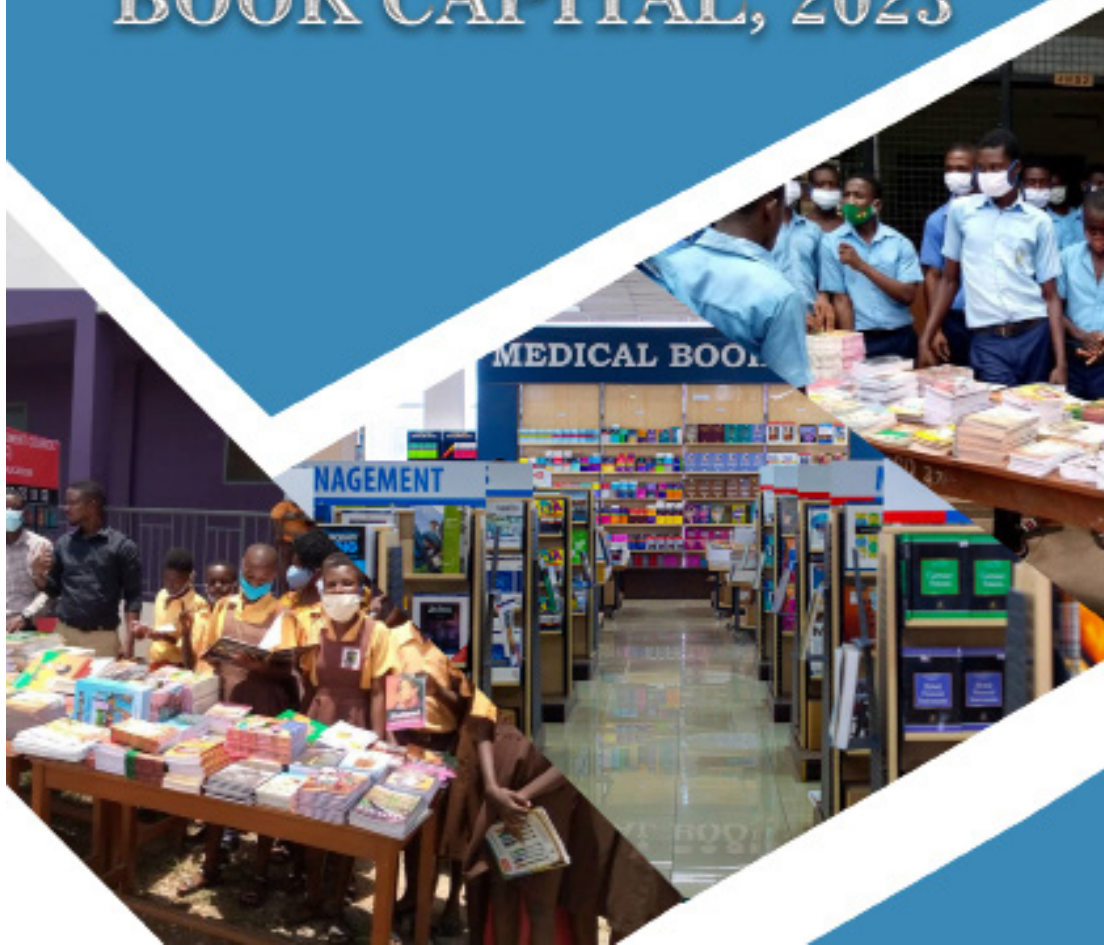




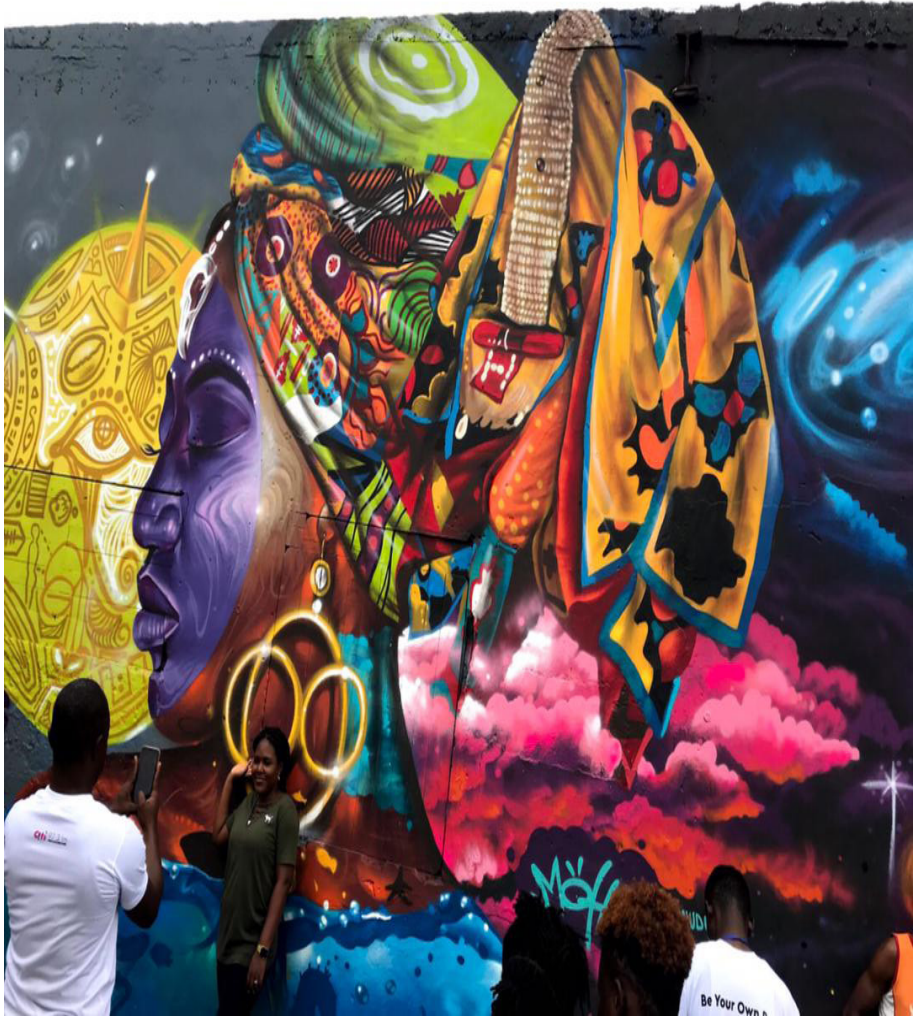
Join us in Accra (Ghana)

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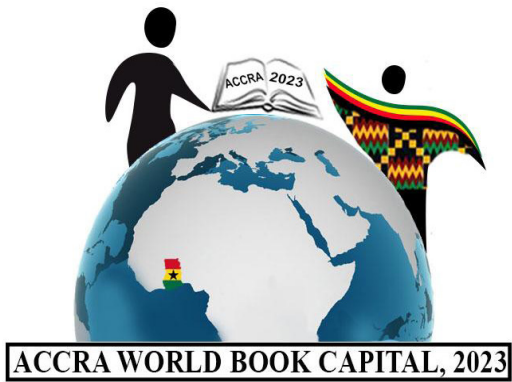
ACCRA WORLD BOOK CAPITAL, 2023



ACCRA WORLD BOOK CAPITAL, 2023



Credit: momentsbykofi



ACCRA WORLD BOOK CAPITAL, 2023

Theme: 'Reading to Connect Minds for Social Transformation'

Slogan: *Akwaaba*: Book a Book.

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PREFACE

Theme: The theme for the campaign is “Reading to connect minds for social transformation”. As the city welcomes both residents and visitors, it seeks to encourage everyone to read a book to educate and entertain themselves. The knowledge acquired through books will help address identified social challenges such as teenage pregnancy, youth unemployment, truancy, and substance abuse in Accra. The impact of that will resonate throughout Ghana, Africa and the world as a whole, as depicted by the logo.

Logo: The logo is a symbolic visual of Accra World Book Capital, 2023 (AWBC, 2023). It shows two people connected through a book around the globe, with Accra (Ghana) as the center of attraction. This is a visual narrative that Ghana is ready to connect globally through books, to bring about the desired social change in Accra, Ghana, and the world at large.

Slogan: *Akwaaba* is a Ghanaian expression to welcome a guest or people back home. After the *Akwaaba*, the person is offered water to make him or her feel at home and to signify the pleasure of the host in seeing the person. Linking this tradition to the slogan, Accra seeks to welcome the world to the city and encourage people to read books and connect with other readers through the mind of the author for social transformation. The slogan therefore is to use the hospitality which Ghanaians are known for, to encourage people in Accra to commence a practice of offering books to their guests and reading books with them and other members of their household.

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INTRODUCTION

Accra is the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Book Capital for the year 2023. This was contained in a press release by the Director-General of UNESCO, Audrey Azoulay on 22nd September 2021. The title starts from 23rd April 2023 (a day celebrated as the World Book and Copyright Day) to 22nd April 2024. The statement from UNESCO stated that Accra's bid was selected for its strong focus on young people and their potential to contribute to the culture and wealth of Ghana.

Background to the UNESCO World Book Capital Title

Every year, since 2001, UNESCO awards the World Book Capital title to a designated city. The bid for the title is highly competitive. In addition to being prestigious, the title is used to promote the domestic book industry, libraries, books, reading, literacy awareness creation, and a lively book culture.

The title is also used to promote tourism and the cultural heritage of the city. Winning the title is therefore an important symbolic acknowledgement of the city and the country as a whole. The winning city must demonstrate the progress it has made in advancing book publishing, promotion of the UNESCO Agreement on the Importation of Educational, Scientific and Cultural Materials (Florence Agreement), access to information, among others. The city must also demonstrate that it has the capability in terms of infrastructure, expertise, conducive environment, and the ability to raise the necessary funds to execute the yearlong programme around books to celebrate the title year. Upon designation, the city is to promote books and reading among all the various age groups in the city, the country and the international community.



Significance of the title to Accra

Accra's winning of the 2023 title is therefore an acknowledgement of UNESCO's recognition of the numerous efforts being made to develop the habit of reading and promotion of books in Accra and Ghana at large. The planned programmes to mark the title year will also contribute substantially to achieving the United Nations Sustainable Development Goals (UNSDGs) in Accra and Ghana.

Rationale for the year

The Accra World Book Capital, 2023 campaign is aimed at using books and reading to promote positive social change in the city of Accra, Ghana. Accra, the capital of Ghana has a large population of unemployed youth and adults who migrate to the city from all parts of the country in search of greener pastures. Many of these people have little or no education; neither do they have employable skills. When these migrants are unable to secure themselves with economic ventures, they often do not return to the areas they migrated from but rather continue to stay in the city, adding on to the city's teeming population and putting pressure on the city's resources and infrastructure. As a result, social challenges such as unemployment, truancy, teenage pregnancy, drug and substance abuse continue to persist in Accra.

Given the opportunity books and reading present in educating and changing people's minds, the city intends to use books and reading to raise public awareness on these issues; empower people to appreciate the effects of uncontrolled migration on the host city; encourage creativity among people in order to improve their economic circumstances; and encourage them to avoid migration to Accra in search of non-existing greener pastures. Through reading of literature,

awareness will be created among the general population, particularly the youth on the harmful effects of truancy, substance abuse and teenage pregnancy. Ultimately, increased reading and patronage of books will also grow the book industry in Accra, Ghana and the world at large.



WELCOME TO ACCRA



Credit: Accra Metropolitan Assembly

About Accra

Accra, the capital of Ghana, is the most populous city of the country. It is a coastal city along the Gulf of Guinea. The city covers approximately 225.67 square kilometres. The Metropolis is nearly 137 square kilometres, with an estimated population of 2,556,972 residents, of which 56% are young adults under age 24. As a cosmopolitan and major commercial centre, Accra has a daily influx of about 2 million visitors commuting to the city for socio-economic activities. It is estimated to have a daily total population of about 4 million, comprising both visitors and residents.

The major ethnic group is the GaDangme, who celebrate the Homowo festival, which receives national and international attention every year. The major livelihoods of the indigenes are fishing, creative and artisanal works. The traditional dance is Kpanlogo, performed during festive occasions. Major languages include GaDangme, Akan, Ewe, Hausa and English. The common traditional meals include kenkey and fish, fufu, banku, yam and rice meals notably, Ghana jollof. Accra is home to most of the best urban services such as educational institutions, public transport services, health facilities, five-star hotels and restaurants. Accra also hosts some of UNESCO's World Heritage Sites such as James Fort, Ussher Fort, and the Christianborg Castle. Other historical sites include the Kwame Nkrumah Mausoleum and the Brazil House, all located in old Accra. Other assets include a modern National Theatre, an International Conference Centre, and an international airport, located within fifteen-minute' drive to the city. Accra is the seat of Government.

OBJECTIVES OF AWBC, 2023

To use books and reading to:

1

Increase public awareness and education on the negative consequences of over-population arising from uncontrolled migration to Accra.

2

Educate and equip the youth to develop their creative abilities and skills.

3

Educate children and youth to abstain from substance abuse and truancy.

4

Sensitise and empower the girl child against teenage pregnancy.

5

Promote fundamental human rights and freedoms, particularly the right to information and publishing.

PROGRAMME OUTLINE



Credit: Ghana Book Development Council

Under the theme ‘Reading to Connect Minds for Social Transformation’ and slogan ‘Akwaaba: Book a Book’, the six main projects will be implemented over a period of one year (23rd April 2023 to 22nd April 2024). There will be an event each week of the year at various locations throughout the country.

The six projects, each of which has a different focus, are:

Project 1: Reading Promotion – transforming minds and promoting life-long learning through books

This project entails a series of reading promotion activities in Accra and throughout the country. It is targeted at children (both in school and out of school), youth and other vulnerable groups. The activities will take place mainly in schools and within the local communities.



Credit: Ghana Library Authority



Credit: Ghana Library Authority

Project 2: Reading promotion – provision of school and community reading infrastructure

The project entails the provision of assorted reading books and library materials to schools, public and community libraries. It also includes the construction of a legacy project which is a reading and writing complex in Accra to promote reading and writing, creativity and serve as a lasting memorial of the title year.



Credit: Ghana Book Development Council



Credit: Ghana Book Development Council



Credit: Ghana Book Development Council



Credit: Ghana Book Development Council



Credit: Ghana Book Development Council

Project 3: Book Industry Development – promoting the Florence Agreement, and the publication and use of books in Ghanaian languages

This project will promote the publication and use of books in Ghanaian languages, as part of promoting Ghanaian culture and languages. It is also targeted at improving the capacity of book industry professionals such as writers, publishers, printers, booksellers and librarians throughout the country to produce books in Ghanaian Languages. Additionally, it will entail the promotion of Ghanaian authors and books through live audience engagements and bookfairs in and outside the country.



Credit: Ghana Book Development Council

Project 4: Promoting creative skills to address unemployment, substance abuse, truancy, and teenage pregnancy among the youth

This project aims to equip the target groups with creative and employable skills for socio-economic transformation. It is targeted at vulnerable groups, unemployed youth, persons living with disability and headporters.

Project 5: Promoting fundamental human rights, and access to information and books

This project will advance the right and access to information and encourage publishing for social transformation. It entails a series of public education, seminars, capacity building workshops and advocacy on the right to and access to information. It is targeted at journalists, law enforcement organisations, justice institutions and civil society organisations engaged in the promotion and enforcement of the right to information.

Project 6: Promotion of Arts and Culture – Showcasing and preserving Ghanaian arts and culture and promoting inclusivity

This project will focus on advancing Ghanaian arts and culture and promote inclusivity. It entails exhibitions, concerts and dramas, skills and arts competitions and other programmes to unearth talents among the youth and vulnerable groups.

Opening Ceremony

There will be an official opening ceremony on 23rd April 2023. This will be a grand event to officially usher in the title year. It will attract many high level national and international audience, government officials, traditional and civil leaders, book industry practitioners as well as people from the target groups such as school children, youth and other marginalised groups. The day will also be marked with a marathon reading session in many communities, float processions through the principal streets of Accra and other activities.

Other Significant Events

There will be other major events such as the launch of a national book fund to support book development, authorship and creativity; and the launch of the centenary celebration of Efua T. Sutherland, a distinguished Ghanaian author, playwright, poet, and educationist. There will also be a legacy structure to serve as a lasting memorial of the title year.

Closing Ceremony

The year-long programme of activities will officially end on 22nd April 2024 and the title will be handed over to Strasbourg (France) the World Book Capital for 2024. Among others, the event will also be marked with the launch of a National Fund to support book development, authorship and creativity.



EXPECTED OUTCOMES

At the end of the Accra World Book Capital, 2023 celebrations, it is expected that the various projects would directly impact a minimum of 100,000 children and youth through:

- Increased interest in reading and creativity.
- Provision of infrastructure such as reading materials to 200 schools and community libraries.
- Equipping a minimum of 10,000 unemployed youth with creative skills.
- Publication of about 100 new titles in various Ghanaian languages.
- Building the capacity of 200 book industry practitioners.
- Publicity of cultural heritage sites in Accra and its environs.

PARTNERS

Collaborating Partners

The title is being hosted by the Mayor of Accra and the Accra Metropolitan Assembly in collaboration with the :

- Ministry of Education
- Ministry of Foreign Affairs and Regional Integration
- Ministry of Tourism, Arts and Culture
- Greater Accra Regional Cordinating Council
- Ga Tradional Council

Implementing Partners

The programmes and activities will be implemented throughout the country by both public and private sector organisations including the following:

- National Commission on Civic Education
- Ghana Book Development Council (Accra World Book Capital, 2023 Secretariat)
- Ghana National Commission on UNESCO
- Ghana Library Authority
- Ghana Education Service
- Ghana Writers Association
- Ghana Publishers Association
- Complementary Education Agency
- Ghana Library Association
- Creative Writing Academy
- Active Minds Reading Club
- Ghana Reads Initiative
- Pan-African Writers Association
- African Publishers Network



OPPORTUNITIES FOR COLLABORATIONS/ PARTNERSHIPS/SPONSORSHIP

Opportunities exist for collaboration or sponsorship in all forms for a project, combination of projects or activities/activity under a specific project or projects. Sponsors will be acknowledged at events and through the various communication channels that will be deployed to publicise the programmes.

Additionally, major sponsors will be presented with opportunities to market their products or services to both the national and international audience.

By sponsoring the events, sponsors would also be contributing to promoting the image of Accra and the country globally, as well as contributing to eradicating illiteracy and poverty in the country, as part of their corporate social responsibility.

BENEFITS TO PARTNERS/SPONSORS

1

Investment in AWBC,2023 project(s)

Investors have the opportunity to invest/collaborate/partner/ sponsor in all the projects, selected projects or a combination of projects or activities.

2

International recognition

UNESCO and its international partners (International Authors Federation, International Federation of Library Associations and Institutions, and International Publishers Association) will be involved in the projects, hence investors would not only gain national recognition (Ghana) but they would also have an international platform to promote their organization.

3

Etching one's name in the city of Accra

Ghana offers a conducive environment which nurtures and ensures the growth and success of businesses. It is therefore one of the best places in the sub-region to do business. Investing in Accra World Book Capital, 2023, provides the opportunity to etch one's name in a city with diverse business interests. This will also provide leverage for numerous investment opportunities in the future.

4

Being part of a prestigious title

The AWBC,2023 title is prestigious and competitive and a delight to many nations. Investing in AWBC provides the avenue to be associated with the prestige that the title is known for.



EXCERPTS OF PROGRAMMES AND ACTIVITIES

APRIL 2023 ACTIVITIES

Date	Activities	Location
23 rd	Grand opening ceremony	Accra AMA Omanyeh-Aba Hall
	48-hour reading marathon in local communities	Accra Metro, Ashiedu Keteke, Korle Klottay, Ga North, Ga Central, Ga South, Ga West
24 th - 26 th	Presentation of book booths to schools/reading with school children in selected regions	Selected regions
27 th	Spelling Bee/ What do you know quiz for Basic Schools (Preliminary round)	Accra
28 th	Spelling Bee/ What do you know quiz for Basic Schools (Finals)	Accra
	15 mins national reading day	Nationwide

MAY 2023 ACTIVITIES

Date	Activities	Location
2 nd	Launch of family reading month and exchange of books at workplaces	Accra
	Meet-the-author session in selected schools nationwide	Regional Capitals
	Seminar on the role of the media in promoting the right to information	Accra
3 rd	Young writers forum to train budding writers	Regional Capitals
5 th	World Heritage Day - Symposium to showcase Ghanaian culture - Folklore, drama and storytelling day	Accra
6 th	Family reading festivals in all Regional/Public Libraries	Regional Capitals
9 th	Meet-the-author session in selected schools	Takoradi
12 th	Inaugurate reading hub at major centres	Accra
16 th	Meet-the-author session in selected schools	Takoradi
17 th	Folklore, drama and storytelling day	Ho
23 rd	Meet-the-author session in selected schools	Kumasi
25 th	Presentation of books to newborns in selected health facilities	Accra
25 th	Presentation of book booths to schools in selected regions	Selected regions

JUNE 2023 ACTIVITIES

Date	Activities	Location
1 st	Reading with a national figure/role model	Accra
4 th	Folklore, drama and storytelling day	Accra
7 th	World Oceans Day (Symposia/poetry recitals & writing sessions on the importance of water bodies and preservation of aquatic life)	Accra
11 th	'Read-to-me' and storytelling sessions with children in public libraries	All public libraries in Northern and Middle Belt
14 th	Book review sessions in selected senior high schools	Accra
15 th	3-day Arts exhibition and concert to showcase the Ga Culture	Accra
17 th	'Read-to-me' and storytelling sessions with children in public libraries	All public libraries in Southern Belt
22 nd	Inter-schools reading competition - First round	Various locations
	Community Book Fairs and street festivals	Accra
23 rd	ICT skills training for unemployed youth	Accra
24 th	Presentation of books to newborns in selected health facilities	Accra Metro
30 th	Inter-schools reading competition - Final round	Accra
	Presentation of book booths to schools in selected regions	Selected regions

JULY 2023 ACTIVITIES

Date	Activities	Location
3 rd	Public symposium on freedom of speech and expression	Northern Ghana
7 th	Reading with a national figure/role model	Accra
12 th	Public symposia on access to justice	Regions
17 th	Public symposium on freedom of speech and expression	Kumasi
24 th	Public symposium on freedom of speech and expression	Accra
28 th	ICT skills training for unemployed youth	Accra
30 th	Book review sessions in selected Senior High Schools	Tema
	Presentation of book booths to schools in selected regions	Selected regions
	Presentation of books to newborns in selected health facilities	Accra

AUGUST 2023 ACTIVITIES

Date	Activities	Location
4 th	Founders Day holiday - Mobile library services at selected beaches and communities in Accra	Accra , Teshie, La, Tema
	Reading with a national figure/role model	Cape Coast
	Cultural Day - Storytelling and drama on cultural activities	Accra
5 th	Homowo skills and creative arts day	Accra
8 th	Presentation of books to newborns in selected health facilities	Accra
12 th	International Youth Day - Hackathon and skills competition	Accra/Tema
18 th	Meet-the-author session in selected schools	Tema
20 th - 27 th	Ghana International Book Fair (reading festival/book launches/workshops and conferences for industry practitioners)	Accra
30 th	15 mins national reading day	Nationwide
	Presentation of book booths to schools in selected regions	Selected regions

SEPTEMBER 2023 ACTIVITIES

Date	Activities	Location
1 st	Reading with a national figure/role model	Accra
4 th	Presentation of books to newborns in selected health facilities	Accra
8 th	International Literacy Day - Reading in indigenous languages	Various locations
	International Literacy Day -'Kanee mo' community-based reading festival	Accra
	4-week life skills training workshops for <i>kayaye</i> and out of school youth	Accra
11 th	Sod cutting for the construction of a creative-writing and skills development centre	Accra
13 th	Distribution of braille and audio books to selected public and community libraries	Nationwide
18 th	Training workshops on publishing, translation and rights selling for book industry practitioners	Accra
	International Day of University Sports - Fun games/mini book exhibition	Accra
21 st	Kwame Nkrumah Day - GAWBOFEST	Accra
	Kwame Nkrumah Day - Mobile Libraries at Beaches	Accra
26 th	My first day at school - Distribution of books to KG pupils	Nationwide
29 th	Presentation of book booths to schools in selected regions	Accra

OCTOBER 2023 ACTIVITIES

Date	Activities	Location
2 nd	Inter-schools reading and writing competition (Northern Belt)	Tamale
5 th	World Teachers Day - Book exhibition/spelling bee	Accra
6 th	Reading with a national figure/role model	Accra
11 th	International Day of the girl child - Debate on topical issues affecting the girl child and inclusivity	Kumasi
16 th	Presentation of books to newborns in selected health facilities	Accra
	International Day for Elimination of Poverty - Community-based skills training for unemployed youth	Accra
18 th	Debate among boys schools on effects of teenage pregnancy, HIV, etc.	Central region
23 rd	Training workshop on publishing, translation and rights selling for book industry practitioners	Kumasi
26 th	Mini community-based book fair/exhibition to highlight opportunities in the book industry for job creation and eradication of poverty	Accra
30 th	Presentation of book booths to schools in selected regions	Selected regions

NOVEMBER 2023 ACTIVITIES

Date	Activities	Location
2 nd	International Day Against Violence and Bullying at School - Symposia against bullying in public schools	Regions
	Half-day reading marathon	Nationwide
5 th	GAW Sunday - Young writers forum	Accra
10 th	Community-based reading sessions in selected communities & market places	Chorkor, James Town, Osu
14 th	Presentation of books to newborns in selected health facilities	Accra
22 nd	Inter-schools debates/reading competition/ drama / read-and-act sessions	Various locations
25 th	International Day for the Elimination of Violence Against Women - Symposium on gender-based violence	Accra
30 th	Presentation of book booths to schools in selected regions	Selected regions

DECEMBER 2023 ACTIVITIES

Date	Activities	Location
1 st	World AIDS Day / National Farmers Day - Community-based sensitization on HIV/AIDS / screening and counselling	Accra
3 rd	International Day of Persons with Disabilities - Read-to-act, braille and sign language competition by persons with disabilities	Accra
	Campaign for media houses and show hosts (tv and radio) to read portions of books at the start or end of shows - week long	Nationwide
9 th	Human Rights Day - Symposia on the right to information and freedom to publish	Regions
11 th	Presentation of reading books to prisons and correctional centres	Nsawam, Kumasi, Ankaful, Sekondi, Navrongo and Akuse Prisons
	Presentation of book booths to schools in selected regions	Selected regions
30 th	Children's party with drama for street children	Accra
31 st	Presentation of books to newborns in selected health facilities	Accra

JANUARY 2024 ACTIVITIES

Date	Activities	Location
7 th	Constitution Day - Mobile libraries at local communities	Accra
	Launch of 1992 Constitution in Ga and other Ghanaian Languages	Accra
13 th	Hackathons for students	Accra
24 th	International Day on Education - Reading clinics in Basic schools	Various locations
	International Day on Education - Community-based reading clinics	Accra
	Massive Open Online Courses (MOOCs) and skills training for head porters /unemployed youth	Accra

JANUARY 2024 ACTIVITIES

Date	Activities	Location
26 th	Young writers forum to train budding writers	Accra
31 st	Presentation of books to newborns in selected health facilities	Accra
	Arts exhibition	Accra

FEBRUARY 2024 ACTIVITIES

Date	Activities	Location
4 th	Reading with a national figure/role model	Accra
8 th	Regional reading and writing competition	Various locations
11 th	International Day of Women and Girls in Science - Showcasing women in science as role models	Accra
	International Day of Women and Girls in Science - Presentation of science books/dictionaries to girls SHS	Regions
14 th	Seminar to promote women in science	Regions
	Arts competition on the theme of the title year	Accra
20 th	International Mother Tongue Day - Speaking and reading in Ghanaian languages in schools and communities	Regions
22 nd	Workshops on adoption of official orthography of Ghanaian languages in book writing	Accra
29 th	Presentation of books to newborns in selected health facilities	Accra

MARCH 2024 ACTIVITIES

Date	Activities	Location
3 rd	15 mins national reading day	Nationwide
	Independence Day holiday - Online writing competition for students	Nationwide
7 th	International Women's Day - Showcase women role models & women in leadership	Regions
9 th	Symposium on press freedom and safety of journalists (2024 elections) - Northern belt	Northern Ghana
14 th	Symposium on press freedom and safety of journalists (2024 elections) - Middle belt	Kumasi
18 th	Reading festival in communities	Accra
20 th	World Poetry Day - Poetry recitals and competitions in schools	Various locations
21 st	World Water Day - Public symposium on access to clean water	Accra
22 nd	Symposium on press freedom and safety of journalists (2024 elections) - Southern belt	Accra
31 st	Presentation of books to newborns in selected health facilities	Accra

APRIL 2024 ACTIVITIES

Date	Activities	Location
6 th	International Day of Sports for Development - Inter schools sporting competition and mini book exhibition	Regions
9 th	GAW Sunday - literary activities	Accra
12 th	3-day mini Arts exhibition	Accra
13 th	World Book Capital Network Meeting	Accra
13 th	Literary awards, launch of Efuia T. Sutherland centenary anniversary and launch of National Book Development Fund (closing ceremony)	Accra
14 th	Official closing ceremony /creative arts concert	Accra

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