

LEADER5

Join African university's initiative by expressing your ideas and expectations of true leaders in Africa

Background

Supported by the Leadership for Africa (LfA) research project (www.leadershipfor-africa.org) with the aims to identify the key enablers and disablers of top-level leadership in Africa, an academic and musician will take the train from Pretoria in South Africa to Dar es Salaam in Tanzania and document ordinary Africans' expectations of their leaders from *27 June 2012 to 7 July 2012*. On the trains and in the towns where the trains stop people in Africa are asked to articulate their expectations of true leaders in *5 words*, which will be recorded on video and published in short videos on a dedicated new media website (www.leader5.org).

After collecting the documentation media partners in the printing and television sectors are invited to involve their readers and viewers across Africa to contribute their own 5 words via Twitter or Facebook (with the hashtag #leader5), and possibly even via sms. These messages will be diverted to the website, and represented in a creative visual manner, together with the words and videos of the people interviewed on and outside the train.

After all these messages have been documented ways will then be explored to literally bring these messages to the attention of African heads of state – be it by means of visits to the UN, AU or to some of the countries. UNDP and NEPAD are currently working on ways in which to achieve this.

Timeline

The overall timeline of the project is:

- June 2012 – July 2012: Gather video material and build an audience with the assistance of media partners.
- July 2012 – August 2012: Package material in 5 short videos, and in a longer documentary-style video and build audience via events and further assistance of media partners.
- August 2012 / September 2012: Publish 5 videos in 5 days, invite participation via Twitter, Facebook, website and other forums (including possibly sms). Website expands and becomes forum for participation across Africa and the globe.
- September 2012 / October 2012: Messages documented on video, on the website and possibly via sms are delivered to heads of state either in New York, Addis Ababa or in a number of different meetings. This is also documented.
- October 2012 / November 2012: The story is made available as a short documentary of an inspiring and interesting story.

Recruiting HKU students to participate

This project can provide exciting ways for students of the HKU to participate in conversation with potentially global reach and support fellow-students in Africa. If you are interested, you can involve easily by:

1. Following the progress of the project on Facebook at <https://www.facebook.com/pages/Leadership-for-Africa/308236072574727> and twitter “@leader4africa”.
 2. Joining the HKU virtual get-together on **27 August, 2012 (Monday)** to write your 5 words with the hashtag #leader5 on twitter. These messages will be represented visually on the www.leader5.org website.
 3. Recording some interesting, amateur videos in which you can document your 5 words. This will be published on the event’s website and made part of the discussion. Submissions can be sent to cedars-programmes@hku.hk on or before **24 August, 2012**.
 4. Following the publication of the team’s experiences on the train for a five-day period and responding with tweets and/or amateur videos marked with #leader5. Submission of video can be sent to cedars-programmes@hku.hk on or before **7 September, 2012**.
- Note: Participants should pay attention to the exact date of the broadcast on the facebook and website of the project. The tentative date is at the end of August or September 2012.*

For more information on possibilities for collaborating contact Willem Fourie at willem.fourie@up.ac.za / +27 84 680 0911, Deon Meiring at deon@glaskasband.co.za / +27 82 464 7897.