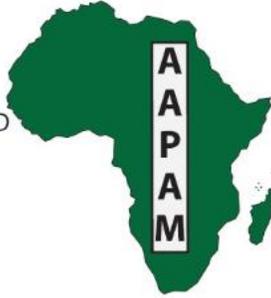


AFRICAN ASSOCIATION FOR
PUBLIC ADMINISTRATION AND
MANAGEMENT (AAPAM)



ASSOCIATION AFRICAINE POUR
L'ADMINISTRATION PUBLIQUE
ET LE MANAGEMENT (AAPAM)

Concept Note

AAPAM Innovation Webinar

Theme:

Innovation and Impact: Institutionalizing Innovation in
the Public Sector

Date: 24th March 2026

Time: 11:00 AM – 12:30 PM (EAT)

Mode: Virtual (Zoom Platform)

1. Introduction

The African Association for Public Administration and Management (AAPAM) will convene an Innovation webinar under the theme **Innovation and Impact: Institutionalizing Innovation in the Public Sector**. The webinar, as aligned to the organizations strategic pillars on research, knowledge co-creation and sharing best practices, will highlight the significance of innovations in strengthening public sector effectiveness. The webinar will

focus on the practical and celebrated innovations showcased at the Innovative Management Award (IMA) programme held at the 44th Roundtable Conference in the Kingdom of Eswatini.

The webinar will bring together public sector leaders, practitioners, researchers, and development partners to examine how innovative practices can be embedded within institutional frameworks to deliver measurable and lasting public value.

2. Background and Rationale

Public administrations across Africa continue to operate in environments characterized by complex development challenges, fiscal constraints, rapid technological change, and growing citizen expectations for responsive and transparent governance. In response, many governments have embraced innovative approaches to improve service delivery.

Reflecting on the experience from AAPAM's Innovative Management Award (IMA) programme, over the years, while innovation is widespread across the Continent, many initiatives remain confined to pilot phases or siloed in institutions. Common constraints include weak institutional anchoring, leadership transitions, limited financing, and inadequate policy alignment.

The webinar responds directly to this challenge by focusing on institutionalizing innovation, ensuring that innovative practices are integrated into public sector systems, organizational cultures, leadership practices, and policy frameworks. The webinar aligns with Agenda 2063, the Sustainable Development Goals (SDGs), and national public sector reform agendas across Africa.

The theme of the webinar, **“Innovation and Impact: Institutionalizing Innovation in the Public Sector,”** reflects AAPAM's expansion from promoting innovation as isolated initiatives toward embedding innovation as a sustained and systemic feature of public administration. Through this lens, the webinar aims to support African government to further mainstream innovations across the public sector.

3. Objectives

The webinar aims to:

- Highlight African public sector innovations that have achieved sustainable impact
- Share practical strategies for embedding innovation within public service institutions
- Examine leadership, governance, and policy enablers for sustained innovation
- Promote peer learning, replication, and scaling of proven innovations
- Strengthen awareness and engagement with the AAPAM Innovative Management Award programme
- Explore avenues of effective and impactful sharing of innovations that are exposed through the IMA
- Solicit proposals for sourcing support and avenues for facilitating the implementation of demanded innovations

4. Subthemes

Discussions will be organized around the following focus areas:

- AAPAM Innovative Management Award 2025 recipients: Lessons, challenges and opportunities
- Role of leadership as a lever for sustainable innovation
- Impetus for institutionalizing innovations in the public sector
- Measuring innovation outcomes and long-term public value

5. Target Audience

The webinar will target a broad range of stakeholders, including:

- Senior public servants and policymakers
- Public administration practitioners and trainers
- Researchers and academic institutions
- Development partners and civil society organizations
- Private sector
- Young public servants and emerging leaders

6. Expected Outcomes

The webinar is expected to:

- Enhance understanding of how innovation can be institutionalized in public administration
- Equip participants with practical tools for sustaining and scaling innovations
- Strengthening networks for collaboration and peer learning across Africa
- Co-create knowledge products on innovation that can guide policy making
- Increase participation in AAPAM's innovation management award and knowledge programmes

7. Duration & Format

Duration: 1.5 hours

- Opening Remarks
- Presentation
- Panel Discussion
- Q&A Session
- Summary and Closing Remarks

9. Conclusion

The AAPAM innovations webinar presents a platform for dialogue, knowledge sharing and introspection of innovative approaches with the goal of catalyzing innovation centered culture, practice and long-term entrenchment into the public sector. The webinar will also serve as the clarion call for the submission of the 2026 Innovative Management Award programme.

About:

The African Association for Public Administration and Management (AAPAM)

The African Association for Public Administration and Management (AAPAM) is an international professional organization that promotes best practice, excellence and professionalism in public administration and management in Africa through research, publications, training, seminars, consultancy, conferences and awards. AAPAM draws its membership from sectors including governments, corporate bodies, private sector, civil society, international organizations, individual members and students. AAPAM operates mainly but not exclusively in Africa.

Email: aapam@aapam.org | info@aapam.org

Website: www.aapam.org

References

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