



AFRICAN SOCIETY  
OF ASSOCIATION  
EXECUTIVES

### **ADVANCE AFRICA AWARDS (AAA) LAUNCH**

Globally, associations advance professional development through training, enhance job skills, build stronger economies, and improve stronger, more focused and relevant systems and structures. Associations also impact programs, products and services aimed at enhancing skills, security and safety. Moreover, association members play a significant role in promoting service and innovation to facilitate domestic and international commerce and industry.

The African Society of Association Executives (AfSAE) announces the Associations Advance Africa Awards launch and is now inviting Associations in Africa to submit entries for the Inaugural 2021 edition. The Associations Advance Africa Awards will highlight the importance of African Associations in the continent's development agenda by recognizing association programs and activities that are advancing society and improving the economies at all levels. It is the highest recognition an association can receive for any impactful program they conduct together with their members.

The Award, which has already received eight (8) submissions since it was announced, comes at a defining moment as the continent battle effects of the global coronavirus pandemic that have caused devastation in communities and destroyed many economic livelihoods.

There are five entry categories for the Associations Advance Africa Awards:

#### **1. Outstanding Professional Development Program**

This award recognizes African professional associations and societies that demonstrate creativity, innovation, and leadership in delivering professional development and learning programs that not only meet the needs of their members but also impact their industry at large.

#### **2. Outstanding Community Impact Award**

This award recognizes outstanding programs or initiatives by African associations that have a direct impact on the wellbeing of a community. The intervention of the association should respond to a specific need in the community and should involve the direct participation of members of the Association in creating the impact.

### **3. The African Advancement Award**

This award recognizes Pan-African associations that have addressed Africa's economic development through targeted and unique interventions that address critical cross-boundary societal needs on the continent. The impact of their intervention/s needs to go beyond specific geographic boundaries.

### **4. Outstanding Achievement in Diversity and Inclusion (particularly of Women and Youth)**

This category recognizes African associations and not profits that demonstrate sustained and deliberate efforts towards addressing diversity and inclusion of the vulnerable in society that include youth, women or persons with disability.

### **5. Outstanding Advocacy Campaign**

The Award recognizes successful public campaigns by African associations in lobbying or advocating for legislative, regulatory or grass-root change in their communities. The campaign should demonstrate creativity, collaborative efforts, and impact.

There are three award levels for the Associations Advance Africa Awards. An entry may receive an **Associations Advance Gold** or **Associations Advance Silver** or **Associations Advance Bronze** award within its category. The Gold award is the highest recognition given within a category while the silver is the next highest. There is no limit on the number of Gold or Silver awards that can be given. However, applications for the same program under multiple categories will not be permitted.

This Award is open to a broad spectrum of Associations including but not limited to professional associations and societies, trade and industry associations, and community groups, among others. For further information regarding the award, please contact Smith, at [rsmith@afsae.org](mailto:rsmith@afsae.org) or call +254-722-376224