



# #IDDA3 The Third Industrial Development Decade for Africa



## General info IDDA3

On 29 July 2016, the United Nations General Assembly unanimously adopted a resolution proclaiming the period 2016–2025 as the Third Industrial Development Decade for Africa (IDDA III). By the terms of the resolution, the General Assembly called on the AU Commission, NEPAD, UNECA and specifically UNIDO “to develop, operationalize and lead the implementation of the programme for the Third Decade, in accordance with its mandate and through voluntary contributions”.

Noting that Africa remains “the poorest and the most vulnerable region in the world,” the Assembly highlighted the need for the continent to take “urgent action to advance sustainable industrialization as a key element of furthering economic diversification and value addition, creating jobs and thus reducing poverty and contributing to the implementation of the 2030 Agenda for Sustainable Development.”

## IDDA3 background:

Extreme poverty in Africa cannot be eradicated without a structural transformation of the continent’s economies. Africa must industrialize. It must also do so in a socially inclusive and environmentally sustainable manner.

The urgency of achieving industrial development in Africa is underlined by the environmental, social and economic challenges and opportunities that the continent faces: the impact of climate change on rural communities, the risks related to natural resource-based economies, the implications of growing urbanization, the current and projected growth of the young population, the entrepreneurial potential of African youth and women, migratory pressures, and the renewed interest of foreign and domestic, public and private investors in the continent, among other examples.

## Digital campaign

UNIDO will lead an online campaign aimed at driving awareness of the Third Industrial Development Decade, and its upcoming high-level event in NY; to call for action by world leaders to use inclusive and sustainable industrialization as a vehicle for meeting the targets set in the 2030 Agenda. The campaign will centre around the hashtag #IDDA3; please use this official hashtag in all languages.

## Engagement

Ask your influencers and Goodwill Ambassadors to share information about IDDA3, raise awareness of the importance of industry for Africa and use the #IDDA3 hashtag in all relevant posts. Identify media partnerships regionally to advertize the digital campaign and identify regional influencers to participate in the campaign.

## IDDA3 event

Following the adoption of the UNGA resolution on IDDA3, a closed high-level event co-organized by AUC, UNECA, UNOSAA, AfDB and UNIDO will take place on 21 September 2017 on the sidelines of the UN General Assembly 72nd Session in New York. It aims to raise awareness of the decade, share achievements made to date, and reiterate the international community’s commitment to the implementation of IDDA3. An event page has been created for further information:

<http://www.unido.org/idda3.html>



## Communication focal points:

Jason Slater - Chief Corporate Communications:

[J.SLATER@unido.org](mailto:J.SLATER@unido.org)

Claudia Groessing - Overall Coordination:

[C.GROESSING@unido.org](mailto:C.GROESSING@unido.org)

Isabel Bader - Social Media Coordination:

[I.BADER@unido.org](mailto:I.BADER@unido.org)

Ravindra Wickremasinghe - Media Coordination:

[R.WICKREMASINGHE@unido.org](mailto:R.WICKREMASINGHE@unido.org)