

What is Opportunity Africa?

Opportunity Africa is a pan-African initiative to change how the world sees Africa and how Africa sees itself. It aims to reframe the continent as a place defined by our assets and opportunities, whilst showcasing the progress and innovations.

It is not a standalone campaign, brand, or organisation. It is an umbrella movement designed to give cohesion, visibility and power to the many voices, storytellers, campaigns, institutions, and initiatives already working to present a fresh, bolder picture of Africa.



How will it work in practice?

There are three pieces to this movement that are key to its success:

1. **Partners:** The building of a coalition of partners, including creatives, media, corporates, institutions, governments, youth groups, and diaspora networks who choose to join the movement and commit to 'better representation' for Africa.

Participation means:

- Publicly aligning with the campaign that will promote the initiative
- Using the shared framing and messaging in organisational communications
- Actively showcasing stories of opportunity, innovation, and progress in their communications and branding

2. **A Campaign:** A supporting, high-profile campaign that will support the movement by drawing on African, diaspora and global celebrities, storytellers, influencers, and media to help build and maintain momentum.

3. **Money:** The creation of a collaborative fund to support amplification and momentum building of the movement.

Who is it for?

Opportunity Africa is designed to speak to three core audiences:

- Young Africans, to build pride, confidence, and belief that they can stay, build, invest, and thrive on the continent
- The African diaspora, as connectors, investors, storytellers, and advocates
- Global and local decision-makers, whose choices shape capital flows, policy, partnerships, and perception

What will the campaign look like?

The central idea behind the movement is to show a continent in motion. It speaks to, and about the 55 countries that make up Africa that are not waiting to be fixed, saved, or explained. They are actively building and shaping their own futures.

The rallying expression and hashtag that will drive the Africa in motion campaign forward is still in development.



Who is behind Opportunity Africa?

The campaign's custodians are a committee of the continent's leading brand, communications, and marketing professionals with the institutional endorsement of the Africa Union and other founding organisations. The strength of this initiative lies in collective ownership.

The narrative change organisation Africa No Filter is acting as the secretariat for the initiative, providing the frame, tools, and convening power that will support the movement.

What does success look like?

Success is measured, not assumed. Opportunity Africa will track clear indicators including partner adoption, geographic reach, campaign visibility, media narrative shifts, and engagement from young Africans and the diaspora. These metrics will show whether perceptions are changing and whether opportunity is being recognised and acted on.

How can I be part of this movement?



Tell the stories

Become a member of the coalition if you are an institution.



Build the future

Amplify and use the hashtag if you are an individual.



Move with Africa

Fund us if you can.