

Concept Note

AGENDA 2063 AWARD AND CONFERENCE

25th Afrika Festival Tübingen, Germany (UMOJA)

June 05 – 08, 2025

Venue: Tübingen, University Town – Stuttgart, Baden-Württemberg

Theme: *“The Africa We Want: Celebrating Culture, Unity, and Progress”*

Organizer: The Africa we want e.V German based Non-Profit Organization

Background: The project Afrika Festival Tübingen (UMOJA) is a strategic program designed to address the western one-sided negative narratives through promoting of Africa’s stories from African perspective. UMOJA plays a key role in bringing Africans on the continent and its Diaspora, inculcating the spirit of Pan Africanism; tapping into Africa’s rich heritage and culture, ensuring the creative arts and restoring and preserving Africa’s cultural heritage. It is implemented through annual gathering with programs align to Africa union’s Agenda 2063 – The Africa we want.

Introduction: Initiated in 2007, The Afrika Festival Tübingen (UMOJA) has grown into one of Europe’s premier platforms for celebrating the rich cultural heritage of Africa while fostering connections between Africa and its global diaspora. In 2025, the festival marks its 25th edition under the theme *“The Africa We Want”*, aligning with the African Union’s **Agenda 2063** vision for a united, prosperous, and globally influential Africa.

This year's highlight is the **Agenda 2063 Awards and conference**, targeting active participation from the **55 African states**, represented by their respective **Ministries of Arts, Culture, and Heritage**. The festival offers a unique opportunity for African nations to connect with its Diaspora to foster development

Objectives The 25th Afrika Festival Tübingen seeks to:

Foster cultural exchange between Africa and its diaspora

Promote **Agenda 2063**, emphasizing the role of arts, culture, and heritage in achieving sustainable development.

Recognize and celebrate outstanding contributions by African nations and individuals to the vision of "The Africa We Want."

Provide a platform for African states to showcase their art and Culture potentials through **information stands**.

Facilitate networking, dialogue, and partnerships among policymakers, cultural leaders, and its diaspora

Agenda 2063 Awards and Conference: shall feature high-level conference featuring keynote speeches, panel discussions, and presentations from influential leaders and experts. Topics will include:

The role of arts, culture and heritage in sustainable development.

Strategies for achieving unity and economic growth across Africa.

Diaspora engagement in realizing the goals of Agenda 2063.

Award Program: The festival's prestigious **Agenda 2063 Awards** will honor the 55 African countries, outstanding individuals, organizations, and countries contributing significantly to the realization of Africa's shared vision, in the following categories

Outstanding Contribution to African Unity.

Excellence in Promoting African Arts and Culture.

Diaspora Engagement Champion

Key Honoree: Dr. Nkosazana Dlamini-Zuma, a leading advocate of Agenda 2063, will be celebrated for her instrumental role in shaping Africa's development blueprint.

African Information Stands

The festival will provide **exhibition space** for African nations to set up **information stands**, showcasing:

Cultural artifacts and traditions.

Tourism opportunities and national highlights.

Development programs aligned with Agenda 2063.

Target Audience

Delegates from the **55 African states** (Ministries of Arts, Culture, and Tourism).

Members of the African diaspora.

Cultural enthusiasts and the general public.

Representatives from international organizations, NGOs, and private sector stakeholders.

5. Tentative Program Schedule

Day 1: Opening Ceremony

Cultural performances representing Africa's diversity.

Welcome speeches by the festival organizers and guest of honor.

Keynote address on Agenda 2063 by Dr. Nkosazana Dlamini-Zuma.

Day 2: Agenda 2063 Conference Part 1

Panel discussions and presentations.

Networking sessions for policymakers and cultural stakeholders.

Day 3: Agenda 2063 Conference Part 2

Panel discussions and presentations.

Networking sessions for policymakers and cultural stakeholders.

Day 4: Award Ceremony & Closing Day

Recognition of outstanding contributions to Agenda 2063.

Closing remarks and cultural showcase.

Benefits for Participating African Nations

Opportunity to promote national culture, arts, and tourism to an international audience.

Networking with global stakeholders and diaspora communities.

Recognition through the Agenda 2063 Awards.

Exhibition space to set up an information stand.

The **25th Afrika Festival Tübingen** represents a unique opportunity to strengthen ties between Africa and its diaspora, celebrate African excellence, and foster collaboration towards achieving the goals of **Agenda 2063**. By bringing together representatives from all **55 African states**, this event aims to showcase the beauty, potential, and unity of the African continent on a global stage.

Invitation Letter to Honorees' Countries

Subject: Invitation to the Afrika Festival Tübingen 2025 – Agenda 2063 Awards

Dear [Country Representative/Recipient],

On behalf of the Afrika Festival Tübingen organizing committee, it is my honor to invite you to join us for the 2025 edition of the festival, themed “*The Africa We Want*.” This year, we are proud to host the **Agenda 2063 Awards** to recognize outstanding efforts in achieving Africa’s shared vision for progress, unity, and sustainable development.

The award ceremony will take place during the **festival’s closing day, Sunday, [insert date]**, in Tübingen, Germany. We are delighted to welcome you as an esteemed honoree, representing the remarkable contributions of your nation toward fulfilling Agenda 2063.

We look forward to celebrating your achievements and furthering our collective commitment to building the Africa we want.

Sincerely,
[Your Name]
[Your Position]
Afrika Festival Tübingen

Award Ceremony Overview

Date: Sunday, [Insert Date]

Venue: Main Stage, Afrika Festival Tübingen, Germany

Time: 3:00 PM – 7:00 PM

