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RADIO AND PRESS RELEASE

The Minister of Small and Medium-sized Enterprises, Social Economy and Handicrafts hereby inform the general interested public that the African Association for Public Administration and Management (AAPAM) is organising its next webinar on innovation, entitled "**Innovation and impact: Institutionalising Innovation in the Public Sector**" on 24 March 2026, between 11:00 a.m. and 1:30 p.m.(GMT).

This webinar aims at exploring how public sector institutions in Africa could integrate innovative practices into their systems, leadership approaches and policy frameworks in order to create sustainable public value. It should be noted that this webinar session will be based on the lessons learned from AAPAM's Innovative Management Awards (IMA) programme, presented at the 44th Roundtable in the Kingdom of Eswatini (in Southern Africa). It will highlight proven innovations and practical strategies for institutionalising them across the continent.

During this webinar, the following main topics will be addressed:

- Lessons, Challenges and Opportunities from the 2025 IMA Award Winners;
- Leadership as a catalyst for sustainable innovation;
- Strategies for integrating innovation into public institutions;
- Measuring innovation outcomes and long-term public value.

This webinar is aimed at senior civil servants and policy makers, public administration professionals and trainers, researchers and academic institutions, development partners and civil society, private sector actors, young civil servants and future leaders.

To confirm their participation, interested parties are invited to register via the following link:

http://uso6web.zoom.us/webinar/register/WN_EoaAAKqdSuu8z8Xw7HZIJQ

For further information, please contact the managers at the following addresses: aapam@aapam.org or info@aapam.org.

The Ministry of Small and Medium-sized
Enterprises, Social Economy and
Handicrafts



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