ZERO DRAFT STRATEGIC DIRECTION
FOR THE AU CAMPAIGN
TO END CHILD MARRIAGE IN AFRICA
2019 - 2023
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I. Background and Context

Child marriage is a harmful practice, which severely affects the rights of children and has devastating and long-term health, educational, psychological, and psychosocial effects. Child Marriage affects both boys and girls, but girls are disproportionately affected. Girls who are married as children are more likely to drop out of school, generate limited income, suffer all types of domestic violence and abuse, contract HIV/AIDS and other STDs, and exposed to extreme disability and consequently untimely death due to complications during pregnancy and childbirth. Children who are forced into child marriage are also more likely to have limited access and knowledge to basic quality education and health services, and inevitably are denied the opportunity to autonomously contribute productive human and social capital to their society.

Worldwide, more than 700 million women and girls alive today were married before their 18th birthday; seventeen per cent of them, or 125 million, lives in Africa. More than one in three of them (over 40 million) entered into marriage or union before age 15. Child marriage remains widely spread in Africa, with almost 90% of African Member States having child marriage prevalence rates ranging from 1 to 30%. More than half of these Member States have prevalence rates which are beyond 20%. Child Marriages also differs across the continent based on wealth quantile and geographical location. African child brides are most likely found in rural areas and among the poorest segment of the population with girls from rural areas are twice as likely to become child brides as girls from urban areas. Similarly, girls from the poorest households are twice as likely to marry before age 18 as girls from the richest households.

While it is evident that the lives of children today are better in many respects than those of preceding generations, particularly girls still suffer significant deprivations and inequalities, many of which to date are caused by persistent gender discrimination faced by girls and women. The prevalence of child marriage has been slowly declining in Africa, but remains higher than the global average. The Northern region is showing fastest progress in reducing child marriage in Africa. If progress is accelerated, the prevalence of child marriage in Africa could be halved by 2050. While the global reduction in child marriage is to be celebrated, no region is on track to meet the Sustainable Development Goal target of eliminating this harmful practice by 2030.

The global burden of child marriage is also shifting from South Asia to Sub-Saharan Africa. In sub-Saharan Africa, levels of child marriage have declined at a modest rate. In West and Central Africa, the highest prevalence of child marriage region, progress has been among the slowest in the world. In all other regions of the world, current rates of reduction mean there will be fewer child brides with each passing year. However, in sub-Saharan Africa, even a doubling of the rate
of reduction would not be enough to reduce the number of child brides. In the Middle East and North Africa, substantial progress in reducing the prevalence of child marriage has occurred over the past 25 years; albeit it appears progress has slowed within the past 10 years.

To address the above-mentioned Child Marriage issues, the AU is determined more than any time now and towards these, the AU launched Campaign on Ending Child Marriage on May 29th, 2014 at the 4th Conference of Ministers of Social Development to tackle Child marriage and other harmful practices in Africa.

In line with the aspirations of the Agenda 2063 and the SDGs, the objective of the Campaign was to accelerate the end to child marriage programs in Member States, by enhancing continental awareness on the effects of child marriage through a multi-sectoral approach that includes but not limited to donors, partners, country civil society, country Ministries, faith based organizations, and parastatals. To achieve the ambitious SDG and Agenda 2063 objectives, progress will need to accelerate. For example, If the rate of decline seen over the past three decades is doubled, the total number of women who married as children would drop to approximately 570 million by 2030 and 450 million by 2050. We know such progress is possible since the rate of decline from 2000 is already faster than the average achieved over the past three decades. Sub-Saharan Africa presents the most extreme scenario. Even if the current pace of progress is maintained, it will not be fast enough to offset population growth. The number of women married as children will double by 2050, and the region will surpass South Asia in having the largest number of child brides from the current level. In this region, even doubling the current rate of decline would not be enough to reduce the number of child brides. Therefore, the Campaigns strategic approaches by the AU towards achieving the intended goals are:

A. Advocacy,
B. Monitoring and Evaluation,
C. Facilitation of technical assistance and Capacity building

1. Advocacy

The AU Campaign has been extremely instrumental in galvanizing Member States to take the issue of child marriage more seriously and convene meaningful discussions, consultations and high-level meetings at the highest level of decision makers. The Campaign has also achieved important milestones such as the adoption of the African Common Position on Ending Child Marriage in Africa and the organization of capacity building workshops on ending child marriage for various stakeholders in Africa. There is now an increased urgency by more countries to
address Child Marriage, notably by strengthening of legislation and engagement of different stakeholders. The two major notable advocacy events are:

(1) Following the High-level advocacy event on ending child marriage held at the AU Summit in January 2015, another high-level event was held at the AU Summit in January 2017 hosted by the President of the Republic of Zambia, Mr. Edgar C. Lungu, also Champion on ending child marriage in Africa. This event specifically focused on taking the African Common Position on ending child marriage forward, resulting in greater engagement and alignment of different stakeholders to the African Common Position, and other child protection frameworks.

(2) The 1st African Girls Summit held in Lusaka, Zambia, 2015 that engendered change by raising awareness on the adverse consequences of child marriage on affected girls and young women on the continent. It encouraged the implementation of programmes that provide girls with viable alternatives to marriage, and the effective enforcement of existing laws condemning child marriage. The upcoming 2nd African Girls Summit is scheduled to take place in 2018 focusing on the need for investments in adolescents’ Sexual Reproductive Health and Rights in Africa.

1.1 Country Level Launches
The AU undertakes country visits for the launch by Member States of the Campaign ending child marriage at country level. The main objective of the country level campaign is to raise greater awareness on the issues and consequences of the practice of child marriage engaging all key stakeholders and partners in country. This far, the AU Campaign has been launched in 24 Countries, namely: Ethiopia, Niger, Burkina-Faso, Chad, Democratic Republic of Congo, Madagascar, Uganda, Zimbabwe, Mali, Sudan, Ghana, Eritrea, the Gambia, Senegal, Sierra Leone, Cameroon, Nigeria, Liberia, Kenya, Benin, Lesotho, Zambia, Mauritius and Gabon.

Since the inception of the Campaign in 2014, 30% of Member States have enforced and enacted laws that protect the girl child in Africa. In addition, 41% of the countries who have launched the campaign, have progressed to develop national strategic plans to address child marriage and 55% have developed national inter-sectoral coordination mechanisms.

1.2 Desk Reviews
The AU Campaign has conducted three desk reviews on the following topics:

A. Linkages between Child marriage and HIV,
B. Linkages between Child marriage and Teenage Pregnancy and Maternal Health,
C. Effects of Traditional and Religious practices of Child Marriage on Africa’s Socio-economic Development

In each of the aforementioned topics, key insights on the current statue, in-depth factors on the relevant linkages and effects of Child Marriage with HIV, teenage pregnancy, maternal health, traditional and religious practices, and opportunities for action as well as recommendations to both state and non-state stakeholder have been identified and presented. Considering the importance of the research body, the Campaign in 2019 and beyond is planning to further develop the research and evidence generation.

2. Monitoring and Evaluation

The AU Campaign with the support of UNICEF in 2016 developed the AU M&E Framework and its Progress Assessment Tool to guide and complement monitoring and evaluation mechanisms of African Member States along the following objectives:

1. To provide Member States with a readily comprehensive system for monitoring and evaluating the work of Child Marriage prevention based on clearly defined outputs of the campaign and shorter-term outcomes,
2. To share evidence of successes within the continent of concrete Child Marriage prevention interventions,
3. To continue monitor efforts across the continent in accelerating the end of Child Marriage especially with a focus on longer term outcomes and impact.

Using this tool, it is reported that 52% of Member States have forged collaborations/partnerships leveraging and implementing other key initiatives to strengthen capacity in data analysis and evidence generation systems for indicators of Child Marriage programs.

To ensure effective and complete data collection and reporting processes by Member States in conformity with the AU M&E Framework, the AU Campaign effected the deployment of 7 youth technical experts across Member States, which have launched their national campaign. The 7 youth technical experts will amongst others, compile and produce a Directory of national organizations working to end child marriage; produce quarterly reports on the efforts of members; support the dissemination of the AU M&E Framework towards ending child marriage as well as liaise with focal persons within all line Ministries and the National Statistical Bureaus.
So far, the deployment of these experts has been limited due to budget availability, however the Campaign desires to deploy additional technical experts in the entirety of the 24 AU Member states, which have launched their national campaign.

2.1 Post Launch Country Visits

As part and parcel of the M&E, the AU Campaign undertakes post-launch country visit to Member States to identify status and progress in the implementation and enforcement of key strategies and interventions by the Member State to end child marriage. The visit also aims to fill any identified gaps in technical and other areas of assistance as needed.

Successful stories and best practices are discussed and shared with other member states through these post-launch country visits. These includes country and partner-supported initiatives campaign, alliances and networks to end child marriage; country and partner implementation of interventions to end marriage at regional, country and community levels. For example, Sierra Leone engages the media in order to sensitize the masses; Zambia and Malawi are engaging traditional leaders in advocating against the practice; Eritrea, Niger, and Uganda engaged the health professionals, social workers and counselors and the medias (radio, TV, and social media platforms) are accordingly utilized.

As a key arm of the Campaign, the AU Goodwill Ambassador and the AU Special Rapporteur on ending child marriage have also conducted post launch country visits to Tanzania, Mali, Niger, and Burkina Faso. They offered recommendations on areas where the AU Campaign can lend technical support and guidance in terms of the designing and enforcing stages of national strategies in order to protect the girl child. Such recommendations are thoroughly followed up by the Campaign. More post launch country visits are planned in 2019.

Following such visits, it has been noted that only slightly over 40% of Member States have national monitoring systems for generating data on Child Marriage, and less than 25% of reporting Member States could provide all required data. It has also been noted that the effectiveness by Member States in utilizing data collection and reporting systems to report and bring evidence in line with the Campaign’s objectives has been weak. These are areas that the Campaign will be looking into from 2019 onwards.
3. Capacity Building and Technical Assistance

3.1 Capacity building

Before deploying the 7 youth technical experts in the Member States, the youth technical experts underwent capacity building training equipping them with key orientation on the AU’s Campaign activities, to enable them bridge the existing communication gaps between the different government ministries and partners and ensure effective data collection and dissemination.

The AU Campaign has conducted capacity building trainings targeting opinion molders and decision within the various institutions that shape the cultural, religious and traditional beliefs of the people in addressing the effects of child marriage on the girl child, the community, the nation and the world at large, using government structures in these Member States and tailoring it’s messaging with support from partners to the local context of African citizens. The AU Campaign engages different stakeholders - Government representatives at national and sub-national levels, such as legislators, parliamentarians, law enforcement agencies, development partners, and civil society organizations, including grassroots organizations and associations of women and youth. The objectives of these trainings include amongst others, enhancing the capacity to engage and work with other stakeholders to address and advocate against the harmful practice of child marriage; disseminating relevance of the references to international standards on non-discrimination and issues pertaining to women’s participation in the media; developing a set of actions to enhance renewed and consistent positioning of the issue at the regional and/or country levels.

3.2 Technical Assistance

The AU promotes policies related to young people's’ rights and is mandated by its various instruments focusing on the rights of children and youth, and has promoted adaptation and implementation of these instruments at regional and national level as well as conducted monitoring of implementation by Member States to ensure accountability. One of the key instruments includes the African Common Position on ending child marriage and its Action Plan adopted by the AU Assembly, which serves as yardstick and scorecard for continent wide progress as it provides official guidance and direction to Governments and partners on interventions towards ending child marriage. The complementary Action Plan constitutes the guiding plan for operationalizing the African Common Position and also the driver for the work to end child marriage.
A lot of donors and partners’ support towards ending child marriage and addressing other child protection and adolescent health issues in Africa has also been demonstrated by their engagement and alignment to the African Common Position on Ending Child Marriage as well as other key AU child right instruments, UN conventions salient to child rights and other child protection frameworks.

A biennial report is being developed by H.E. Mr. Edgar Lungu, President of Zambia, which essentially focuses on the activities undertaken by the AU Campaign since the time when the decision on ending child marriage was adopted by member states at the 29th ordinary session of the AU assembly. Following the government’s recommendation for Mr. Edgar Lungu, President of Zambia’s biennial report to be institutionalized as a peer review mechanism for the Campaign, the AU Campaign is actively looking into raising anticipation before the upcoming Heads of States Summit.

4. AU Team of the Campaign working to End Child Marriage

1. **Mrs. Amira El Fadil - Commissioner of Social Affairs**: The Commissioner is the political head of the Department of Social Affairs. She is responsible for briefing the Permanent Representative Council, the Executive Council and the AU Assembly about the different programmes and activities of the Department of Social Affairs of which the AU Campaign to End Child Marriage in Africa is one of them.

2. **Mrs. Jane Ong’olo - Head of Social Welfare Division**: The Head of Social Welfare Division is second Supervisor for the Campaign. She oversees engagement with the AU Commission with external partners on the Campaign. She also is responsible for reviewing all content involving the campaign and coordinates all capacity building efforts targeting Members States on the Campaign.

3. **Ms. Nena Thundu - Policy Officer/Campaign Coordinator**: The Campaign Coordinator is responsible for managing all Campaign activities at the technical level. She is responsible for leading the design and development of programme for the campaign. She chairs the regional technical working committee that charts the continental direction for the campaign and leads in engaging with Member States and Partners on Country launches as well on advisory on the development of national strategies/plans to end child marriage.

4. **George Kiai- Communication and Website**: The Communication and Website staff is in charge of all communication, social media and advocacy activities of the AU Campaign to End Child Marriage in Africa. He also works closely with the Goodwill Ambassador and the Special Rapporteur by facilitating their work with the different structures of the AU and relevant stakeholders on the continent.
5. **Twambo Ronah Mumba – Technical Assistant:** the Technical assistant provides technical and communication support to the campaign.

6. **Mr Nathan Yilma - Program Assistant:** The Program Assistant supports the work of the Campaign Coordinator in liaising with Member States, RECs and partners on campaign activities.

7. **Ms Noha Fouad- Youth Volunteer** who provides both technical and admin support on the Campaign

8. **Finance officer (Partner Funds):** The Finance officer working in the Finance Department, is responsible for the management and the financial reporting of grants and funds within the AU structure.

### 5. Challenges encountered by the Campaign

a. **Limited communication and outreach with Government Ministries, CSOs and grassroots:** The AUC lacks sufficient field offices throughout the continent to ensure follow-up and accountability mechanisms. Following up using diplomatic channels causes delays, which further makes it difficult to develop closer ties and collaborate with government ministries, grass roots organizations, and communities in country.

b. **Limited feedback timing:** Before advocacy events or trainings with Government Ministries, engagement operates by means of diplomatic channels such as NVs, sent to the interested weeks or days ahead. However, confirmation responses can often be untimely. Upon confirmation by the Member State, consecutive internal bureaucratic processes and approvals at the AUC can also contribute to greater delays in logistical arrangements or result in the decline of the activity.

c. **Budgetary Limitations:** Available budget is insufficient, given that the issues addressed by the AU Campaign are evolving, and the activities being planned for annually are expanding in scope. The budgetary restraints often call for the activities’ cancelling and/or postponement in order to balance activities with budget availability.

d. **Understaffed team of the AU Campaign:** The Campaign is understaffed that results to delays and/or postponement of activities. The existing campaign team works while simultaneously managing multiple activities, often resorts to secondement of staff from partners (UNICEF, Plan International etc.) to meet the increasing demands. 3 additional staff would be needed, including: 1 Communication officer, 1 M&E expert and 1 Technical programme officer.
6. Strategic focus of the AU Campaign beyond 2018

The strategic direction to end child marriage is based on the Agenda 2063 of strategic framework for the socio-economic transformation of the continent over the next 50 years. Ending Child Marriage is prioritized under Aspiration number 6 of the Agenda 2063 framework ‘An Africa whose development is people-driven, relying on the potential of African people, especially its women and youth, and caring for children’ that calls for an end to all harmful social practices like child marriages and female genital mutilation. Goal 6.1.2, further clarifies the need to end violence and discrimination against women and girls, with indicative strategy statement of ‘Eradicate all forms of gender-based violence and harmful practices against women and girls, especially child, early and forced marriages and female genital mutilation’. Thus, as a follow-up to the First African Girls’ Summit (AGS), the AU Commission is organizing Second AGS on ending child marriage under the theme of ‘Taking the AU Campaign to End Child Marriage forward through promotion of adolescent sexual and reproductive health rights as a pathway to fulfill aspiration number six of the agenda 2063.

At the highest levels of decision-making processes, the AU Campaign has gained more momentum thanks to its advocacy events, trainings, and other aforementioned key activities. These various activities have stirred an increased sense of urgency whereby more countries are now implementing concrete actions amongst others, by addressing the issues of this harmful practice in engaging different stakeholders and reinforcing legislation across society.

Despite the rising tide and awareness generated by this movement and Campaign, more has to be done for the achievement of the AU Campaign’s continental mandate and main objective that is, to ensure an accelerated end of child marriage and harmful practices on the African continent. Therefore, its strategic focus beyond 2018, will be oriented towards consolidating the AU Campaign’s coordination role in bringing together all key stakeholders, programmes and initiatives closer towards a common objective. In hindsight of this strategic focus, the following strategic areas of priority emerge as the keystone foundation for its implementation. The Campaign is currently working on the 2nd evaluation of the Campaign from 2016 – 2018. This evaluation aims at assessing the current status of the campaign, review the achievements, challenges and recommendations as a way forward in extending the Campaign to its next phase (2019 – 2023).

(i) **Strategic priority area n°1 (Strengthened Co-operation with Partners):** Support brought in by partners has included amongst others, financial and technical support, funding of human resources for the Campaign, development of resource materials, supporting advocacy and country launches, supporting data collection on country progress, sponsoring campaign events, workshops and meetings, provision of
technical assistance, documentation and sharing of experiences and support for strategy development, as well as support for the AU Goodwill Ambassador and Special Rapporteur on Ending Child Marriage assignments and activities. However, partnerships with the AU Campaign have been sporadic, short-lived and often lacking clear direction yet still opportune and beneficial. Acknowledging the support brought in by partners amid complex respective environments- future and current partnerships should take a more holistic approach and evolve to more collaborative, wide-ranging and comprehensive alliances. Alliances that should consider partners’ areas of interventions and interest into the AU Campaign’s work-plan activities, which should be identified, owned and committed to by stakeholders at the beginning of the year. In addition, the role of the Campaign’s CSO reference group is crucial to also assisting with making the necessary linkages with the Campaign and partners on the ground particularly within communities including religious and traditional leaders.

> **How Do We Plan to Achieve This?**

By building substantive collaboration with our partners through replicating and scaling up successful and innovative initiatives of the campaign’s engagement with partners at the programme and policy levels. We plan to also engage with partners through involving them on areas of mutual intervention, (Partners will select areas of interest for collaboration from the campaign’s work plan). We will also forge systematic and stronger alliances with UN entities and International NGO’s via their Liaison offices to advance on ground access of member states governmental offices, Community and religious leaders through their country offices.

Through a holistic manner partners could also leverage the following substantive roles through their access to country offices and other civil society organizations;

1. **Advocacy**: as this is one of the campaigns major component, partners could assist for instance in financing planned country launch and post launch visits, in supporting and spearheading the publishing of advocacy related materials such as national and regional Child marriage desk reviews, studies etc., and ensuring continual financial and technical commitments as long-standing partners for continental advocacy events such as the African Girls Summit.

2. **Watchdog**: Measure both progress towards commitment made by member states at ending child marriage (such as monitoring opportunities and challenges of implementation of both national and regional legal frameworks) and to assess the current state. (Another
viable option for this role could be partners supporting the sponsorship of dedicated staff/ Focal person to the AU which will be engaged at member states governmental offices to bridge the existing information and data gathering gap on ECM)

3. Networking: coordinating other NGOs and CSOs that work in ending child marriage for fruitful collaborative works. Here the role of the current CSO reference group will be of paramount importance in strengthening and continuously engaging with community, traditional and religious leaders in various member states.

4. Research: research is an important tool and one arm of the campaigns untapped Advocacy component; partners could also assist with either financial or technical aspects of Child marriage related research endeavors at national or regional levels.

(ii) **Strategic priority area n°2 (AU Interdepartmental cooperation):** The Department of Social Affairs works in collaboration with other AU departments of cross cutting issues such Gender Directorate, HRST- Youth Division, AU-CIEFFA, Department of Communications among others. Even within Social Affairs, the Campaign links up with divisions working on FGM, Adolescent SRHR, ACERWC etc. This collaboration has been instrumental in working towards similar goals in line with the AU Agenda 2063 (10-year plan) and medium-term plan for results based planning.

> **How Do We Plan to Achieve This?**

We strongly believe that the works of ending child marriage in Africa within the AUC is not a one man show, this is to mean that a more coherent cooperation is sought after among the existing departments as the issues of child marriage intersects with the mandate of many departments.

**Figure 1:** Logical framework of how the various departments link to issues of Child marriage and how to better strengthen this cooperation.
Peace and Security Department (PSD)

Gender, Peace and Security Programme (2015-2020)

Eliminating Vulnerabilities of Women and Children in Armed Conflicts

AU Campaign to ECM
Collaborating with the PSD in advocacy work through growing body of research on the inclusion of the girl child war survivor’s voices to been taken into account and on the integration of these ex child brides to the society in post conflict zones.

African Committee of Experts on the Rights and Welfare of the Child (ACERWC) Secretariat

- Main goal of the Secretariat is to work towards making Africa a continent that is fit for children by protecting and respecting their rights.
- Among other works the ACERWC monitor the implementation of the African Charter on the rights and welfare of the child

AU Campaign to ECM
1. Collaborating with ACERWC especially on M&E aspects of member states in effecting article 21 through monitoring of member states prohibiting and seeing through legislation to specify the minimum age of marriage to be 18 years and make registration of all marriages in an official registry compulsory.
2. Collaborating on Article 22 through monitoring that state parties ensure the protection for children in armed conflict and Article 23 on the protection of refugee children
3. Strengthening Technical assistance in data sharing between ACERWC and AU Campaign on ECM

HRST

- Youth Division

AFRICAN UNION-INTERNATIONAL CENTRE FOR GIRLS AND WOMEN’S EDUCATION IN AFRICA (AU/CIEFFA)

AU Campaign to ECM
1. Strengthening the ongoing capacity building and technical assistance given through the deployment of expert Youth volunteers working on ECM by the youth Division.
2. Strengthening the Collaboration on advocacy events on youth empowerment, especially on the girl child such as on AGS.
3. Partnering up with AU/CIEFFA on capacity building for ex child brides through reintegration in schools, possible scholarships, collaborating on key advocacy areas of Gender-responsive curricula in schools and universities.
(iii) Strategic priority area n°3 (Resource Mobilization): Given the limited staff on the Campaign and recruitment processes within the Commission; secondment of staff constraints; outreach to communities and locally based partners at national level; monitoring and evaluation hindrances and follow-up concerns as well as budget availability and financing challenges, the AU Campaign should pro-actively undertake within the immediate year, resource mobilization and fundraising activities with the synergy and support of current partners. Such buy-in and resources from prospective donors and partners should help alleviate and eventually, resolve existing challenges. Upon readiness, potential partners and donor’s resources and financing would be met with legal and binding financial and accounting controls and procedures within the AU Commission.

Furthermore, partners should assist in the identification of focal points or coordinating key persons from key stakeholders working on similar initiatives in ending child marriage at regional, national and grass roots including amongst others, Human rights institutions, faith-based organizations, CBO, CSO, partners and donors etc. so as to enhance coordination, avoid duplication while pooling resources together for a common goals and activities.

- How Do We Plan to Achieve This?

Mobilizing resources is one of the fundamental components to the campaign’s delivery and impact. Affirming that resource mobilization is central to the process and intertwined with programming, we need to strategize on how to pool resources to ensure the continuity of successful implementation of the campaign.

Figure 2: Forms of resources where the partners could tap in;

<table>
<thead>
<tr>
<th>Financial Resources</th>
<th>Human Resources</th>
<th>Goods &amp; Services</th>
</tr>
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<tbody>
<tr>
<td>❖ Financially Supporting country visits for campaign launch and post launch events.</td>
<td>❖ Secondement of staffs for longer period</td>
<td>❖ Sponsorship of different advocacy Materials for the campaign (such as Booklets, pamphlets)</td>
</tr>
<tr>
<td>❖ Proactively identifying promising Budgets from donors through mapping exercise of those funding ECM programs in Africa. (Multilateral orgs, embassies, foundations, grants, private sectors,</td>
<td></td>
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</tr>
<tr>
<td>❖ Temporarily assigning staffs for campaign events and specific short-term assignments (to fill in gaps of employees who might be on contract break, maternity leave etc.)</td>
<td>❖ Assigning focal persons in governmental offices of member states that could</td>
<td>❖ Sponsorship of various promotional materials for the campaign (Posters, Banners, T-shirts and Mugs etc.)</td>
</tr>
<tr>
<td>❖ Publishing ECM related researches and desk reviews</td>
<td>❖ Sponsoring of advocacy events related expenses (such as in</td>
<td></td>
</tr>
</tbody>
</table>
etc....)

- Organizing Fund raising events throughout the continent, partners via their country offices could assist on this.
- Pooling of financial resources together for similar initiatives both within the AUC and with outside stakeholders/donors.

| Liaise with AU campaign team for smoother communication |
| Contracting international and national consultants for M&E, program development etc. |
| Capacity building training for staffs |
| Sponsoring and assisting with the deployment of volunteers and interns for various member states |

- AGS, campaign workshops, training of external stakeholders such as journalists, law enforcements personnel etc.
- Technical assistance on the components of the campaign activities (country launch and post launch visits, M&E and capacity building)
- Partners availing on ground resources in their respective country offices and field (such as offices spaces, office equipment, event venue, vehicles etc.)

(IV) Strategic priority area n°4 (Monitoring and Evaluation mechanisms): Using the AU M&E framework, continued progress assessment and measurement of child marriage and education indicators with Member States should be necessary. Capacity building and ownership of this M&E progress assessment tool by key stakeholders, is crucial so as to continue better alignment to the AU African common position on ending Child marriage.

In addition, partnerships and donors resourcing should also be regularly reviewed and re-planned to ascertain areas of commonality and further trajectory mapping of the Campaign of the AU.

An annual report will be developed by the Campaign for H.E. Mr. Edgar Lungu, President of Zambia, which essentially focuses on the activities undertaken by the AU Campaign since the time when the decision on ending child marriage was adopted by member states at the 29th ordinary session of the AU assembly. Following the government’s recommendation for Mr. Edgar Lungu, President of Zambia’s annual report to be institutionalized as a peer review mechanism for the Campaign, the AU Campaign is actively looking into raising anticipation before the upcoming Heads of states Summit in 2019.

- How Do We Plan to Achieve This?

1. With the support of Partners through their focal persons within all line Ministries and the National Statistical Bureaus in their respective country offices of member states ensuring
the dissemination and follow up of the AU M&E Framework and its Progress Assessment Tool, towards ending child marriage.

2. Partners could also technically assist the expert youth volunteers that are deployed in different member states to undertake the dissemination and follow-up of the AU M&E Framework and its progress assessment tool.

3. Again partners are most welcome to give their financial, technical or goods/services supports during campaign launch and post launch country visits through sponsoring staff travel expenses, availing on ground resources such as office spaces, meeting venues, vehicles etc. Or assist in the communication with governmental officials (through their focal persons, provision of translators etc.) or with preparation of comprehensive mission reports etc.

4. Through partners Support for the campaigns evaluation via contracting of international or national M&E consultants. Assisting with the seconding of an M&E expert to be part of the campaign team.

5. Robust Data sharing with partners on the status of implementation, progress or challenges of member states ECM activities if prior data (which is timely, quality and recent) was gathered before to alleviate redundancy and duplication of work by the AU.

(V) Strategic priority area n°5 (Key and emerging projects and research work): As the Campaign turns a new leaf, beginning from the year 2018, the AU Campaign will:

1) Encourage education of girls affected by child marriage hence, leading to their empowerment. To this end, AU planned to initiate an annual scholarship program for advocacy and creating opportunity to girls to excel and later contribute the development of Africa. At the level of the AU, we will put in some funds into this project and also seek donor support particularly those supporting girls and women’s education.

2) Develop research by the Campaign particularly in areas of child brides in conflict and humanitarian situations

➢ How Do We Plan to Achieve This?

Girls’ education is a strategic development priority. Better educated women tend to be healthier, participate more in the formal labor market, earn higher incomes, have fewer children, and marry at a later age. Furthermore, underpinned in the aspiration 1 of the agenda 2063, a prosperous Africa based on inclusive growth and sustainable development is achieved
with well-educated and skilled citizens where no child misses school due to any form of discrimination. In this regard, the campaign plans to initiate an annual scholarship for girls affected by child marriage. For this, the campaign proposes the following paths;

1. Partners to support this call through direct financial or technical contribution (such as assisting with grant proposals), or in identifying possible long-standing donors to collaborate with.

2. AU to collaborate with potential internal partners (through interdepartmental cooperation such as with AU-CIEFFA)

3. Partners and AU to collaborate with educational institutions (schools, TVETs, universities) for technical and financial cooperation.

For effective advocacy on ending child marriage, the campaign strongly believes that it will benefit from knowledge production through a body of researches on the various aspects of child marriage. As such, researches on child brides in conflict and humanitarian situations will be an area of interest for the upcoming year. In light of this the campaign proposes:

4. AU to collaborate with the Peace and security department, Gender, Peace and Security Programme.

5. AU to collaborate with interested partners and stakeholders that are working on conflict, post conflict and humanitarian crisis zones;

6. AU to collaborate with international or regional research and higher education institutions focusing on Gender issues to spearhead the study

7. Partners to support technically and financially to publish and disseminate such studies

8. AU to collaborate with departments such as Women, Gender and Development, PSD and other relevant departments to have a validation workshop and a high-level dialogue on these upcoming studies.

7. Workplan of the AU Campaign for 2019 - 2021

In accordance, we see the AU Campaign to end child marriage making impact in further steps towards ending child marriage by embarking in the key areas mentioned in the workplan below within a set timeline for 2019 and 2020.

**Figure 3:** Workplan of the AU campaign:

<table>
<thead>
<tr>
<th>Mandate and main Objective</th>
<th>Ensure an accelerated end of child marriage and harmful practices on the African continent</th>
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<tbody>
<tr>
<td>Strategic Focus beyond 2018</td>
<td>Consolidate the AU Campaign’s coordination role in bringing together</td>
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18
Emerging Strategic areas of Priority

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<thead>
<tr>
<th>AU Campaign’s main component of action</th>
<th>Planned activity</th>
<th>Key stakeholder(s) and form of alliance/partnership required</th>
<th>Year of implementation</th>
<th>Performance Indicators</th>
<th>Estimated Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Advocacy</td>
<td>Support to the AU Special Rapporteur’s activities and role</td>
<td>Technical and Financial support Partners</td>
<td>TBC</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ensure continued High-Level side-line advocacy events during key AU and global events eg, UN General Assembly, CSW</td>
<td>Technical and Financial support AU and partners</td>
<td>2019 – 2021</td>
<td>TBC</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Collaborate with Artists (Actors, Musicians, TV and radio personalities etc....) and athletes to raise awareness further and beyond political level</td>
<td>Technical and Financial support Partners</td>
<td>2019 – 2021</td>
<td>TBC</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Launch Girl’s Education scholarship (university level) to award 10 girls and young women at least 2 per region who have been victims and affected by child marriage and are working in their communities</td>
<td>Technical and Financial support Partners and Foundations (Ford foundation, MasterCard)</td>
<td>2019</td>
<td>TBC</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Organize the African Girls Summit biennially</td>
<td>Technical and Financial support Partners</td>
<td>2018 2020</td>
<td>TBC</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Institutionalize report by President of Zambia, H.E Mr. Edgar Lungu, Champion on ending child marriage’s on yearly basis</td>
<td>Technical support AU</td>
<td>2019 – 2021</td>
<td>TBC</td>
<td>$</td>
</tr>
</tbody>
</table>

2. Undertake Country Technical and Financial

all key stakeholders, programmes and initiatives closer towards a common objective
<p>| Monitoring and Evaluation | visits to Member States including Mozambique, Malawi, Morocco, Egypt, Nigeria, Liberia, Chad, Eritrea and Sudan in order to follow-up on progress made by countries that already launched campaign and national strategy | | |
| Support the dissemination of the AU M&amp;E Framework and its Progress Assessment Tool, towards ending child marriage, as well as liaise with focal persons within all line Ministries and the National Statistical Bureaus | Partners (AU Departments, UNICEF, UK aid, UNFPA, save the children, Government of Canada, girls not brides, plan International, Islamic relief, IPPF, OAFLA, World vision) AU and Partners | 2019 – 2021 | TBC | $ |
| Alignment to the African common position on ending child marriage and its Action plan by key stakeholders | Technical and Financial support AU and Partners Partners | 2019 - 2021 | TBC | $ |
| Organize Experience-sharing meeting with the AU Special Rapporteur and the UN Special Representative to the Secretary General on Violence against Children | Technical support Partners | 2019 - 2021 | TBC | $ |
| Organize capacity building training targeting key stakeholders such as CSO, Communities on M&amp;E framework, data tracking, generating and reporting | Technical and Financial support Partners | 2019 | TBC | $ |
| Organize capacity building training targeting key stakeholders such as law enforcement, parliamentarians, | Technical and Financial support Partners | 2019 | TBC | $ |</p>
<table>
<thead>
<tr>
<th>Activity</th>
<th>Technical and Financial support</th>
<th>Time Period</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organize capacity building training targeting the media to end child marriage</td>
<td>Technical and Financial support Partners</td>
<td>2019 - 2020</td>
<td>TBC</td>
</tr>
<tr>
<td>Increase engagement with CSO reference group and regional/country level CSO networks to move the Campaign forward at grassroots in order to sensitize the masses and bring about behavioral change</td>
<td>Technical and Financial support AU and Partners</td>
<td>2019 - 2021</td>
<td>TBC</td>
</tr>
<tr>
<td>Organize for resource mobilization and fund-raising event with donors</td>
<td>Technical support AU and partners</td>
<td>2018 – 2019</td>
<td>TBC</td>
</tr>
</tbody>
</table>