



African Forest Forum

A platform for stakeholders in African forestry



African Forest Forum Website Analysis Report

*A report prepared by the Knowledge Management and
Communications Unit*

2016



About AFF

Established in 2007 as a non-political, non-governmental, objective, independent and not for profit international organisation, the African Forest Forum (AFF) is an association of individuals with a commitment to the sustainable management, wise use and conservation of Africa's forest and tree resources for the socio-economic well-being of its peoples and for the stability and improvement of its environment.

AFF exists to voice the concerns of African forestry stakeholders, and to use science, indigenous knowledge, and experience to advocate for the increasing relevance of forests and trees outside forests to peoples' livelihoods, national economies and the stability of the environment.

In this regard, AFF provides independent analysis and advice to national, regional and international institutions and actors on how economic, food security and environmental issues can be addressed through the sustainable management of forests and trees outside forests. Operationally, AFF mobilises resources to address forestry and related issues that cut across countries and different African sub-regions with a view of enhancing the relevance and contribution of forests and trees outside forests to the livelihoods of the people of Africa and stability of their environment.

Vision

The leading forum that unites all stakeholders in African forestry

Mission

To contribute to the improvement of the livelihoods of the people of Africa and the environment they live in through the sustainable management and use of tree and forest resources on the African continent.

Cover photos: Makungu Seedlings and Clonal Central Nursery owned by Green Resources Ltd- Mufindi District, Tanzania (credit: Prof. Reuben J.L Mwamakimbullah, President- Tanzania Association of Foresters); private commercial plantation in Somanya, a district in the Eastern region of Ghana (photo © African Forest Forum); women smallholder farmers in Kenya (credit: McKay Savage/Wikimedia Commons).

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African Forest Forum Website Analysis Report

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1. INTRODUCTION

The African Forest Forum (AFF) website serves as a knowledge and information hub on African forestry for its members and stakeholders. It avails knowledge on priority issues that are critical for the development of the forest sector including current, new and emerging issues, to inform policy making, investment decisions and capacity building at continental, regional and national levels.

AFF's website also provides daily information drawn from the news, social media, international and business community that form the agenda of on-going discussions, making it both transparent and accessible to all stakeholders. It gives greater access to data and emerging knowledge through collaboration with more members and organizations, while enhancing data literacy around the world.

In the year 2016, a detailed analysis of the website's performance from January – November, has been undertaken to evaluate its progress in meeting objectives of the AFF communications strategy. The aim was to decipher a clear understanding of the website's progress in meeting objectives of the AFF communications strategy. Findings for each of the key metrics are presented below through the most widely used web analytics service on the Internet – Google Analytics. For each of the key variables, specific ways to improve performance have been recommended in order to increase effectiveness of the website.

2. WEB TRAFFIC

Traffic is one of the most important indicators of general interest in the African Forest Forum. It is an important indicator of site reach and growth. By analyzing number of visits, an insight into overall site performance can be attained. The access statistics presented in table 1 below show how many times visitors accessed the website and includes sessions, session users, page views, average session durations and bounce rate. The analysis of these metrics provides insights into the frequency of use and overall appeal of the website.

Table 1: AFF web traffic analysis

	Sessions	Users	Page views	pages/session	Av Session Duration	Bounce rate (%)
Jan	594	415	1423	2.4	3.14	56.9
Feb	567	365	1606	2.83	4.49	53.97
Mar	947	673	2534	2.68	4.1	46.99
April	1,591	956	3969	2.49	4.14	54.87
May	749	558	1,696	2.26	3.12	58.61
June	1,610	1216	3,736	2.32	2.52	52.48
July	2,880	2256	5,964	2.07	2.29	60.52
Aug	1087	778	3,208	2.95	3.53	51.7

	Sessions	Users	Page views	pages/session	Av Session Duration	Bounce rate (%)
Sept	756	564	1887	2.5	3.09	54.76
Oct	610	500	1476	2.42	2.46	56.56
Nov	879	603	2154	2.45	3.42	41.18
Dec	475	355	1132	2.38	2.34	51.79
TOTAL	12,745	9,239	30,785	2.48	3.22	49.09

2.1 Sessions

Sessions are interactions that take place on the website within a given time frame i.e number of times visitors accessed the web resources. Average session duration is measured by the amount of time new and returning visitors are spending on the website. The months of April, June, July and August were marked by longer average periods of use, due to preparatory activities and information shared on forestry related events that included:

- Sub-regional workshop on strengthening forest law enforcement, forest governance and trade in forest products in West Africa, 23-25 May, 2016, Abuja, Nigeria. (Posted on 19 April 2016)
- Atelier sous regional sur le renforcement de l'application des reglementations forestieres, gouvernance et echanges commerciaux des produits forestiers en Afrique de l'ouest. (Posted on 20 April 2016)
- Atelier de formation des praticiens de la foresterie africaine sur les processus multilateraux relatifs aux forets dans les pays d Afrique francophone. (Posted on 8 June 2016)
- Training workshop for African forestry practitioners on forest related multilateral processes for African Francophone countries. (Posted on 8 June 2016)
- COFO 23, World Forestry Week 5 open in Rome Italy. (Posted on 7 July 2016)
- A regional workshop on sharing of knowledge and experiences to strengthen collaboration among stakeholders in African forestry. (Posted on 25 August 2016)
- Promoting sustainable mountain development in Africa. (Posted 11 November 2016).
- Knowledge sharing for better management of forest ecosystems in Africa. (Posted 11 November 2016).

The website's sessions are 12,745 and average session duration 3min 22 seconds.

Evaluation; The benchmark / standard number of a regular website is 20,000 for web sessions and 4 minutes for duration. In 2016, the total number of sessions equaled 12,745 in comparison to 14,727 in the year 2015 (Jan-December) – a decrease of 1,982 sessions. The average session duration however increased from 3min 15 seconds in 2015 to 3min 22 seconds, indicating that web users engaged for a longer period of time on the website.

The number and duration of website sessions was lower in 2016 as compared to the months highlighting preparatory activities on the 11th session of UNFF and the pre-XIV World Forestry Congress workshop held in May and September 2015 respectively. This shows that International Landmark forestry events have a bearing on the level of interest

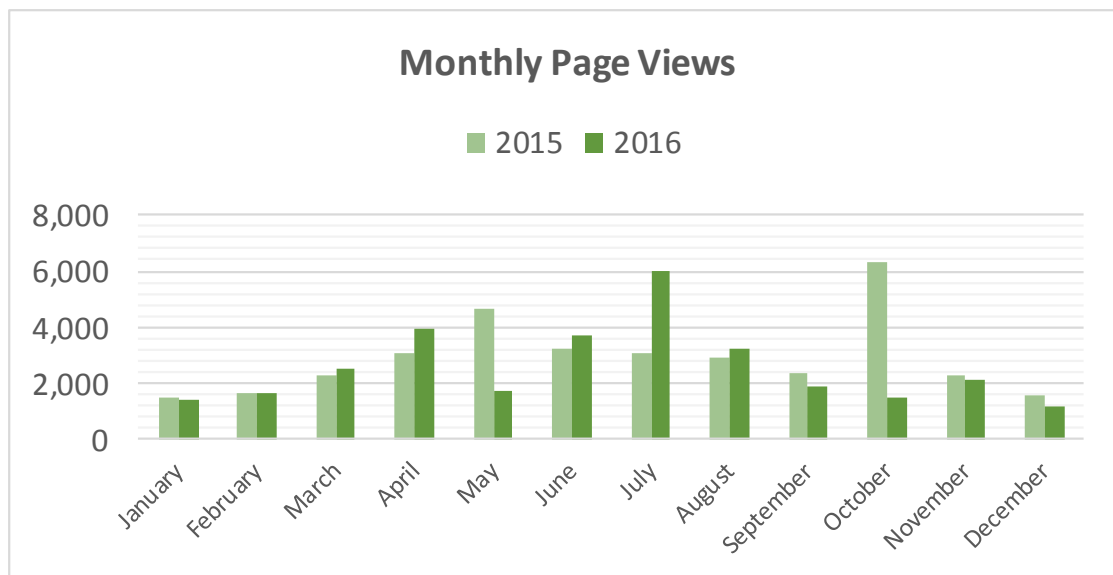
and engagement on the part of audience interaction with the website. In the same vein, it also reflects that AFF's readership are regular, loyal and heavily invested in the content as an audience. It demonstrates both tangibly and intuitively that AFF has a connection with its members and thus provides an entry point to plan changes that can help users interact more with the information on the site.

These actions include; providing an additional number of AFF International news features and announcements; increasing the number of member generated content as well as sub-webpages; providing regular updates on on-going programmes and improving the navigational structure of the website to facilitate ease of use among other interventions; profiling additional papers and publications developed by AFF and partners

2.2 Monthly page views

Monthly page views refer to the total number of times a page is viewed per month. Table 1 above shows that the number of page views has steadily increased over the first half of the year peaking at 5,964 in the month of July. The statistics also indicate that monthly ratio of page views per visitor session is about 2.49 page views per visit. This website's total monthly page views are 29,653.

The graph below builds on these findings by comparing data over a twelve month period from 2015 and 2016. Each bar represents one month in the year, while the bar's height represents the monthly page view. A closer examination of the grid points towards a general upward trend in traffic from January to July over the two years. This could be explained by a higher number of AFF activities undertaken during the first half of the year.



2.3 Monthly unique visitors

Monthly unique visitors refer to the total number of individuals who visit a website more than once per month. A visitor is sometimes referred to as a unique visitor or a unique user to clearly convey the idea that each visitor is only counted once. Table 2 below tracks unique visitors to measure the overall level of traffic to the AFF website.

Table 2: Monthly unique visitors

Month	Unique visitors	Number of visits	Pages	Hits
Jan-16	1,345	2,678	17,652	34,916
Feb-16	1,499	3,494	19,479	37,640
Mar-16	3,186	7,144	40,803	83,326
Apr-16	3,423	7,281	38,933	162,382
May-16	2,496	5,952	29,354	94,342
Jun-16	3,107	6,815	48,388	177,306
Jul-16	4,184	8,023	43,410	155,165
Aug-16	4,275	7,842	52,788	246,363
Sep-16	3,131	6,421	42,298	130,084
Oct-16	3,244	6,131	37,721	142,580
Nov-16	3,939	6,492	31,339	75,655
Dec-16	4,004	6,298	33,961	51,352
Total	37,833	74,571	436,126	1,391,111

Different from the website's hits or page views -- which are measured by the number of files that are requested from a site -- the unique visitors have been measured according to their unique IP addresses, and thus counted only once no matter how many times they visit the site. The analysis above gives a reflection of the AFF website's audience size that has generally grown steadily and as compared to the year 2015.

The website's total unique visitors are 37,833

Evaluation; In 2015, the website's total number of unique visitors was 26,836. The statistics denote a growth in total audience size by 10,997 unique visitors as compared to the year 2015. Further, for 2016 the website recorded 74,571 visits from 37,833 visitors from 153 countries worldwide.

It is important to point out that of the statistics offered by web analytics, 'unique visitors' and 'page views' present the most accurate measure of campaign success. In view of this, the data analysis shows that AFF website's total audience size is impressionable, giving a clear picture of the site's performance and growing popularity on the web.

In addition, because a visitor can make multiple visits in a specified period, the number of visits in the table above is greater than the number of visitors. These numbers are also in line with the above earlier finding outlined as 'monthly ratio of page views per visitor session is about 2.48 page views per visit with length 3 minutes, 22 seconds'.

With the following improvement, it is anticipated that the audience can grow further in size:

- *Navigational elements (information architecture)*: If the site is made easier to navigate, it will enable visitors to spend more time on the site and facilitate viewing of more pages and subsequent content
- *Content*: Increased tailoring of web content and sharing of information will inspire visitors to “keep reading” while driving up the average number of page views.
- *Search technology*: Search engine optimization (SEO), is a key strategic intervention that can boost the AFF website’s ranking in search engines. By optimizing relevant key words, phrases, image tags, meta tags, chances that users come across the site is highly improved.
- *Promotional efforts*: By improved tailoring of targeted information, visitors will be more than likely able to view more pages

2.4 Returning versus new visitors

This refers to the percentage of visitors who have used the site more than once versus new users who were introduced to the site but did not return. New visitors are good and return visitors are even better. An analysis of the data reveals that the number of sessions by new visitors more than doubled in 2016 to 7,899 while the returning visitors declined by half to 4,866.

The website’s returning versus new visitors ratio is 38.11%: 61.89%

Evaluation: The benchmark standard ratio is 40%:60%. The high percentage of new visitors is impressive and also a good indicator that AFF’s ongoing programme as well as communication activities are making good progress and in line with its mandate as a knowledge brokerage Institution. The growth in numbers of new users per month can also be attributed to the ongoing improvement of both user experience and content quality. It is evident that the users who did engage with the information on African forestry, viewed it as a valuable resource and returned for more. The following strategies can help promote and increase reader retention through the following key strategies;

- *E-mail subscriptions and info-mail* – promote AFF newsletter to first time visitors as well members. The newsletter can help drive thousands of visits every quarter back to the site
- *Browser notifications* – Integrate desktop notifications within the browser to enable daily alerts on shared information to facilitate return visits
- *Valuable content* – Ensure production of high quality news posts, e-books, video files, podcasts among other resource materials to build reputation and encourage repeat visits
- *Social following* – Build social media following to facilitate growth of referral traffic to the website

2.5 Bounce rate

Bounce Rate is the percentage of single-page sessions - sessions in which the user left the site from the entrance page without interacting with the page. It is a measure engagement that demonstrates the degree to which audiences are enjoying and interacting with content in a substantive way. Table 1 above shows that the AFF website had a significant increase in its bounce rate in the month of July (60.52%).

The average bounce rate of the website is 49.09%

Evaluation; The benchmark/standard average bounce rate of a website is 50%. The average bounce rate of the AFF website is seen to have declined from 62.5% in 2015. This is indeed encouraging and closer to the recommended general standard set for sites worldwide. Lowering the site's bounce rate is crucial as it will indicate optimized and efficient promotion on the part of AFF. Towards this end, a revamp proposal has been prepared and is in the process of being reviewed to ensure that weak or irrelevant sources of traffic and landing pages that have a poor design, low usability or high load times are identified and amended.

2.6 Entry and exit pages

In reference to the above finding, revamp of the website will facilitate a deeper dive into entry and exit pages to maximize conversions and lower bounce rates. Given the fact that visitors do not necessarily enter the site through the home page, efforts will be made to improve; internal pages that shape search engine results; news landing pages of all types; URL passing among members and AFF partners

2.7 Website hits

Hits are also known as request and it is the total number of files loaded when a single page is requested from the web server. This includes photos, graphics, text etc.

The website's total hits are 1,391,111

Evaluation: In 2015 the AFF website's performance was marked with 892,705 hits. While an analysis of this type of data is hardly a true reflection of the site's performance, it shows that in 2016, there was an increase in the number and variety of files integrated within the web pages. As a result, the number of hits have increased over the period under reference.

2.8 Downloads

Downloads are the number of times formatted files (PDFs) and web pages have been accessed. The African Forest Forum promotes the generation, sharing, and uptake of relevant information by African forest stakeholders in policy formulation and implementation.

In light of this, AFF produces a range of products to inform members of the latest research and studies concerning African forestry and of important events that have bearing on national, regional and global forest issues. All of these knowledge products are freely available on the forum's website.

Month	Number of PDF Downloads	Download Frequency
January	201	1,131
February	231	1,307
March	231	1,524
April	238	1,529
May	233	2,183
June	246	76,475
July	237	34,695
August	449	155,689
September	243	58,175
October	252	80,137
November	240	16,524
December	237	1,597
TOTAL	3,038	430,966

Month	Pages Downloaded (different page-url)
January	2501
February	4104
March	4296
April	2360
May	3240
June	3407
July	2601
August	2178
September	2305
October	1972
November	2335
December	2368
Total	33,667

Evaluation: The benchmark/standard for accessing data on access to web pages of a website is 10,000.

The total number of downloads from the AFF website are 36,468. These include 2,801 documents published under AFF Working Paper Series, policy briefs, fact sheets, and training modules on climate change that have been accessed 429,369 times and 33,667 downloaded pages. Table 3 below presents the top 10 most downloaded publications between January – December 2016.

Table 3 below shows that the most popular publication on the website is the English version of the Forest certification in Africa: achievements, challenges and opportunities resource book that provides evidence based information for policy making. Popularity of this resource material presents an insight into audience behavior. It is presumed that users downloading the training material are from the wider scientific and academic community, policy makers, multilateral and bilateral development agencies, and the governments seeking to bridge the knowledge gap on forest certification in Africa. Users are also interested in other thematic areas like climate change, socio-economic development and sustainable forest management interesting.

5 out of 10 of the most downloaded documents are original research papers on forest policy and science published by the peer reviewed scholarly journal – The International Forestry Review. Published in 2015, the review papers indicate audience interest in transnational issues and key thematic areas that include: forest restoration and rehabilitation, forest policy formulation and implementation, forest compatible development and managing forests in the context of climate change.

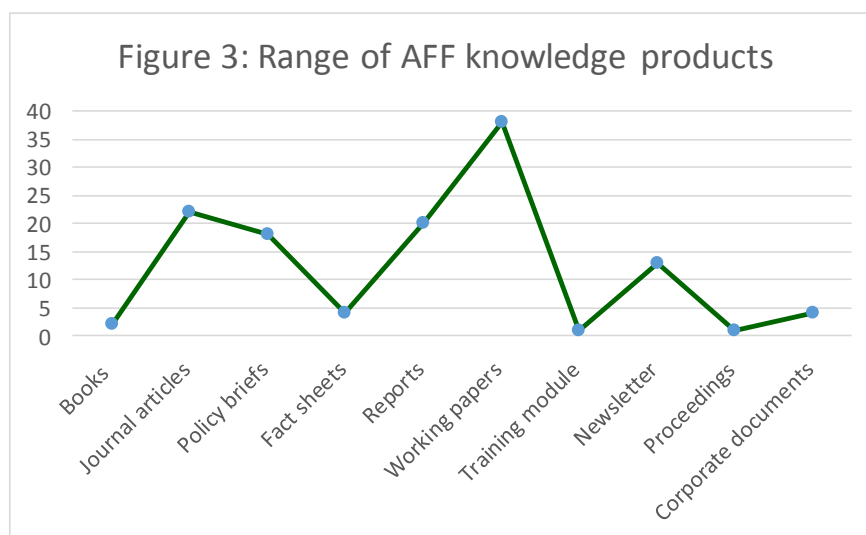
Interest in the journal articles further presents an insight into the type of audiences accessing the PDF downloads from the website. It is presumed that users downloading the journal articles and publications are from training, research or government institutions. Newsletter downloads affirm that the web audience includes members who wish to keep well informed of on-going activities owing to popularity of the AFF newsletter.

Table 3: PDF Downloads

	Publication
1	Teketay D., Mbolo A. M. M., Kalonga S. K.& Ahimin O.,2016, Forest certification in Africa: achievements, challenges and opportunities. (English)
2	Chidumayo, E., Okali, D., Kowero, G. & Larwanou, M. (eds.). ,2011, Climate Change and African Forest and Wildlife Resources (English)
3	Chirwa, P.W.,2014, Restoration practices in degraded landscapes of Southern Africa. African Forest Forum, Working Paper Series, Vol. 2 (12). (French)
4	Abdo, M.,2014, Practices, techniques and technologies for restoring degraded landscapes in the Sahel. Working Paper Vol. 2 (3). (French)
5	Agustino, S., Mataya, B., Senelwa, K. & Achigan-Dako, E. G.,2011, Non-Wood Forest Products and Services for Socio-Economic Development : A Compendium for Technical and Professional Forestry Education
6	Asumadu, K.,2004, Development of wood-based industries in Sub-Saharan Africa.

7	Chamshama, S. A. O., Nwonwu, F.O.C. Lundgren, B. & Kowero, G. S.,2009, Plantation Forestry in Sub Saharan Africa: silvicultural, ecological and economic aspects. In Innov. Vol 21 (1)
8	Chidumayo, E., Okali, D., Kowero, G. & Larwanou, M. (eds.). ,2011, Climate Change and African Forest and Wildlife Resources. (French)
9	Chirwa, P. W.,2014, Restoration practices in degraded landscapes of Eastern Africa. Working Paper Vol. 2(11). (English)
10	Mujuru, L. & Chidumayo, E.,2014, African woodlands and savannahs: opportunities from and potential of REDD+. Vol 2 (15).

Over and above the top ten list, AFF produces a range of products (Annex 1) to inform members of the latest research and studies concerning African forestry and of important events that have bearing on national, regional and global issues. Figure 3 below shows the range of information materials freely available on the website and that include: Journal articles (23), Policy briefs (19), Fact sheets (4), Reports (20), Working papers (38), Training module (1), Newsletter 15, Proceedings 1, Corporate documents 4.



2.9 Average number of citations

From the graph above, it is clear that the number of working papers is higher than any other knowledge product on the site. The category with the least number of entries is 'Proceedings'. Additionally, out of the 125 information materials, there have been a total of 1,782 citations, with a score of 20 on the h index (see table 4 below). In his paper titled, "An index to quantify an individual's scientific research output," Hirsch (2005) states that the h-index is a metric for measuring and comparing overall scientific productivity of individual scientists.

The h-index is defined as the number of papers with citation number $\leq h$, as a useful index to calculate the scientific output of a researcher. As a result, the h-index has been quickly adopted as the metric of choice for many committees and bodies.

Table 4: Average number of citations

Citation indices	All	Since 2012
Citations	1782	892
h-index	21	15
i10-index	63	25

According to Hirsch (2005) after 20 years of research, a h index of 20 is good, 40 is outstanding 60 is truly exceptional. AFF's combined productivity (i.e number of papers produced) and impact (number of citations) through the h-index rating is 20, relatively good on average. In the same token, the i10-Index = the number of publications with at least 10 citations. From the above table, there were 63 publications out of the 125 that have been cited at least 10 times. This is at least half of AFF's knowledge products thus reflecting a satisfactory level of productivity of AFF, which is just ten years old and not exclusively a research institution.

2.10 Geographical location

Geographical data is presented in Table 5 below. Countries with the highest traffic to the site include; Kenya, United States of America, Nigeria, United Kingdom, India, Ethiopia, Cameroon, South Africa, Sudan, Ghana. African countries dominate the list with Kenya in the lead.

Evaluation: The data shows that the AFF communication strategy continues to be the right track as the primary audience is its members from across Africa. The fact that the Forum is headquartered in Kenya could be one of the main reasons that the country tops the list with 3,181 sessions up from 2,968 in 2015. 7 out of the top 10 countries are from Africa with Cameroon making a debut, despite being from a Francophone country.

The United States of America continues to follow closely behind with an impressive 566 new users, along with the United Kingdom, showing international and widespread appeal of AFF's mandate and activities. India continues to be a country of interest as it jumped to 5th place from 9th position given the ongoing interactions of members with forestry stakeholders from Asia. A close analysis of the top 50 countries visiting the website, indicate impressive visits from French speaking countries including, Cameroon, Benin, Niger, Cote d ivoire, Senegal, Togo, Madagascar, Burkina Faso, Congo (DRC) among others. This finding could bear positive light on the ongoing AFF activities in West and Central Africa that may be driving traffic to the site.

Table 5: Top 100 Countries visiting the AFF website

	Country	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
1	Kenya	3231	53.73%	1736	50.91%	2.93	259.06
2	United States	867	90.66%	786	77.16%	1.63	77.24
3	Nigeria	667	42.88%	286	45.43%	2.24	244.89
4	United Kingdom	585	75.21%	440	66.32%	1.88	85.16
5	India	483	89.44%	432	77.23%	1.39	73.27
6	Ethiopia	459	61.00%	280	54.68%	2.07	192.27
7	Cameroon	450	39.56%	178	40.22%	2.88	288.68
8	South Africa	388	61.34%	238	42.53%	2.77	217.76
9	Sudan	329	58.97%	194	50.76%	2.74	256.52
10	Ghana	271	47.60%	129	46.49%	2.54	248.70
11	Tanzania	227	63.00%	143	41.41%	2.73	249.03
12	(not set)	196	85.71%	168	59.69%	2.16	153.22
13	Russia	187	28.34%	53	32.62%	1.72	238.18
14	Germany	186	70.97%	132	49.46%	2.62	159.11
15	Benin	183	42.62%	78	47.54%	2.30	242.46
16	China	179	87.71%	157	84.92%	1.51	108.42
17	Zambia	170	43.53%	74	42.94%	3.09	300.50
18	Netherlands	157	78.98%	124	48.41%	2.72	262.13
19	Canada	154	85.71%	132	57.14%	2.47	108.21
20	Niger	154	23.38%	36	68.18%	1.62	157.81
21	Côte d'Ivoire	153	57.52%	88	43.14%	2.83	275.32
22	Togo	150	46.00%	69	42.00%	2.45	287.37
23	Zimbabwe	149	50.34%	75	40.27%	2.66	264.22
24	Italy	132	83.33%	110	45.45%	2.50	106.08
25	Uganda	127	57.48%	73	54.33%	2.44	190.89
26	Senegal	111	66.67%	74	43.24%	2.85	341.54
27	Brazil	104	98.08%	102	95.19%	1.11	6.68
28	Sweden	102	59.80%	61	37.25%	4.87	274.27
29	Australia	101	69.31%	70	48.51%	2.23	88.32
30	Bhutan	101	84.16%	85	42.57%	2.90	132.52
31	Switzerland	97	72.16%	70	51.55%	3.32	239.86
32	Rwanda	97	63.92%	62	54.64%	2.19	196.60
33	Guinea	81	41.98%	34	37.04%	2.68	285.10
34	Madagascar	81	58.02%	47	45.68%	2.10	132.28
35	Malawi	79	46.84%	37	37.97%	2.72	268.22

36	France	67	83.58%	56	62.69%	1.88	186.24
37	Bangladesh	61	93.44%	57	72.13%	1.41	17.13
38	Botswana	56	33.93%	19	25.00%	3.46	237.18
39	Indonesia	56	80.36%	45	76.79%	1.43	67.93
40	Mali	55	41.82%	23	38.18%	2.62	221.27
41	Mozambique	52	48.08%	25	40.38%	2.83	243.98
42	Finland	51	78.43%	40	50.98%	3.16	244.25
43	Israel	46	52.17%	24	39.13%	1.91	234.89
44	Namibia	42	59.52%	25	57.14%	2.12	128.02
45	Pakistan	40	100.00%	40	77.50%	1.40	45.35
46	United Arab Emirates	37	89.19%	33	62.16%	1.49	75.03
47	Congo (DRC)	36	77.78%	28	50.00%	2.17	204.33
48	Austria	35	88.57%	31	40.00%	2.37	126.74
49	Liberia	35	54.29%	19	62.86%	1.74	181.06
50	Belgium	34	61.76%	21	58.82%	1.71	72.68
51	Japan	34	82.35%	28	82.35%	1.21	9.06
52	Philippines	34	94.12%	32	67.65%	1.71	84.32
53	Spain	30	93.33%	28	73.33%	2.13	211.67
54	Gabon	30	36.67%	11	56.67%	1.83	319.73
55	Burkina Faso	28	64.29%	18	57.14%	2.14	261.29
56	Malaysia	27	77.78%	21	74.07%	1.70	173.89
57	Central African Republic	26	61.54%	16	46.15%	1.92	170.19
58	South Korea	25	92.00%	23	60.00%	1.72	56.00
59	Thailand	23	86.96%	20	56.52%	1.70	65.30
60	Denmark	22	72.73%	16	50.00%	2.14	110.82
61	Swaziland	21	80.95%	17	42.86%	3.76	384.57
62	Portugal	19	57.89%	11	52.63%	1.68	192.74
63	Ukraine	19	100.00%	19	73.68%	1.84	12.58
64	Egypt	18	100.00%	18	72.22%	1.50	68.22
65	Vietnam	18	94.44%	17	61.11%	1.89	58.06
66	Iran	17	82.35%	14	58.82%	1.88	53.88
67	Morocco	17	88.24%	15	52.94%	2.59	92.88
68	Singapore	17	82.35%	14	76.47%	1.24	9.47
69	Sierra Leone	17	29.41%	5	41.18%	1.88	281.35
70	Somalia	17	82.35%	14	41.18%	2.53	242.88
71	Norway	16	75.00%	12	56.25%	3.63	207.50
72	Saudi Arabia	16	75.00%	12	18.75%	2.88	301.38
73	Mexico	14	85.71%	12	64.29%	1.79	17.29
74	Greece	13	46.15%	6	15.38%	2.92	217.08
75	Guinea-Bissau	12	8.33%	1	91.67%	1.08	35.92

76	Poland	12	100.00%	12	83.33%	1.33	3.92
77	Gambia	11	72.73%	8	45.45%	2.09	291.45
78	Hong Kong	11	100.00%	11	100.00%	1.00	0.00
79	Iraq	10	100.00%	10	100.00%	1.00	0.00
80	New Zealand	10	80.00%	8	40.00%	2.30	146.90
81	South Sudan	10	80.00%	8	30.00%	1.90	95.10
82	Turkey	10	80.00%	8	90.00%	1.50	40.50
83	Costa Rica	9	33.33%	3	100.00%	1.00	0.00
84	Iceland	9	55.56%	5	55.56%	2.00	288.00
85	Sri Lanka	9	100.00%	9	55.56%	1.11	5.33
86	Romania	9	77.78%	7	33.33%	2.00	244.00
87	Argentina	8	100.00%	8	62.50%	1.50	262.38
88	Burundi	8	75.00%	6	62.50%	1.63	149.00
89	Ecuador	8	100.00%	8	75.00%	1.25	3.75
90	Angola	7	100.00%	7	71.43%	1.14	35.86
91	Congo (Republic)	7	57.14%	4	28.57%	3.14	229.14
92	Chile	7	100.00%	7	85.71%	1.14	1.57
93	Czech Republic	7	85.71%	6	71.43%	2.00	30.14
94	Afghanistan	6	66.67%	4	50.00%	1.33	55.00
95	Ireland	6	83.33%	5	83.33%	1.17	12.83
96	Algeria	5	100.00%	5	60.00%	2.80	55.60
97	Fiji	5	80.00%	4	80.00%	0.80	0.00
98	Croatia	5	80.00%	4	100.00%	1.00	0.00
99	Hungary	5	100.00%	5	20.00%	17.80	1553.20
100	Lesotho	5	80.00%	4	40.00%	1.60	323.20
		12,745	62.88%	8014	54.28%	2.42	199.05

3. CONCLUSION

AFF's web audience are regular, loyal and heavily invested in the content as an audience. For 2016 the website recorded 74,571 visits from 37,833 visitors from 153 countries worldwide seeking to improve their understanding of various forestry issues. Governments, scientists, civil society have downloaded a total of 36,468 documents and pages. These include documents published under AFF Working Paper Series, policy briefs, fact sheets, and training modules on climate change.

4. REFERENCES

The African Forest Forum Website Statistics of Usage; January – August 2016 (via Google Analytics)

ANNEX 1: RANGE OF INFORMATION MATERIALS FREELY AVAILABLE ON THE AFF WEBSITE

Working Papers

	Author	Year	Title	Vol.	Issue
1.	Popoola, L.	2011	Forest-Water Relations in sub-humid West Africa.	1	1
2.	Popoola, L.	2011	Forest Law Enforcement, Governance and Trade in sub-humid West Africa.	1	2
3.	Sola, P,	2011	Forest–water relations in the Southern Africa Development Community.	1	3
4.	Kojwang, O.H	2011	Professional forestry associations in Southern Africa.	1	4
5.	Kamugisha, R.J	2011	Professional forestry associations in Eastern Africa.	1	5
6.	Tougiani, A.	2011	Forest law enforcement, governance and trade in the Sahel.	1	6
7.	Tougiani, A.	2011	Forest–Water Relations in the Sahel.	1	7
8.	Betti, L.J.	2011	Forest–Water Relations in Central Africa.	1	8
9.	Sola, P.	2011	Forest law enforcement, governance and trade in the Southern African Development Community.	1	9
10.	Betti, L. J.	2011	Forest Law Enforcement, Governance and trade in Central Africa.	1	10
11.	Nduwamungu, J.	2011	Forest plantations and woodlots in Burundi.	1	11
12.	Bekele, M.	2011	Forest plantations and woodlots in Ethiopia.	1	12
13.	Mathu, W & Ng’ethe, R. K.	2011	Forest plantations and woodlots in Kenya.	1	13
14.	Nduwamungu, J.	2011	Forest Plantations and Woodlots in Rwanda.	1	14
15.	Gafaar, A.	2011	Forest plantations and woodlots in Sudan.	1	15
16.	Ngaga, Y.M.	2011	Forest plantations and woodlots in Tanzania.	1	16
17.	Kaboggoza, J.	2011	Forest plantations and woodlots in Uganda.	1	17
18.	Chamshama, S.A.O.	2011	Forest plantations and woodlots in the Eastern and North Eastern African countries a regional overview.	1	18
19.	Kitula, R.	2014	Scope, potential and implementation of mitigation activities in mangrove forests in eastern and Southern Africa.	2	1
20.	Abdou, M.	2014	The Great Green Wall of Sahara and Sahel initiative: climate change and gender issues.	2	2
21.	Abdo, M.	2014	Practices, techniques and technologies for restoring degraded landscapes in the Sahel.	2	3
22.	Makundi, W.R.	2014	Climate change vulnerability of African forest plantations and the role of permanent sample plots in monitoring, reporting and verification for REDD+ in plantations.	2	4
23.	Makundi, R.W.	2014	Prospects for REDD+ in African forest plantations.	2	5

	Author	Year	Title	Vol.	Issue
24.	Munishi, P.K.T.	2014	Climate vulnerability of biophysical and socio-economic systems in woodlands and savannas in Eastern and Southern Africa.	2	6
25.	Popoola, L.	2014	Assessment of the status of forestry associations in West Africa.	2	7
26.	Popoola, L.	2014	Cross-border trade in forest products and services and trade impacts in West Africa.	2	8
27.	Assemble-Mvondo, S.	2014	An analytical review of forest governance and equitable trade practices related to climate change in Central Africa.	2	9
28.	Okali, D.	2014	Review of national plans and programmes related to people, forests and climate change in West Africa.	2	10
29.	Chirwa, P. W.	2014	Restoration practices in degraded landscapes of Eastern Africa.	2	11
30.	Chirwa, P.W.	2014	2014, Restoration practices in degraded landscapes of Southern Africa. African Forest Forum, Working Paper Series,	2	12
31.	Muoghalu, I. J.	2014	Vulnerability of biophysical and socioeconomic systems in moist tropical forests in west and central Africa to climate change. African Forest Forum.	2	13
32.	Muoghalu, I.J.	2014	Vulnerability of biospherical and socioeconomic systems in savannahs and woodlands of West and Central Africa to climate change.	2	14
33.	Mujuru, L. & Chidumayo, E.	2014	African woodlands and savannahs: opportunities from and potential of REDD+.	2	15
34.	Akande, J. A.	2014	Climate change mitigation activities in the Tropical Moist Forests of West Africa.	2	16
35.	Dlamini, C. S.	2014	African forests, people and climate change project: forest and climate changes Policies, Strategies and Programmes in the SADC and COMESA regions.	2	17
36.	Milimo, P.B.	2014	Forest and climate change policies, strategies and programmes in the EAC and IGAD sub-regions.	2	18
37.	Popoola L.	2014	National and sub-national REDD+ activities implemented in mangroves in West and Central Africa.	2	19
38.	Kojwang, H. O.	2014	NAMAs and NAPAs in Eastern Africa.	2	20

Journal Articles

	Author	Year	Title
39.	V. O. Oeba, L. Mahamane, S.C.J Otor, J. B. Kung'u & M. N. Mbae	2016	Estimation Of Aboveground And Belowground Carbon Sequestration Of Cupressus Lusitanica, Pinus Patula And Eucalyptus Saligna Plantation Species In Kenya
40.	Dlamini, C., Larwanou, M. & Chirwa, P.W.	2015	A brief overview of the capacities of public forest administrations in climate change work in the moist forests countries of Sub-Saharan Africa. In International Forestry Review Vol.17 (S3)
41.	Dlamini, C., Larwanou, M. & Chirwa, P.W.	2015	A review of capacities of public forest administrations for interventions in climate change activities in the dry forest and woodland countries of Sub-Sahara Africa. In International Forestry Review Vol.17 (S3)
42.	Chipeta, M.E., & Kowero, G.	2015	An overview of intra-African trade in forest products: opportunities and challenges. In International Forestry Review Vol.17 (S3)
43.	Kojwang, H. O. & Larwanou, M.	2015	An overview of nationally appropriate mitigation actions (NAMAs) and national adaptation programmes of action (NAPAs) in Africa. In International Forestry Review Vol.17 (S3)
44.	Popoola, L., Larwanou, M. & Jimoh, S. O.	2015	Biofuel initiatives in West Africa and the Sahel: potential for success. In International Forestry Review Vol.17 (S3)
45.	Kitula, R. A., Larwanou, M., Munishi, P.T.K., Muoghalu, J.I. & Popoola, L.	2015	Climate vulnerability of biophysical systems in different forest types and coastal wetlands in Africa: a synthesis. In International Forestry Review Vol.17 (S3)
46.	Kitula, R. A., Larwanou, M. Munishi, P. K. T., Muoghali, J. I., & Popoola, J. I.	2015	Climate vulnerability of socio-economic systems in different forest types and coastal wetlands in Africa: a synthesis. In International Forestry Review Vol.17 (S3)
47.	Lundgren, B.	2009	Development of forestry in Sweden—any lessons for Africa?. In Innov. Vol 21 (1)
48.	Chikamai, B., Tchatat, M., Tieguhong, J. C. & Ndoeye, O.	2009	Forest management for non-wood forest products and services in Sub-Saharan Africa. In Innov. Vol 21 (1)
49.	Kojwang, H. O. & Larwanou, M.	2015	Forestry-related input into relevant policies at the regional and global levels: an African perspective on climate change. In International Forestry Review Vol.17 (S3)
50.	Okali, D. & Eyog-Matig, O.	2009	Lessons learnt on rain forest management for wood production in West and Central Africa. In Innov. Vol 21 (1)
51.	Kamugisha-Ruhombe, J.	2009	Mainstreaming international forestry related agreements at national level. In Innov. Vol 21 (1)

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52.	Chirwa, P. W., Larwanou, M., Syampungani, S., & Babalola, F. D.	2015	Management and restoration practices in degraded landscapes of Eastern Africa and requirements for up-scaling. In International Forestry Review Vol.17 (S3)
53.	Chirwa, P.W., Larwanou, M., Syampungani, S. & Babalola, F.D.	2015	Management and restoration practices in degraded landscapes of Southern Africa and requirements for up-scaling. In International Forestry Review Vol.17 (S3)
54.	Maisharou, A., & Larwanou, M.	2015	Market potential of non-wood forest products in the Sahelian countries. In International Forestry Review Vol.17 (S3)
55.	Chamshama, S. A. O., Nwonwu, F.O.C. Lundgren, B. & Kowero, G. S.	2009	Plantation Forestry in Sub Saharan Africa: silvicultural, ecological and economic aspects. In Innov. Vol 21 (1)
56.	Tieguhong, J. C., Ndoeye, O., Tchatat, M. & Chikamai, B.	2009	Processing and marketing of non-wood forest products: potential impacts and challenges in Africa
57.	Owino, F.	2009	Review of Public Forestry Administrations and Related Institutions in Sub-Saharan Africa
58.	Kowero, G., Njuki, J. & Nair, C.T.S.	2009	Some Drivers of Change in Forest Conditions in Africa. In Innov. Vol 21 (1)
59.	Kowero, G.	2009	Sustainable Forest Management in Africa (SFM) Initiative. In Innov. Vol 21 (1)
60.	Maisharou, A, Chirwa, P. W., Larwanou, M., Babalola, F. & Ofoegbu, C. U.	2015	Sustainable land management practices in the Sahel: review of practices, techniques and technologies for land restoration and strategy for up-scaling. In International Forestry Review Vol.17 (S3)
61.	Odera, J. A.	2009	The Changing Forest Management Paradigm in Africa: A Case for Community Based Forest Management System. In Innov. Vol 21 (1)

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62.	Nianogo, A. & Thomas, I.	2004	Forest-livestock interactions in West Africa.
63.	Nair, C.T.S. & Tieguhong, J.	2004	African forests and forestry: an overview
64.	Asumadu, K.	2004	Development of wood-based industries in Sub-Saharan Africa.
65.	Barklund, Å. & Teketay, D.	2004	Forest Certification: a potential tool to promote SFM in Africa
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68.	Tomaselli, I.	2004	Lessons from Latin America and their relevance to SFM in Africa
69.	Tiwari, M.	2004	Lessons learnt from Sustainable Forest Management initiatives in Asia
70.	Hamilton, H.	2004	Lessons learnt from the evolution of forest policy in Sweden in the last 150 years
71.	Odera, J.	2004	Lessons Learnt on Community Forest Management in Africa.
72.	J. Ruhombe, J., Taal, B .M. & R. Persson, R.	2004	Observations on participation of Africa in international forestry processes.
73.	Sjunnesson S.	2004	Producers' Cooperatives – a tool for developing small-scale forestry
74.	Okali, D. & Eyog-Matig, O.	2004	Rain forest management for wood production in West and Central Africa
75.	Owino, F. & Ndinga, A.	2004	Study on forest administration and related institutional arrangements
76.	Legilisho-Kiyapi, J.	2004	The state of Forest Education in Sub-Saharan Africa.
77.	Barklund, A.	2004	The Vi AgroForestry Programme in Kenya, Tanzania and Uganda.
78.	Njuki, J., Kowero, G. & Nair C.T.S.	2004	What shapes forestry in Africa?
79.	Lundgren, B., F. Owino, R. Ishengoma & Gondo, P.	2011	African-Swedish collaboration programme on sustainable forest management:Final report on the planning phase of the project
80.	Lundgren, B., Persson, R. & Norén, S.	2011	Swedish-African forest relations
81.	Tieguhong, J. C. & Ndoye, O.	2013	Development of trade and marketing of nonwood forest products for poverty alleviation in Africa.

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	Author	Year	Title	Vol.	Issue
82.	Popoola, L. & Yemshaw, Y.	2011	FLEGT In West Africa: towards effective governance and trade. Policy Brief Vol. 1 (1)	1	1
83.	Phosiso, S. & Yemshaw, Y.	2011	The Case for an Integrated Forest and Water Management in SADC. Policy Brief Vol 1 (2)	1	2
84.	Chudumayo, E, & Yemshaw, Y.	2011	Climate change and the woodlands of Africa. Policy Brief Vol. 1 (3).	1	3
85.	Chidumayo, E., & Yemshaw, Y.	2011	Climate change and wildlife resources in East and Southern Africa. Policy Brief Vol. 1 (4)	1	4
86.	Kojwang, O.H, & Yemshaw, Y.	2011	Forestry Associations in Southern Africa: time to rise to new challenges. Policy Brief. Vol 1 (5)	1	5
87.	African Forest Forum (AFF)	2012	African Forest Forum (AFF),2012, African forests, climate change and the green economy. Policy Brief Vol. 2 (1)	2	1
88.	African Forest Forum (AFF)	2012	Strengthening community-based responses to climate change. Policy Brief. Vol. 2 (2)	2	2
89.	Okali, D.	2012	Climate change and African moist forests. Policy Brief Vol. 2 (3)	2	3

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90.	African Forest Forum (AFF)	2012	Climate change, forests and trees in the Sahel. Policy Brief, Vol. 2(4)	2	4
91.	African Forest Forum (AFF)	2012	Responses to climate change in the wildlife sector in Africa. Policy Brief. Vol. 2 (5)	2	5
92.	Ruhombe, J., Taal, B. M. & Persson, R.	2004	African participation in international forest processes. Policy Brief No.1		1
93.	Owino, F. & Ndinga, A.	2004	Public forest administration in Sub-Saharan Africa. Policy Brief No. 2		2
94.	Odera, J.,2004,	2004	Community based forest management in Africa. Policy Brief No.3		3
95.	Chamshama, S.A.O. & Nwonwu, F.O.C.	2009	Plantation forestry in Sub-Saharan Africa. Policy Brief No. 4		4
96.	Legilisho-Kiyapi, J.	2004	Forestry education in Sub-Saharan Africa. Policy Brief No.5		5
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98.	Asumadu, K.	2004	Wood based industries in Sub-Saharan Africa. Policy Brief No. 8		8
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100.	Chikamai, B. & Tchatat, M.	2004	Forest management for non-wood products and services in Africa)		

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102.	African Forest Forum (AFF)	2012	Planting Forests in Africa Using the Global Carbon Market. Africa Forest Forum Factsheet. Nairobi, Kenya.
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104.	African Forest Forum (AFF)	2012	Forest Livelihoods: Caught Between Conservation And Adaptation? Africa Forest Forum Factsheet. Nairobi, Kenya.

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	Author	Year	Title
105	Agustino, S., Mataya, B., Senelwa, K. & Achigan-Dako, E. G.	2011	Non-Wood Forest Products and Services for Socio-Economic Development:A Compendium for Technical and Professional Forestry Education

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106.	Teketay D., Mbolu A. M. M., Kalonga S. K. & Ahimin O.	2016	Forest certification in Africa: achievements, challenges and opportunities.
107.	Lundgren, B.	2015	Forests and Trees Their roles and opportunities in Africa's economic development, food security and environmental health
108.	Chidumayo, E., Okali, D., Kowero, G. & Larwanou, M. (eds.).	2011	Climate Change and African Forest and Wildlife Resources

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109.	African Forest Forum	2014	Training modules on forest based climate change adaptation, mitigation, carbon trading, and payment for other environmental services

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	Author	Year	Title
110.	African Forest Forum (AFF)	2015	Pre-XIV World Forestry Congress Workshop Forests, People and Environment: Some Perspectives from Africa 4-5 September 2015 Durban, South Africa - Book of abstracts. In International Forestry Review Vol.17 (S3)

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	Author	Year	Language	Vol.	Issue
111.	African Forest Forum (AFF)	2016	EN & FR	6	1
112.	African Forest Forum (AFF)	2016	EN & FR	5	4
113.	African Forest Forum (AFF)	2014	EN & FR	5	3
114.	African Forest Forum (AFF)	2014	EN & FR	5	2
115.	African Forest Forum (AFF)	2014	EN & FR	5	1
116.	African Forest Forum (AFF)	2013	EN & FR	4	2
117.	African Forest Forum (AFF)	2013	EN & FR	4	1
118.	African Forest Forum (AFF)	2012	EN & FR	3	2
119.	African Forest Forum (AFF)	2012	EN & FR	3	1
120.	African Forest Forum (AFF)	2011	EN & FR	2	4
121.	African Forest Forum (AFF)	2011	EN & FR	2	3
122.	African Forest Forum (AFF)	2011	EN & FR	2	2
123.	African Forest Forum (AFF)	2011	EN	2	1
124.	African Forest Forum (AFF)	2010	EN	1	2
125.	African Forest Forum (AFF)	2010	EN	1	1



African Forest Forum

A platform for stakeholders in African forestry



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