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## People, Places, Power | Season 2, Episode 47: Africa on the Move? The Prospects for a Better Image <sup>[1]</sup>

**Note from the CPD Blog Manager:** This post features the podcast *People, Places, Power* co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#) and features their weekly discussions on international reputation, foreign policy and related issues along the way.

Season 2 launched in May 2022 and covers nation-ranking indices, the impact of COVID-19 on national images, branding indices, transnational issues and much more.

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## **Episode 47: Africa on the move? The Prospects for a Better Image**

In this episode, Nick and Simon discuss the shifting image of Africa, taking a lead from the latest version of the Anholt-Ipsos Nation Brands Index. Countries discussed include Egypt and Morocco, South Africa, Kenya, Tanzania and Botswana. Simon argues that external knowledge of culture is the key and proposes a collective effort in that regard like a joint equivalent of the British Council. Nick notes some single-country successes like Angola's win at the Venice Art Biennale. They agree that progress is slow and conclude with a discussion of the increased presence of China on the continent.