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2050 AIM STRATEGY

THE VISION
IN A NUTSHELL





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Situation.

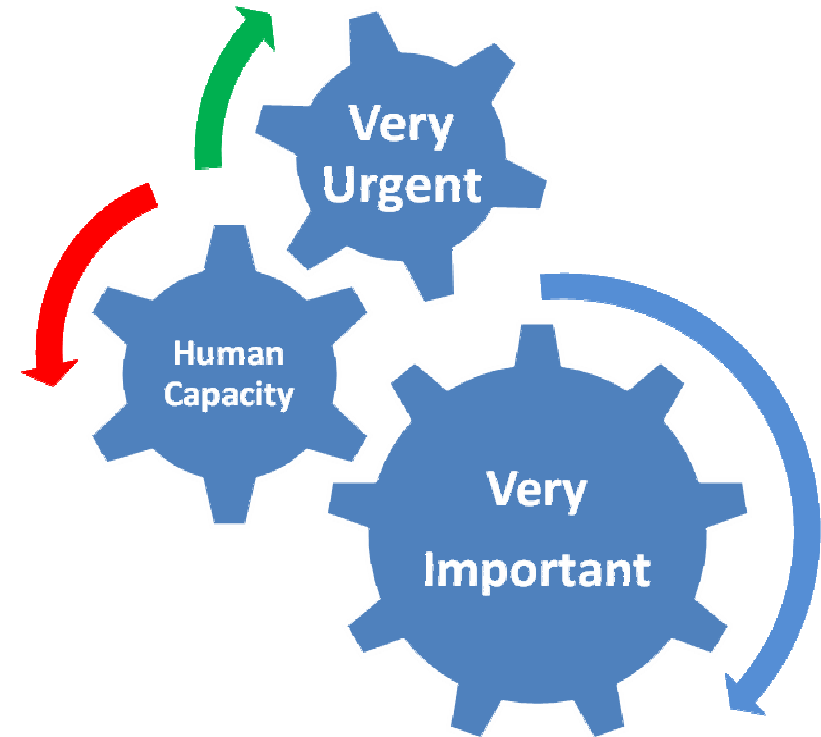
<p>Ship building yards and marine equipment industries. Africa represents < 0.9% of global gross tonnage.</p>	<p>Over the past 5 decades, minimum loss from IUU Fishing: USD 100 bn.</p>	<p>Dumping of Toxic waste: <u>2006 Abidjan:</u> 15 deaths, > 108,000 affected. <u>2010 North Nigeria:</u> lead-contaminated waste: 400 deaths, > 18,000 affected.</p>
<p>Environmental Crimes.</p>		
<p>Oil spills cleanup: > USD 1bn, > 30 yrs to finish. > 2,000 hectares of Marine life</p>	<p>Loss from illegal oil bunkering b/n 2003 and 2008: USD 100 bn.</p>	<p>Piracy and Armed Robbery: East & West Africa, Terrorism. Human trafficking, Arms trafficking, Drug trafficking, etc...</p>
	<p>In addition to loss of revenue, illegal activity:</p>	
<p>Global warming, Sea level rise, Climate change.</p>	<ul style="list-style-type: none"> • fuels violence insecurity and corruption, • finances purchase of weapons, • escalates youth unemployment, • causes environmental pollution and 	<p>IS AFRICA UNDER ATTACK ???</p>



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The Vision...

- An African-driven,
- Overarching,
- Multilayered,
- All-inclusive,
- Multidisciplinary,
- Coherent,
- Long term vision

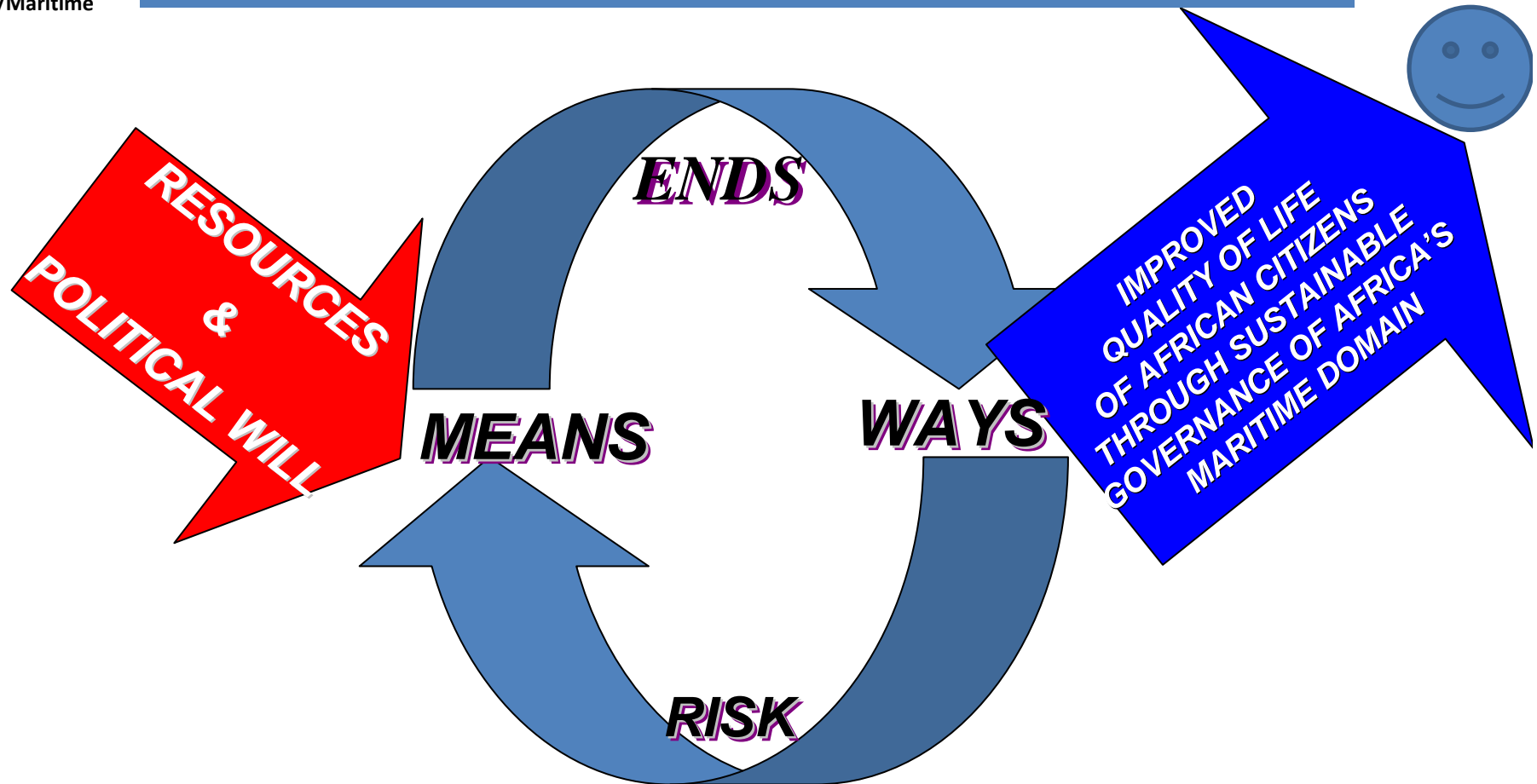


to address Africa's multifaceted maritime challenges and opportunities.



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AUC 2050 AIM-STRATEGY.



**CROSS-SECTOR/DEPARTMENT / INTERSTATE / INTERAGENCY
DYNAMIC / FLEXIBLE PROCESS**



Link Ends, Ways, and Means.

FOR IMPROVED
QUALITY OF LIFE
OF AFRICAN CITIZENS
THROUGH SUSTAINABLE
GOVERNANCE OF AFRICA'S
MARITIME DOMAIN

National/Regional/Continental
Strategic Objectives
(Ends)



Strategic Concepts
(Ways)

Resources/Time/Political Will
(Means)



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The 5 Ws (and 1 H), or the 6 Ws.

- **Ends (objectives)**: "what" is to be accomplished. Ends are objectives that if accomplished create, or contribute to, the achievement of the desired End State and, ultimately, serve Africa's interests.
- **Ways (strategic concepts/courses of action)**: "how" the ends are to be accomplished by the creation and/or employment of resources. The concept must be explicit enough to provide planning guidance to those who must implement and resource it. Some confusion exists because the concept for higher strategy often defines the objectives of the next lower level of strategy. This should lead to the real objectives.
- **Means (resources/power)**: what specific resources are to be used in applying the concepts to accomplish the objectives. Means can be tangible or intangible. Examples of tangible means include African Head of States and Government, forces, African people, equipment, money, and facilities. Intangible resources include things such as "will," i.e. "political will", courage, dedication, intellectual capacity, or emotional intelligence among others.
- **Risk**: the gap between what is to be achieved and the concepts and resources available to achieve the objective. Since there are never enough resources or a clever enough concept to assure 100% success in the competitive international environment, there is always some risk. The risk strategist seeks to minimize this risk through his development of the Risk strategy, in quest of the right balance of Ends, Ways, and Means.

Why? What? Who? When? Where? How?



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So What?... Analysis.

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.

- The SWOT analysis is a basic, straightforward model that provides direction and serves as a basis for the development of the 2050 AIM Strategy. It accomplishes this by assessing the AU's strengths (what we can do) and weaknesses (what we cannot do) in addition to opportunities (potential favorable conditions for us) and threats (potential unfavorable conditions for us).
- The role of the SWOT analysis is to take the information from the environmental analysis and separate it into internal issues (strengths and weaknesses) and external issues (opportunities and threats).
- Once this is completed, the SWOT analysis determines if the information indicates something (strengths or opportunities) that will assist the AU in accomplishing its objectives, or if it indicates an obstacle (weakness or threat) that must be overcome or minimized to achieve desired End State.



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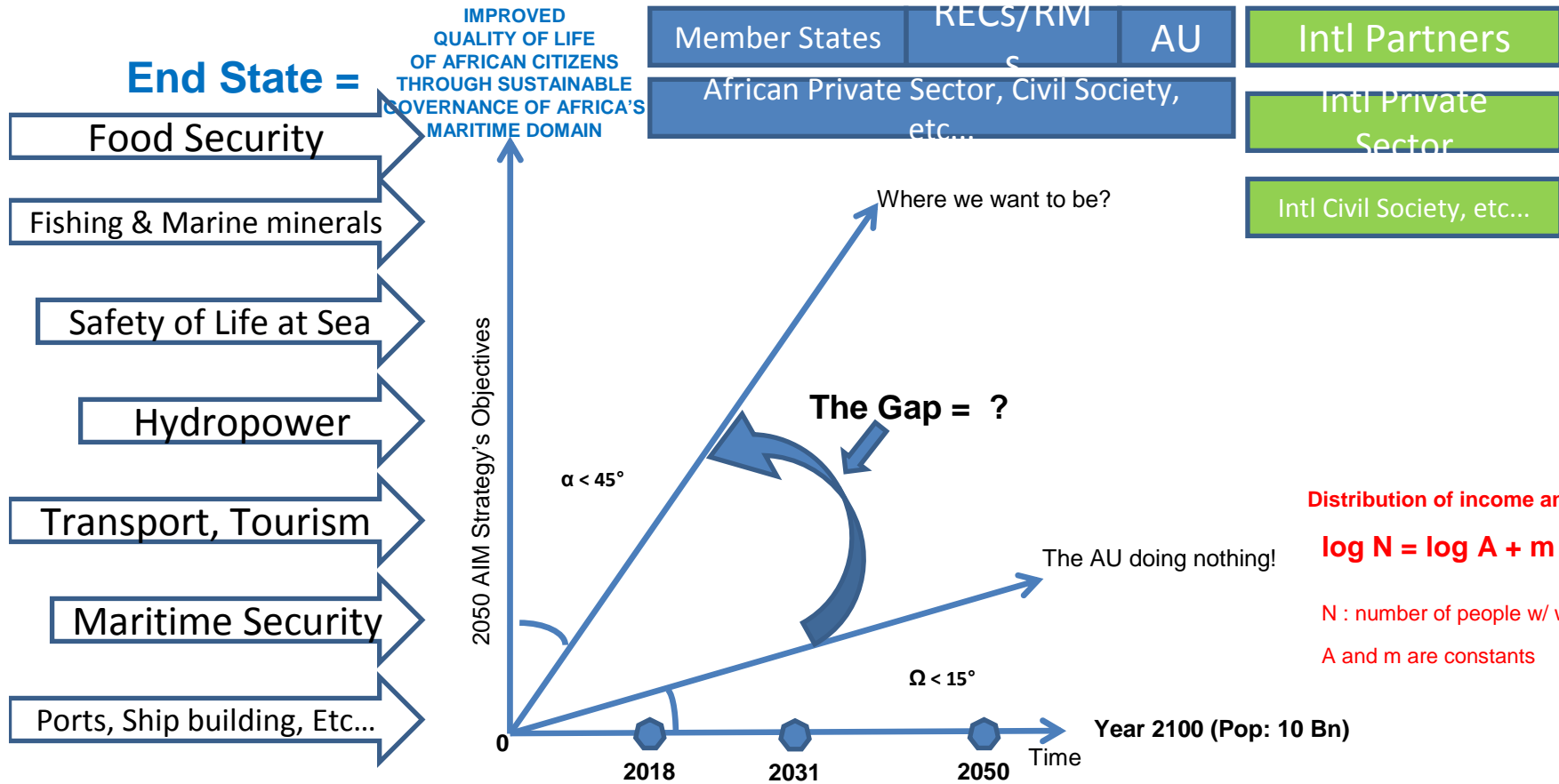
Gap Analysis.

- The 2050 AIM Strategy gap analysis
 - Measure the difference (or the gap) b/n the goals and Africa's current situation.
 - Effective means of determining if the 2050 AIM Strategy will be sufficient to reach these goals.
- **Features:**
 - an analysis of the goal,
 - an analysis of the current situation and
 - an analysis of the distance between the goal and the current situation.
- **Benefits:**
 - Allows the AUC to see if the 2050 AIM Strategy fits with Africa's gaps.
 - If it does not fit, the Gap Analysis offers the benefit of being able to make early changes/adjustments to the 2050 AIM Strategy.



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Gap Analysis.



End State = f (Objectives)!

Objectives = f (R x T x PW)?



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2050 AIM Strategy Grand Time Frames.

2010

~ 8 years

2018

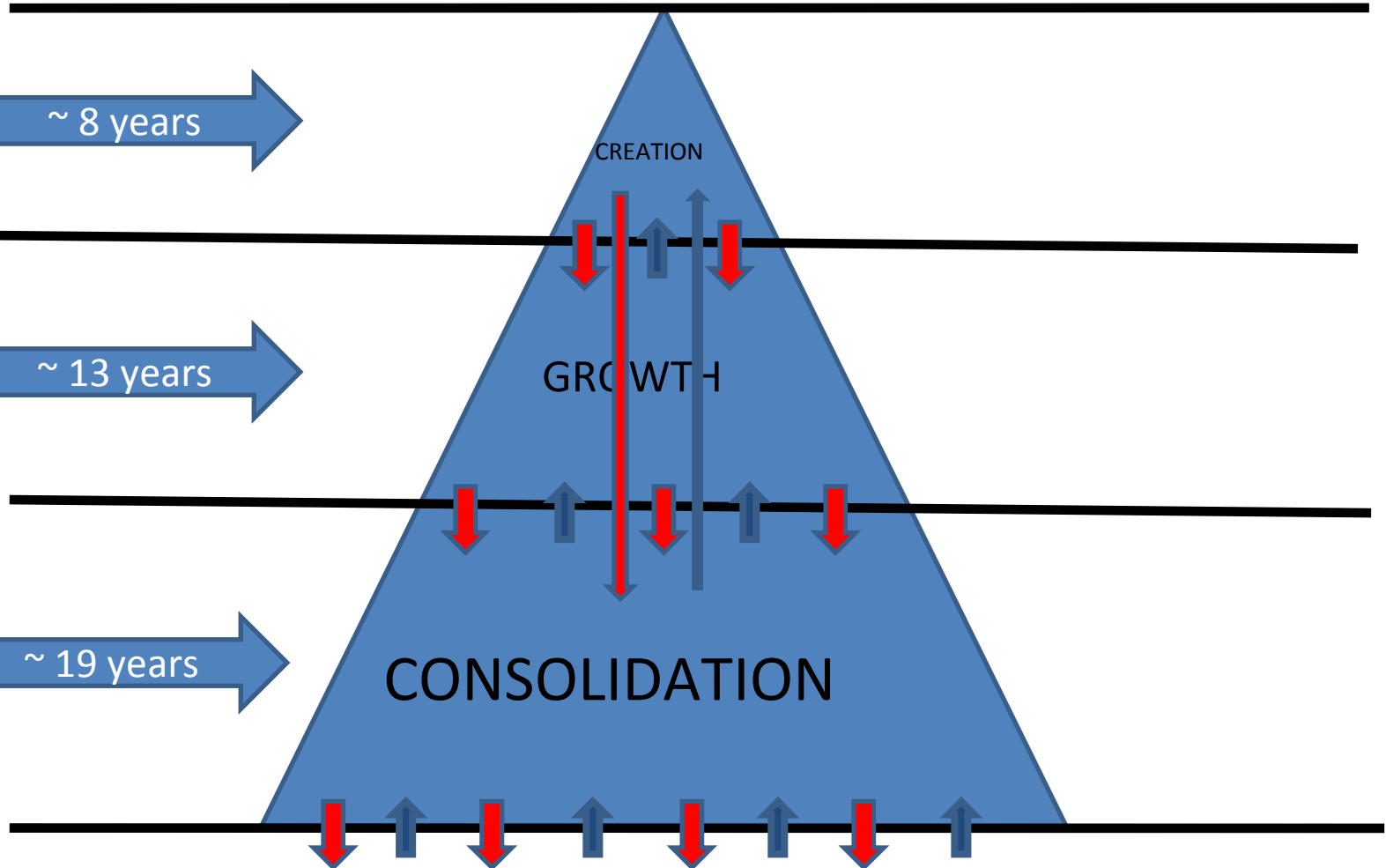
~ 13 years

2031

~ 19 years

2050

2100





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Urgent vs Important Matrix.

		U R G E N C Y	
		HIGH	LOW
I M P O R T A N C E	HIGH	<p>Urgent and Important</p> <p>Do it now! 1</p>	<p>Important not Urgent</p> <p>Decide when to do it! 2</p>
	LOW	<p>Urgent not Important</p> <p>Delegate it! 4</p>	<p>Not Important not Urgent</p> <p>Dump it! 3</p>



Evaluating the 2050 AIM Strategy.

- Are the desired ends appropriate ?
- What assumptions are made about the whole environment ?
- What are the strategic priorities ?
- How are tools of Africa's power balanced ?
- What are the means required ?
- What impact will there be on resources ?
- What are the perceived mismatches ?
- What are the risks ?
- What are the challenges associated with selling the 2050 AIM Strategy ?



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The 3-Steps Test.

- **Suitability**-will the 2050 AIM Strategy's attainment accomplish the desired End State ?
(relates to objectives).
- **Feasibility**-can the action be accomplished by the means available or realistically predictable ?
(relates to concept).
- **Acceptability**-are the consequences of cost justified by the importance of the desired End State ?
(relates to resources/concept).



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Thank You!

Send your thoughts at 2050AIMStrategyTF@Africa-Union.org

Drop an SMS on +251-Z-AIMS-2050 (+251-9-2467-2050).

Together, let's navigate the FUTURE... NOW !

Keep an eye on www.AU.int/Maritime



Arabic, English, French,
Kiswahili and Portuguese.