



**PRESS RELEASE. FOR IMMEDIATE RELEASE.**

## **“The National Governing Council of the APRM in Zambia Launches New Campaign to encourage participation in the APRM Country Review Process”**

**Lusaka, 16th April 2010:** The National Governing Council of the African Peer Review Mechanism (APRM) in Zambia will, today, launch a campaign that challenges Zambia's to not only speak-out on issues that affect them, but to actively participate in solving the nation's problems.

Targeted at the general public, the Every Voice Counts! Campaign aims to raise awareness and increase participation in the African Peer Review Mechanism (APRM) process in Zambia. The campaign will address the four focus areas of the APRM, democracy and good political governance, economic governance and management, corporate governance and social-economic governance.

Kicking off the campaign is a television commercial entitled 'Imagine' featuring local Zambian celebrities, Slap D, Cactus, Maiko Zulu, and Ruff Kid among others, which will begin airing on ZNBC TV1 and ZNBC TV2 on Monday 19<sup>th</sup> April 2010.

Besides television, the campaign also features a website and facebook page, to reach out to urban audiences, and radio and mobile video units, to reach rural audiences.

The centre-piece of the campaign is an explosive drama series, locally shot and produced, titled 'My Country'. The drama series stars Phakeni Makowane as the lead character 'Shabwa'.

The campaign launch will take place in Lusaka, at **Pamodzi Hotel** on **Friday, 16<sup>th</sup> April 2010, at 18:00hrs.**

### **ABOUT “My Country”**

In the genre of “Crash”, the story follows a group of ordinary Zambians from a cross section of urban Zambia.

*My Country* is about Shabwa, a journalist, who resigns from a successful career at a tabloid newspaper to pursue a greater calling to use his skill as a journalist to help change his community for the better. His mission is to establish an organization called Change Agents that will, train members of various communities as Citizen Journalists and use their voices (through print, radio and television) to report on issues in the community and advocate for

the powers that be to keep their promises and make development a reality. His ideals lead him to set up office in the heart of a Lusaka township, recruiting his out of work, aspiring filmmaker cousin Emma to aide him on his mission with the promise that it will fulfill their dreams. Through his odyssey he meets Hillary, an officer at the NGC who is eager and passionate about the APRM's possibility for change, Chester, a young senior manager at a private corporation involved to its neck in corporate malpractice, Ricky, an ambitious final year secondary school student from a Lusaka township, who dreams of pulling his family out of financial strain and nursing his brother to better health that he may live a full and healthy life even though he is HIV positive. As the story progresses Shabwa recruits more people to his cause, facing obstacles in reporting the truth and acting as a mentor to the people that join him.

Through the inter weaving stories of our characters we reveal issues related to good governance, economic management, corporate governance and social economic governance, highlighting what the APRM is and why it is important for all Zambians to participate.

For more information on ***Every Voice Counts*** and the APRM in Zambia, visit <http://www.aprmzambia.org.zm/> or <http://www.facebook.com/eveyvoicecounts>

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## **ABOUT THE AFRICAN PEER REVIEW MECHANISM**

The African Peer Review Mechanism is an important undertaking for Africa and its people. Its main purpose is to bring about positive change by encouraging the adoption of policies, standards and practices that will bring political stability, economic growth and sustainable development. The APRM encourages Africa and Africans, to adopt a culture of accountability and provides a means of addressing issues that can effect good governance such as corruption and misplaced priorities.

The APRM is concerned with all areas of society and good governance, but in particular the following four areas:

- 1. Democracy and Good Political Governance*
- 2. Economic Governance & Management*
- 3. Corporate Governance*
- 4. Socio-economic Development*

Participation in the APRM is voluntary; a country must volunteer to be reviewed by signing a Memorandum of Understanding. In the APRM base documents this is termed 'Voluntary Accession'.

For the APRM to be effective, it requires the participation of all stakeholders in the country, including government, political parties, parliament, NGOs, private sector, academia, women's groups, trade unions and the community. This is because development of a country does not rest with the government alone; its citizens must actively participate to ensure the change they want to see.

A key benefit of the APRM is that it allows participating countries to not only take account of their own policies and practices, and monitor progress towards improvements but also to learn from other African countries that have successfully implemented policies that have driven their growth.

The APRM enhances Africa's ownership of its own development agenda and process.