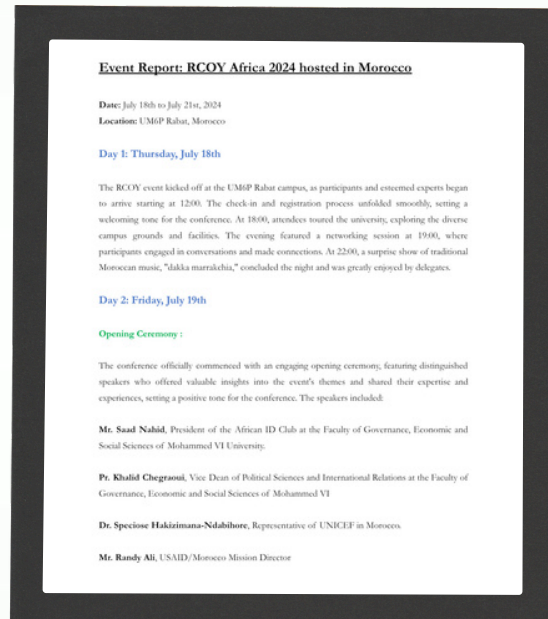
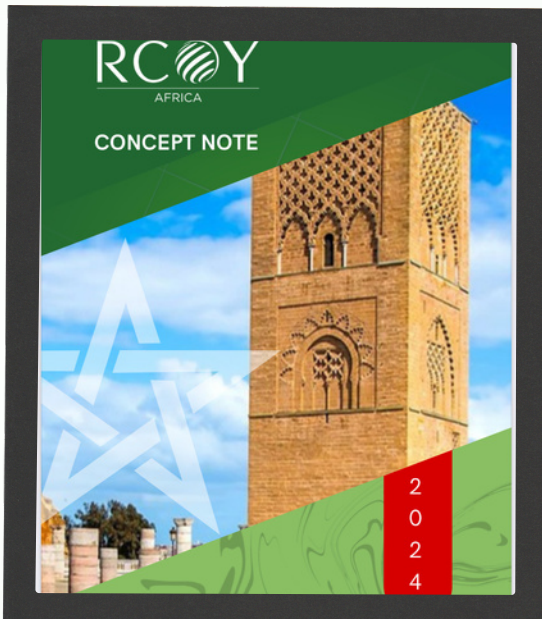
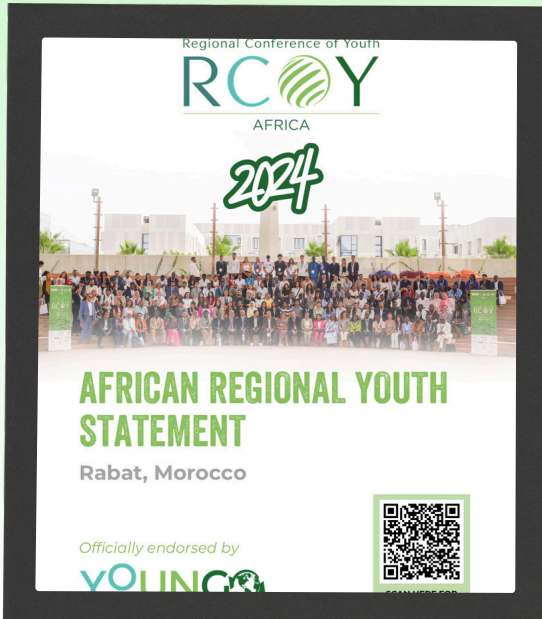




Report Brief: Strategic Communication, Brand Building and Donor Engagement

Leveraging Strategic Communication for Regional Conference of Youth RCOY Africa

Context: Regional Conference of Youth (RCOY Africa 2024) — Rabat, Morocco

Executive summary:

RCOY Africa 2024, held in Rabat, Morocco, convened more than **530** youth delegates from **47** African countries, representing 95 organisations and networks, and culminated in over **60** policy recommendations. The conference served as a continental platform to elevate African youth voices on climate justice and informed upcoming processes like the Summit of the Future and COP29. Our strategic communications project aimed to:

- Promote RCOY Africa as a recognizable continental brand for youth climate diplomacy;
- Deliver a multi-channel communication campaign that amplified key youth messages;
- Build relationships with donors and partners to secure resources and legitimacy;
- Translate complex policy outcomes into accessible narratives for stakeholders.

The project successfully engaged a wide range of partners, including United Nations Morocco, USAID, UNICEF Morocco, OCP Africa and ministries, and generated substantial public and media attention.

My mission:

As part of the RCOY Africa 2024 executive organizing and programming team, I played a central role in shaping the narrative and strategic positioning of the African youth climate movement under the umbrella of the UNFCCC's YOUNGO constituency. My work bridged institutional communications with the Ministry of Energy Transition and Sustainable Development and the Ministry of Youth, Culture and Communication; partnership outreach, and advocacy messaging to ensure that African youth voices were effectively represented at regional and global levels (Summit of the Future, COP29).

Strategic Communication Expertise:

I designed and oversaw the institutional communication framework that aligned the different youth partner organizations around the same messaging: a climate action space for African youth, as simple as it is, this helped to unite partners from east, west, south and north African with the different cultural nuances under one umbrella; ensuring consistency across stakeholder messaging and policy briefs. This included synthesizing complex policy outcomes (**The African**

Youth Statement and the Policy Brief on Expectations for the Summit of the Future) into accessible visual and written materials for governments, UN agencies, and donors. The communication strategy successfully enhanced the recognition of RCOY Africa as a continental brand representing 47 African countries and 95+ youth networks.

Brand and Network Building:

I contributed to positioning RCOY Africa as a trusted continental platform after our two successful experiences in leading local conference of youth LCOY Morocco, with the trust of the same partners that wanted to continue supporting this journey. This involved narrative development (“African Youth as Champions of Action”) through media coordination and visual branding that resonated with both African audiences and international partners. Through this work, RCOY Africa achieved significant stakeholder engagement, including collaboration with the United Nations Morocco, USAID, UNICEF, UM6P, Save the Children, CIFF and OCP Africa.

Donor and Partnership Strategy:

My team and I developed sponsorship briefs tailored for donors and development partners, highlighting impact indicators, youth leadership stories, and measurable outcomes. The project secured multi-stakeholder support and institutional partnerships by aligning donor objectives with African youth priorities such as green jobs, digital inclusion, and climate finance access.

Policy messaging:

During our participants' recruitment phase, I expected a high traction of applicants, and wanting to benefit from it, I suggested the inclusion of survey to study the daily impact of climate change on the livelihood of the African youth, as well as the thematic themes of the Summit of the Future and the views of African Youth. This resulted in having 2K+ responses that have supported the tailoring of the SoF Policy Brief as well as the African Youth Statement. This has also enabled us to include the voices and suggestions of youth who weren't able to participate, which maximized our impact and enabled us to extend our policy recommendations to the stakeholders.

Key Skills Demonstrated:

- Strategic communication planning & content design
- Policy-to-public translation and advocacy messaging
- Brand identity and stakeholder visibility
- Donor reporting and partnership development
- Cross-continental coordination and youth diplomacy