



POLICY CENTRE FOR AFRICAN PEOPLES' 2013- 2014 ANNUAL REPORT AND ACCOUNTS

POLICY CENTRE FOR AFRICAN PEOPLES

(PCAP) www.policycap.org

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PCAP'S BOARD OF TRUSTEES – 2013/2014



Mohamed Rashid Hassan, PhD –Dr Mohamed Rashid Hassan became a Trustee of PCAP in May 2011. He is an internationally respected analyst on African topics, and Somaliland's Minister of State for Foreign Affairs.



Mr Don Flynn, BSc (HONS) –Don Flynn has been a Trustee of PCAP since September 2008. He served as PCAP's Secretary from December 2009 till May 2011, when he became PCAP's Treasurer, and Chairman in April 2013. He is also the Director of Migrants Rights Network, and Chair of the UK Race and Equality Network.



Ms Goretti Kyomuhendo, MA –Goretti Kyomuhendo became a PCAP Trustee in May 2011. She is also one of the founding members of the Ugandan Women Writers' Association and Publishing House FEMRITE, and the Founder and Director of African Writers' Trust.



Ms Rose Nunu, BA –Rose Nunu became a PCAP Trustee in April 2013. She is the Founder and Director of Diaspora, a not-for-profit music foundation created to support and promote diversity in British music.

PCAP'S registration number: 1131139

CHAIR'S REPORT

I look back on 2013-2014 with immense satisfaction to highlight the efforts and achievements of the trustees, staff, volunteers, members, partners and supporters of the Policy Centre for African Peoples (PCAP). Our organisation has gone from strength to strength in terms of consolidating itself as the main African-led think tank in the UK. Furthermore, throughout 2013-2014, PCAP brilliantly fulfilled its overarching goal to provide a platform for the engagement and education of African individuals and the general public.

The Policy Centre for African Peoples built on the success of two stellar projects launched in 2013, and hosted **the 2nd African Diaspora New Year Lecture** in March 2014, and **the 2nd African Diaspora Summer Festival** in July 2014. Both events were very well-attended, and received coverage from both UK and African media.

We continued to publish the **Policy Centre for African Peoples' newsletter** throughout 2013-2014. A key indicator of the popularity of our newsletter is that the number of its subscribers is now well over 1,500. We are delighted that the new subscribers were a mixture of people of African descent and non-Africans. This underlines the capacity of the Policy Centre for African Peoples to reach out to both members of African communities and other key stakeholders.

In accordance with its vision to provide a platform for the engagement and education of African individuals and the general public, PCAP participated in, and co-organised, many debates aimed at engaging and educating people on topics of relevance to African communities and key stakeholders throughout 2013-2014. Among these were **a conference commemorating the 3rd Anniversary of the African Women's Decade** in London in January 2014; the **Guardian Global Development Debate on Myths about Africa** at the Guardian Coffee in March 2014; and **the United Nations Forum 2014** in Central Hall Westminster in June 2014.

In addition, PCAP took part in numerous media discussions throughout 2013-2014, including a [discussion on the Legacy of Nelson Mandela and the Education of African Girls](#) in December 2013; a lengthy interview on Make Every Woman Count Magazine that same month, and a detailed [discussion of PCAP and its work on Women in Foreign Policy Magazine](#) in September 2014. An outstanding [article on Africa's development in the 21st century](#), written by the PCAP Director, was also published in the prestigious United Nations Association Magazine in September 2014.

We would like to wholeheartedly and warmly thank and congratulate [Sylvie Aboa-Bradwell](#) who carried on working as PCAP's unpaid Executive Director in 2013-2014, and **won the 2013 African Diaspora Award for this work**. We also thank our members, volunteers, trustees, advisers, partners, and the many individuals who have supported us throughout this year.

Don Flynn
Chair

EXECUTIVE DIRECTOR'S REPORT

The following headline work streams provide an overview of the projects and activities undertaken at the Policy Centre for African Peoples (PCAP) during the year 2013-2014. Further details are provided in the specific project and activity pages of the annual report.

1. Second African Diaspora New Year Lecture

We were delighted to host our 2nd African Diaspora New Year Lecture at the School of Oriental and African Studies, London, on 28th March 2014. The theme of the Lecture was **'Responsible Entrepreneurship as Catalyst for Positive Change in Africa'**.

PCAP was delighted to have **Prince Tonye Princewill**, an entrepreneur and Prince of the Niger Delta, as keynote speaker. The meeting, which had more than 100 attendees, was chaired by the broadcaster and journalist **Henry Bonsu**. The entrepreneur **Alain Mbe** was another speaker, and I was honoured to speak on behalf of PCAP.

2. Second African Diaspora Summer Festival

PCAP organised its second African Diaspora Summer Festival at City University, London, on 31st July 2014. The event, attended by over 150 people, included **a screening of the documentary 'We Face Forward: The Ecobank Story'** – a business documentary (Africa Channel, 2012) following the story of how the Ecobank founders' dream of economic integration in West Africa has spread across the continent to over 30 nations. There was also a debate on the topic **'Doing Business in Africa with a Pan-African Outlook'** with **Caleb Tamfu**, Managing Director, Andron Engineering Ltd and Country Director, Africa 2.0; myself, in my capacity as Founder of PCAP and CEO of Medzan Lifestyle Ltd, and **Theo Omambala**, Ex Top Model and Creative Director Founder, TVLHC.

3. Engagement and Education of African Individuals and Key Stakeholders

Under these strategic aims, we organised, and participated in, many events throughout the year 2013-2014. Among the highlights were: a **conference on the 3rd Anniversary of the African Women's Decade** in London in January 2014 with me speaking alongside The Guardian journalist **Hannah Poole**, Senegalese businesswoman **Marième Jamme**, **Naana Otoo-Oyortey MBE**, CEO of Forward, and **Rainatou Sow**, Director of Make Every Woman Count.

PCAP also participated in the **Guardian Global Development Debate on Myths about Africa** held at the Guardian Coffee in March 2014, with **Edward Paice**, Director of Africa Research Institute, myself, and **Onyekachi Wambu** from the African Foundation for Development. In addition, PCAP participated in the **United Nations Forum 2014** in Central Hall Westminster in June 2014, and I was honoured to speak alongside high profile speakers such as **Baroness Valerie Amos**, UN Humanitarian Chief; **HE Dr Danilo Türk**, former President of Slovenia, and **Sir Jeremy Greenstock**, Chairman of UNA-UK.

4. Media Engagement

PCAP greatly increased its media presence throughout 2013-2014, thanks to its newsletter, blogs on its website (www.policycap.org), and media appearances and publications. These included debating the **legacy of Nelson Mandela** and the education of African girls; interviews by **Make Every Woman Count Magazine** and **Women in Foreign Policy Magazine** in 2014; and publication of my article '**Myth-Busting: A sine qua non for Africa's 21st Century Development**' in the United Nations Association Magazine in September 2014.

My sincere thanks are extended to PCAP's trustees, volunteers, members, advisers, funders and partners, who have all played a key role in supporting the work of our think tank.

Sylvie Aboa-Bradwell
Executive Director

POLICY CENTRE FOR AFRICAN PEOPLES:

Providing a platform for the engagement and education of African individuals and key stakeholders

The Policy Centre for African Peoples (PCAP) was founded in September 2008 in the United Kingdom following the initiative of **Ms Sylvie Aboa-Bradwell**, with the assistance of like-minded African Diaspora members. The impetus for PCAP's creation was the desire to provide a platform for the engagement, awareness-raising and education of African individuals and key stakeholders on topics that are of relevance to African peoples and the African continent. These topics include, but are not restricted to, African development, social justice, democracy, and education.

PCAP's registration was approved in August 2009 (**registration number: 1131139**) by the UK Charity Commission, which outlined its objectives as follows:

- 1.** The promotion of equality and diversity for the public benefit;
- 2.** The advancement of education and relief of financial hardship amongst African communities worldwide.

To achieve its objectives, PCAP undertakes, or plans to undertake research, publications, public campaigns, and debates on the following topics:

- Engagement and education of African communities in the UK, the Diaspora and Africa;
- African development;
- Human rights, social justice, and democracy;
- African culture;
- And any other topics of interest to African communities.

Our Mission:

The mission of PCAP is to provide a platform for the engagement and education of African individuals and key stakeholders on topics that are of relevance to African peoples and the African continent.

Our Vision:

PCAP envisions a world where African individuals and key stakeholders are educated and engaged on topics that are of relevance to them.

Our Values:

*** Accountability * Justice * Professionalism * Inclusiveness * Integrity * Transparency**

Our Motto:

The platform for African engagement.

PCAP'S PROJECTS AND ACTIVITIES

The projects and activities of PCAP throughout the year September 2013 – September 2014 included:

I. 2nd African Diaspora New Year Lecture

Held on 28th March 2014, 6 pm – 9 pm, Room V211, Vernon Square Campus, School of Oriental and African Studies (SOAS), London

The event, organised by the Policy Centre for African Peoples (PCAP) in collaboration with **Dr Kwadwo Osei-Nyame**, Lecturer at the SOAS' Department of African Languages and Cultures, proved to be a huge success. There were more than 150 people from academia, business, media, politics and international development, in attendance.



The event was brilliantly chaired by the outstanding journalist and broadcaster **Henry Bonsu** (pictured left as he introduced the event). Mr Bonsu congratulated PCAP for promoting not only business in Africa through this initiative, but also and, more importantly, responsible entrepreneurship. He stated that it was thanks to the commitment of

organisations such as PCAP, and people like the PCAP team that Africa and African communities both in Africa and the Diaspora could prosper.



The keynote speaker was **Prince Tonye Princewill** (pictured left). He began by thanking PCAP for the opportunity it gave him to address the UK African Diaspora, and urged PCAP to continue its outstanding work. Then, Prince Princewill shared with the audience how he built his business career by working for companies such as Royal Dutch

Shell, the UK's Oil and Gas Regulatory Agency, the Department of Trade and Industry, Panasonic, and Citibank first, and afterwards, by moving into private business. He is now chairman of the Riverdrill Group of Companies, and has business interests in both upstream and downstream oil and gas, information technology, environmental waste management and aviation services.

Prince Tonye Princewill went on to tell the audience why he decided to get involved in politics in Nigeria. He stated his firm belief that business success is not enough. **Successful African business people need to use their wealth and expertise to contribute towards the development of their communities and their countries.** He outlined how despite many setbacks, he will never give up his attempts to fulfil this objective, and concluded his speech by urging other African entrepreneurs to follow in his footsteps.



Next to speak was **Ms Sylvie Aboa-Bradwell** of PCAP. In her presentation, she outlined how, after obtaining an Mphil in Post-Colonial Studies, she became an award-winning think tank founder and director, writer, and international speaker. Before creating PCAP in 2008, she served as UK Director of the Nigeria-based think tank

Centre for Democracy and Development for over 3 years. Prior to that, she worked for institutions promoting human development, education and rights in Africa, Britain, Spain and elsewhere for nearly 10 years.

Ms Aboa-Bradwell also spoke to attendees about her business venture, the leadership and self-development company Medzan Ltd (www.medzanlifestyle.com). She outlined how, using African leadership and self-development concepts as inspiration, she was able to design first-class courses that provide results-focused training to business and other leaders in African contexts, established or aspiring professionals, and young people. She concluded her presentation by stating that her company was not merely to make money, but also to demonstrate that African culture has a lot of

market potential, and her mission is to **use African knowledge to build a better Africa and a better world.**



The next speaker was **Mr Alain Mbe**, an entrepreneur and aspiring politician (pictured left). Mr Mbe told attendees how after leaving his native Cameroon, he settled in Newham, East London, and became a successful property developer. He has been so active in London and Newham that he has featured in a number of papers such as the African echo, Trumpet, the Newham

Recorder and the London Evening Standard. In addition to his business ventures, Mr Mbe is now an academic and Conservative Party Councillor candidate for Royal Docks in Newham. He concluded his speech by stressing that business people need to become involved in improving society.



The final speaker was **Mr Ade Daramy** (pictured left). He told the audience how after his education in Sierra and the UK, he co-founded the Sierra Leone Diaspora Network, established himself as a broadcaster, and is now a very experienced Senior Government Policy Advisor. For instance, he hosts a monthly session at the Sierra Leone High Commission on 'Doing Business in Sierra Leone'. Mr Daramy encouraged attendees to follow in

his footsteps in terms of using their extensive knowledge of international and African socio-political affairs to boost the development of Africa and African communities worldwide. He ended his speech on a positive note, stating that responsible entrepreneurship will most certainly trigger Africa's development.

The speeches were followed by a very lively and informative Question and Answer sessions. Several attendees expressed their desire to see the speakers collaborating with them to realise some of their ideas. The event concluded with a networking session and refreshments.

II. Second African Diaspora Summer Festival

The event, organised by the Policy Centre for African Peoples (PCAP), took place on 31st July 2014, 5pm -9pm, Room A130, City University, Northampton Square, London EC1V 0HB

Once more, the meeting was brilliantly chaired the long-term work partner and collaborator of PCAP, journalist and broadcaster **Henry Bonsu**. The event was attended by over 200 people, and one of the highlights was the **screening of the documentary ‘We Face Forward: The Ecobank Story’**, which was **generously donated to PCAP by the Africa Channel**.

The numerous attendees were almost unanimous in praising this business documentary (Africa Channel, 2012) that follows the story of how the Ecobank founders’ dream of economic integration in West Africa has spread across the continent to over 30 nations. Many people who spoke after the screening thanked and congratulated PCAP for this initiative. Two individuals promised to connect PCAP with schools in Africa, so that the message of self-reliance and self-confidence of the documentary could be shared with African youths as well.



In accordance with the Pan-African theme of the documentary, the screening was followed by a debate on the topic **‘Doing Business in Africa with a Pan-African Outlook’**. The first speaker was **Mr Caleb Tamfu**, Managing Director, Andron Engineering Ltd and UK Country Director of Africa 2.0 (pictured left). In his address, Mr Tamfu shared with the audience his experience working in investment banking for nearly a decade with the likes of Morgan Stanley in Equity Derivatives Trading and Royal Bank of Scotland in Collateral & Portfolio Management. After spotting the enormous potential of doing business in Africa with a Pan-African

outlook, he founded Andron Engineering Ltd. The company is the exclusive distributor and workshop operator across Africa for Wencon's anti-corrosion solution as well as the provider of surface repair and robotic solutions for shipyards, drilling rig and land-based storage tanks.

Mr Tamfu concluded his presentation by encouraging attendees to join **Africa 2.0**, an Africa-wide organisation that is made up of young African leaders and entrepreneurs, with the vision of coming up with ideas and specific actions that can help push the continent forward economically. Africa 2.0 is Dink-Tank rather than a Think-Tank. Africa 2.0's focus is not just to come up with innovative ideas but make these ideas happen across all parts of the continent.



PCAP Director, **Ms Sylvie Aboa-Bradwell**, was next to speak (pictured left). She encouraged the audience to take a leaf out of the book of the Pan-African founders of Ecobank, and become self-confident, imaginative and creative as business people, entrepreneurs and builders of a new, prosperous Africa. She shared with the audience how she took an African lifestyle philosophy as an inspiration to create a programme that provides leadership and self-development training to all sorts of people, including business

people, established and aspiring professionals, and young people.

She discussed the six steps of her leadership development course –from Acceptation to Harmonisation. She concluded that as Africans, **we have a unique opportunity to realise the concept of harmonisation, by channelling all or different skills and abilities towards the realisation of the Africa building vision**. For being an African in the 21st century is to have a unique opportunity to make history by building and developing a continent rich in natural, human, cultural and other resources.



The final speaker was **Ms Theo Omambala**, Ex Top Model and Creative Director Founder of TVLHC (pictured left). She told the audience how she excelled for more than a decade as a top international model, gracing the catwalks of

renowned international Designers such as Vivienne Westwood, Oscar de la Renta, Alexander McQueen and Dolce Gabbana in London, Paris and New York.

The event concluded with an informative question and answer session, refreshments and networking.

III. Engagement and Education of African Individuals and Key Stakeholders

PCAP fulfilled its mission to provide a platform for the engagement and education of African individuals and key stakeholders on topics that are of relevance to African peoples and the African continent by organising, co-organising, and participating in, many activities throughout 2013 – 2014. Amongst these activities were:

A. The 3rd Anniversary of the African Women's Decade

PCAP was privileged to participate in **the African Women's Decade 3rd anniversary celebration**, organised by **Make Every Woman Count**. Make Every Woman Count (MEWC) is a young African women-led organisation that promotes and advocates for the empowerment and rights of African women and girls. MEWC provides timely and accurate information, resources and tools to support and strengthen the work of African women's rights advocates, African women's grassroots, organisations and activists. Through its campaigns and publications, MEWC monitors and raises awareness of the African Women's Decade 2010-2020 launched in October 2010 by the African Union.



The event took place on Saturday 18th January 2014 from 1:30 - 5:30 at the School of Oriental and African Studies, London, Brunei Gallery. In addition to celebrating the 3rd anniversary of the African Women's Decade (2010-2020), the

conference saw the launch of Make Every Woman Count's annual report which monitors all the 54 African countries on their progress on gender issues. The event had many high profile African women speakers, including **Ms Patricia Lamour**, Director of Aspire Education, The Guardian journalist **Hannah Poole**, Senegalese businesswoman **Marième Jamme**, **Naana Otoo- Oyorley** MBE, CEO of Forward, and **Rainatou Sow**, Director of Make Every Woman Count (pictured left).

The PCAP Director, **Ms Sylvie Aboa-Bradwell**, participated in the first session, '**10 Years after the Adoption of the Maputo Protocol on Women's Rights in Africa and 3 Years since the Launch of the African Women's Decade, Where are We? What is the Way Forward?**' chaired by **Ms Diakhoumba Gassama**, Board Member of Make Every Woman Count. Ms Aboa-Bradwell spoke passionately about the need for African women to empower themselves, stating that Africa has 5 centuries to catch up with, and could not afford not to involve 50% of its populations in its efforts to achieve development. She added that African women had a moral and practical obligation to work tirelessly to achieve a propitious environment for gender equality, peace, justice, responsible entrepreneurship, democratic accountability and collective prosperity.

B. The Guardian Global Development Debate



Another event in which PCAP was privileged to participate was the **debate on global development, organised by the UK newspaper The Guardian** on 27th March 2014 at the Guardian Café in London. The PCAP Director, **Ms Aboa-Bradwell**, was invited to discuss the issue of myths about Africa alongside **Mr Edward Paice**, Director of Africa Research Institute, and **Mr Onyekachi Wambu** from the African Foundation for Development. In this debate that proved very lively, the audience and **The Guardian Editor Hugh Muir** (pictured left) who chaired the discussion, asked why so many often derogatory stereotypes about Africa persist.

The cornerstone of Ms Aboa-Bradwell’s contribution was **the dispelling of widespread myths about Africa**. She eloquently argued that the most ingrained myth about Africa is that its main challenge is poverty. In reality, Africa is the world's most resource-rich continent. Thus, poverty is not its problem, but a mere symptom of the real problem that has been gnawing at this continent for centuries: the squandering of its wealth by leaders and partners that are unaccountable to African populations. Africans must urgently counteract external misconceptions with their own narratives based on reality.

C. United Nations Forum 2014

PCAP also had the unique opportunity to participate in the **United Nations Forum 2014**, organised on 28th June 2014 by the United Nations Association-UK. Held in the same room as the inaugural General Assembly meeting in 1946, Central Hall Westminster, UN Forum brought together top UN and UK policy-makers, experts, campaigners, journalists and some 1,000 people from across the country to ask – and answer – the question ‘Can Britain still cut it on the world stage?’.



During the day, the audience had the opportunity to grill influential speakers (pictured left) –including **Baroness Valerie Amos**, UN humanitarian chief; **H.E. Dr Danilo Türk**, President of Slovenia (2007-2012), Journalist **Jon Snow**; and UNA-UK’s Chairman **Sir Jeremy Greenstock**- via interactive panel discussions examining the following challenging questions: Why should the British public care about the UN? Do nuclear weapons really keep us safe? How should we respond to crises? Is our approach to development flawed?



PCAP Director, **Ms Aboa-Bradwell**, was part of the panel ‘Is Our Approach to Development Flawed’ (pictured left) alongside **Dr Maria Neophytou**, Executive Director, The Gender Rights and Equality

Action Trust; John Githongo, Independent Commission for Aid Impact; **Professor Sir Richard Jolly**, Institute of Development Studies and former UN Assistant Secretary-General; **Claire Melamed**, Overseas Development Institute; and **Michael O'Neill**, Assistant Administrator and Director, Bureau of External Relations and Advocacy, UN Development Programme.

III. Media Engagement

PCAP continued to increase its media presence throughout 2013-2014. Its website, which was modified the previous year to www.policycap.org is now very well-known, and PCAP has been praised for the professional appearance of this new website. PCAP needs to increase its use of its new Facebook page and Twitter page (@PolicyCap), as well as its new YouTube channel. It is hoped that several interns and volunteers will be recruited in the near future to carry out duties related to PCAP's online media engagement through Facebook, Twitter, blog and YouTube. Our think tank carried on **revamping its newsletter**, making it more blue and white, in harmony with the PCAP logo and website. The newsletter of PCAP was regularly published online throughout 2013-2014. There were notifications and reports of PCAP's activities, as well as those of like-minded organisations; blogs and comments from readers. There were also many announcements of job opportunities, training courses, graduate and postgraduate grants, research trips and many other important advertisements.



In addition, **PCAP participated in numerous media discussions** throughout 2013-2014. Among these were a TV discussion on the **Legacy of Nelson Mandela and the Education of African Girls** on Africa Today in December 2013 (pictured left). The PCAP Director's co-debater was the Senegalese businesswoman Marième Jamme. Ms Sylvie Aboa-Bradwell also participated in the **Papers Review on Vox Africa TV** in December

2013.

Ms Aboa-Bradwell was also interviewed by [Make Every Woman Count Magazine](#) in December 2013. She discussed the role of PCAP in Africa and in the UK and elsewhere. The PCAP Director became the first African woman to be interviewed by [Women in Foreign Policy Magazine](#) in September 2014. She discussed the endeavours of PCAP to influence policies on African topics worldwide. **'Myth-Busting'**, an outstanding article on Africa's development in the 21st century, written by the PCAP Director, was also published in the prestigious United Nations Association Magazine in September 2014.

PCAP STAFF, VOLUNTEERS AND MEMBERS



As in previous years, **Ms Aboa-Bradwell** had overall responsibility for the day-to-day management of PCAP as an unpaid Executive Director in 2013-2014. Her duties also included the implementation of the strategic goals and objectives of the organisation. It was with lots of pride and joy that we received the uplifting news that [the PCAP Director won the 2013 African Diaspora Award for her huge contribution to African communities](#) both in the Diaspora and in Africa. She is pictured left receiving the award from The Guardian journalist **Joseph Harker**.

We are very grateful to the following individuals for helping PCAP as Research and Administration Volunteers throughout 2013-2014:

- **Ms Sophie Toke, BA:** March 2010 –present
- **Ms Sian Ndome Mafiamba:** February 2010 –July 2014
- **Ms Nyasha Zororo:** Summer 2014

Though the PCAP Director and the Trustees of PCAP remained the most dedicated members of the organisation, we were thrilled that once more, dozens of individuals, mainly based in the UK, became

members by subscribing to our newsletter. Their feedback and constructive observations have proved extremely useful towards the consolidation and improvement of our work.

Membership of PCAP was and will remain free and, in accordance with the PCAP Constitution, open to African individuals, groups and organisations working in the United Kingdom, as well as other groups or individuals who support the goals and principles of PCAP.

Policy Centre for African Peoples

Income and expenditure statement for the financial year 1st April 2013 to 31st March 2014

<u>INCOME</u>	£	£
Ticket sales Pitching Africa in the City	1,077.20	
Ticket sales African Diaspora Summer Festival £1,332.50		
Total Income		<u>2,409.70</u>
Sum Pre-existing in PCAP's Account	61.37	
<u>EXPENDITURE</u>		
<u>Pitching Africa in the City Expenses</u>		
Transport, admin and other expenses	923.01	
Catering and other expenses	159.60	
Chair: £50		
Total Pitching Africa Project Expenses		<u>1,132.62</u>
<u>African Diaspora Summer Festival and Other Activities</u>		
Admin and Sundry: £127.54		
PR and entertainment: £300		
Transport & catering £910.70		
Total Diaspora and other : £1,338.24		
Total Expenditure		<u>2,470.86</u>
Money in PCAP's Account as of 31st March 2014		<u>0.21</u>

CONTACT DETAILS

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