

AFRICAN CONTINENTAL QUALIFICATIONS FRAMEWORK

Communication Workstream

Progress Report and Way Forward

“Strengthening Africa’s Voice through Collaboration, Visibility and Shared Ownership”

ACQF

JANUARY – JULY 2026

PURPOSE

OUR MANDATE

The Communication Workstream exists to:

STRENGTHEN COMMUNICATION
across ACQF Member States



INCREASE VISIBILITY
of ACQF initiatives

SUPPORT STAKEHOLDER ENGAGEMENT
across the continent



PROMOTE KNOWLEDGE SHARING
between countries and partners

**ESTABLISH A RECOGNISABLE ACQF
BRAND**
consistently across Africa

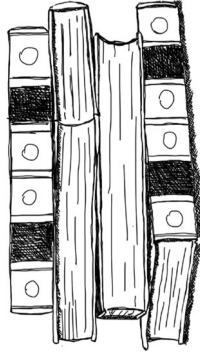


**POSITION COMMUNICATION AS A STRATEGIC
ENABLER**
of the ACQF agenda

KEY PROGRESS TO DATE ✓

Internal Communication

- ✓ Regular coordination meetings held
- ✓ Communication calendar developed and aligned with Troika activities
- ✓ Secretariat support strengthened



Stakeholder Engagement

- ✓ Draft ACQF Newsletter developed
- ✓ Webinar programme supported
- ✓ Communication support provided for ACQF Forum preparations

Planning

- ✓ Workstream priorities refined
- ✓ Practical implementation agreed
- ✓ Focus shifted towards deliverables

MAJOR DELIVERABLES

THE ACQF NEWSLETTER

A major milestone has been the development of the first ACQF Newsletter, designed to:

- Showcase achievements across Africa
- Promote peer learning
- Highlight innovation
- Strengthen visibility of Member States
- Communicate ACQF progress to stakeholders



PUBLICATION SCHEDULE

Edition 1

End of August 2026

Edition 2

December 2026

CHALLENGES EXPERIENCED

Despite encouraging progress, several challenges continue to affect implementation.

● Limited Country Participation

- Very few Member States submit articles
- Repeated follow-ups produce limited responses
- Newsletters do not adequately reflect continental diversity

● Content Gaps

- Insufficient stories
- Few case studies
- Limited success stories
- Inconsistent sharing of events and achievements

● Social Media Constraints

- Delayed access to official platforms
- Limited content pipeline
- Absence of coordinated publishing schedule

● Branding

- Inconsistent use of ACQF identity
- Varying logos, templates and visual presentation

WHY GREATER COLLABORATION MATTERS

Communication cannot be driven by the Secretariat alone. It requires ownership from every Member State. Each country has valuable experiences, innovations and success stories that deserve continental visibility.

Without active participation:

- X Africa's achievements remain invisible
- X Opportunities for peer learning are lost
- X The ACQF story becomes incomplete
- X Only a handful of countries receive visibility



Communication is everyone's responsibility.



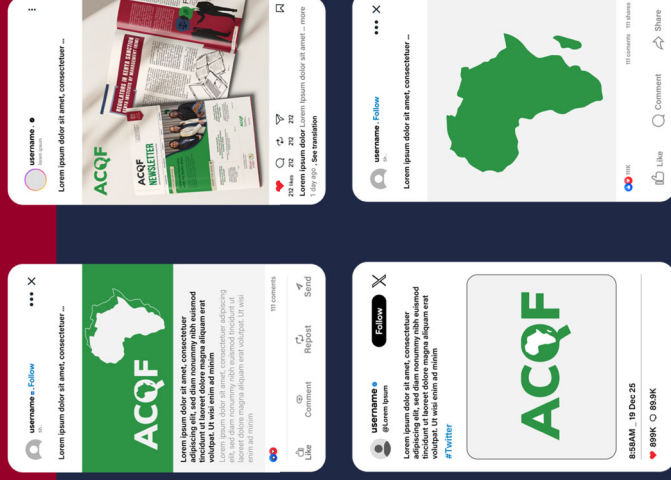
OPPORTUNITIES WE SHOULD LEVERAGE

1 Social Media

Greater use of:



- AU communication platforms
- Member State platforms



Regular content can significantly improve visibility, stakeholder engagement, knowledge sharing and policy influence.

ACQF Communication Workstream

2 Develop Our Own Content

Rather than waiting for contributions only, the Workstream should produce:

- Feature articles
- Interviews
- Success stories
- Country profiles
- Thought leadership articles
- Videos
- Infographics
- Podcasts
- Case studies

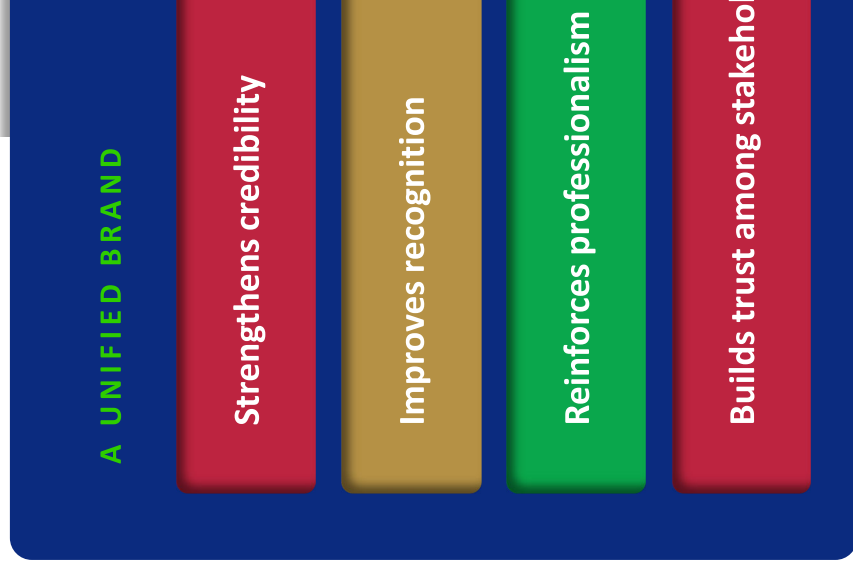
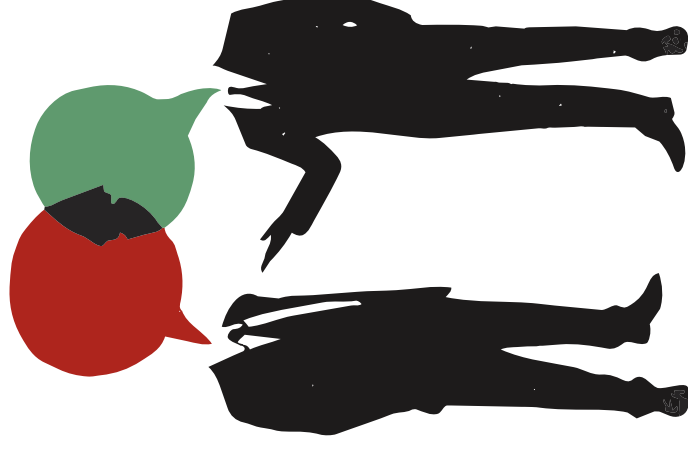
A sustainable content pipeline — while encouraging Member States to contribute

STRENGTHENING THE ACQF BRAND

One ACQF. One Identity. One Voice.

The Communication Workstream calls on all Member States to support the consistent application of:

- ✓ ACQF branding guidelines
- ✓ Approved logos
- ✓ Presentation templates
- ✓ Visual identity
- ✓ Communication standards



PRIORITIES FOR THE NEXT SIX MONTHS

1

Deliver the August Newsletter

Increase country participation.

2

Publish the December Newsletter

Showcase achievements from all regions.

3

Build a Sustainable Content Pipeline

Country success stories, interviews, articles, videos, best practices.

4

Strengthen Social Media

Regular publishing schedule, monthly content calendar, shared responsibility across Member States.

5

Finalise Branding Guidance

Promote consistent application across all communication products.

PRESENTATION OF PROGRESS

○○○			
	Communication Coordination	On Track	✓ Social Media
	Newsletter Development	On Track	✓ Branding Guidelines
	Stakeholder Webinars	On Track	✓ Knowledge Products
×	Country Contributions	Needs Improvement	×

A CLARION CALL

The success of the ACQF Communication Workstream depends on the collective commitment of every Member State.

- ✓ Submit news and stories regularly
- ✓ Nominate communication focal persons
- ✓ Contribute articles for the newsletters
- ✓ Share photographs and multimedia content
- ✓ Support social media campaigns
- ✓ Apply approved ACQF branding consistently
- ✓ Promote ACQF activities within their respective countries

Together, we can ensure that the ACQF narrative reflects the richness, diversity and achievements of the entire African continent—not just a few voices, but one united continental story.





THANK YOU

“Every story shared strengthens Africa’s qualifications agenda. Every country’s voice matters.”