



# African Forest Forum

A platform for stakeholders in African forestry



## **Communication and knowledge management at AFF: Achievements made in 2017**

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



## **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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## 1.0 INTRODUCTION

Forests and forestry continue to be very much profiled on the global agenda and their relevance to other sectors of national economies is increasingly being recognized and appreciated. This progress report is developed within the framework of the overarching communications and knowledge management strategies designed to communicate the identity and value of AFF's mandated role in providing a platform for the networking and interchange of forest related information among the many stakeholders in African forestry. This report is on progress made on implementing activities in the year 2017 by the Communications and Knowledge Management Unit of AFF.

### 1.1 Communication

The specific communication activities in 2017 were to:

- Develop, update, and implement AFF communication strategy
- Provide writing, reviewing and editorial assistance for AFF reports (annual & semi-annual), publications, and other documents
- Identify high interest areas and prepare articles, blogs, newsletters, etc., from AFF work and disseminate
- Prepare AFF communication materials including brochures, banners, flyers, posters, etc.,
- Generate content for website as well as for other social media and ensure impact goals are achieved
- Coordinate the production, translation, printing and dissemination of various knowledge products
- Create and maintain media relations as well as prepare media materials and distribute the same through media outlets

### 1.2 Knowledge Management (KM)

The specific knowledge management activities in 2017 were to:

- Develop, update, and implement the AFF Knowledge management strategy
- Identify and/or create, link with, strengthen and maintain forestry networks and databases
- Develop, organize, update and maintain the AFF website, intranet as well as social media platforms
- Monitor, improve and maintain knowledge management practices, tools, policies, and sources
- Develop and facilitate information (print and electronic) creation/sourcing, organizing, archiving, retrieving and sharing practices in AFF
- Provide training to AFF staff on hands-on use of available KM tools.

## 2.0 COMMUNICATION ACTIVITIES AND OUTPUTS

### 2.1 Develop, update, and implement AFF communication strategy

The vision of AFF is “the leading forum that unites all stakeholders in African forestry.” Through the Institution’s Short and Medium Term Strategic Plan (2015-2020), AFF seeks to realize its vision through four strategic objectives that are focused on *networking, programming, advocacy* and *organisational development* – each with key activities, expected results/outputs. AFF aims to actively reach out to governments, United Nations entities, other international organisations, Regional Economic Communities (RECs), research institutions, civil society, private sector, youth groups and other stakeholders in the process of implementing the Strategic Plan.

To realise its outreach objective, AFF updated its communication strategy and also developed a work plan designed to communicate one of the institution’s mandated role as a platform that facilitates change in the forestry sector through its four strategic objectives. The plan underscores the importance of having “a recognizable brand” and a shared understanding throughout the membership. This has mainly been secured through:

- internal communications within the AFF secretariat and Members’ Forum;
- adherence to the AFF Style Guide Manual to ensure consistency with institutional positioning, perspective, tone of voice, corporate message, etc;
- regular AFF staff meetings where knowledge products are discussed to further safeguard compliance to AFF’s brand guidelines.

The work plan is an evolving document designed to adapt to the changing organizational and communication needs as well as the external environment to AFF. The key activity has been to communicate the content and context of projects, research findings, ideas, reports, interesting publications, best practices, events, opportunities, meetings and policy pushes. Other activities have centered on promoting AFF’s mission and vision, its values, corporate goals and comparative advantage of its character to influence and facilitate organizations and people to take actions that could better situate forestry in the path of sustainable development of African nations (see Annex 1 for Communications Action Plan).

In this regard, a variety of communication tools have been used by AFF, the most important being the website with about 254,741 unique visitors in 2017 (compared to 37,833 visitors in 2016), and 1,876 registered AFF members. Info-mail and social media channels are the second and third most important communication tools while Flickr, a popular image and video hosting website widely used by researchers, has also been utilized to enhance embedding of AFF photographs in blogs and social media. AFF reports (annual and semi-annual), publications, and other documents like reports, policy briefs, fact sheets and newsletters are additional tools that AFF uses to make content available in different formats.

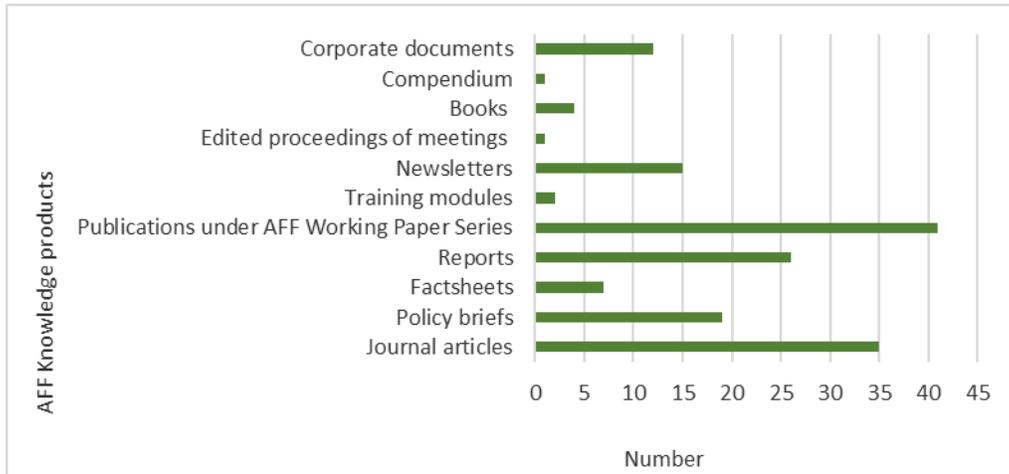
## 2.2 Provide writing, reviewing and editorial assistance for AFF reports (annual & semi-annual), publications, & other documents

Synthesizing important research results and documentation of ongoing activities is a core activity of AFF. Since 2015, the amount of content has doubled (Table1) and comprises publications, videos, audio files and news items. The information materials freely available on the website include: Journal articles (35), policy briefs (19), factsheets (7), reports (26), publications under AFF Working Paper Series (41), training modules (2), newsletters (15), edited proceedings of meetings (1), books (4), compendium (1), and corporate documents (12). Much of the content has so far been developed by contracted experts and with support of the AFF secretariat staff.

**Table 1: Type of content produced by AFF and partners (2015 vs. 2017)**

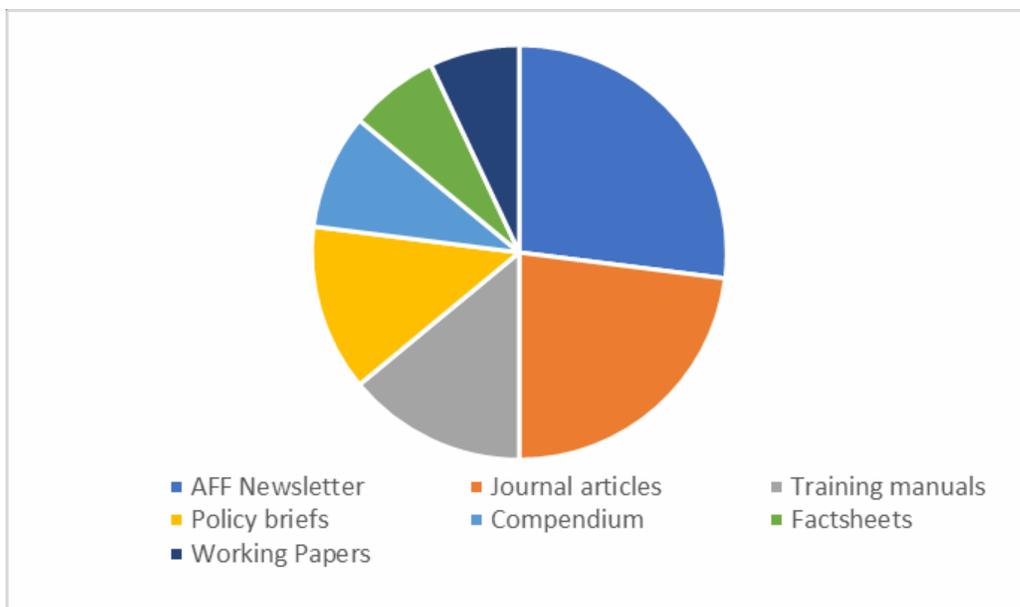
Type of content	2015	2017	% increase
1. Publications (journal articles, fact sheets, reports, publications under AFF Working Paper Series, training modules, newsletter, meeting proceedings, books, compendium and corporate documents)	46	163	72
2. Videos and audio files	10	32	68.75
3. News items published	4	41	80.4

The most common topics/broad areas included in these knowledge products include; forest ecosystem services, sustainable forest management, forest policy formulation and implementation, marketing and trade in forest products and services, climate change, capacity building and skills development. All this information is available freely on the website and is relevant to many African forestry stakeholders and facilitates decision making on many issues and at various levels, as well as in policy formulation and implementation. This is attested by the downloading of a total of 22,928 documents along with 15,576,182 pages opened.

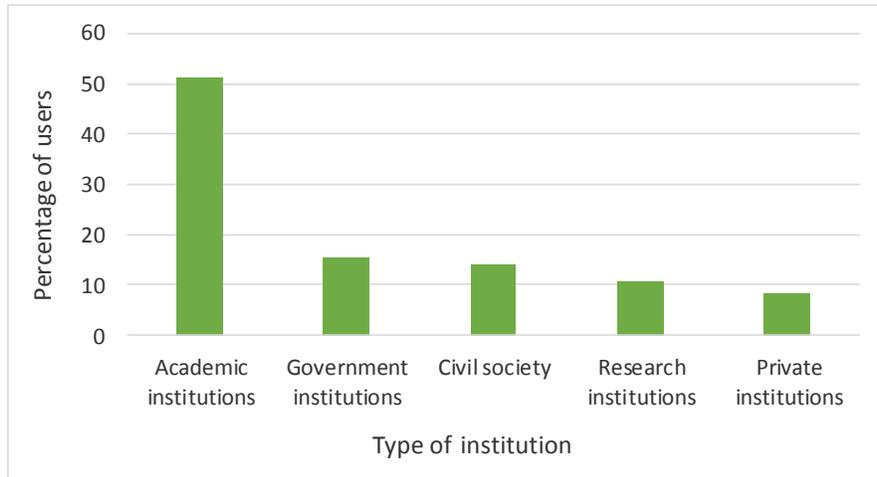


**Figure 1: Knowledge products produced by AFF**

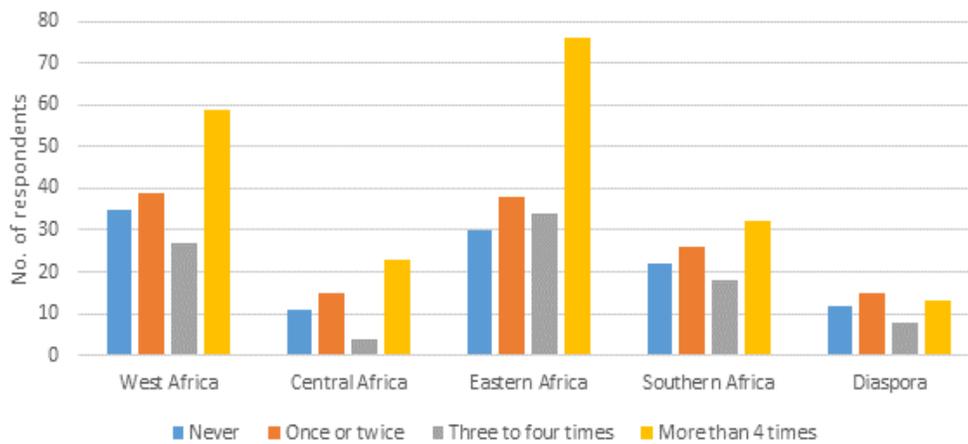
Results from an online survey conducted on one hundred and forty-five (145) AFF members in 2017 indicated that AFF knowledge products were frequently accessed by at least 53% of the respondents. From the survey, the AFF newsletter was the most accessed type of publication (27%) followed by the journal articles (23%) and the training manuals (14%) (Fig 2). The publications were accessed more by members from academic institutions (51%), followed by government institutions (15%) and civil society (14%) (Figure 3). When categorized according to regions of Africa, Eastern Africa indicated more access compared to other regions, proportionately to the total number of respondents (Figure 4).



**Figure 2: Percentage of users accessing different publication types**



**Figure 3: Access to AFF publications by institution**



**Figure 4: Access to AFF information sources by region**

In 2017, the most popular publication on the website, was the English version of the *“Training modules on forest based climate change adaptation, mitigation, carbon trading, and payment for other environmental services.”* Two out of ten of the most downloaded documents are articles in the *International Forestry Review Vol.17* and *Southern Forests: a Journal of Forest Science, Vol. 79, 2017*. The publication titled, *“Forest certification in Africa: achievements, challenges and opportunities”* continues to feature in the top 10 list from 2016 while the book titled *“Forests and Trees: Their roles and opportunities in Africa’s economic development, food security and environmental health* is among the most downloaded documents of 2015 respectively. Five of the top ten downloads for 2017 feature climate change and forestry as an area of interest for web visitors (See Table 2 below).

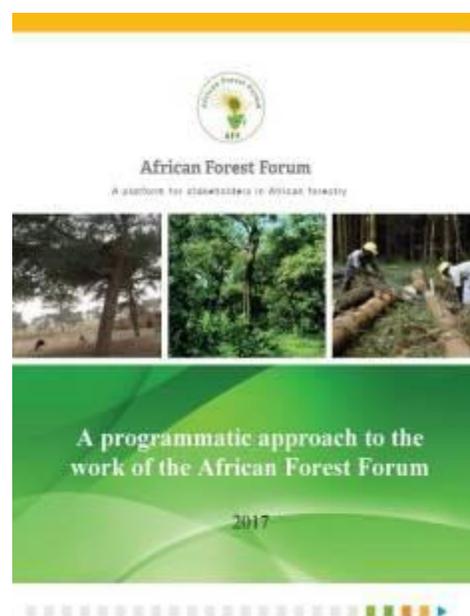
**Table 2: Top 10 downloads (2017)**

Year	Publication
2014	Training modules on forest based climate change adaptation, mitigation, carbon trading, and payment for other environmental services
2016	Forest certification in Africa: achievements, challenges and opportunities.
2015	Sustainable land management practices in the Sahel: review of practices, techniques and technologies for land restoration and strategy for up-scaling. In <i>International Forestry Review Vol.17 (S3)</i>
2015	Forests and Trees: Their roles and opportunities in Africa's economic development, food security and environmental health
2011	Climate Change and African Forest and Wildlife Resources
2014	The Great Green Wall of Sahara and Sahel initiative: climate change and gender issues. Working Paper Vol. 2 (2).
2017	Socio-economic factors influencing household dependence on forests and its implication for forest-based climate change interventions. In <i>Southern Forests: A Journal of Forest Science, Vol. 79, 2017. DOI: 10.2989/20702620.2016.1255420</i>
2017	The status and trends of forest and tree pests and diseases management in Africa. Working Paper Vol. 3(3)
2017	Forestry and Resilience to Climate Change: A Synthesis on Application of Forest-Based Adaptation Strategies to Reduce Vulnerability Among Communities in Sub-Saharan Africa
2011	Forest plantations and woodlots in Ethiopia. Vol 1 (12).

### 2.3 Prepare AFF communication materials including brochures, banners, flyers and posters

A number of promotional materials were prepared and disseminated at meetings of the AFF Governing Council (GC), AFF-TST preparatory meetings, regional and national training workshops, exhibitions and partner activities. These include hard and soft copies of the following:

- AFF Folder
- AFF Notebook and pens
- AFF Flyer (*English and French*)
- AFF-TST Flyer (*English and French*)
- AFF Strategic Plan 2015-2020 (*English and French*)
- AFF Constitution-revised (*English and French*)
- AFF Programmatic approach to the work of AFF - 2017 (*English*)
- AFF Biennial Report (2015-2016) (*English*)
- AFF Evolution, character and initial activities (*English*)
- Impact of the work done by AFF: some views from stakeholders and institutions in their countries - 2017 (*English*)
- AFF Resource mobilization strategy - 2017 (*English*)
- AFF Planning, monitoring, evaluation, reporting and learning process (*English*)
- AFF Website analysis report - 2016 (*English*)



- African Forest Forum, 2014, *Training modules on forest based climate change adaptation, mitigation, carbon trading, and payment for other environmental services* (English and French)
- AFF Roll up banner
- AFF press releases and press kits
- AFF certificates for workshop participants

#### **2.4 Identify high interest areas and prepare articles, blogs, newsletters, etc., from AFF work and disseminate**

As part of the communications plan of work for the year 2017, several writings on announcement of activities and events were developed and posted on the website as rolling news and shared via social media. Their titles include:

- AFF, AfDB and Ministry of Forestry and Wildlife, Cameroon partner to improve forest governance in West and Central Africa. *Dated: 2017-11-07.*
- AFF regional workshop on strengthening the quality of forestry education in Africa. *Dated: 2017-10-16.*
- Southern Forests Vol 79 issue 2: Special Issue on Forests, People, and the Environment. *Dated: 2017-10-13.*
- International Day of Forests 2018 and 2019 themes. *Dated: 2017-07-24.*
- Knowledge sharing workshop on public and private sector development in forestry and response to climate change and transboundary issues. *Dated: 2017-07-06.*
- AFF holds third series of training workshops on 'Rapid Forest Carbon Stock Appraisal' in Western Africa. *Dated: 2017-06-21.*
- AFF collaborates with the Government of Zambia to strengthen capacity of African experts in international forestry and related processes. *Dated: 2017-06-12*
- UNFF12 advances concerted global action in support of Strategic Plan. *Dated: 2017-05-15.*
- Knowledge sharing workshop on sustainable forest management and climate change in African forestry to be held in Entebbe, Uganda. *Dated: 2017-05-15.*



Coppiced stump from selective harvesting of Miombo woodlands in Zambia. Photo credit: Forest Department of Zambia



Moussa Massaoudou (recipient of AFF research fellowship) and the Head of Guidan Kusao Village during a focus discussion with the women from the village on the socio-economic and cultural values of *Faidherbia albida* and *Propolis africana* in Niger. Photo credit: Moussa Massaoudou

## 2.5 Generate content for website as well as social media and ensure impact goals are achieved

A detailed analysis of the website has been undertaken to analyze the website's progress in meeting the objectives of the AFF communications strategy. Findings for each of the key metrics derived from one of the most widely used web analytics service on the Internet – Google Analytics - are presented below.

### 2.5.1 Unique visitors

A visitor is sometimes referred to as a unique visitor or unique user to clearly convey the idea that each visitor is only counted once through the IP address of the computer or device the user is browsing from. Monthly unique visitors refer to the total number of distinct individuals requesting pages from a website within a 30-day window, regardless of how often they visit. Table 3 below tracks unique visitors to measure the overall level of traffic to the AFF website.

**Table 3: Monthly unique visitors**

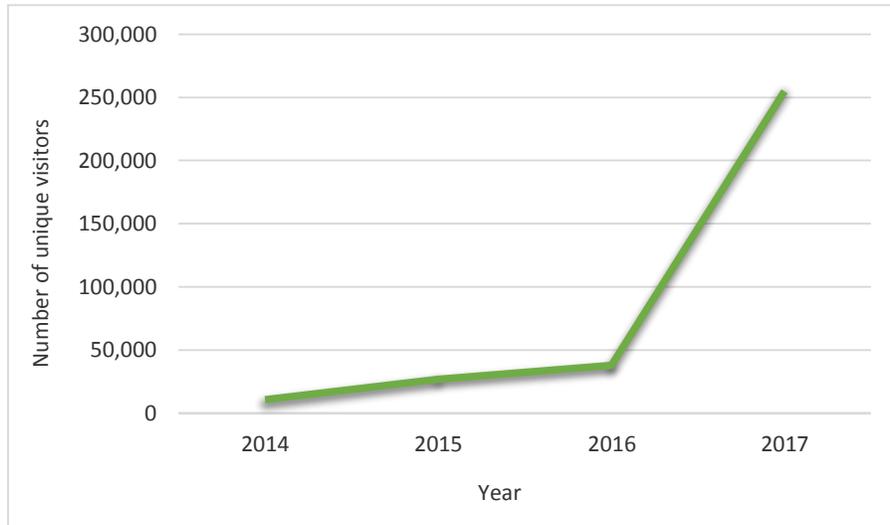
Month	Unique visitors	Number of visits	Number of pages opened	Hits
Jan-17	5,210	7,370	25,939	44,743
Feb-17	5,905	8,874	43,484	100,792
Mar-17	6,327	10,038	39,689	85,690
Apr-17	15,624	42,271	240,571	278,845
May-17	18,802	52,473	322,912	355,338
Jun-17	31,401	82,151	1,849,756	1,890,124
Jul-17	29,376	81,669	2,105,410	2,144,778
Aug-17	28,653	76,517	1,899,681	1,937,137
Sep-17	28,554	76,419	2,217,831	2,245,852
Oct-17	32,060	86,299	2,372,309	2,423,020
Nov-17	27,315	78,323	2,285,837	2,317,566
Dec-17	25,514	77,850	2,172,763	2,197,013
<b>Total</b>	<b>254,741</b>	<b>680,254</b>	<b>15,576,182</b>	<b>16,020,898</b>

Source: Google Analytics (2018)

In 2017, the website recorded **680,254 visits from 254,741 visitors from 200 countries** worldwide who were in no doubt interested in various forestry issues (See Table 2). In 2016, there were 74,571 visits from 37,833 visitors from 153 countries to the website. This shows a growth in total audience size by 216,908 unique visitors and an increase in reach by an additional 47 countries. A further analysis indicates that the number of unique visitors has grown steadily from 2014 with 10,747 unique visitors to 254,741 in 2017 (Figure 5) and is a true reflection of the growth of AFF's web audience.

The data also implies that the 254,741 unique visitors visited the site an average of two times each. It also shows that the level of interaction with web content has significantly increased through the viewing of 15,576,182 pages.

The highest amount of traffic was witnessed in the month of October. The reason for this could be due to increased interest in AFF’s work by the general public owing to regular web announcements and press coverage of AFF’s activities, through local, regional and international media channels.

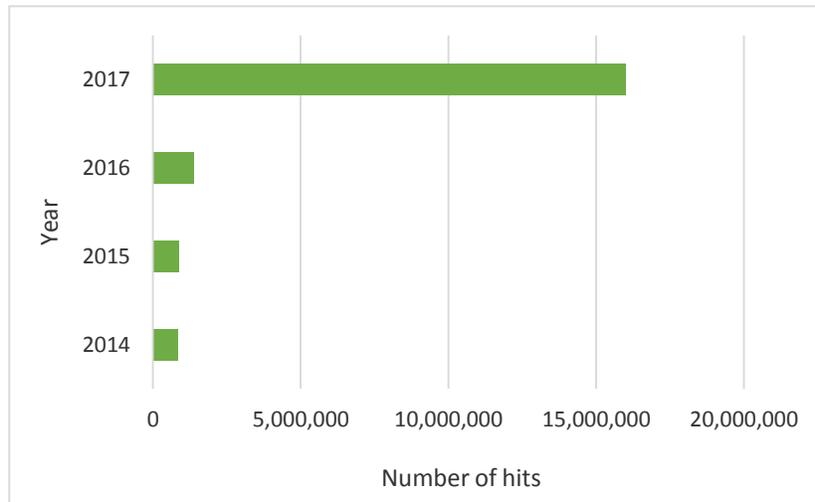


**Figure 5: Comparative analysis of unique visitors to the AFF website (2014-2017)**

Source: Google Analytics (2018)

Furthermore, the website’s total hits<sup>1</sup> in 2017 were 16,020,898. In 2016, the total number of hits were 1.4 million and 0.9 million in 2015. While an analysis of this type of data is hardly a true reflection of the site’s performance, it shows that there was an increase in the number and variety of photos, graphics, text and videos downloaded from the website. As a result, the number of hits has increased over the past three years (Figure 6).

<sup>1</sup> A ‘hit’ refers to the number of files downloaded on a site. Each page is typically made up of multiple files. Each time you request a page you receive a whole bunch of responses — each of which counts as a separate hit. An average web page, has photos (each photo is a file and hence a hit) and lots of buttons (each button is a file and hence a hit). 1 Page Request = Multiple Hits



**Figure 6: Comparative analysis of hits on the AFF website (2014-2017)**

Source: Google Analytics (2018)

### 2.5.2 Referral traffic

Referral traffic is a web term used to denote visitors to a site that come from direct links on other websites rather than directly or from searches. For example, when someone clicks on a hyperlink to go to a new page on a different website, Analytics tracks the click as a referral visit to the second site. The originating site is called a “referrer” because it refers traffic from one place to the next.

According to Google Analytics (2018), most visitors to the website came from an organic search –traffic originating from a search engine, such as Google or Bing (i.e. the first source of traffic). This is a direct reflection of AFF’s improved ranking through site optimization, competitive keywords, consistent announcements and efforts in the sharing of information. It also demonstrates the results of promotional efforts made in promoting awareness on AFF as a trusted and authoritative platform for stakeholders in African forestry. Visitors of whom manually entered the URL of the AFF website or had it bookmarked are the second source of traffic (i.e. direct) and indicates that users of AFF’s website have an interest in its content. Info-mail, social media and partner websites<sup>2</sup> are the third, fourth and fifth sources respectively and shows that AFF members, along with other stakeholders in African forestry, visit the website.

### 2.5.3 Bounce rate

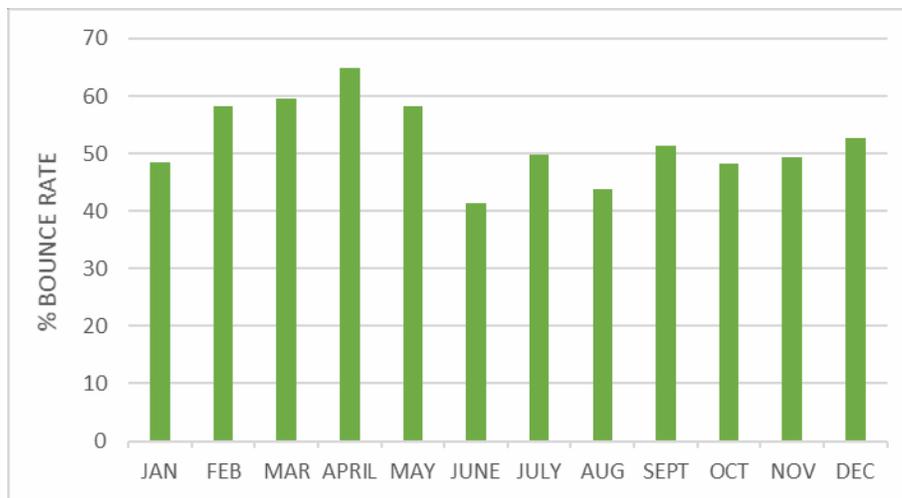
When a person visits a page and goes back, and within a specified period, without delving into other pages on the website we refer to that action as a ‘bounce’. The site can be visited by many individuals; some bounce back while others continue to visit other pages on the website. The proportion of those that bounce is referred to as the ‘bounce rate’.

<sup>2</sup> United Nations Framework Convention on Climate Change (UNFCCC) <http://unfccc.int/2860.php> and Food and Agriculture Organization of the United Nations (FAO) <http://www.fao.org>

It is a measure engagement that demonstrates the degree to which audiences are enjoying and interacting with content in a substantive way; the lower the bounce rate, the better.

Figure 7 shows that the site's highest bounce rate was in the month of April (64.83%), while for the entire year the average was 52.16%, a slight improvement from 61.03% in 2016. In order to further decrease the bounce rate, it will be vital to meet users' expectation through well-organized content and calls-to-action in a notice or headline in order to ensure that audiences have an idea of the information they are following, then interact with the content they engage in and return for more. It is in light of this that a revamp of the AFF website is currently underway.

However, a high bounce rate does not necessarily translate to poor performance of the site, especially if the visitor can get what he/she wants on a single page. Some of the sites visited regularly on AFF's website could fall into this category. For example, someone looking for job or training vacancies can visit the site and if there are no new openings he/she goes back. If many people are looking for such information, and there are no new openings, the bounce rate will be high.



**Figure 7: Bounce rate at the AFF website**

Source: Google Analytics (2017)

### 2.5.6 Landing and exit pages

Landing pages are the first pages visitors see when entering a website. Exit pages on the other hand are the pages visitors were on before they choose to leave the website. The website's most popular entry page is the African Forest Forum landing page. As the digital face of the institution, the homepage is designed to reflect AFF's corporate branding through items like the logo, tagline (a few catchy words that are easy to remember and attract visitors to the site), colours and fonts. To complete the user experience and encourage more return visitors, the website will be re-designed in a visually appealing way – a way in which the buttons, links, and other resource materials will stand out and are easier to use.

Other pages that have a high number of people visiting are: *vacancies, membership, publications, about us, news and events*. From this it can be inferred that users access the website to explore available information on job and training opportunities, as well as by a general interest to join AFF's growing membership, its publications, news and events.

Exit percentage or exit rate is the percentage of site exits from a specified page. It tells you how many people leave your site from a particular page. Every visitor that comes to your site eventually leaves it in one way or another. This statistic tells you which pages they are leaving from. To calculate the exit rate, Analytics looks at the total number of exits from each page in relation to the total number of page views for that particular page. It then divides the exits by the page views and calculates the percentage. For example, in the African Forest Forum landing page there were a total of 6945-page views and of these, 2754 exited.  $2754/6945 * 100$  gives you the total exits i.e. 39.65%; meaning that of the visitors to this page only 39.65% left the website from this page, while the other 60.35% explored the website further and left it (exited) from other pages.

Table 5 below presents the top exit pages or pages users frequently leave from after navigating several pages on the website. More than half of the exit pages focus on AFF as an institution and followed by a call for a consultancy opportunity (nos. 2 and 4) and the *Southern Forests Vol 79 issue 2: Special Issue on Forests, People, and the Environment*.

**Table 5: Top 10 exit pages**

Pages	Exits	Page views	% Exit
1. African Forest Forum (landing page)	2754	6945	39.65
2. Expert in transboundary forest resources in Africa	367	464	79.09
3. Our members	359	1113	32.26
4. Vacancies	353	1120	31.52
5. Southern Forests Vol 79 Issue 2: Special Issue on Forests, People, and the Environment	169	243	69.55
6. Who we are	142	583	24.36
7. Secretariat	141	276	51.09
8. An overview of AFF activities	133	481	27.65
9. International Scholarships for MSc in Tropical Forestry at TU Dresden, Germany	130	204	63.73
10. All publications	129	867	14.88

#### 1.4 Geographical spread of visitors to the website

The acquisition overview report provides an analysis of the top countries sending visitors to the website, as well as the associated acquisition (i.e. how much new traffic the website is getting), behavior (what the traffic doing) and conversions (exchange of information between the visitor and the website that results in a URL destination such as a 'Thank You' page or confirmation page) for each nation. The highest visits and subsequent new users to the website originate from the following ten countries, and in that order: Kenya, United States of America (USA), Nigeria, China, India, South Africa, Cameroon, Ghana, Tanzania, and Germany.

AFF continues to primarily target its information to African country stakeholders and this can be seen to bear fruit because 6 out of the ten countries are from the African continent. The fact that the AFF is headquartered in Kenya could be one of the main reasons that the country tops the list, partly because Secretariat staff visit the site very often, and including the webmaster. USA follows closely behind, along with China, India and Germany, demonstrating an international and widespread appeal of AFF’s activities and products, stretching from the Americas through Europe to Asia. A further analysis of the top 50 countries visiting the website, indicates impressive visits from French speaking countries including, Niger, Senegal, France, Cote d’ Ivoire, Benin, Democratic Republic of Congo (DRC), Togo, among others. Table 6 below presents the geographical distribution of AFF website users for the year 2017. (For complete list, see Annex 2).

The average amount of time visitors spent on the site (average session duration) has steadily increased from 3min 15 seconds in 2015, to 3min 22 seconds in 2016 and 3min 44 sec in 2017. This indicates, that web users are increasingly engaging for a longer period on the website. On average, the web users interact with at least two pages per session. A “conversion” in Google Analytics is an excellent way to track how your website is functioning in terms of aligning with its primary objectives. Unfortunately, this is difficult for Google to track as a “Goal Completion” due to the lack of “Thank You” or confirmation pages to track intent for services. In light of this, one of the solutions will be to create a Thank You page that can be tracked in Analytics during the site’s re-design. In Table 6 the ‘conversions’ have zero values because of this shortcoming.

**Table 6: AFF Website users 2017; geographical distribution**

Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	8,850 % of Total: 100.00% (8,850)	63.27% Avg for View: 63.20% (0.11%)	5,599 % of Total: 100.11% (5,593)	52.62% Avg for View: 52.62% (0.00%)	2.81 Avg for View: 2.81 (0.00%)	00:03:44 Avg for View: 00:03:44 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Kenya	1,722 (19.46%)	35.77%	616 (11.00%)	35.08%	4.83	00:07:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United States	737 (8.33%)	93.89%	692 (12.36%)	83.99%	1.36	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Nigeria	706 (7.98%)	58.07%	410 (7.32%)	37.68%	2.58	00:04:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. China	491 (5.55%)	99.59%	489 (8.73%)	98.57%	1.03	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. India	348 (3.93%)	91.09%	317 (5.66%)	68.68%	1.65	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. South Africa	330 (3.73%)	62.12%	205 (3.66%)	39.09%	2.98	00:03:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Cameroon	283 (3.20%)	43.82%	124 (2.21%)	42.05%	2.42	00:04:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Ghana	245 (2.77%)	48.98%	120 (2.14%)	35.92%	3.29	00:04:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Tanzania	222 (2.51%)	54.95%	122 (2.18%)	41.89%	3.25	00:04:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Germany	208 (2.35%)	63.94%	133 (2.38%)	66.35%	2.09	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)

Source: Google Analytics (2017)

## 2.6 Coordinate the production, translation, printing and dissemination of various knowledge products

A total of 17 documents were developed and translated into French for dissemination through AFF's web based platforms in 2017 (Table 7).

**Table 7: List of AFF documents translated into French (2017)**

No	Document type	Document title
1	AFF Report	Dissemination of information through website and engagement with media
2	AFF Report	Administrative and management issues at AFF
3	AFF Report	Report on key decisions made by Governing Council meetings in the period 2012-2016
4	AFF Report	Highlights on uptake and impact of AFF knowledge products and services
5	AFF Evaluation form	A preparatory meeting for African delegates to the Twelfth Session of the United Nations Forum on Forests (UNFF 12) 18 – 21 April 2017, Nairobi, Kenya
6	AFF Evaluation report	Follow up evaluation for information sharing workshops conducted by AFF in 2016
7	AFF Evaluation report	Follow up evaluation for training courses conducted by AFF in 2016
8	AFF Concept note	Regional workshop on knowledge and experiences sharing to strengthen collaboration among stakeholders in African forestry: 26 - 30 September 2016, Lome, Togo
9	AFF Concept note	Regional workshop on knowledge and experience sharing on sustainable forest management and climate change in African forestry: Entebbe (Uganda), May 22 – 26, 2017
10	AFF Compendium	Carbon markets and trade for professionals: A compendium for Professional Training in African Forestry
11	AFF Compendium	Carbon markets and trade: A compendium for informal training in African forestry
12	AFF Training module	Training modules on climate change and forests: adaptation, mitigation, carbon markets and payments for environmental services
13	AFF Terms of Reference (ToR)	Post-doctoral/Sabbatical fellowship/internship on finalization of AFF knowledge products for dissemination- Call for proposals
14	AFF Terms of Reference (ToR)	Application for post-doctoral/sabbatical fellowship/internship on finalization of AFF knowledge products for dissemination- Call for proposals
15	AFF Evaluation form	Regional workshop on training needs on new and emerging issues in African Forestry: 23 to 26 October 2017, Dar es Salaam, Tanzania
16	AFF Workshop program	Regional training workshop on forest law enforcement, governance and trade for West and Central Africa sub-regions on 13 to 16 November 2017, Yaoundé, Cameroon
17	AFF Evaluation form	Regional training workshop on forest law enforcement, governance and fair trade for west and central Africa sub-regions 13-16 November 2017, Yaoundé, Cameroon

## 2.7 Create and maintain media relations, prepare media materials and distribute same to media outlets

Efforts to increase the reach of AFF with its information have targeted the expansion of the communications partnership sphere of influence by engaging with sectors previously not involved (like media) or weakly engaged (like media associations), in addition to engaging with emerging key regional bodies (e.g. Pan African Media Alliance for Climate Change).

A key achievement towards this end has been the development of a media database of 60 journalists to facilitate sharing of timely information on the outcomes and news-worthy findings from AFF's work; this is crucial for increased visibility, uptake and impact. The media outlets were selected following a comparative analysis of local, regional (Africa) and international media; and was also based on reach, circulation and credibility. Such contacts made it possible for staff at the AFF Secretariat to be interviewed by several media, and this has made it possible to raise the profile of forestry, highlight threats to forest resources and the environment, and champion better management of African forests and trees.

Table 8 presents a summary of electronic, digital and print media coverage of AFF activities from across the African continent in 2017.

**Table 8: Summary of electronic, digital and print media coverage on AFF activities (2017)**

Media	Type	Reach	Duration /Length	Time	Repeated	Unit cost USD	Total AVE <sup>1</sup> USD
NTV Uganda	Livestream	Global	2'33 sec	9.30p.m	13.20p.m	1,500.00	3,000.00
NTV Uganda	Livestream	Global	2'37 sec	9.30p.m	13.20p.m	1,500.00	3,000.00
Channel Africa	International Radio Station	Global	45'00 min	11.30a.m	17.00p.m	5,829.00	11,658.00 (2 news clips)
Xinhua News Agency	Asia and wider global community	Over 1 billion readers	300 words	-	-	150.00	1,500.00 (5 features)
Infocongo	International news wire	Central Africa	300 words	-	-	150.00	150.00
Radio télé Kyondo	Local	Over 1.794 million listeners in Lumbashi, Kolwezi and Kinshasa	1'30 sec	11.30a.m	13.00p.m 17.00p.m	350.00	1,050.00 (3 features)
Daily Mail	National	16 million readers	300 words	-	-	150.00	300.00
Zambia National Broadcasting Corporation (ZNBC)	Electronic media	16 million viewers	2'30 sec	-	-	400.00	400.00
Tanzania Broadcasting	Electronic media	53 million viewers	2'30 sec			400.00	6,800.00 (17 news

Media	Type	Reach	Duration /Length	Time	Repeated	Unit cost USD	Total AVE <sup>1</sup> USD
Corporation (TBC)							clips)
Kenya Television Network (KTN)	Livestream	Global	2'59 sec	7.48p.m	-	400.00	400.00
Mongabay.com	Online media	Global	300 words			400.00	1,200.00 (3 features)
CNBC Africa	Online media	Global	54'38 sec	-	-	1,500.00	1,500
Cameroon Radio Television (CRT)	Electronic media	National	9'38 sec	6.30a.m	6.30p.m	400.00	1,600.00 (4 features)
<b>Total Advertising Value Equivalent (AVE)</b>							<b>32,558</b>

<sup>1</sup> AVE is Advertising Value Equivalent

Forty-one (41) articles (22 English, 18 Kiswahili, and 1 French) were shared with media coverage spread across the East, West, South and Central Africa, as well as with the wider international community (see Annex 3). Some of the media engagements involved interviews with staff from the AFF Secretariat, its partners and members.

These media outlets included Channel Africa – the International Radio Service of the South African Broadcasting Corporation (SABC) – that hosted a panel of AFF experts who discussed issues related to climate change in African forestry during a regional sharing workshop in Entebbe Uganda. These experts included: Prof Godwin Kowero, the Executive Secretary of the African Forest Forum; Prof Marie-Louise Avana-Tientcheu, Director of Studies and Lecturers Affairs, University of Dschang- Cameroun and Mr. Mafa Chipeta, Chair of the AFF Project Steering and Advisory Committee.

Xinhua News focused on some key recommendations of the knowledge sharing workshop such as the need to: control pests and diseases on the continent, strengthen monitoring control systems for quality tree germplasm management, increase investments in forest restoration programs; conserve forests in order to safeguard against the impacts of climate change and improve their management to accelerate green and inclusive socio-economic growth in Africa. Other stations that carried similar stories include the Tanzania Broadcasting Corporation (TBC), TBC FM, KTN (Kenya) and NTV (Uganda), all in East Africa.

Mongabay.com focused on the role of the African Forest Forum (AFF) in strengthening the capacity of African governments, civil society, researchers and the private sector; and also in building awareness of the REDD+ assistance available either through UN-REDD, the Global Environmental Facility (GEF), private companies, bilateral agreements, or through multilateral initiatives, such as those funded by the World Bank and the African Development Bank.

In the same token, the Zambia National Broadcasting Corporation –ZNBC, a television station with national wide coverage that broadcasts news and programmes in English and seven local languages, featured both AFF’s regional workshop on forest related international agreements on its news channel. The Zambia Daily Mail, a Government owned newspaper in Zambia and Radio Télé Kyondo (Central Africa), also carried feature stories both on print and digital media formats. Published on 2 July 2017, the article cited the less than adequate participation of African nations in environmental international dialogues.

Cameroon Radio Television (CRT) aired three radio interviews through its State Broadcasting Channel focused on forest governance. AFF’s Head of Programmes Unit, Prof Larwanou Mahamane, Dr. Traore Modibo- Officer in Charge of the African Natural Resources Centre (ANRC) of the African Development Bank (AfDB) and Dr. Cliff Dlamini Sibusiso-a consultant engaged by AFF (Swaziland) discussed recommendations for improving forest law enforcement, good forest governance and fair trade in forest products in the West and Central African sub regions.

The amount of media coverage (41 articles) was a great improvement over the one in 2016 which featured 17 articles, while in 2015 only 4 articles were featured in the media. As a result, attention to and coverage of forestry issues has substantially improved; with AFF’s profile, reputation and membership gaining visibility on local, regional and international news channels, sites and social media platforms.

Based on the results of the live on-air discussions, the media fraternity has been highlighted as having an increasingly important role to play in providing timely information to a wider audience to help promote the sustainable management of forest and tree resources, conservation of the environment and improvement of livelihoods. The cost of buying space taken up by the media articles, of which AFF did not pay for in 2017, is **USD 32,558**.



Prof. Godwin Kowero (L), Executive Secretary of the African Forest Forum (AFF) and Prof Paxie Chirwa (R) from University of Pretoria with SABC Channel Africa’s Sydney Katunga Phiri during a live radio interview at the SAFCOL Forestry Industrialisation Conference in South Africa. Photo credits: Sydney Phiri/2017

## 3.0 KNOWLEDGE MANAGEMENT ACTIVITIES AND OUTPUTS

### **3.1 Develop, update, and implement the AFF knowledge management strategy**

The AFF Knowledge Management Strategy responds to the need for reliable, timely, current, useful information that is readily available and accessible to stakeholders in African forestry. It addresses capacity gaps in skills and knowledge to facilitate effective and sustained uptake of available technologies to address challenges of weak infrastructure, affordability, inappropriate available formats, language barriers or cultural contexts in Africa.

The strategy pays attention to the following key aspects:

- Knowledge generation;
- Access to valuable knowledge from local and global sources
- Use of knowledge in decision making and learning processes
- Mainstreaming knowledge management in processes, services and products
- Data retrieval, collection and archiving
- Growth of knowledge through culture, teamwork, incentives and systems
- Transfer of knowledge from one organization to another, and
- Measuring the value of knowledge assets or/and the impact of knowledge management on organizational performance.

Free cloud based applications for information repositories, file sharing, Google Alerts and RSS feeds are some of the methodologies that have been utilized for improving access to equitable, relevant and timely information. An AFF Knowledge Management Training Manual provides support and facilitates building capacity to distill and synthesize tacit knowledge from individuals with expertise to information seekers in order to help them to respond to the needs of their different audiences.

### **3.2 Identify and/or create, link with, strength and maintain forestry networks and databases**

The website has been expanded considerably in terms of functionality to include two new knowledge portals. The portals link to 109 databases<sup>3</sup> on forest resources to provide a one-stop shop for forestry knowledge in Africa. Cross links<sup>4</sup> to 48 third party sites and partner organizations have also been provided to facilitate sharing of forestry information in a different format that may be useful, interesting or facilitates increased opportunities to stream content.

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<sup>3</sup> For a listing of forestry databases available on the AFF website, go to: <http://www.afforum.org/resources/databases>

<sup>4</sup> To view web links to third party sites and partner organizations, go to: <http://www.afforum.org/resources/recommended>

**Table 5: AFF website database summary**

No	Category Name	Total
1	Forest resources databases	27
2	Forest journals on open access	41
3	Climate change databases	30
4	Others	11
	<b>Total</b>	<b>109</b>

In this way, the website avails knowledge on priority issues, critical for the development of the forest sector, and including current, new and emerging issues; the aim being to inform policy making, investment decisions and capacity building at continental, sub-regional and national levels. The website is able to provide daily information drawn from the news, social media, international and business community that form the agenda of on-going discussions; making it transparent and accessible to all stakeholders. Further, it increases the public's access to data and information on forestry and other developments around the world, largely through collaboration with AFF members and relevant organizations.

### **3.3 Develop, organize, update and maintain the AFF website, intranet and social media platforms**

AFF's main target group is the membership base made up of 1,856 individuals from academic, governmental, non-governmental, and commercial institutions, the private sector, farmer organisations and any other body concerned with the promotion of, support/development of, or research into forests, forest management and forest products, and trees outside forests. Membership has grown by 150% in the period 2011-2016.

Members come from 79 countries worldwide; of these, 50 are African countries with 93% of the total members. Only 5-member states of the African Union, namely Algeria, Equatorial Guinea, Libya, Sahrawi Republic and São Tomé and Príncipe are yet to be represented. Membership from outside Africa (8%), referred to as "Friends of African forestry", is from 29 countries namely: Australia, Austria, Bangladesh, Belgium, Bhutan, Brazil, Canada, China, Denmark, Finland, France, Germany, India, Ireland, Italy, Norway, Philippines, Poland, Slovakia (Slovak Republic), South Korea, Spain, Sri Lanka, Sweden, Switzerland, The Netherlands, United Kingdom, United States, Vietnam, Falkland Islands.

Over 56% of AFF members have either MSc or PhD level degree qualifications, 31% with a Bachelor's degree and 11% with a diploma. The remaining 2% have a certificate level training. Members are actively contributing their time and expertise towards advancing the mission of AFF by voluntarily availing their individual resources in a pool for sharing through the AFF members' intranet. At their own volition, members exchanged, through the intranet, more than 546 full text journal articles which received 11,800 views and have been downloaded 6,355 times.

Social networks like Facebook, media-sharing sites like YouTube and micro-blogging sites like Twitter have facilitated social interaction during knowledge sharing and training workshops. Topics that have dominated conversations on social media are related to the following areas; conservation of African forests, climate change in African forestry, tree, pests and diseases, engagement of African delegates to multilateral processes, and carbon markets. Table 6 below presents a summary of the level of growing interest in AFF communications tools.

**Table 6: Gauging interest in AFF communications tools**

Users (2016-2017)	2016	2017	Increase
Website pages opened	436,126	15,576,182	15,140,056
Website unique visitors	37,833	254,741	216,908
Twitter followers	488	651	163
Facebook likes	644	942	298

AFF has used these channels to reach large audiences, fast and inexpensively. With the introduction of frequently updated published information (RSS feeds) such as blog entries, news, and events making headlines information is continually posted very efficiently on the website.

### **3.4 Monitor, improve and maintain knowledge management practices, tools, polices, and sources**

New technology can unravel unprecedented opportunities for cost-effective connectivity and networking that can generate, capture, share, and apply knowledge for development. It is because of this that AFF explored ways to adapt more quickly to latest technology, including Office 365 (O365). “Office 365” is a multifaceted suite of 14 applications (such as Word, Excel, etc.) and 13 services (Exchange mail servers, S4B and SharePoint, among others).

Since the rollout, AFF is in the process of acclimatizing to more O365 components. On course is the powerful and highly automated “Office 2016 Pro Plus” and “OneDrive” that facilitates easier access, sharing, and customized processing of data and information. The Pro Plus suite will maintain the familiar user interface, and will include new features, particularly around integration with other O365 services and applications. The training for Pro Plus will be self-taught videos accessed at one’s own individual pace.

### **3.5 Develop and facilitate information (print and electronic) creation/sourcing, organizing, archiving, retrieving and sharing practices in AFF**

A Google Drive, with 15 GB of free Google online storage, has been created for the organizing, archiving, retrieving and sharing of AFF resource materials. Specific folders created include: Books, compendia, corporate documents, fact sheets, journal papers, logo, manuals, media, membership, newsletters, photos, policy briefs, posters, press kits, proceedings, reports, publications, training modules, working papers and workshop reports.

For a wider and comprehensive information access on areas of interest to AFF, subscription has been extended to online automated information sources led by Google Alerts. Current information on specific topics of interest to AFF including forests, sustainable forest management, forest law enforcement, governance and trade, forests and climate change, ecosystem services, forest restoration and rehabilitation, African forests, carbon trade, climate change, deforestation, desertification, environmental degradation, forest associations, forest carbon stock, forest landscapes, forest products, forest-dependent people, forests and reforestation.

Really Simple Syndication (RSS) feeds from these alerts are shared daily with AFF members through the website and social media channels. In addition, individual staff members are subscribed to various listservs with information on African forestry, emerging issues and related opportunities which are shared with AFF members via info mail.

### **3.6 Provide hands-on training to AFF staff on use of the KM tools**

A consultant will be recruited to provide the staff at the AFF secretariat with hands on use of available KM tools and advise on how to enhance the institution's knowledge assets, information systems and communications to help build and support a vibrant 'virtual' community of stakeholders in African forestry. In this way, AFF will continue to be strengthened as a knowledge brokerage institution.

# ANNEX 1: IMPLEMENTATION OF 2017 COMMUNICATIONS ACTION PLAN

COMMUNICATIONS TOOL	BASELINE (2016)	TARGET (2017)	ACHIEVEMENT (2017)	SOURCE OF DATA COLLECTION	FREQUENCY OF MONITORING	PERSON RESPONSIBLE (2017) <sup>2</sup>
<b>WEBSITE</b>						
Page views per year	436,126	800,000	16,020,898	Google Analytics	Monthly	DG
Number of visits	74,571	680,254	557,245	Google Analytics	Monthly	DG
Number of unique visitors	37,833	70,000	254,741	Google Analytics	Monthly	DG
Number of website hits	1,400,000	2,800,000	16,020,898	AFF records	Monthly	DG
<b>PUBLICATIONS</b>						
Number of knowledge products	154	170	163	AFF records	Semi-Annually	DG
Number of downloads	2,801	5,000	22,928	Google Analytics	Semi-Annually	DG
Number of opened pages	33,667	60,000	15,576,182	Google Analytics	Semi-Annually	DG
Number of impact stories	0	5	11	Survey	Annually	EN
<b>PROMOTIONAL MATERIAL</b>						
Number of information packages distributed	150	300	250	AFF's own records	Per event	DG/BO
Number of info-mails circulated	19	20	24	AFF records	Per event	DG
<b>SOCIAL MEDIA</b>						
Number of Twitter followers	488	600	651	Twitter	Monthly	DG
Number of Facebook Followers	644	800	942	Facebook	Monthly	DG
<b>MEDIA</b>						
Number of press kits distributed	10	15	20	AFF press office	Monthly	DG
Number of journalists in media database	20	40	60	AFF press office	Monthly	DG
Number of journalists who are AFF members	20	40	43	AFF database	Annually	DG
Number of AFF media articles	17	30	41	Google Alerts	Monthly	DG
Number of audio or visual files	10	20	32	Google Alerts	Monthly	DG
Advertising Value Equivalent	43,142	45,000	32,558	AFF own records	Annually	DG
Communication partnerships	0	1	2	AFF own records	Annually	DG
<b>AFF MEMBERSHIP</b>						
Membership applications per year	335	350	205	AFF database	Monthly	DG

<sup>2</sup> Persons responsible for implementation of the 2017 Communications Action Plan are: Daphine Gitonga (DG), Communications Specialist; Everline Ndenga (EN) Planning Monitoring Evaluation and Reporting (PMER) Specialist and Barbara Owuor (BO) Administrative Officer

## ANNEX 2: GEOGRAPHICAL DISTRIBUTION OF AFF WEBSITE USERS IN 2017

	Country	Sessions (in seconds)	% New Sessions	New Users <sup>5</sup>	Bounce Rate	Pages opened / Session	Avg. Session Duration <sup>6</sup>
1.	Kenya	1722	35.77	616	35.08	4.83	428.85
2.	United States of America	737	93.89	692	83.99	1.36	35.31
3.	Nigeria	706	58.07	410	37.68	2.58	287.83
4.	China	491	99.59	489	98.57	1.03	5.88
5.	India	348	91.09	317	68.68	1.65	41.50
6.	South Africa	330	62.12	205	39.09	2.98	199.05
7.	Cameroon	283	43.82	124	42.05	2.42	251.52
8.	Ghana	245	48.98	120	35.92	3.29	297.77
9.	Tanzania	222	54.95	122	41.89	3.25	242.63
10.	Germany	208	63.94	133	66.35	2.09	144.50
11.	Zambia	199	52.76	105	49.25	3.22	233.09
12.	Benin	183	48.09	88	62.84	1.63	196.94
13.	Ethiopia	180	63.89	115	39.44	2.78	346.83
14.	United Kingdom	170	79.41	135	57.06	2.33	117.06
15.	Republic of Sudan	147	47.62	70	39.46	3.84	431.03
16.	Malawi	128	20.31	26	63.28	1.76	187.09
17.	Bangladesh	117	93.16	109	75.21	1.24	38.89
18.	Canada	113	73.45	83	62.83	2.40	124.02
19.	Uganda	109	69.72	76	55.96	2.43	143.34
20.	Sweden	98	48.98	48	47.96	3.34	143.93
21.	Switzerland	73	53.42	39	39.73	3.73	213.59
22.	Italy	72	72.22	52	50.00	2.53	153.64
23.	Liberia	72	47.22	34	40.28	3.71	407.97
24.	Zimbabwe	72	66.67	48	37.50	3.22	304.06
25.	(not set) <sup>7</sup>	71	88.73	63	59.15	2.56	94.15

<sup>5</sup> New Users are the number of first-time users during the selected date range. **New users include both new and returning users.** Unique visitors on the other hand refers to the “number of distinct individual people, within a designated reporting timeframe. **Each individual is counted only once** in the unique visitor measure for the reporting period.”

<sup>6</sup> Average session duration is total duration of all sessions (in seconds) / number of sessions.

<sup>7</sup> Country with a high number of **users using software to browse the Internet in anonymity.** According to a new report from research firm GlobalWebIndex, 417 million global Internet users go missing in audience analytics. Private browsers, VPNs and proxy servers help mask a user’s true location by routing their access through another country. This technology helps Web users remain anonymous and get around a country’s firewall to overcome restrictions to sites like Facebook and to U.S.-only TV shows.

	Country	Sessions (in seconds)	% New Sessions	New Users <sup>5</sup>	Bounce Rate	Pages opened / Session	Avg. Session Duration <sup>6</sup>
26.	Niger	66	53.03	35	33.33	2.68	307.95
27.	Rwanda	63	69.84	44	47.62	2.51	207.02
28.	Senegal	60	53.33	32	55.00	2.62	259.57
29.	Swaziland	60	41.67	25	35.00	3.33	292.43
30.	France	57	89.47	51	54.39	2.19	137.51
31.	Mozambique	55	70.91	39	43.64	3.51	309.29
32.	Democratic Republic of Congo	53	73.58	39	47.17	2.13	229.57
33.	Brazil	49	67.35	33	63.27	2.43	120.65
34.	Côte d'Ivoire	49	59.18	29	51.02	2.90	273.12
35.	Australia	47	74.47	35	36.17	2.62	151.81
36.	Pakistan	45	95.56	43	62.22	1.42	68.33
37.	Togo	42	61.90	26	57.14	2.93	450.21
38.	Mali	41	51.22	21	19.51	2.76	183.90
39.	South Korea	40	90.00	36	80.00	1.48	81.55
40.	Bhutan	39	76.92	30	48.72	2.69	132.87
41.	Finland	37	62.16	23	48.65	3.38	120.78
42.	Japan	35	94.29	33	60.00	1.71	75.00
43.	Philippines	34	94.12	32	61.76	1.82	137.06
44.	Sierra Leone	34	52.94	18	26.47	4.79	409.85
45.	Netherlands	33	90.91	30	45.45	2.21	117.33
46.	Vietnam	33	96.97	32	81.82	1.30	28.18
47.	Madagascar	32	50.00	16	53.13	2.47	193.13
48.	Gambia	30	33.33	10	66.67	2.37	179.70
49.	Guinea	29	65.52	19	55.17	1.76	110.45
50.	Ukraine	29	48.28	14	86.21	1.24	133.76
51.	Poland	27	100.00	27	14.81	3.52	23.81
52.	Spain	26	84.62	22	50.00	2.08	194.54
53.	Burkina Faso	22	90.91	20	59.09	2.09	284.45
54.	Botswana	20	55.00	11	30.00	5.70	344.20
55.	Colombia	20	100.00	20	90.00	1.35	4.65
56.	Egypt	20	60.00	12	40.00	3.70	476.55
57.	Indonesia	19	78.95	15	42.11	2.68	133.95
58.	Russia	19	78.95	15	68.42	1.63	82.21
59.	United Arab Emirates	18	77.78	14	27.78	2.94	305.28
60.	Belgium	18	94.44	17	50.00	3.89	243.67
61.	Morocco	18	88.89	16	50.00	2.89	239.94
62.	Namibia	18	83.33	15	72.22	1.17	20.44
63.	Norway	18	44.44	8	38.89	2.00	118.78

	Country	Sessions (in seconds)	% New Sessions	New Users <sup>5</sup>	Bounce Rate	Pages opened / Session	Avg. Session Duration <sup>6</sup>
64.	Singapore	18	100.00	18	33.33	2.06	92.33
65.	Central African Republic	17	52.94	9	70.59	2.06	334.35
66.	Chad	17	64.71	11	47.06	3.24	138.47
67.	Tunisia	17	17.65	3	100.00	1.00	0.00
68.	Burundi	14	64.29	9	57.14	1.93	177.29
69.	Saudi Arabia	13	76.92	10	46.15	2.00	195.08
70.	Ireland	12	100.00	12	41.67	2.00	17.75
71.	Malaysia	12	100.00	12	91.67	1.08	2.50
72.	Gabon	11	90.91	10	36.36	2.27	90.45
73.	Somalia	11	72.73	8	54.55	1.82	177.55
74.	South Sudan	11	45.45	5	54.55	3.36	371.45
75.	Mauritius	10	80.00	8	20.00	4.60	252.60
76.	Jordan	9	77.78	7	44.44	3.00	402.89
77.	Mexico	9	100.00	9	88.89	1.11	23.67
78.	Romania	9	66.67	6	77.78	4.44	265.44
79.	Estonia	8	100.00	8	62.50	1.50	122.88
80.	Greece	8	87.50	7	12.50	2.00	237.00
81.	Portugal	8	87.50	7	50.00	2.25	68.00
82.	Thailand	8	100.00	8	62.50	1.88	53.75
83.	Taiwan	8	100.00	8	75.00	1.50	225.00
84.	Denmark	7	100.00	7	71.43	1.29	6.00
85.	Cambodia	7	71.43	5	71.43	2.00	8.86
86.	Equatorial Guinea	6	100.00	6	50.00	2.33	113.00
87.	Nepal	6	100.00	6	50.00	2.17	30.17
88.	Peru	6	83.33	5	100.00	1.00	0.00
89.	Turkey	6	100.00	6	83.33	1.17	98.83
90.	Angola	5	80.00	4	100.00	1.00	0.00
91.	Austria	5	100.00	5	60.00	1.60	43.40
92.	Algeria	5	80.00	4	40.00	5.20	488.00
93.	Sri Lanka	5	80.00	4	100.00	1.00	0.00
94.	Argentina	4	100.00	4	100.00	1.00	0.00
95.	Cyprus	4	75.00	3	0.00	2.00	116.75
96.	Czechia	4	100.00	4	25.00	1.75	18.25
97.	Hong Kong	4	100.00	4	75.00	1.00	21.75
98.	Iran	4	100.00	4	50.00	1.75	242.25
99.	Libya	4	25.00	1	50.00	2.00	42.50
100.	Qatar	4	75.00	3	100.00	1.00	0.00

	Country	Sessions (in seconds)	% New Sessions	New Users <sup>5</sup>	Bounce Rate	Pages opened / Session	Avg. Session Duration <sup>6</sup>
101.	Georgia	3	100.00	3	66.67	1.67	23.33
102.	Hungary	3	100.00	3	66.67	1.33	2.33
103.	Comoros	3	33.33	1	0.00	5.67	1046.67
104.	Lithuania	3	66.67	2	100.00	1.00	0.00
105.	Luxembourg	3	100.00	3	33.33	2.00	90.33
106.	New Zealand	3	100.00	3	33.33	2.00	49.33
107.	Venezuela	3	66.67	2	100.00	1.00	0.00
108.	Armenia	2	100.00	2	50.00	1.50	23.00
109.	Azerbaijan	2	100.00	2	100.00	1.00	0.00
110.	Republic of Congo	2	100.00	2	50.00	1.50	99.00
111.	Chile	2	100.00	2	100.00	1.00	0.00
112.	Costa Rica	2	100.00	2	50.00	1.00	8.00
113.	Djibouti	2	100.00	2	0.00	4.50	1249.50
114.	Ecuador	2	100.00	2	100.00	1.00	0.00
115.	Eritrea	2	50.00	1	50.00%	2.00	632.00
116.	Guatemala	2	100.00	2	100.00	1.00	0.00
117.	Israel	2	50.00	1	0.00	8.50	289.50
118.	Lebanon	2	100.00	2	100.00	1.00	0.00
119.	Lesotho	2	100.00	2	50.00	4.00	1029.00
120.	Latvia	2	100.00	2	100.00	1.00	0.00
121.	Myanmar (Burma)	2	100.00	2	50.00	1.00	7.00
122.	Serbia	2	100.00	2	50.00	1.50	4.50
123.	Seychelles	2	0.00	0	100.00	1.00	0.00
124.	Slovakia	2	100.00	2	50.00	2.00	9.50
125.	São Tomé & Príncipe	2	50.00	1	50.00	8.00	456.00
126.	Bosnia & Herzegovina	1	100.00	1	100.00	1.00	0.00
127.	Barbados	1	0.00	0	0.00	2.00	988.00
128.	Bolivia	1	100.00	1	100.00	1.00	0.00
129.	Belarus	1	100.00	1	100.00	1.00	0.00
130.	Cape Verde	1	100.00	1	100.00	1.00	0.00
131.	Fiji	1	100.00	1	100.00	1.00	0.00
132.	Croatia	1	100.00	1	0.00	2.00	7.00
133.	Iraq	1	100.00	1	0.00	1.00	20.00
134.	Jamaica	1	100.00	1	100.00	1.00	0.00
135.	Kyrgyzstan	1	100.00	1	0.00	2.00	1180.00
136.	Kuwait	1	100.00	1	100.00	1.00	0.00
137.	Kazakhstan	1	100.00	1	100.00	1.00	0.00
138.	Monaco	1	100.00	1	100.00	1.00	0.00

	Country	Sessions (in seconds)	% New Sessions	New Users <sup>5</sup>	Bounce Rate	Pages opened / Session	Avg. Session Duration <sup>6</sup>
139.	Macedonia (FYROM)	1	100.00	1	100.00	1.00	0.00
140.	Mauritania	1	100.00	1	0.00	2.00	74.00
141.	Malta	1	100.00	1	100.00	1.00	0.00
142.	Nicaragua	1	100.00	1	0.00	2.00	96.00
143.	Panama	1	100.00	1	100.00	1.00	0.00
144.	Papua New Guinea	1	100.00	1	100.00	1.00	0.00
145.	Réunion	1	100.00	1	100.00	1.00	0.00
146.	Slovenia	1	100.00	1	100.00	1.00	0.00
147.	Turks & Caicos Islands	1	100.00	1	0.00	1.00	7.00
148.	Uruguay	1	100.00	1	100.00	1.00	0.00
149.	U.S. Virgin Islands	1	100.00	1	100.00	1.00	0.00
150.	Kosovo	1	100.00	1	100.00	1.00	0.00
151.	Yemen	1	100.00	1	100.00	1.00	0.00

## ANNEX 3: AFF IN THE MEDIA

These are reproduced verbatim as obtained from the media

### **Experts call on African governments to prioritize conservation of forests**

Published on May 23, 2017

Environmental experts are calling on African countries to conserve their forests in order to avoid erratic changes in weather patterns. The experts made the call at the opening of the Africa Forest Forum at Entebbe. The participants also stressed the need to control pests and diseases on the continent.

<https://www.youtube.com/watch?v=FRsLeLbePYQ>

### **Weak monitoring systems are a threat to the future of Africa's forests, say experts**

Published on May 24, 2017

The absence and weakness of quality control systems in monitoring tree seed quality is a threat to the future of forests on the African continent. Experts at the Africa forest forum being held in Entebbe argue that general lack of awareness about what constitutes quality tree germ plasm or seedlings is alarming and few policy regulations are in place to ensure only quality germ plasm enters the market. This situation among other challenges according to Michael Mugisha the Executive Director National Forestry Authority, Uganda can be partly averted by ensuring certification of forests and seed producers.

<https://www.youtube.com/watch?v=pgF2dyHLezY>

### **African Dialogue, 23 May African Forest Forum**

Channel Africa

The African Forest Forum is currently underway in Entebbe Uganda, where a regional workshop is underway aiming to share knowledge and experiences on issues related to climate change in African forestry. The African Forest Forum is an association which brings together experts and individuals who are committed to the sustainable management and conservation of Africa's forest and tree resources. To look at this we are now joined by: • Prof. Godwin Kowero, the Executive Secretary of the African Forest Forum, is a Tanzanian professor of forest economics and policy analysis. • Marie-Louise Avana- Tientcheu is the Director of Studies and Lecturers Affairs, University of Dschang- Cameroun/ Coordinator of the International Master curricula in Agroforestry/ Department of Forestry/Faculty of Agronomy and Agricultural Sciences/ • Dr Mafa Chipeta, FAO Director of Policy Assistance.

<https://iono.fm/e/434315>

### **African conservationists seek incentives to stimulate growth of carbon markets**

ENTEBBE, Uganda, May 26 (Xinhua) -- Enactment of new policy and regulatory incentives coupled with better governance are key to stimulate growth of carbon trading in Africa, conservationists said on Friday. The conservationists who attended a regional conference on sustainable forest management in Entebbe said that revival of the moribund carbon markets in Africa will spur economic growth while enhancing the continent's resilience to climate change.

[http://news.xinhuanet.com/english/2017-05/26/c\\_136318263.htm](http://news.xinhuanet.com/english/2017-05/26/c_136318263.htm)

### **Experts sound alarm over pests and diseases ravaging African forests**

ENTEBBE, Uganda, May 24 (Xinhua) -- Virulent pests and diseases that are ravaging Africa's forests with profound intensity pose new threats to their survival, experts said at a forum in Entebbe, Uganda on Wednesday. The experts drawn from the fields of botany and entomology noted that tree pests and diseases are spreading fast in many parts of Africa thanks to climate change as well as weak surveillance and early warning systems. [http://news.xinhuanet.com/english/2017-05/24/c\\_136311933.htm](http://news.xinhuanet.com/english/2017-05/24/c_136311933.htm)

### **African scientists root for improved forests management to tackle climate change**

ENTEBBE, Uganda, May 22 (Xinhua) -- Sound management of the vast forest resources in sub-Saharan Africa is key to enhance climate change response in a continent worst hit by the negative impacts of that phenomenon, scientists said Monday. Scientists and researchers told a regional forum in Entebbe, Uganda, that forest resources if harnessed prudently have the capacity to accelerate green and inclusive growth in Africa. Godwin Kowero, Executive Secretary of Nairobi-based African Forest Forum (AFF), said that Africa's green aspirations will only be realized if countries promote sustainable management of natural assets like highland forests, scrublands, wetlands and mangrove swamps.

[http://news.xinhuanet.com/english/2017-05/23/c\\_136305738.htm](http://news.xinhuanet.com/english/2017-05/23/c_136305738.htm)

### **African experts urge investment in forest conservation to boost green growth**

NAIROBI, April 22 (Xinhua) -- Massive investment in forest restoration programs are an imperative in order to boost green growth in the Sub-Saharan Africa region, experts have said. The conservation experts who met at a forum in Nairobi on Friday were emphatic that halting forest degradation through a raft of strategic policy, legislative and funding incentives would promote sustainable development in Africa. Godwin Kowero, the Executive Secretary of Nairobi-based Africa Forest Forum (AFF) said healthy forest ecosystems will underpin the continent's future prosperity, stability and peace.

[http://news.xinhuanet.com/english/2017-04/22/c\\_136228265.htm](http://news.xinhuanet.com/english/2017-04/22/c_136228265.htm)

### **African countries vow to fight illegal timber trade**

Published on Sept. 19 (Xinhua), Nairobi.

African countries have pledged to tame illegal trade in timber and other forest products by ensuring that the sub-sector makes a meaningful contribution to the country's Gross Domestic Product (GDP), a conservationist said on Tuesday. Kenya's Chief Conservator of Forest Emilio Mugo said representatives from Kenya, Uganda, Mozambique, Madagascar, Tanzania and Zanzibar (Tanzania) who met in Nairobi on Tuesday agreed to take stern action against those caught in the illegal trade of the products. [http://news.xinhuanet.com/english/2017-09/20/c\\_136621971.htm](http://news.xinhuanet.com/english/2017-09/20/c_136621971.htm)

**Afrique/Ouganda: Clôture de l'atelier régional sur la gestion durable des forêts et le changement climatique.** Organisé par le forum africain de forêt en partenariat avec l'université ougandaise Makerere, du 22 au 26 mai à Entebbe en Ouganda, l'atelier

régional sur le partage des connaissances et expériences sur la gestion durable des forêts et le changement climatique dans le domaine de la foresterie en Afrique aura vécu. <http://globalinfos.net/index.php/2017/05/29/afrique-cloture-de-latelier-sur-la-gestion-des-forets/>

### **Kapata laments Africa's lukewarm stance on environment**

Minister of Lands and Natural Resources Jean Kapata says Africa's participation in environmental international dialogue has been inadequate and unco-ordinated adding that even recommendations emanating from there remain largely unknown by key stakeholders. And a forestry expert says the media play a significant role in creating environmental awareness and information about massive investment in forest restoration programmes and management.

<http://www.daily-mail.co.zm/kapata-laments-africas-lukewarm-stance-on-environment/>

### **UNEP official calls for 'coherent planning' as Aichi falters in Africa**

Professor Godwin Kowero, executive secretary of the African Forest Forum (AFF), told Mongabay that while some regions are seeing progress, Africa as a whole is not likely to achieve Target 5 as its forest loss has accelerated. "The rate of forest loss globally has decreased in developed countries, and places like Latin America has seen an increase in forest cover, but the rate of deforestation is still a bother in developing countries, Kowero said. "Forest degradation is difficult to monitor, but we still have a long way to go in achieving the target.<https://news.mongabay.com/2017/10/unep-official-calls-for-coherent-planning-as-aichi-falters-in-africa/>

### **REDD+ Africa: looking past Trump's U.N. proposed climate budget cuts**

Larwanou Mahamane, a forest ecology professor at the University of Niamey in Niger, and a senior project officer at the African Forest Forum (AFF), told Mongabay that despite the fact that some REDD+ projects in Africa have started off well, very few countries as yet have operational projects. "In most [African] countries, it's [still] just paperwork — preparing the readiness phase, strategy, policies and legal frameworks — that go towards implementing REDD+. Local communities haven't started benefiting from REDD+" as yet, Mahamane said. <https://news.mongabay.com/2017/09/redd-africa-looking-past-trumps-u-n-proposed-climate-budget-cuts/>

### **Conservation leaders in Africa call for a crackdown on biopiracy**

"Many African countries developed their NBSAPs many years ago but they are not being implemented and the communities [are not] benefiting from the intent of the Nagoya protocol," Nganji said. "Mainly international UN agents are helping countries implement the NBSAPs ... but concrete sensitization has not been done at all levels." According to Alfred Oteng-Yeboah of the Department of Plant & Environmental Biology at the University of Ghana, many communities have yet to see profit-sharing benefits. "Africa mainly benefits from bio-trade, but not from commercialized genetic materials, or research tapped from knowledge obtained from a rural community," Oteng-Yeboah said. <https://news.mongabay.com/2017/10/conservation-leaders-in-africa-call-for-a-crackdown-on-biopiracy/>

### **SAFCOL Forestry Industrialisation Conference 2017**

SOUTH AFRICA. Oct 19, 2017, CNBC Africa. South African Forestry Companies Limited, SAFCOL, brings together forestry related decision makers and corporate stakeholders from both the public and private sectors of business to explore the forestry industry. SAFCOL's Forestry Industrialization Conference looks into challenges and opportunities to be exploited in the industry.

<https://www.youtube.com/watch?v=SvGA-L4Rsfw> (See minutes 48:48-52:50).

### **Africa lack capacity to provide 50 percent of seeds, other planting materials for forestry**

DAR ES SALAAM, Tanzania Nov 8, 2017

<https://www.youtube.com/watch?v=uvHPeFeOVAo>

### **A forest consortium builds capacity towards a green growth path**

DAR ES SALAAM, Tanzania (PAMACC News) - As the global community turns attention and focus towards a green growth pathway, the African Forest Forum (AFF) is exploring avenues to improve forest management in a manner that better addresses poverty eradication and environmental protection in Africa. <http://pamacc.org/index.php/k2-listing/item/669-a-forest-consortium-builds-capacity-towards-a-green-growth-path>

### **AFF builds capacity in forest management towards a green growth path**

As the global community turns attention and focus towards a green growth pathway, the African Forest Forum (AFF) is exploring avenues to improve forest management in a manner that better addresses poverty eradication and environmental protection in Africa. The AFF, a pan-African non-governmental organization, is implementing a project titled: "Strengthening Sustainable Forest Management in Africa" to generate and share knowledge and information through partnerships in ways that will provide inputs into policy options and capacity building efforts. <http://climatereporters.com/2017/11/aff-builds-capacity-in-forest-management-towards-a-green-growth-path/>

### **AFF builds capacity in forest management towards green growth path**

DAR ES SALAAM, November 2, 2017. As the global community turns attention and focus towards a green growth pathway, the African Forest Forum (AFF) is exploring avenues to improve forest management in a manner that better addresses poverty eradication and environmental protection in Africa. The AFF, a pan-African non-governmental organization, is implementing a project titled: "Strengthening Sustainable Forest Management in Africa" to generate and share knowledge and information through partnerships in ways that will provide inputs into policy options and capacity building efforts.

## **Watafiti nawanasayansi wafanya kongomano la misitu nchini Tanzania**

Nairobi. KTN Leo, Tuesday 24 Oct 2017

<https://www.standardmedia.co.ke/ktnnews/video/2000141909/-watafiti-na-wanasayansi-wafanya-kongomano-la-misitu-nchini-tanzania>

### **Links to additional newswires**

<http://uganda.watsupafrika.com/news/experts-call-on-african-governments-to-prioritize-conservation-of-forests/>

<http://ghtube.com/experts-call-on-african-governments-to-prioritize-conservation-of-forests/>

[http://www.china.org.cn/world/Off\\_the\\_Wire/2017-05/26/content\\_40903369.htm](http://www.china.org.cn/world/Off_the_Wire/2017-05/26/content_40903369.htm)

<https://www.climatechangenewsservice.org/single-post/2017/05/24/African-scientists-suggest-improved-forests-management-to-tackle-climate-change>

<https://english.sina.cn/news/2017-05-24/detail-ifyfqy8218885.d.html?vt=4&wm=4002>

<http://dailytimes.com.pk/business/23-Apr-17/african-experts-urge-investment-in-forest-conservation-to-boost-green-growth>

<https://twitter.com/iufro/statuses/857916559813226496>

<http://kathmandupost.ekantipur.com/printedition/news/2017-04-23/invest-in-forest-conservation-to-boost-green-growth-experts.html>



# African Forest Forum

A platform for stakeholders in African forestry



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