

FOR PSA MEMBERS: *GENERAL 12/2021*

25-05-2021

## Africa Day 2021: Let's unite



<https://youtu.be/q9yWlf2rOAE>

Africa Day is intended to celebrate and acknowledge the successes and progress that Africa has made while reflecting upon the common challenges that the continent faces in a global environment.

The African Union has embraced the theme: “The AU Year of the Arts, Culture And Heritage: Levers for Building the Africa We Want”. Culture incorporates social behaviour and norms of a society as well as the language, knowledge, beliefs, traditions, arts, customs, capacities and habits of a certain community. The Africa Day 2021 theme is a declaration at a continental level for member states to invest more resources in promoting national and regional cohesion by investing in African culture and heritage.

During the COVID-19 pandemic Africa’s creative and cultural industries in Africa played a key role in efforts towards prevention and combating the spread of virus. The pandemic provided an opportunity to re-examine the continent’s socio-economic priorities, including the role of cultural workers, towards contributing to building stronger and more resilient health and social sectors, promoting equality, inclusion, social cohesion and African Renaissance, as inspired by the Ubuntu Philosophy of “I am because you are; You are because I Am”.

Africa Day presents an opportunity for the PSA and South Africans to reconnect and recommit ourselves to develop a better Africa and a better world.

GENERAL MANAGER