

Optimising Audience Engagement for AU-ECOSOCC

The African Union Economic, Social, and Cultural Council (AU-ECOSOCC) is an advisory body of the African Union (AU) that provides a platform for African Civil Society Organizations (CSOs) to contribute to the policies and programs of the AU. Since its establishment in 2004, the Council has faced significant challenges in effectively engaging its diverse audience.

Without clear insights into its audience's information-seeking behaviours, preferred communication channels, and levels of knowledge about the African Union, AU-ECOSOCC is unable to effectively tailor its outreach and engagement strategies to its audiences. This knowledge gap has significantly impeded their ability to disseminate resources and facilitate meaningful participation of their audiences in policy discussions. It also impedes their ability to effectively serve as a bridge between African civil society and the AU, hindering non-state actors from formally contributing their voices to AU policies and decision-making processes.

In response to this, Penplusbytes, as part of its mission to promote civic engagement and participation in the democratic process, is implementing the “**Optimising Audience Engagement for AU-ECOSOCC**” project, which is being co-funded by the European Union, to improve the digital engagement strategy of the AU-ECOSOCC.

To achieve this, Penplusbytes' research team is conducting a comprehensive audience analysis using a quantitative approach to identify the demographics, values, attitudes, and communication habits of AU-ECOSOCC's target audience. This audience includes citizens, CSOs, organs of the African Union, and other key stakeholders of the African Union.

Findings from the research will help to identify the gaps in the audience's current digital engagement with AU-ECOSOCC and in response craft effective strategies for increasing audience engagement with their resources and communications.

Objectives

The objectives of this project are:

- To increase AU-ECOSOCC's key stakeholders' awareness, access to, and engagement with their resources.
- To increase participation of AU-ECOSOCC's key stakeholders in consultative processes and policy dialogues.
- To ensure the effective dissemination of AU-ECOSOCC's resources to the general public, promoting awareness of ECOSOCC's work, and encouraging active citizenship and policy engagement.

Project partners:

