
The main objective of the event was to advocate that education is a public good and should be free. It aimed at transmitting message for the heads of states during the African Union summit held in Addis Ababa on the stated days. To visualize the message, a billboard was erected around Dembel City Center which reads “Learners before profit; African Union: Reject Privatization of Education”. In addition, a full page message entitled “A message from Africa’s Teachers to the African Union Heads of State” was published in the famous Ethiopian Herald newspaper.

On the event, H.E Dr. Hasan Yusuf, State Minister of Education, teachers from Addis Ababa and Oromia, governmental and non-governmental organizations, notably development partners such as DFID, UNESCO and VSO-Ethiopia were present.

Participants to the event were welcomed by Mr. Yohannes Benti, president of ETA and Madam Assibi Napoe, Chief Regional Coordinator of EI Africa. The campaign was facilitated by John Mugwena Maluleke, Vice President of EI and General Secretary of SADTU. The meeting was also addressed by Marieme Sakho, member of Executive Board of EI.

Mr. Anjelo Gavrielatos, the project coordinator on the theme from Education International presented a topic entitled “The Global Threat of Privatization to Quality Public Education for All” which was discussed by the participants.
During the event, speeches were made on challenges created due to commercialization of education by different representatives from Teachers' Unions in Africa-Nigeria, Kenya, Uganda, and Liberia.

Finally Mr. Christian Adai Poku, Chairperson of the Education International Africa Region, read the resolution of Africa and handed over to His Excellency Dr. Hassen Yusuf to be summited to AU Via Ministry of Education.