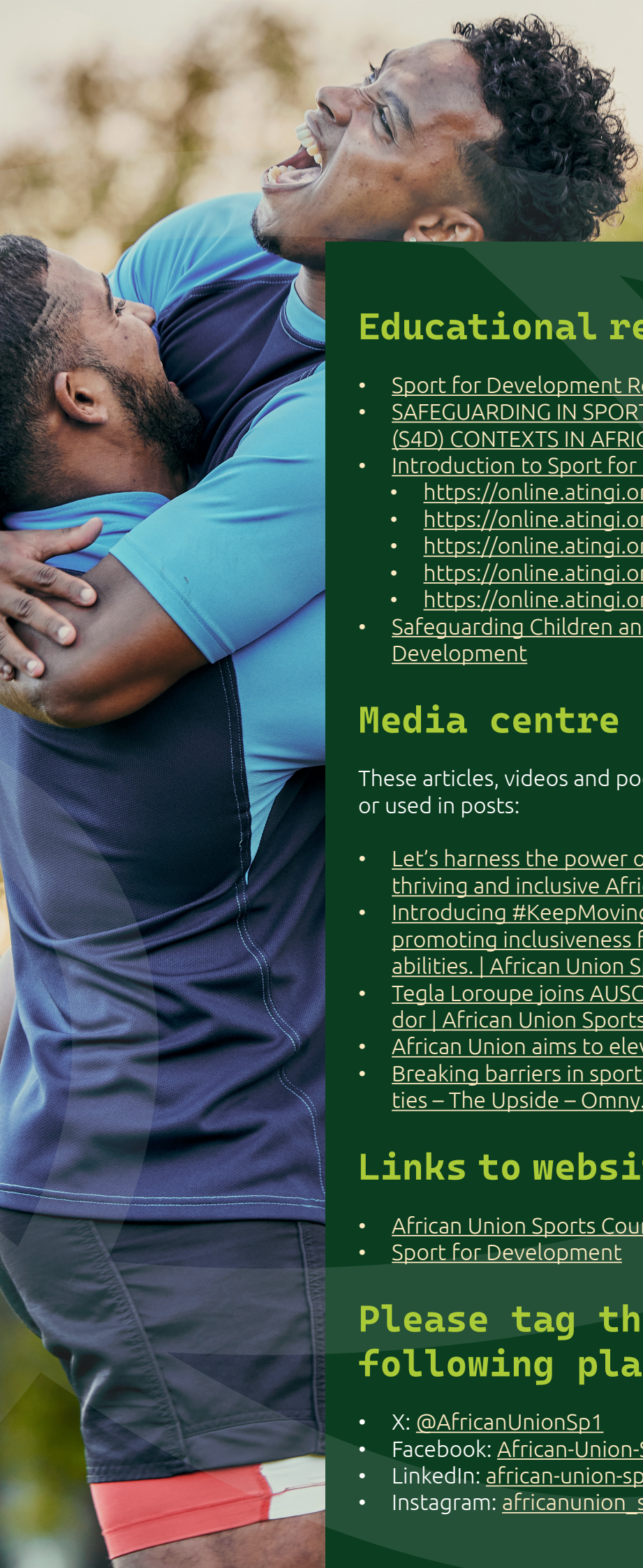
## Calls to action

- 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

## Downloadable digital assets

Please visit this link to download our #KeepMoving toolkit, plus posters for use in sporting settings and shareable social media graphics:

- <https://drive.google.com/drive/folders/1GnuPfvQLSMNzqcoRSzQpfA2oljtv32aN>



## 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](#)

## Media centre

These articles, videos and podcasts can be referenced for research or used in posts:


- [Let's harness the power of sport to #KeepMoving towards a thriving and inclusive Africa](#)
- [Introducing #KeepMovingAfrica – a movement dedicated to promoting inclusiveness for women, girls and persons with disabilities. | African Union Sports Council](#)
- [Tegla Loroupe joins AUSC “Keep Moving” campaign as ambassador | African Union Sports Council](#)
- [African Union aims to elevate through newly launched campaign](#)
- [Breaking barriers in sports for women and persons with disabilities – The Upside – Omny.fm](#)

## 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

Copy	Image	Content pillar
Sample social media posts for #KeepMovingAfrica partners and influencers (please tag AUSC and AU in all posts)		
General #KeepMoving posts		
<p>#DidYouKnow that taking part in a sport:</p> <ul style="list-style-type: none"> <li>• Helps you sleep better</li> <li>• Reduces stress</li> <li>• Improves your mood</li> <li>• Increases fitness levels</li> <li>• Enhances your social skills</li> <li>• Aids your mental health</li> </ul> <p>Let's #KeepMoving to give Africa's women, girls and persons with disabilities better access to the health and social benefits that sport can offer!</p> <p>#KeepMovingAfrica #KeepMovingForAHealthyAfrica</p>	 <p><b>KEEP MOVING</b></p> <p><b>LET'S INSPIRE, EDUCATE AND MOBILISE OUR COMMUNITIES!</b></p> <p>AUSC African Union Sports Council</p>	<p>Education</p> <p>Inspiration</p>
<p>There is an inspirational saying that goes, "If you can see it, you can be it."</p> <p>This is why it is so important for Africa's girls, women and persons with disabilities to see people like themselves taking part in sport. Representation matters!</p> <p>Read more about why we as Africans must #KeepMoving towards equitable and inclusive sporting access: <a href="https://www.africa.com/lets-harness-the-power-of-sport-to-keepmoving-towards-a-thriving-and-inclusive-africa/">https://www.africa.com/lets-harness-the-power-of-sport-to-keepmoving-towards-a-thriving-and-inclusive-africa/</a></p> <p>#KeepMovingAfrica</p>	 <p>AUSC African Union Sports Council</p> <p><b>KEEP MOVING</b></p> <p><b>KEEP MOVING TOWARDS A SAFER, MORE INCLUSIVE SPORTING ENVIRONMENT.</b></p> <p>African Union</p> <p>#KeepMovingAfrica</p>	<p>Inspiration</p> <p>Gender equality</p> <p>Inclusive sport</p>
<p>How can we achieve the Africa We Want? We just need to #KeepMoving in the right direction towards achieving our goals!</p> <p>Ensuring all Africans enjoy equal access to sport will help open doors to development on our beloved continent.</p> <p>Download free #KeepMovingAfrica posters for your sports club, school or organisation here: <a href="https://drive.google.com/drive/folders/1ejmGlf--5FUJ6-TnDZ6_VWYAazELSB55">https://drive.google.com/drive/folders/1ejmGlf--5FUJ6-TnDZ6_VWYAazELSB55</a></p> <p>Let's all play our part to see #AfricaRising through sport!</p>	 <p>AUSC African Union Sports Council</p> <p><b>KEEP MOVING</b></p> <p>Together, we can use sport to break down barriers</p> <p><b>AND CREATE AN AFRICA WHERE EVERYONE CAN FLOURISH – FREE FROM DISCRIMINATION OR HARM</b></p> <p>African Union</p> <p>#KeepMovingAfrica</p>	<p>Inspiration</p> <p>Education</p> <p>Unity through sport</p>

Copy	Image	Content pillar
Sample social media posts for #KeepMovingAfrica partners and influencers (please tag AUSC and AU in all posts)		
General #KeepMoving posts		
<p>Which sporting activity do you take part in? What do you love most about it?</p> <p>Let's sprint towards a fit, healthy and thriving continent to create the #AfricaWeWant!</p> <p>#KeepMovingAfrica #AfricaRising #Agenda2063</p>		<p>Inspiration</p> <p>Storytelling</p>
#KeepMoving posts about gender equality in sport		
<p>Sport is a powerful tool for shattering gender stereotypes.</p> <p>That's why the African Union Sports Council's #KeepMoving movement advocates for women to have equitable access to sporting facilities, activities and opportunities.</p> <p>Let's #KeepMoving to empower women and girls, both on and off the field of play!</p> <p>#KeepMovingAfrica #KeepMovingTowardsGenderEquality</p>		<p>Education</p> <p>Inspiration</p> <p>Gender equality</p>
<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>Let's #KeepMoving to create more accessible environments for women to lead by example in sports.</p> <p>#KeepMovingAfrica #KeepMovingTowardsGenderEquality</p>		<p>Inspiration</p> <p>Gender equality</p> <p>Storytelling</p>

Copy	Image	Content pillar
Sample social media posts for #KeepMovingAfrica partners and influencers (please tag AUSC and AU in all posts)		
#KeepMoving posts about inclusivity in sport for persons with disabilities		
<p>From wheelchair tennis to athletics, our amazing para-athletes 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 compete and thrive!</p> <p>#KeepMovingAfrica #KeepMovingTowardsInclusiveSport</p>		<p>Inclusive sport</p> <p>Inspiration</p>
<p>"Africans with disabilities are often excluded from sport, either due to prejudice or a lack of access to suitable sporting facilities," says Dr Decius Chipande, head of the African Union Sports Council.</p> <p>"Our continent's incredible para-athletes won a collective 64 medals at the Paris Paralympics, yet with more funding, awareness, systemic support and facilities for para-sports, this tally could easily be doubled or even tripled."</p> <p>Read more: <a href="https://www.africa.com/lets-harness-the-power-of-sport-to-keepmoving-towards-a-thriving-and-inclusive-africa/">https://www.africa.com/lets-harness-the-power-of-sport-to-keepmoving-towards-a-thriving-and-inclusive-africa/</a></p> <p>Let's #KeepMoving to be the change we want to see and empower more of our sports people with disabilities to shine!</p> <p>#KeepMovingAfrica #KeepMovingTowardsInclusiveSport</p>		<p>Inclusive sport</p> <p>Education</p>

Copy	Image	Content pillar
Sample social media posts for #KeepMovingAfrica partners and influencers (please tag AUSC and AU in all posts)		
#KeepMoving posts about safe sport		
<p>Are you a sports coach, teacher, social worker or facilitator? The African Union Sports Council is offering free e-learning modules on sport for development and safeguarding in sport.</p> <p>Join in the movement to #KeepMoving for safer, more equitable sporting spaces in Africa!</p> <p>Find out more: <a href="https://sportsCouncil.au.int/en/introduction-sport-development-e-learning-courses">https://sportsCouncil.au.int/en/introduction-sport-development-e-learning-courses</a></p> <p>#KeepMovingAfrica #KeepMovingTowardsSafeSport</p>		<p>Safe sport</p> <p>Education</p>
<p>Playing sport should be fun! Here are some tips on how to safeguard children and vulnerable adults from abuse on and off the sports field, court or track:</p> <p><a href="https://www.youtube.com/watch?v=2wC-qlddGXSA">https://www.youtube.com/watch?v=2wC-qlddGXSA</a></p> <p>Let's #KeepMoving towards the Africa we want by creating safe and harm-free sporting environments for all!</p> <p>#KeepMovingAfrica #KeepMovingTowardsSafeSport</p>		<p>Safe sport</p> <p>Education</p>
#KeepMoving posts about sporting ambassadors		
<p>Is there someone in your community who is a shining ambassador for sport?</p> <p>Someone who inspires with their sporting leadership? Maybe a coach or an administrator? How about a dedicated mom or dad who always shows up to shout for their child's team on the field of play?</p> <p>Give your #KeepMovingChampions a shout-out here!</p> <p>#KeepMovingAfrica #AfricaRising</p>		<p>Inspiration</p> <p>Storytelling</p>

Copy	Image	Content pillar
Sample social media posts for #KeepMovingAfrica partners and influencers (please tag AUSC and AU in all posts)		
#KeepMoving posts about sporting ambassadors		
<p>Sport is the perfect vehicle for unifying fans and nations. It lifts our spirits and bonds us.</p> <p>Which African sports team or sporting icon do you think brings people together with their stellar performances and positive attitude on and off the field of play?</p> <p>Let's #KeepMoving to build more bridges through sport!</p> <p>#KeepMovingAfrica #AfricaRising  #KeepMovingChampions  #KeepMovingForSportingUnity</p>		<p>Inspiration</p> <p>Storytelling</p>