

African Gong: Africa's Strategic Network for the advancement of Science Communication'

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African Gong: Background & Strategy

- ★ **African Gong** was formed as a result of side meetings between African delegates, senior representatives of Red-POP – The Latin American Science Communication Network and the representative of UNESCO-Latin America & the Caribbean, during the 13th PCST Conference held in Salvador, Bahia, Brazil, in May 2014.
- ★ These discussions highlighted the driving imperative to address the marginalisation of science communication and the public learning and understanding of science (PLUS) on the African continent. In addition, the realisation of the need to enhance the capacity, visibility and collaborative partnerships among African practitioners, was amply demonstrated by the highly visible and systematic good practice of Red-POP.
- ★ The African delegates formed an **Executive Committee** to begin the challenging work of establishing and developing **African Gong**... as a strategic response...

African Gong: 'Vision & Mission'

- **The Vision:** To realise a scientifically literate African citizenry driven and powered by its ownership of scientific knowledge.
- **The Mission:** To embark and sustain African citizens and communities through science communication and PLUS, on an evolving, empowering and progressive journey to own and include scientific notions in their everyday experience, so that they are better able to make informed choices and decisions that will improve the quality of their lives.
- **Partnerships:** To operate through strategic partnerships with key stakeholders in Africa, and internationally, including the African Diaspora.

African Gong: Good Practice Frameworks

- ❑ **Citizen-centred approaches** that prioritize gendered social and cultural paradigms to transform the Eurocentric and masculine-biased programmes that currently dominate. These also involve the mainstreaming of Indigenous Knowledge Systems (IKS).
- ❑ The active **involvement of social scientists** to help address sociocultural contexts.
- ❑ Effective **joint leadership and control** by local actors (governments, civil society and community-based organizations) as well as international groups.
- ❑ An **emphasis on the long-term sustainability of initiatives**, such as training a new generation of multidisciplinary science communicators and journalists.
- ❑ **African Leadership**: The Lagos Declaration and Call to Action on Science Communication & PLUS in Africa.

African Gong Priorities: Key Focus Areas

- **Policy Development:** To strive for the 'mainstreaming' of science communication and PLUS within STI policies at national levels, REC's and continental frameworks such as Agenda 2063 and the AU/NEPAD STISA 2024.
- **Practice and Programme Development:** To work across diverse stakeholders and partnerships to develop, conceptualise, embed, identify, showcase and highlight good practice initiatives, programmes, approaches, tools, methodologies, strategies and partnerships.
- **Capacity Development:** To support African universities and research institutions in growing the human capital for the continent's science communication and PLUS outreach and programme delivery.
- **Language Diversity:** To operate and deliver across the three main African working Languages of **English, French and Portuguese** & also Indigenous African Languages.



CONTACT DETAILS

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