



**Q: What is Brand Africa?**

A: Brand Africa is an intergenerational movement to *Inspire a Great Africa* through creating a positive image of Africa, celebrating its diversity and driving its competitiveness.

**Q: Why was Brand Africa established?**

A: Brand Africa was established to create a platform for Africans to shape the African narrative and drive their own agenda.

**A: What distinguishes Brand Africa from other Africa-related initiatives?**

A: Brand Africa is a brand-led approach which recognizes that in the 21st century, brands are an asset, a vector of image, identity and reputation and a key driver of value for individuals, organizations and nations.

**Q: How does Brand Africa envisage achieving its goals?**

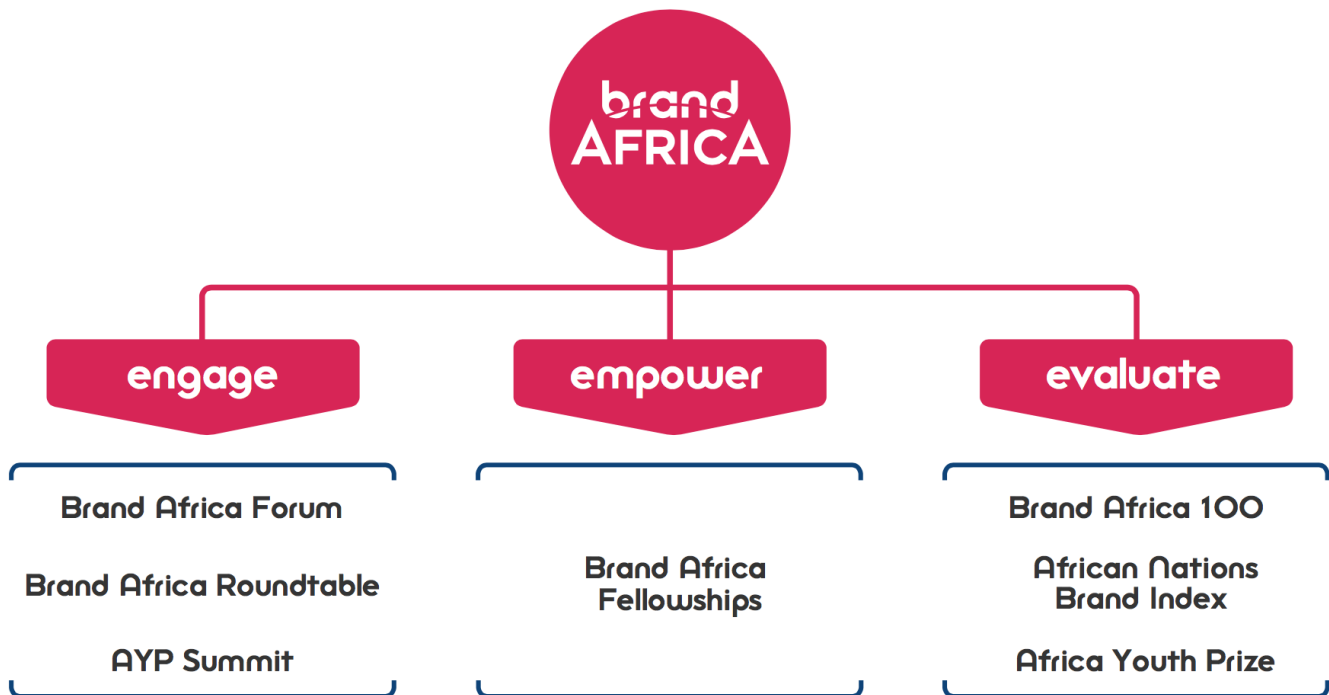
- Mobilizing and engaging African decision makers, thought leaders, influencers and future leaders to discuss key issues and share ideas and solutions that move Africa forward.
- Promoting partnerships and a catalytic environment for investment, tourism and active citizenship.
- Showcasing and celebrating African capabilities and achievements.
- Celebrating Africa's universal values and diverse cultures and identity.
- Empowering Africans to be able to drive their own agenda.

## **Q. What is the governance structure of Brand Africa?**

- A:** The Brand Africa governance is structured around global principles of corporate governance that ensures independent oversight, transparency and accountability.
- A Board of Trustees, led by Brand Africa Founder and Executive Chairman, Thebe Ikalafeng, comprising pan-African leaders, influencers and thought leaders across the public and private sector. provides overall strategic direction, leadership, governance, resourcing and monitor performance and investment of donor investments.
  - The Board is supported by a Secretariat, Brand Leadership Academy, which oversees and implements day-to-day operations.
  - The Board of Trustees and Secretariat are supported by various ad hoc and independent advisory structures, including, a Brand Counsel and Brand Africa Youth Advisory Council which provide invaluable insights and expert input into the Brand Africa brand and its various initiatives.
  - Brand Africa is incorporated in the Republic of South Africa as a Non Profit Company (NPC 2013/146300/08).
  - Brand Africa is registered and committed to the values and principles outlined in the Independent Code of Governance for Non-Profit Organisations in Africa ([www.governance.org.za](http://www.governance.org.za)).

## **Q. What are the key Brand Africa initiatives?**

- A:** Brand Africa has several focused brand-led initiatives to engage and empower Africans and diaspora and to evaluate the impact of African public and private sector branded initiatives and endeavors.



- **Brand Africa 100 in partnership with Brand Finance, TNS, Geopoll, Brand Leadership Group and African Business**

One of the key catalysts for Africa’s growth, competitiveness and reputation lies in developing and growing globally competitive and locally relevant African brands and global brands in Africa.

Successful brands led by successful businesses help Africa to solve socio-economic challenges by creating jobs and tax base to fund public goods and positive Africa as an entrepreneurial, independent and competitive continent.

Brand Africa 100® is a Brand Africa initiative to research, value, rank and celebrate leading African and non-African brands in Africa. It is the first and most comprehensive pan-African study and ranking of brands in Africa.

Brand Africa 100 was developed by Brand Leadership Group in partnership with Brand Finance plc, the world’s leading independent valuation consultancy and TNS, the globally respected consumer knowledge and information company and Geopoll, the leading mobile survey platform with a database of nearly 200m users in emerging markets. The rankings are published annually by African Business Magazine and Brand Africa partners.

- **Brand Finance African Nations Brand Index**

In recognizing that nations have a key role in creating an enabling environment for investment, tourism and citizenship, Brand Africa in partnership with Brand Finance publish the Brand Finance® African Nations Brand Index, a comprehensive valuation and ranking of African nation brands. The methodology combines a wide range of political, economic and social data and in-depth reputation and image research among investors and citizens by Brand Finance's global network, resulting in an index that measures the competitive positioning of African nations.

- **Africa Youth Prize *under the high patronage of the African Union***

The Africa Youth Prize (AYP) is a Brand Africa initiative under the high patronage of the African Union to recognize, inspire and empower the next generation of African leaders who are engaged in high-impact social entrepreneurship and innovations that will ultimately become the next generation of great African businesses and brands that will have a positive socio-economic impact in Africa.

- **Brand Africa Fellowships**

The Brand Africa Fellowships seek to inspire, develop and prepare the next generation of global African leaders to contribute to the acceleration of Africa's development by addressing key skills challenges with commensurate academic and experiential education.

The Fellowships are inspired by a need to contribute to the African Union vision for peace, integration and prosperity by 2063.

They are offered to exceptional African youth, under the age of 35, with a valid African passport and a first class pass at an African institution of higher education, who have demonstrated superior academic achievement that meets or exceeds partner institutions' standards, leadership potential and a commitment to African development.

The Fellowships comprise a full time taught academic study at prestigious international institutions, an internship at pan-African development organizations, and a study visit at African academic institutions.

## Q: How does Brand Africa mobilize and engage stakeholders?

A: Brand Africa has two key platforms to engage stakeholders to work towards a unified Africa agenda.

- **Brand Africa FORUM**

The Brand Africa FORUM is Brand Africa's intergenerational gathering of African and non-Africa supporters of Africa, decision-makers, thought-leaders, influencers and future leaders in politics, business, civil society and media to challenge issues and engage and share ideas that impact positively on the future of Africa.

The inaugural Brand Africa FORUM in 2010 in partnership with Brand South Africa on 16 September 2010 in South Africa. Over the years The Brand Africa FORUM has attracted diverse and influential global and African participants such as Dr. Dambisa Moyo, economist and best-selling author of *Dead Aid*; Simon Anholt, global policy advisor and best-selling author of *Brand America*; Professor Keith Dinnie, author of *Nation Branding*; Vijay Mahajan, academic and best-selling author of *Africa Rising*; leaders of nation branding institutions for nations such as Kenya, South Africa and Ghana; private and public sector and civil society decision-makers from global, African and emerging nations like United States of America, United Kingdom, Netherlands, India, China, Zimbabwe, Ghana and South Africa.

- **Brand Africa Roundtable**

Brand Africa Roundtables focus on the host country and/or regional issues and opportunities. Integral to the Roundtable deliberations are key socio-economic insights and reports on trade and investment, commercial and institutional branding, nation branding, competitiveness and perceptions on Africa.

- **Brand Africa Symposium**

The Brand Africa Symposium is an annual closed meeting of Brand Africa network members to reflect, review and shape on the agenda, initiatives and opportunities for Brand Africa and to recognize and award successful candidates for the Brand Africa Fellowships.

**Q: What is Brand Africa's network to ensure a pan-African reach, influence and impact?**

A: Brand Africa reach is strengthened by a wide network of African, diaspora and supporters of Africa stakeholders who represent it across the world and/or endorse, support and influence its work globally.

- **Patrons**

Brand Africa Patrons are pan-African and regional institutions, organizations and distinguished active and retired public servants and high-profile individuals recognized for their leadership and for promoting the ideals, interests and advancement of Africa. Patrons champion Brand Africa through their association with and endorsement of Brand Africa.

- **Ambassadors**

Brand Africa ambassadors are high-profile, distinguished and influential African, diaspora and individuals with an African heritage who are recognized globally in their respective and diverse fields. They endorse and champion Brand Africa initiatives through their networks and engagements. Where they are available and relevant, ambassadors participate in Brand Africa initiatives that leverage their craft, expertise, platforms and networks.

- **Brand Counsel**

The Brand Counsel is Brand Africa's pan-African and diaspora community of distinguished professionals, thought leaders and influencers in branding, design, innovation, marketing, research, communications, media, academia and other related branding and reputation disciplines.

Brand Africa leverages the Brand Counsel's expertise, experience and insights to provide expert input and context into Brand Africa brand and its various brand-led initiatives, mobilise active championship of Brand Africa, and through their work promote brand-building as catalyst for growth, reputation and the wealth of Africa.

- **Youth Counsel**

Youth Counsel members are influential African and diaspora youth (age 15-35) who are active in public, private or civil society initiatives aimed at accelerating Africa's socio-economic development, image and reputation.

The Youth Counsel helps to shape the African youth agenda and mobilize youth participation in Brand Africa initiatives. Membership to the Youth Counsel is for a 3 year period or until the age of 35, whichever comes first.

- **National Partners**

Brand Africa National Partners are agencies of government or working with governments to proactively create a positive and compelling image, reputation and an enabling environment for investment, trade, tourism, productivity and/or active citizenship for their countries and ultimately for brand Africa.

- **Diaspora**

Brand Africa recognizes there are African diaspora around the world who have a strong identity with their African heritage and history and are actively involved or have a desire to contribute to the development of Africa.

- **Africa Champions**

Africa Champions are Africa-focused independent organizations who through their work promote, represent and champion Africa's best interests and development.

- **International Partners**

International Partners are non-African public, private and civil society organizations established to promote trade and investment between their countries and Africa.

National and International Partners and Brand Champions endorse and support Brand Africa, and where relevant and possible share resources to enhance mutual objectives.