PRESS STATEMENT

FOR IMMEDIATE RELEASE

22 OCTOBER, 2026

Bridge Connect Africa Initiative Unveils New Institutional Identity: Repositions Around Access, Agency, and Participation

Our new identity signals our shift from sector-led interventions to systems-based programming built around the conditions that move girls, women, and young people from exclusion to opportunity.

KANO, NIGERIA.

Today, we unveil a new institutional identity for Bridge Connect Africa Initiative (BCAI), marking an important evolution in how we understand and respond to the exclusion of girls, women, and young people. Our new identity reflects a shift from sector-led interventions towards a systems-based approach built around three interconnected conditions of inclusion: Access, Agency, and Participation.

For over eight years, we have worked across education, gender equality, youth development, health, digital inclusion, and environmental sustainability. Through this experience, we have come to understand that exclusion rarely stems from a single cause and cannot be addressed through isolated interventions alone.

What has changed is not where we work, but how we approach our work. Previously, we organised our efforts around sectors. We now recognise that interventions in education, livelihoods, health, and other areas are connected by a common objective: addressing the conditions that sustain exclusion and prevent people from realising their potential.

We anchor our approach in three interconnected conditions that we consider fundamental to inclusion. **Access** concerns whether people can reach opportunities; **Agency** concerns whether they have the confidence, skills, and resources to act on them; and **Participation** concerns whether they can shape the systems and institutions that make decisions about their lives.

This shift reflects a simple observation drawn from our own programming: exclusion rarely has a single cause. A girl who loses access to education may also lose the agency and voice that would have helped protect her elsewhere. We believe that treating access, agency, and participation as a reinforcing system offers a more coherent way to address the conditions that sustain exclusion. This is the thinking that now anchors our institutional model.

Our new logo gives visual form to this thinking. Connected by a pattern of dots are three human figures, representing how we connect individuals with one another to form communities, and how those communities relate to the institutions around them. Together, the figures and connecting dots express what the word **"bridge"** has always meant to us: a commitment to connecting people, communities, and institutions.

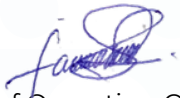
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Our repositioning comes at a moment of renewed global attention to exclusion and inclusive development. The African Union's Agenda 2063 (The Africa We Want) articulates ambitions for more responsive public institutions and a continent whose young people are empowered and productive. We see our approach as contributing to these ambitions by strengthening the conditions that enable people not only to access opportunities, but also to act on them and participate in shaping the institutions that affect their lives.

About Bridge Connect Africa Initiative

Bridge Connect Africa Initiative (BCAI) is a systems-focused organisation working to expand access to opportunities, strengthen agency, and enable participation for girls, women, and young people across Africa. Learn more at **www.bridgeconnectafrica.org**

Fatima Musa Aliyu



Chief Operating Officer
Bridge Connect Africa Initiative (BCAI)