African Forest Forum

A platform for stakeholders in African forestry

Communication and knowledge management at AFF: Achievements made in 2018

A report prepared by the Knowledge Management and Communications Unit (January – December 2018)

About AFF

Established in 2007 as a non-political, non-governmental, objective, independent and not for profit international organization, 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 mobilizes 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).

Follow us on Twitter @ africanff
Like us on Facebook / African Forest Forum
Find us on LinkedIn / African Forest Forum (AFF)

Communication and knowledge management at AFF: Achievements made in 2018

A report prepared by the Knowledge Management and Communications Unit (January-December 2018)

Table of Contents

1.0 INTRODUCTION

Strategic communication is a powerful tool for creating broad-based support for the adoption of sustainable management practices of forest and wildlife resources. 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 2018 by the Communications and Knowledge Management Unit of AFF.

1.1 Communication
The specific communication activities in 2018 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 2018 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, polices, 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 African Forest Forum (AFF)'s Communication Strategy is designed to connect with key audiences and increase levels of engagement and commitment to the sustainable management of forestry resources in Africa. These audiences include governments, United Nations entities, international organisations, Regional Economic Communities (RECs), research institutions, civil society, private sector, youth groups and other stakeholders in accordance with the Institution's Short and Medium Term Strategic Plan (2015-2020).

With an increasing number of members and requests from sub-regional institutions in the forestry and wildlife sectors of West Africa seeking to collaborate with AFF, a comprehensive communication strategy in support of the Convergence Plan for the Sustainable Management and Conservation of Forest Ecosystems in West Africa (CPF) was developed.

The CPF is a tool in support of the ECOWAS strategy regarding the sound management of natural resources, environmental preservation and sustainable development in the sub-region. It was adopted by the ministers in charge of forests and wildlife resources of the member states in September 2013, serves as a framework on which member states agree to 'federate' their national and sub-regional actions for the sustainable management of their forests and wildlife resources and in so doing enhance the forest ecosystems in the sub-region; with the ultimate intention of improving the welfare of the people in the sub-region and the environment they live in.

The communication strategy puts people and the environment at the centre of its activities. Specifically, through the 7th priority intervention area on *"Information, education and communication"* expected to result in the following two outcomes: a) actors in the sub-region are informed and communicate on the sustainable management of forest and wildlife resources; b) environmental education based on the management of forest and wildlife resources is developed in the sub-region.

In pursuit of this, the strategy identifies target audiences whose support is critical to the success of the programme, the type of behaviors that need to be adopted by various groups to help achieve project objectives, messages that will resonate with relevant audiences, credible channels of communication and measures of communication effectiveness. In the end, the strategy aims to increase participation of various stakeholders in the development and implementation of policies, plans and activities crucial in achieving expected outcomes of the CPF.

Development of the communications strategy was guided by the theory and practice of development communication. It was inducted by the African Forest Forum (AFF) in collaboration with the line ministries in-charge of forests and wildlife from member countries of the Economic Community of West African States (ECOWAS).

Apart from that, a variety of communication tools have been used by AFF, the most important being the website with **415,831** unique visitors in 2018 (January-December), and **2,056** registered AFF members. Info-mail and social media channels are the second and third most important communication tools while Flicker, 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.

2.1.1 AFF Communications audit
The communications and knowledge management unit in collaboration with the planning, monitoring and evaluation unit conducted an assessment to establish the effectiveness of its communication tools and knowledge products uptake and use over the past 10 years. This survey also sought recommendations for improving communication tools and knowledge products for sustainable forest management.

The objectives of the assessment were as follows:
− *To find out how effective AFF communication tools have been internally and externally since its inception*
− *To find out whether there are other communication tools that the target audience prefer to be communicated with other than the ones that have been used. (Online media, Instagram, LinkedIn)*
− *To find out whether there is a preferred way the target audience would like AFF to tailor messages (e.g endorsements, success stories, opinion pieces, membership interviews)*
− *To identify which communication tools AFF will employ going forward in other years to come.*
− *To find out whether AFF communications and knowledge management strategy has been impactful in the forestry sector.*

The methodology used included:

− Development of a questionnaire to collect data. The questionnaire included open ended questions in which respondents gave their views as well as closed ended questions in which respondents were limited in their respondents.

− The questionnaire was administered online via survey monkey to AFF stakeholders, partners, members and AFF staff. Secondary data was sourced from published reports.

The findings will be used to update the communication strategy and will be one of the special documents that will be shared during the 10th anniversary celebrations.

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 and comprises publications, videos, audio files and news items. The information materials freely available on the website include:

Journal articles (35), policy briefs (20), factsheets (7), reports (30), publications under AFF Working Paper Series (45), training modules (2), newsletters (16), edited proceedings of meetings (1), books (4), compendium (1), and corporate documents (12)- (list of AFF knowledge products (figure 1).

Much of the content has so far been developed by contracted experts and with support of the AFF secretariat staff.
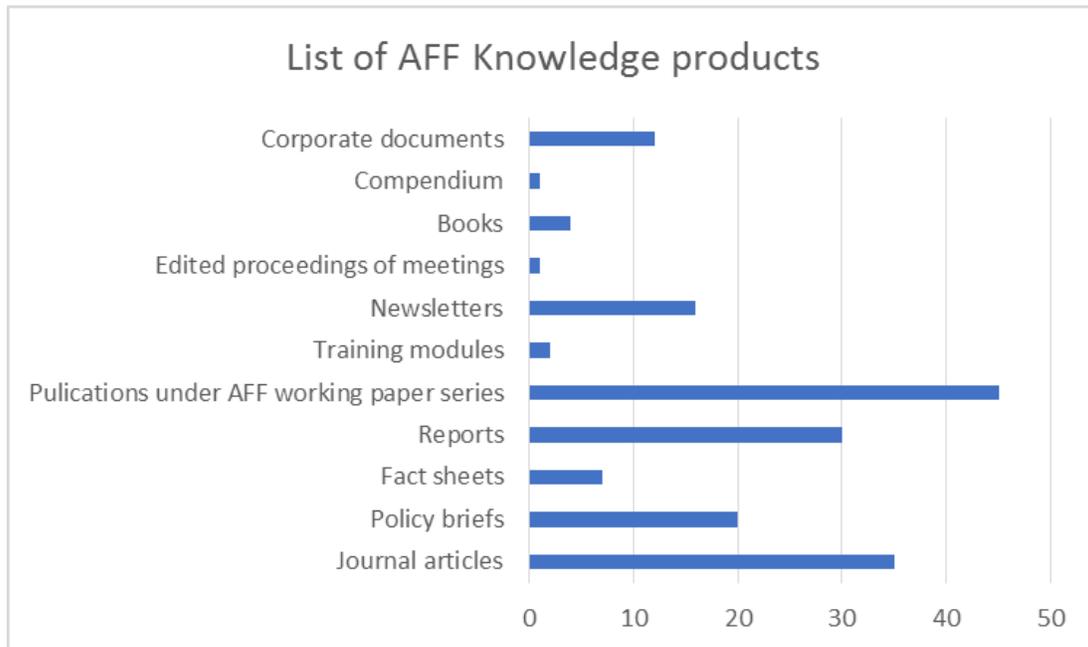
Figure 1: List of AFF knowledge products

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 **22,608** documents along with **24,043,020** pages opened.

In 2018, the most downloaded webpage, was a scholarship advertisement titled, *"AFF-HAFL Scholarship Programme Call – 3rd edition".* The second and third most downloaded documents were under AFF working paper series titled *"Forest plantations and woodlots in Tanzania"* and *"Forest plantations and woodlots in Ethiopia"* respectively. These two publications continue to be a significant area of interest among forestry professionals.

The fourth most popular publication of 2018 features climate change and forestry as the main focus. The reason for this could because the training modules were used as a resource material at a validation workshop organized by AFF in partnership with the University of Ouagadougou from 12-16 March 2018 in the French Speaking country of Burkina Faso to validate eight training compendiums on various climate change related training for professional, technical and other groups in African forestry. The publications could have also raised interest during a regional training workshop, organized by AFF and the University of Nairobi from 23-27 April 2018 in Mombasa, Kenya to strengthen the capacities of professional, technical and other groups in African forestry on climate modeling and its application to forestry sector.

Table 1: Top 10 downloads (January – December 2018)

Year	Title
2018	AFF-HAFL scholarship programme call- 3rd edition
2011	Forest plantations and woodlots in Tanzania
2011	Forest plantations and woodlots in Ethiopia
2011	Forets, faune sauvage et changement climatique en afrique
2015	Forest certification: A soft policy instrument to promote sustainable forest management in Africa
2014	Pratiques, techniques et technologies derestauration des pay sages degrades du sahel
2018	AFF-HAFL scholarship programme application form
2018	Appel à candidatures du programme de bourses d'étude AFF-HAFL – 3ème edition
2014	Practices, techniques and technologies for restoring degraded landscapes in the Sahel.
2011	Non-Wood Forest Products and Services for Socio-Economic Development

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

A number of promotional materials have been re-printed ahead of AFF's 10-year anniversary celebration and upcoming workshops. These included 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 certificates for workshop participants

Six publications are also in the process of being re-printed for dissemination to wider audiences:

i) *AFF Certification forestière en Afrique: réalisations, défis et opportunités (French)*
ii) *Forest certification in Africa: achievements, challenges and opportunities (English)*
iii) *Training modules on forest-based climate change adaptation, mitigation, carbon trading, and payment for other environmental services (English and French versions)*
iv) *Training module on effective engagement of African delegates in international multilateral processes (English and French)*
v) *The status and trends of forest and tree pests and diseases management in Africa. (English)*
vi) *Situational analysis of tree breeding and tree germplasm supply in Africa: underpinning sustainable forest management*

Additionally, the following eight compendiums are in the process of being edited then thereafter translated and printed for dissemination to wider audience:
i) *Basic science of climate change: a compendium for professional training in African forestry*
ii) *Basic science of climate change: a compendium for technical training in African forestry*
iii) *Basic science of climate change: a compendium for short courses in African forestry*
iv) *Carbon markets and trade: a compendium for professional training in African forestry*
v) *Carbon markets and trade: a compendium for technical training in African forestry*
vi) *Carbon markets and trade: a compendium for short courses in African forestry*
vii) *Climate modelling and scenario development: a compendium for professional training in African forestry*
viii) *International dialogues, processes and mechanisms on climate change:compendium for professional and technical training in African forestry*

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 2018, 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:

- *A validation workshop on climate change training compendiums for African forestry stakeholders*
- *Improving tree performance, investments in primary forest production and agroforestry systems in Central and West Africa*
- *Investing in forestry education for a sustainable future*
- *21st Session of African Forestry and Wildlife Commission opens in Dakar*
- *Sub-Saharan Africa to receive £25M in new programme aimed at early career scientists*
- *UNFF13 Highlights*
- *African Forest Forum explores modelling climate change in forestry sector*
- *International Day of Forests – 21 March 2018*
- *What scares you about deforestation and forest degradation?*

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 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 2018	26,036	89,883	2,097,786	2,131,004
Feb 2018	24,596	96,691	682,625	712,949
Mar 2018	24,419	97,361	746,072	788,811
Apr 2018	22,523	92,305	803,326	840,009
May 2018	30,298	109,757	728,795	779,734
Jun 2018	29,869	115,099	947,268	981,297
Jul 2018	35,930	146,678	2,065,724	2,104,548
Aug 2018	39,446	181,010	3,410,617	3,454,440
Sep 2018	39,854	143,327	2,517,121	2,563,943
Oct 2018	42,000	175,478	4,411,973	4,466,674

Nov 2018	40,314	155,523	4,400,408	4,433,540
Dec 2018	60,546	225,575	3,204,398	3,240524
Total	**415,831**	**1,453,209**	**26,016,113**	**26,497,473**

Source: Google Analytics (2018)

In 2018, the website recorded **1,453,209 visits from 415,831 visitors from 141 countries** worldwide who were in no doubt interested in various forestry issues (See Table 2). The highest amount of traffic was witnessed in the month of October with **42,000** unique visitors while the number of hits amounted to **26,497,473.**

The reason for this could be due to the AFF-HAFL scholarship announcement where many potential candidates in the forestry industry across Africa applied. Additionally, it could be because of AFF's participation at high level international events such as: the thirteenth session of the UN Forum on Forests (UNFF13) held from 7-11 May 2018, aimed to promote implementation the UN Strategic Plan for Forests 2017-2030 (UNSPF) and provide input to the 2018 meeting of the High-level Political Forum on Sustainable Development (HLPF); the 21st Session of the African Forestry and Wildlife Commission (AFWC) of the Food and Agriculture Organization of the United Nations (FAO) organized from 19-23 June 2018 in Dakar, Senegal, to discuss the sustainable management and restoration of Africa's forests, landscapes and wildlife resources; and the 24th session of COFO and the 6th World Forest Week held at FAO headquarters in Rome, Italy from 16-20 July that explored the contributions that forests make to the achievement of the Sustainable Development Goals (SDGs).

Another reason could be due to the introduction of the **AFF weekly digest**; a weekly online newsletter that highlights the announcements, advertisements and latest news of the week that has been posted on the website. The links to this information are from the AFF website hence driving traffic to the website while members access this information.

2.5.2 Returning versus new visitors
Returning versus new visitors 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. The AFF website's returning versus new visitors ratio is 22.5%: 77.4%.

Figure 2: Returning vs new visitors

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. 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.

2.5.3 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 (i) direct traffic (ii) organic search (iii) social media (iv) e-mail (v) referral. Visitors of whom manually entered the URL of the AFF website or had it bookmarked are the first source of traffic and shows that users of AFF's website have an interest in its content. Organic traffic originating from a search engine, such as Google or Bing is the second source of traffic.

This is a direct reflection of AFF's continued improved ranking through site optimization, competitive keywords, consistent announcements and efforts in the sharing of information. E-mail or info-mail that contain direct links to the AFF website are the third source of traffic while social media and referrals from partner websites are the fourth and fifth sources of traffic respectively.

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.

Other pages that have a high number of people visiting are: (ii) *vacancies, (iii) membership, (iv) publications, (v) about AFF, (vi) International Day of Forests 2018 and 2019 themes, (vii) Technical Specialist – Climate Change and Green Climate Fund programme support, (viii) AFF-HAFL scholarship 3rd call, (ix) Expert in forestry and green economy, (x) International consultant on Capacity Building "Saw log Production Grant Scheme - SPGS III."* 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. In the same token, more than half of the exit pages focus on AFF as an institution and followed by a call for a scholarship opportunity. 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.

2.6 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).

The highest visits and subsequent new users to the website originate from the following ten countries, and in that order: Kenya, USA, India, Nigeria, France, Ethiopia, Cameroon, Germany, Tanzania and China. 6 out of the ten countries are from the African continent and spent the longest amount of time (Avg. Session duration) on the site. 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. India follows closely behind, along with USA, UK and Germany, demonstrating an international and widespread appeal of AFF's activities and products, stretching from the Americas through Europe to Asia.

Table 3: AFF Website users 2018; geographical distribution

No.	Country	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1	Kenya	760	726	1730	35.72%	3.91	401.43
2	United States	633	628	680	75.88%	1.65	52.92
3	India	607	607	647	74.34%	1.45	47.75
4	Nigeria	457	443	679	40.94%	2.63	282.83
5	France	302	298	308	70.13%	1.43	45.95
6	Ethiopia	219	210	376	47.07%	2.31	236.86
7	Cameroon	205	196	346	36.99%	2.88	265.47
8	Germany	178	177	288	63.89%	1.92	117.13
9	Tanzania	165	159	267	41.95%	2.51	261.70
10	China	146	146	153	94.77%	1.12	52.30

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

A total of 10 documents (9 publications under the AFF Working Paper Series and 1 Report) have been formatted, translated to French and under final review (Table 4)

Table 4: List of AFF working paper series and reports in preparation

Working Papers
1. Kayambazinthu, D (2017). Policies and other related issues to the nexus food-fuel-fibre production in the context of climate change in Southern Africa: African Forest Forum Working Paper, Vol (3) 8, Nairobi.
2. Ajewole, O. I. (2017). Policies and other related issues to the food-fuel-fibre nexus production in the context of climate change in West Africa and the Sahel. AFF Report. African Forest Forum, Nairobi
3. Chia, E., Enongene, K. and Fobissie, K. (2017). Food-fuel-fibre production policies and strategies in the context of climate change in Central Africa: African Forest Forum Working Paper, Vol (3) 6, Nairobi
4. Chupezi, T. J. (2017).Role of African forestry private sector in response to climate change in Central Africa: Case study of Republic of Congo and Cameroon. African Forest Forum Working Paper, Vol (3) 4, Nairobi
5. Mujuru, L. (2017). Role of African forestry private sector in response to climate change in Zimbabwe: African Forest Forum Working Paper, Vol (3) 5, Nairobi.
6. Makanji, D (2017). Role of African forestry private sector in response to climate change in Kenya: African Forest Forum Working Paper, Vol (3) 9, Nairobi.
7. Fobissie, K., Chia, E. and K., Enongene (2017). Implementation of REDD+, CDM AND AFOLU NDC in Francophone Africa: African Forest Forum Working Paper, Vol (3) 7, Nairobi.
8. Mulenga, F. Implementation of REDD+, CDM, AFOLU INDC and voluntary carbon related activities in Anglophone Africa. African Forest Forum Working Paper, Vol (3) 12, Nairobi
9. Bisong, F (2017) Strengthening adaptation policies and AFOLU based climate change mitigation interventions relevant to African forestry and people in Anglophone Africa. African Forest Forum Working Paper, Vol (3) 10, Nairobi.
10. Nganje, M., Strengthening adaptation policies and AFOLU based climate change mitigation interventions relevant to African forestry and people in Francophone Africa: African Forest Forum Working Paper, Vol (3) 9, Nairobi.

In addition, the following four documents were also translated into French and uploaded to the AFF website

Table 5: List of documents translated into French

Code	Document name	Document title
AFF 146	AFF workshop evaluation form	"Regional workshop on training needs on new and emerging issues in African forestry23 To 26 October 2017, Dar Es Salaam, Tanzania "
AFF 147	AFF workshop programme 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
AFF 148	AFF workshop 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
AFF 149	AFF impact document	Forests and Trees: Their roles and opportunities in Africa's economic development, food

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

2.8.1 Publications in the media

Nine (9) articles (8 English and 1 French) were published in the media with coverage spread across the East, West, South and Central Africa, as well as with the wider international community (see list below). These media outlets included Thomson Reuters Foundation – an international online news site with global coverage; Daily Trust, Voice of Nigeria, PM News Nigeria, TVC News Nigeria, Evalox and the Eagle online – all with coverage spread across West Africa and wider international community.

The articles featured remarks from Prof Godwin Kowero, the Executive Secretary of the African Forest Forum during a regional workshop titled; "*Modelling Climate and Applications to the Forestry Sector,*" held from 9-13 April 2018 at the Osun state University, Osogbo Nigeria. Table 3 presents a summary of electronic and digital media coverage of AFF activities in 2018. The cost of buying space taken up by the media articles, of which AFF did not pay for (Advertising Value Equivalent, AVE) is USD **1,450.**

Table 6: Summary of electronic, digital and print media coverage of AFF activities from across the African continent in 2018 (January-December).

Media	Type	Reach	Duration /Length	Unit cost USD	Total AVE USD
Thomson Reuters Foundation	International online news site	Global	300 words	150.00	150.00
Daily Trust	online news site	Over 186 million people in Nigeria and wider West African region	300 words	150.00	150.00
Voice of Nigeria	online news site	Over 186 million people in Nigeria and wider West African region	300	150.00	150.00
PM News Nigeria	online news site	Over 186 million people in Nigeria and wider West African region	300	150.00	150.00
TVC News Nigeria	National	Nigeria and wider global community	3 minutes 8 seconds	400.00	400.00
Climate Reporters	online news site	Nigeria, Benin and wider global community	300	150.00	150.00
The Eagle online	online news site	Nigeria and wider global community	300	150.00	150.00
Elavox	online news site	Democratic Republic of the Congo	300	150.00	150.00
Total Advertising Value Equivalent, AVE					**1,450.00**

Social networks like Facebook, media-sharing sites like YouTube and micro-blogging sites like Twitter have facilitated social interaction during AFF training workshops. Topics that have dominated conversations on social media are related to the following areas; sustainable management of African forests, climate change in African forestry, opportunities in the forestry sector and engagement of African delegates to multilateral processes, and carbon markets. In light of this, there has been an increase in twitter followers from **651 (2017) to 776 in 2018** while Facebook was up from **942 to 1,707** followers.

Figure 3 below provides aggregated demographic data about the people who follow AFF Facebook page (the most popular social network) based on the age and gender information they provide in their user profiles. 24% of 1,231 followers (296 people) aged between 25-34 are women while the majority (76%) are male followers (935) within the same age bracket. The audience interacting with AFF on Facebook are from the following top 10 countries; Ethiopia, Kenya, Nigeria, India, Pakistan, Ghana, Zambia, Uganda, Egypt and United States of America. Five countries (Ethiopia, Kenya, Nigeria, India and United States of America) are consistent with their interest and level of engagement with AFF as they also visit the website regularly. Majority speak English (1,077), followed by French (118) and Arabic (25).
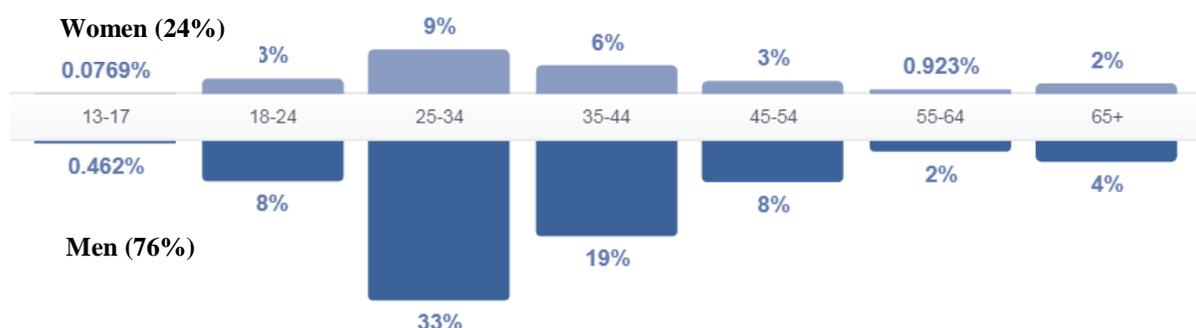
Figure 3: Demographic data – AFF Facebook page (January-July 2018)

Table 7: Top 10 countries engaging with AFF on social media

No.	Country	Facebook Followers		Language	Followers
1	Ethiopia	170		English (US)	796
2	Kenya	169		English (UK)	281
3	Nigeria	156		French (France)	118
4	India	60		Arabic	25
5	Pakistan	46		Spanish	18
6	Ghana	45		Portuguese (Brazil)	10
7	Zambia	42		Italian	9
8	Uganda	33		Portuguese (Portugal)	4
9	Egypt	30		Indonesian	3
10	United States of America	28		Spanish	3

2.8.2 Media workshop in Kenya

Currently, there are many organizations dealing with forestry and environment and in this case, it could be a challenge for the target audience to differentiate these organizations. In light of this, it was important to host a media workshop and explain to them who AFF is, what they do, where they are, their challenges, achievements and future projections. The media are important stakeholders to AFF since they help communicate to the target audience.

The media workshop was held on the 31st of October 2018 with Kenyan media. During the media workshop, media expressed interest in having more workshops on various forestry issues and topics such as forest certification and carbon trading. They would also like to be invited for conferences for a deeper understanding on forestry issues.

The objectives of the media workshop were as follows:

- ✓ To enlighten media in Africa on the AFF brand
- ✓ To provide an opportunity for target media to meet the AFF executives
- ✓ To introduce AFF spokesperson to the media
- ✓ To build and Strengthen relationships with the media
- ✓ To position AFF as a thought leader in forestry
- ✓ To distinguish AFF from other organizations in forestry
- ✓ Use the workshop as an opportunity to invite the journalists to sign up as members**.**

Four Journalists from Kenya attended the media workshop. Their names and bios are as below:

Media House	Name
African Science News	**Adlyne Wangusi** Adlyne is currently a reporter at Africa Science News. Previously she was interning at Radio Waumini and Kenya broadcasting corporation (KBC) respectively. Adlyne is an Experienced Writer with a demonstrated history of working in the public relations and communications industry. She is skilled in Research, Media Production, Sports Writing, Health, Science, Technology Writing and Editing. She is a strong media and communication professional with a Diploma focused in Journalism from Nairobi Aviation.
Xinhua news	**Duncan Mboya** Duncan Mboyah is a 45 years old Kenyan citizen who specializes in science journalism – health, environment, agriculture and sustainable socioeconomic development. He is currently working with Xinhua News Agency in Nairobi covering science and climate change. Duncan has over 15 years of journalism practice and

	has written hundreds of articles on climate change effects in Kenya and Africa in general in the past years. He also regularly contributes articles to Scidev net, a British owned online science publication that specializes on science and technology development in the developing world. He has a Degree – Bachelor of Science in Communication and Journalism from Moi University and is currently a Communication's Studies Masters student at Moi University, Kenya. Duncan also works as a media consultant and trainer in science and climate change reporting.
Standard Group	**Jeckonia Otieno** Jeckonia has eight years' experience in journalism. He is currently a features writer with the Standard newspaper. His specialty is science, healthcare, technology and human interest stories.
Daily Nation	**Leopold Obi** Leopold is an award winning journalist whose articles have appeared in Reuters, Daily Nation, Daily Mail, and Business Daily among other media outlets. He has over three years of experience reporting on science related topics including climate change & conservation, agriculture & food security,biotechnology,innovation and technology, renewable energy ,marine & blue economy and solid waste management.

There will be another skype media workshop early next year with media from other countries in Africa.

3.0 KNOWLEDGE MANAGEMENT ACTIVITIES AND OUTPUTS

3.1 Develop, update, and implement the AFF knowledge management strategy
Knowledge brokerage is explicitly recognized as part of a core function of AFF's Strategic Plan 2015-2020 (page 5). The plan envisions knowledge brokerage as *"a comprehensive approach (process) for linking people skills; information base; operational (business) process; information and communication technologies to deal successfully with the critical challenges that AFF has taken on for itself and its mission, vision, goal and purpose, in the face of increasingly complex, discontinuous, and constant change"* (page 6). Figure 4 below shows this distribution of effort among the three key components of Knowledge Management (KM) (Bhatt 2000).

People 70%
Attitudes, sharing, innovation, skills, teamwork, organization, vision/objectives, communities, standards

Technology 10%
Data stores & formats, networks, internet, data mining & analysis, decision tools, automation, standards

Process 20%
Knowledge management maps, work flows, integration, best practices, business intelligence, standards
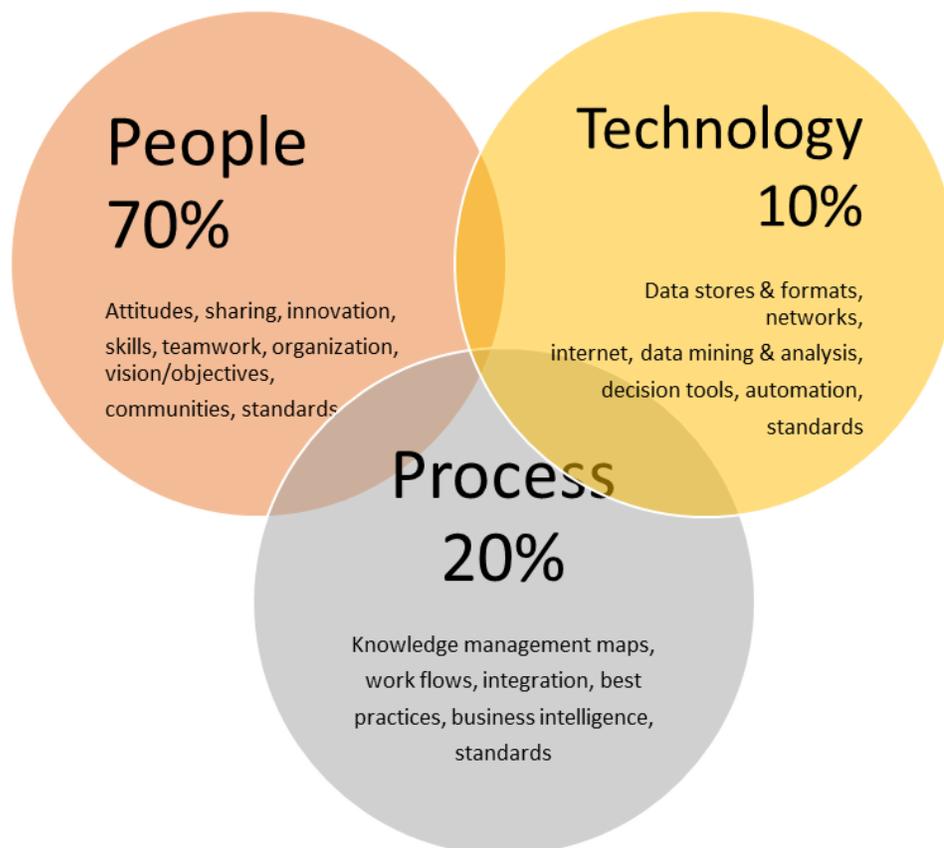
Figure 4: The distribution of effort among the three components of Knowledge Management.
Source: Bhatt 2000

The figure above, shows that knowledge management is primarily about people (70%), followed by process (20%) and lastly technology (10%). Bhatt (2000) suggests that, while technology is certainly critical for a sound knowledge brokerage, its implementation requires far less effort than does behavior change and its accompanying support processes (figure 1). The World Bank Group (2016) similarly states that "the key to successful knowledge sharing is in the culture and mindset of the organization".

For this reason, a _Knowledge Management and Communications Unit Plan (2018-2020)_ that directly contributes to the AFF Strategic Plan's results, was developed. The plan acknowledges and builds upon the need for the institution to serve as a platform that facilitates change in the forestry sector through influence and outreach, knowledge brokerage, quality research products as well as connecting and empowering the AFF secretariat via Information Communications Technologies (ICT) infrastructure, tools and services.

In pursuit of this, several strategic initiatives are proposed to build the Unit's capacity in order to assist in achieving the AFF vision: These initiatives include;

(i) Developing a knowledge culture at AFF: including the establishment of a Knowledge Management and Communications Specialist, to improve and implement the knowledge and communications strategies (frameworks, priorities, plans), and to lead knowledge culture initiatives (communities of practice, knowledge-maps, sharing). It also recommends the recruitment of a knowledge management consultant to boost internal staff capacity and of whom would ensure that knowledge, information and data are acquired, developed and that technology tools (databases, intranet) are improved and built, to meet present and future needs.

(ii) Strengthening the AFF framework for knowledge management: The aim is to assist AFF in determining how it wishes to invest in and manage its knowledge assets

(iii) Communications, awareness and advocacy: Boost development of strategic, external 'public awareness' communications, including evolution of the AFF brand; high-level institutional messaging, knowledge products; and advocacy campaigns effected largely through news, social media and strategic institutional alliances with media.

It is envisaged that the above interventions will lead to a strengthened knowledge brokerage role in African forestry for AFF, through value-added, strategic and science-based advocacy and information products, developed by a critical mass of unmatched in-house expertise.

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[3] on forest resources to provide a one-stop shop for forestry knowledge in Africa. Cross links[4] 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.

---

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

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

In addition, the following forest resource databases have been identified and will be included in the AFF portal following internal review:

Forest Resources Databases
Global Forest Database
http://www.iiasa.ac.at/web/home/research/researchPrograms/EcosystemsServicesandManagement/GlobalForestDB.en.html
Global Forest Resources Assessment 2020
https://www.youtube.com/watch?v=6bezYtnFm8c
The OECD Environmental Statistics database
https://www.oecd-ilibrary.org/environment/data/oecd-environment-statistics/forest-resources_data-00600-en
SCOPUS
https://ox.libguides.com/c.php?g=422924&p=2888201
JSTOR Global Plants
https://plants.jstor.org/
KEW
https://www.kew.org/science/who-we-are-and-what-we-do
New Zealand Plant Conservation Network
http://www.nzpcn.org.nz/
WorldWideScience.org
https://worldwidescience.org/

Forest Journals on open access
Web of Science
http://apps.webofknowledge.com/UA_GeneralSearch_input.do?product=UA&SID=E2k5fHvSuXm2nS8u3Q2&search_mode=GeneralSearch
The International Plant Names Index (IPNI)
http://www.ipni.org/

A page has also been developed within the AFF website to provide a database on Multilateral Environmental Agreements (MEAs) and National policies. The page will be further made interactive by assigning keywords and creating filters to enable users to search for specific thematic areas of interest. The page can be accessed in this link

Table 8: Database on Multilateral Environmental Agreements (MEAs)

Title	Type	Coverage	Subject
1. The Republic of Zambia. Draft National Policy on Environment (2005): Forests.	National policy	Zambia	Forestry
2. The Kingdom of Lesotho. National Forestry Policy, 2008.	National policy	Lesotho	Forestry
3. The Republic of Namibia. Forest Policy Statement.	National policy	Namibia	Forestry
4. The Republic of Ghana. Ghana Forest and Wildlife Policy, 2012.	National policy	Ghana	Forestry
5. The Republic of Nigeria. National Forest Policy, 2006.	National policy	Nigeria	Forestry
6. The Republic of Malawi. National Forest Policy, 1996. Revised Draft 2013.	National policy	Malawi	Forestry

Title	Type	Coverage	Subject
7. Republic of Rwanda. National Forestry Policy, 2010.	National policy	Rwanda	Forestry
8. Republic of Uganda. The Uganda Forest Policy, 2001.	National policy	Uganda	Forestry
9. The Revolutionary Government of Zanzibar. Zanzibar National Forest Resources Management Plan, 2008 – 2020, 2016.	National policy	Zanzibar	Forestry
10. United Republic of Tanzania. National Forest Policy, 1998.	National policy	Tanzania	Forestry
11. Republic of Kenya. National Forest Policy, 2014.	National policy	Kenya	Forestry
12. Indigenous and Tribal Peoples Convention, 1989.	Convention	Universal	Indigenous people, Tribal people
13. The Vienna Convention for the Protection of the Ozone Layer.	Convention	Universal	Air pollution, Ozone
14. Convention on International Trade in Endangered Species.	Convention	Universal	Endangered species
15. Convention on Wetlands of International Importance especially as Waterfowl Habitat.	Convention	Universal	Climate change, Wetlands
16. 1999 Protocol to Abate Acidification, Eutrophication and Ground-level Ozone to the Convention on Long-range Transboundary Air Pollution, as amended on 4 May 2012.	Protocol	Universal	Air pollution, Ozone
17. The 1998 Protocol on Persistent Organic Pollutants, Including the Amendments Adopted by the Parties on 18 December 2009.	Protocol	Universal	Air pollution
18. 1998 Protocol on Heavy Metals, as Amended on 13 December 2012.	Protocol	Universal	Heavy metals, Ozone
19. Protocol to the 1979 Convention on Long-Range Transboundary Air Pollution on Further Reduction of Sulphur Emissions.	Protocol	Universal	Air pollution
20. Protocol to the 1979 Convention on Long-Range Transboundary Air Pollution Concerning the Control of Emissions of Nitrogen Oxides or their Transboundary Fluxes.	Convention	Universal	Air pollution
21. Protocol to the 1979 Convention on Long-Range Transboundary Air Pollution on Long-Term Financing of the Cooperative Programme for Monitoring and Evaluation of the Long-Range Transmission of Air Pollutants in Europe (EMEP), 1984.	Protocol	Universal	Air pollution
22. Convention on the ban of the Import into Africa and the Control of Transboundary Movements and Management of Hazardous Wastes within Africa, Bamako, 1991.	Convention	Universal	Air pollution
23. Convention on Biological Diversity (CBD), Nairobi, 1992.	Convention	Universal	Endangered species

Title	Type	Coverage	Subject
24. Convention of the Protection, Management and Development of the Marine and Coastal Environment of the Eastern African Region, Nairobi, 1985.	Convention	Universal	Coastal environment, Cultural heritage, Indigenous people, Marine life, Natural heritage, Tribal people
25. United Nations Convention to Combat Desertification, 1994.	Convention	Universal	Climate change, Desertification
26. International Tropical Timber Agreement, (ITTA), Geneva, 1994.	Agreement	Universal	Forestry, Timber
27. The United Nations Framework Convention on Climate Change consolidated version amendments to Annex I and II, 1992.	Convention	Universal	Air pollution, Climate change, Desertification, Forestry, Ozone
28. The United Nations Framework Convention on Climate Change, 1992.	Convention	Universal	Air pollution, Climate change, Desertification, Forestry, Ozone
29. The Montreal Protocol on Substances that Deplete the Ozone Layer, Tenth edition, 2016.	Protocol	Universal	Air pollution, Climate change, Ozone
30. Kyoto Protocol to the United Nations Framework Convention on Climate Change, 1998	Protocol	Universal	Climate change

Regular updates forestry aggregated RSS feeds (Really Simple Syndication) from global forestry information sources are made and posted on the website as news and shared with stakeholders via social media and info-mail. Support to AFF surveys by maintaining subscriptions to online survey tools is also provided.

Furthermore, an online discussion forum (figure 5) was developed within the AFF intranet to support, *"establishment of a professional forestry association for the ECOWAS sub-region."* The aim of the professional forestry association is to provide a platform for promoting best practices, transfer of technical knowledge and policy advocacy for sustainable use of forestry resources and enhancement of the contribution of forestry sector to regional economic integration.
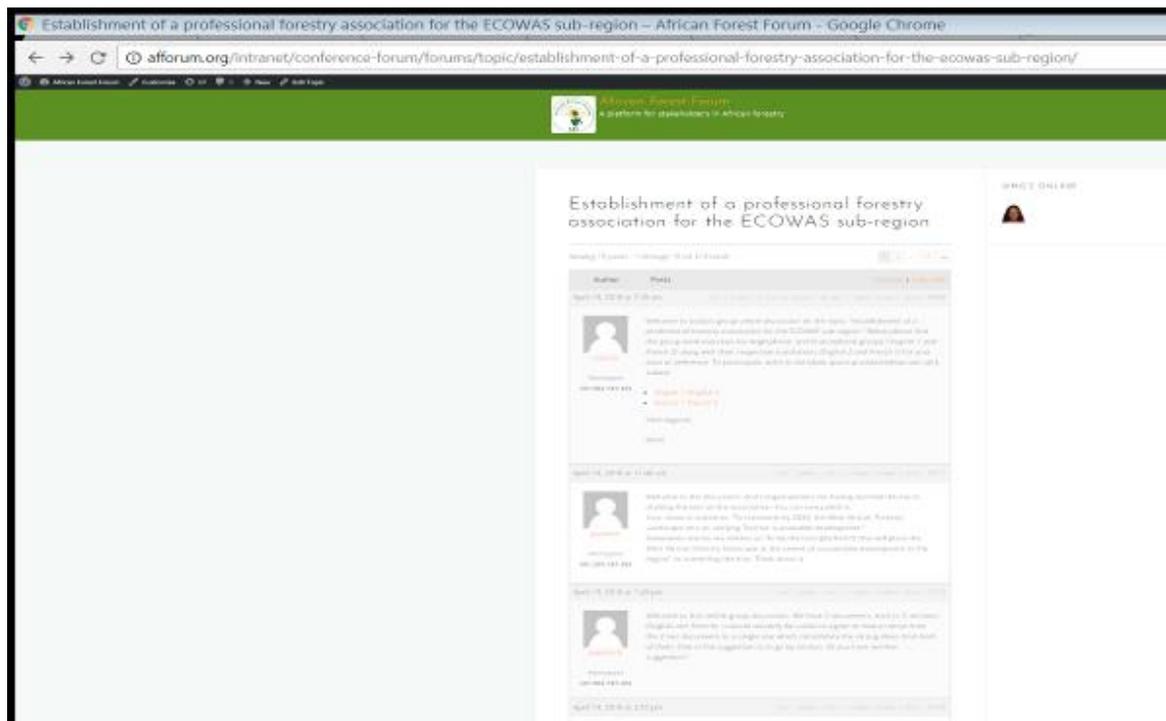
Figure 5: Online discussion platform developed within the AFF intranet

The online discussion forum facilitated group work exercises for Anglophone and Francophone groups in order to formulate the following;
- Name, Vision, Mission and Purpose of the association;
- Main and specific objectives of the association
- Functions, i.e. the set of activities that the association will undertake to achieve its purpose and objectives;
- Powers of the association, i.e. duties that the association is authorized by its members to do, like entering into contracts and agreements with other parties;
- Core values of the association;
- Principles that shall guide the way the association operates;
- Type or classes of membership to the association
- Governance structure of the association.

The meeting participants were able to interact by posting their discussions, feedback and comments in the sections provided. A total of 219 posts were made with the goal of placing the West African forestry landscape at the centre of sustainable development in the region."

Another group of the AFF-HAFL beneficiaries was formed on the intranet for the beneficiaries to network and to share their learnings on forestry.

Figure 6: AFF-HAFL scholarship beneficiaries' platform developed within the AFF intranet

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

As part of the Knowledge Management and Communication Unit's plan of work for the year 2018, restructuring of the website, its content as well as functionality, as per the recommendations detailed in the AFF communication strategy was prioritized. The overall objective is for the AFF website "to be a knowledge platform that facilitates use of the information generated by AFF and its partners in their many decisions and activities in forestry".

The specific objectives of the website's restructuring are to:
− Build brand awareness through improved online visibility
− Better share information on the many forestry and related issues from within and outside the continent
− Convert site visitors into users of AFF and partner generated information
− Improve interaction with existing and potential AFF members
− Increase visitor traffic to the website
−

3.3.1 Build brand awareness through improved online visibility

The current competitive digital age requires that AFF's brand remains highly recognizable, relatable, and authentic; thereby setting itself apart from the competition. Towards this end consistency in branding was improved through engagement of a consultant who worked with the AFF team in revamping the architecture of the site and ensuring consistency in style, colours and formatting (see figure 5).

In this way, the website has been made visually appealing and configured to only desktop screens but tablets and smart devices as well. As a result, the potential of unexplored web traffic will be significantly increased.
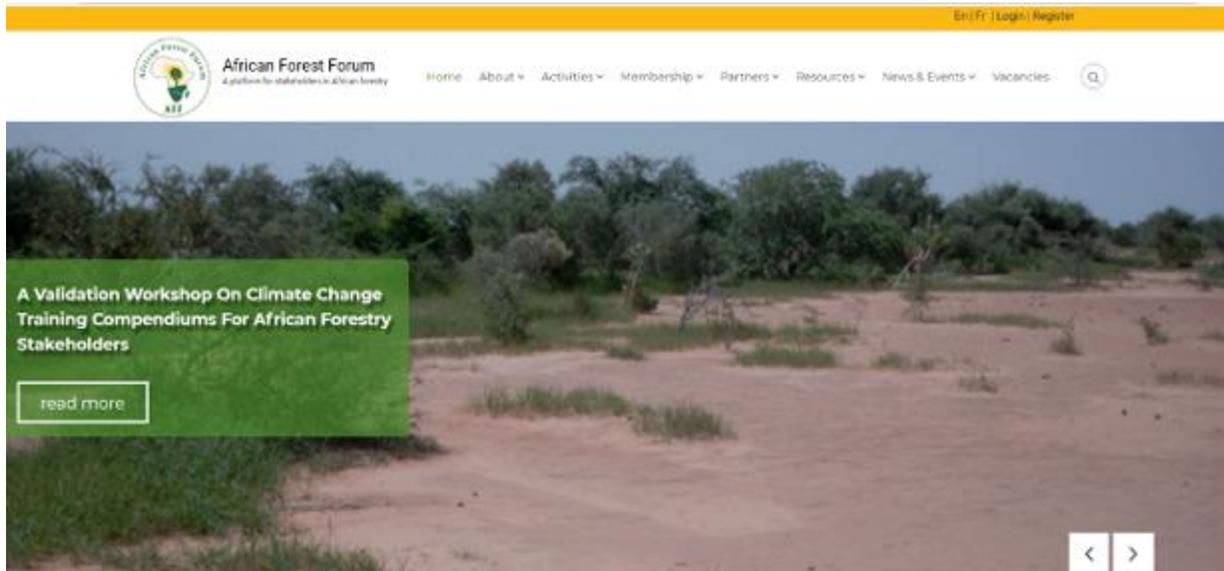
Figure 6: Home page of the AFF revamped website

3.3.2 Better share information on the many forestry and related issues from within and outside the continent

The website has also been restructured towards well organized content in order to facilitate ease of access and navigation experiences for web users. Broad themes derived from AFF's corporate document, *"A programmatic approach to the work of the African Forest Forum (2017)* have been used to organize AFF activities. Simple icons that are quick and easy to view on the homepage have been provided in order to provide shortcuts to key content (Figure 7). File management capabilities have also been improved to facilitate ease at which operations performed on a day to day basis - such as viewing, editing, searching, playing or printing of files – are done by the user.
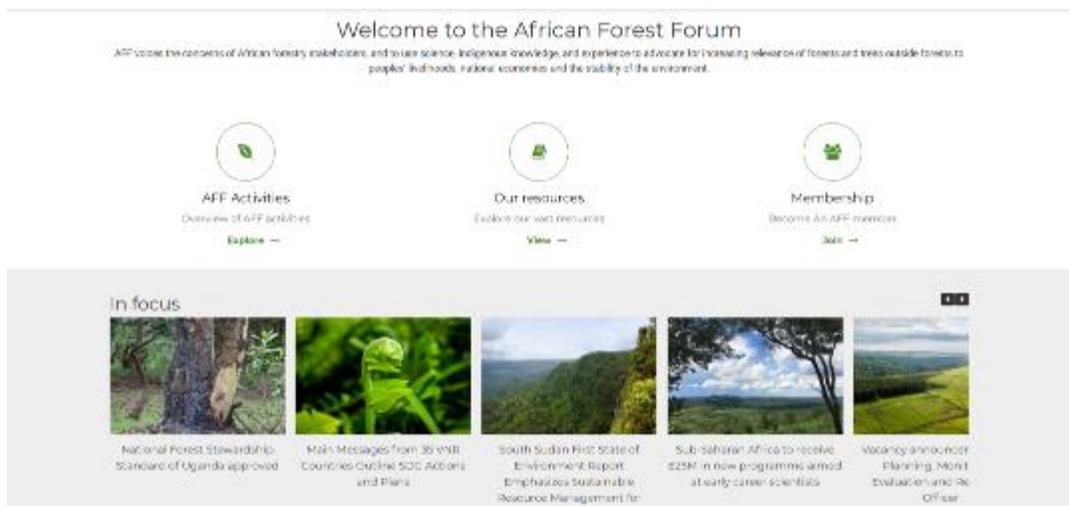
Figure 7: Home page of the AFF revamped website

3.3.3 Convert site visitors into users of AFF and partner generated information

An 'Aggregator' - computer software that compiles data or news from multiple online sources – has been integrated into the site to provide systematic and well-organized content including featured publications, articles among others in order to convert site visitors into users of AFF and partner generated information.
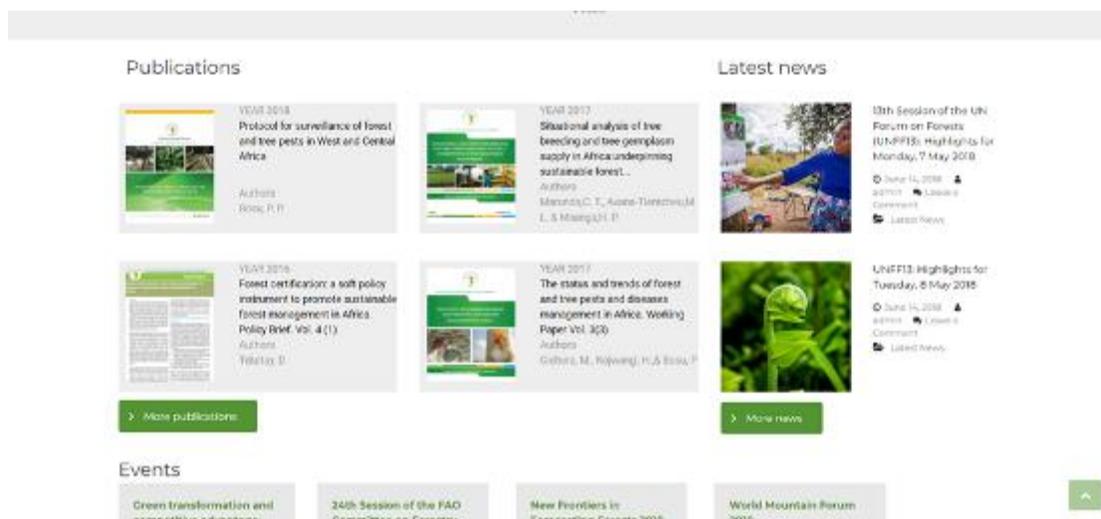

Figure 8: Home page of the AFF revamped website

The revamped AFF website also adopts a multi-site system whereby a fully integrated and translated French site will be integrated and help provide equal access of information to web users from the Francophone countries.

3.3.4 Improve interaction with existing and potential AFF members

Social media has been integrated into the website to encourage online interactions with existing and potential AFF members. A platform for networking and development of virtual social groups to conduct online discussions has also been provided within the intranet. Sustainability of the groups and topics for discussion would however have to be guided and promoted by project teams as well as AFF members and lead experts.
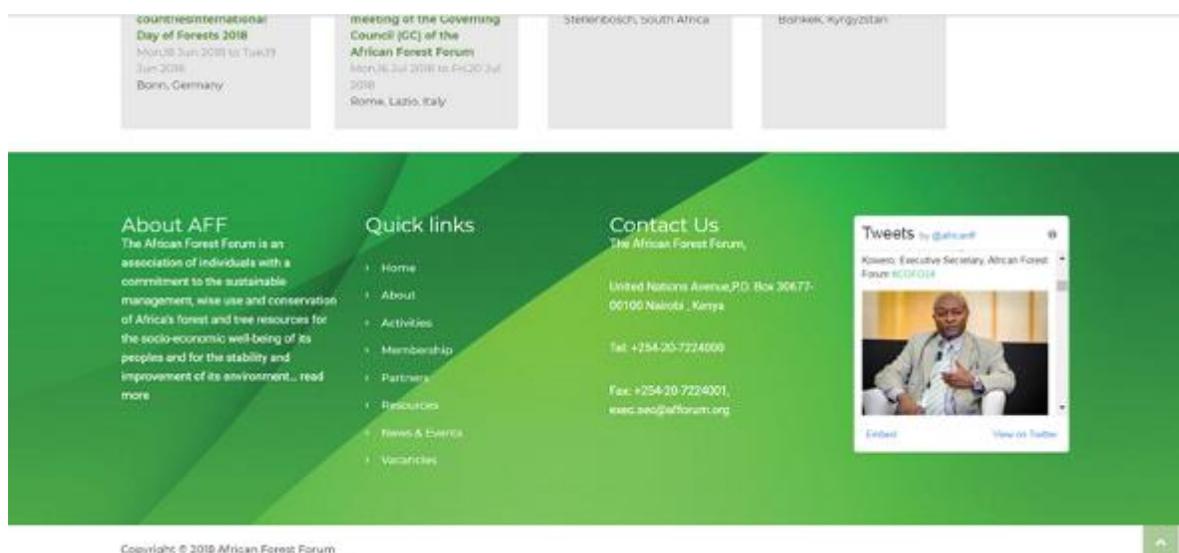
Figure 8: Home page of the AFF revamped website

3.3.5 Increase visitor traffic to the website

Search Engine Optimization (SEO) - a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine such as Google, Bing, Yahoo and other search engines will be utilized once the website is launched. The website's SEO will be updated, thereby decreasing its ranking in search results leading to higher probabilities of website visitation.

Other interventions include: mainstreaming gender sensitive language within the web content, reaching out to partners to refer traffic to the AFF site through inbound traffic, and providing sections for comment discussions, voting, liking and sharing of web content on identified articles in order to increase visitor traffic to the website.

AFF's main target group is the membership base made up of 2,056 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 AFF's membership has grown steadily since its founding in 2007 (Figure 9).
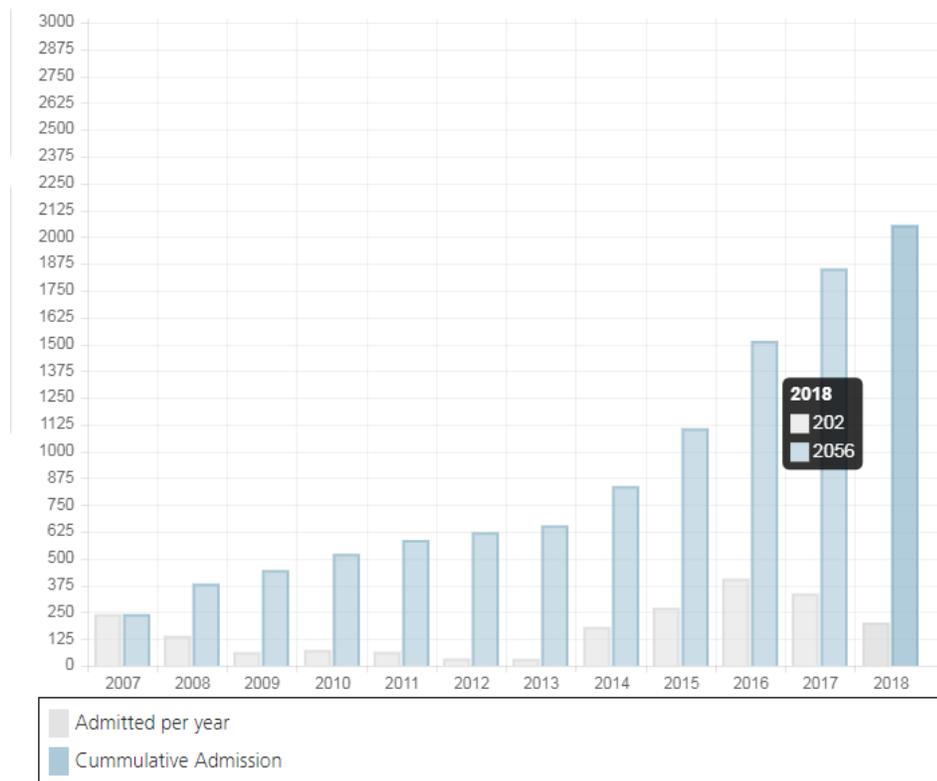
Figure 9: Growth of AFF membership

Members come from 84 countries worldwide; of these, 51 are African countries with 94% of the total members. Only 4-member states of the African Union, namely 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 33 countries namely: Albania, Australia, Austria, Bangladesh, Belgium, Bhutan, Brazil, Cambodia, Canada, China, Denmark, Finland, France, Germany, India, Ireland, Indonesia, Italy, Norway, Philippines, Poland, Portugal, Slovakia (Slovak Republic), South Korea, Spain, Sri Lanka, Sweden, Switzerland, The Netherlands, United Kingdom, United States, Vietnam, Falkland Islands.

The region with the highest number of members is Western Africa (611), followed by Eastern Africa (470), Southern Africa (336), North Eastern Africa (331), Central Africa (184) and outside Africa (124) (Figure 10).
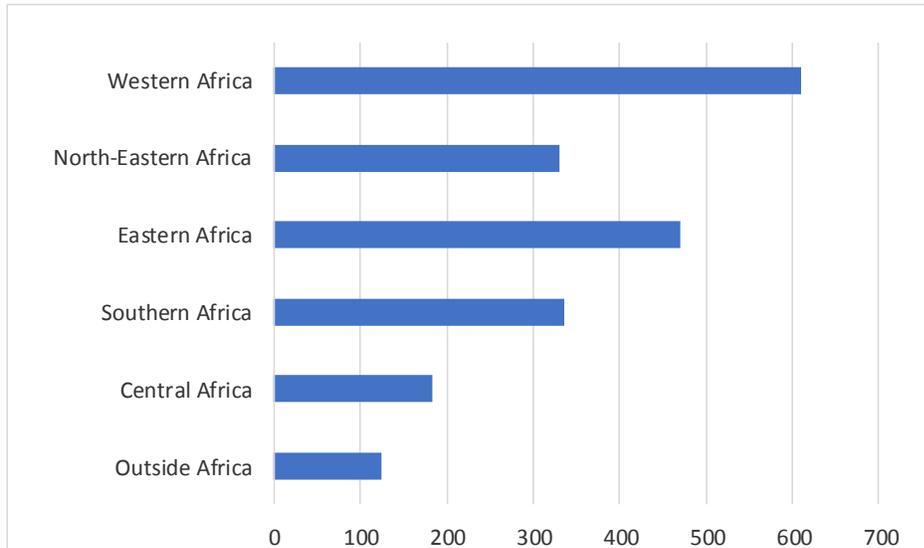
Figure 10: AFF membership by region

Over 71% of AFF members have either MSc or PhD level degree qualifications, 22% with a bachelor's degree and 5% with a diploma. The remaining 2% have a certificate level training 78% (1,600) members are male while 22% (456) members are female. See figure 9. 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 16,319 views and have been downloaded 8,178 times.
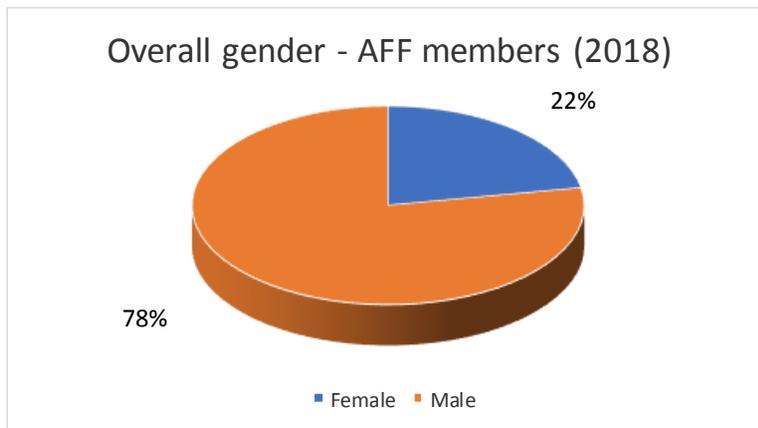
Figure 11: AFF membership by region

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 has acclimatized to more O365 components. An internal shift to the powerful and highly automated "Office 2016 Pro Plus" and "OneDrive" that facilitates easier access, sharing, and customized processing of data and information has been carried out. 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 are self-taught videos that have been provided and 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

An external hard drive backed by Google Drive, has been utilized for the organizing, archiving, retrieving and sharing of AFF resource materials. Particularly from outgoing staff. 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 2018 COMMUNICATIONS ACTION PLAN

COMMUNICATIONS TOOL	BASELINE (2017)	TARGET (2018)	ACHIEVEMENT (JAN-DECEMBER2018)	SOURCE OF DATA COLLECTION	FREQUENCY OF MONITORING	PERSON RESPONSIBLE (2017)[2]
WEBSITE						
Page views per year	16,020,89 8	20,000,000	24,043,020	Google Analytics	Monthly	DG
Number of visits	557,245	800,000	1,446,936	Google Analytics	Monthly	DG
Number of unique visitors	254,741	300,000	372,837	Google Analytics	Monthly	DG
Number of website hits	16,020,89	20,000,000	24,495,434	AFF records	Monthly	DG
PUBLICATIONS						
Number of knowledge products	164	170	16 8	AFF records	Semi-Annually	DG
Number of downloads	22,928	25,000	22,608	Google Analytics	Semi-Annually	DG
Number of opened pages	15,576,1 82	20,000,000	24,043,020	Google Analytics	Semi-Annually	DG
Number of impact stories	1	15	20	Survey	Annually	EN
PROMOTIONAL MATERIAL						
Number of information packages distributed	250	300	150	AFF's own records	Per event	DG/BO
Number of info-mails circulated	24	30	41	AFF records	Per event	DG
SOCIAL MEDIA						
Number of Twitter followers	651	800	778	Twitter	Monthly	DG
Number of Facebook Followers	942	1,200	1,714	Facebook	Monthly	DG
MEDIA						
Number of press kits distributed	20	20	5	AFF press office	Monthly	DG
Number of journalists in media database	60	80	60	AFF press office	Monthly	DG
Number of journalists who are AFF members	43	60	43	AFF database	Annually	DG
Number of AFF media articles	41	50	9	Google Alerts	Monthly	DG
Number of audio or visual files	32	40	2	Google Alerts	Monthly	DG
Advertising Value Equivalent	32,558	40,000	1450	AFF own records	Annually	DG
Communication partnerships	2	5	2	AFF own records	Annually	DG
AFF MEMBERSHIP						
Membership applications per year	205	250	384	AFF intranet	Monthly	DG

[2] Persons responsible for implementation of the 2018 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 2018 (JAN-DECEMBER)

Country	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Kenya	760	726	1730	35.72%	3.91	401.43
United States	633	628	680	75.88%	1.65	52.92
India	607	607	647	74.34%	1.45	47.75
Nigeria	457	443	679	40.94%	2.63	282.83
France	302	298	308	70.13%	1.43	45.95
Ethiopia	219	210	376	47.07%	2.31	236.86
Cameroon	205	196	346	36.99%	2.88	265.47
Germany	178	177	288	63.89%	1.92	117.13
Tanzania	165	159	267	41.95%	2.51	261.70
China	146	146	153	94.77%	1.12	52.30
United Kingdom	143	137	174	54.02%	2.07	142.32
South Africa	143	139	226	29.65%	3.21	239.65
South Korea	137	137	140	95.00%	1.06	12.01
Ghana	111	108	186	37.63%	3.05	265.50
Vietnam	90	90	163	74.85%	1.36	113.43
Benin	88	89	165	38.79%	2.85	321.85
Italy	84	77	101	47.52%	2.26	80.22
Niger	76	72	146	43.84%	2.54	276.45
Uganda	68	67	97	35.05%	2.87	310.98
Zambia	64	63	88	60.23%	2.53	185.50
(not set)	63	60	67	76.12%	1.36	87.96
Côte d'Ivoire	58	57	102	33.33%	2.81	268.63
Canada	55	53	72	56.94%	2.32	136.10
Sudan	53	52	84	44.05%	2.50	333.06
Sweden	52	48	86	44.19%	2.77	131.84
Brazil	51	50	59	69.49%	2.00	86.86
Switzerland	51	50	96	39.58%	2.78	127.29
Zimbabwe	51	49	73	39.73%	3.62	214.18
Rwanda	50	45	76	43.42%	2.63	199.29
Philippines	48	48	50	80.00%	1.96	118.18
Pakistan	47	47	47	72.34%	1.43	19.91
Japan	41	41	43	81.40%	1.37	44.40
Bangladesh	40	40	43	74.42%	1.51	47.91

Madagascar	37	37	50	34.00%	2.16	217.30
Ukraine	37	37	44	70.45%	2.05	66.30
Burkina Faso	36	26	89	26.97%	3.37	325.46
Malawi	35	32	66	57.58%	2.30	229.35
Netherlands	33	31	38	39.47%	2.42	150.50
Australia	32	31	63	36.51%	4.24	218.00
Belgium	32	33	42	52.38%	2.12	95.90
Bhutan	31	30	33	60.61%	1.61	23.85
Peru	31	31	33	96.97%	1.21	2.64
Senegal	31	27	55	56.36%	2.35	175.25
Liberia	30	27	45	20.00%	3.89	502.60
Congo - Kinshasa	28	25	47	25.53%	3.53	511.23
Swaziland	28	27	59	20.34%	3.92	428.95
Finland	27	27	35	40.00%	2.77	280.29
Togo	27	28	43	48.84%	2.05	168.16
Botswana	25	24	40	20.00%	3.65	524.58
Spain	24	24	27	44.44%	2.44	56.37
Indonesia	23	23	25	68.00%	1.60	61.64
Poland	20	19	22	27.27%	4.36	85.41
Russia	20	20	21	71.43%	1.52	9.86
Singapore	18	14	20	55.00%	1.85	225.50
Egypt	17	18	24	54.17%	1.63	145.13
Austria	16	15	20	70.00%	1.45	72.45
Denmark	16	16	17	64.71%	2.12	56.12
Mozambique	15	15	18	50.00%	2.06	132.06
Namibia	15	15	26	26.92%	1.42	261.12
Somalia	15	16	20	50.00%	3.00	119.30
Gambia	14	15	19	31.58%	4.42	409.95
Gabon	13	10	124	64.52%	1.83	168.44
Morocco	13	13	15	53.33%	2.80	192.80
Nepal	13	13	13	30.77%	1.46	124.15
Czechia	12	12	12	66.67%	1.42	119.83
Mexico	12	12	13	30.77%	2.54	216.85
United Arab Emirates	11	11	12	58.33%	1.67	30.42
Thailand	11	11	15	80.00%	1.40	20.20
Turkey	11	11	26	73.08%	1.31	167.00
Iraq	10	10	10	90.00%	1.10	0.30

Lesotho	9	9	10	50.00%	3.40	318.70
Myanmar (Burma)	9	9	9	77.78%	1.22	43.78
Sierra Leone	9	9	11	45.45%	3.82	215.91
South Sudan	9	7	23	43.48%	3.91	719.43
Burundi	8	7	9	22.22%	4.56	923.89
Guinea	8	8	10	60.00%	4.70	131.70
Congo - Brazzaville	7	7	9	55.56%	1.78	579.56
Iran	7	7	12	33.33%	2.75	102.00
Sri Lanka	7	7	8	62.50%	1.38	277.25
Mali	7	7	8	25.00%	3.88	209.25
Malaysia	7	7	7	85.71%	1.14	79.86
Norway	7	6	11	63.64%	1.45	154.36
New Zealand	7	7	7	14.29%	6.43	405.00
Hong Kong	6	6	6	83.33%	1.17	2.50
Ireland	6	6	6	66.67%	2.50	70.33
Comoros	6	6	13	53.85%	1.62	214.23
Chad	6	5	7	14.29%	3.29	885.57
Israel	5	5	5	60.00%	1.40	2.20
Portugal	5	4	5	40.00%	1.80	114.20
Angola	4	3	4	50.00%	2.50	114.50
Cyprus	4	4	5	20.00%	3.40	161.00
Estonia	4	4	4	75.00%	1.00	132.50
Hungary	4	4	5	40.00%	2.20	332.00
Cambodia	4	4	4	75.00%	1.25	29.50
Oman	4	4	4	75.00%	1.50	9.25
Central African Republic	3	3	3	66.67%	1.33	6.33
Chile	3	3	3	100.00%	1.00	0.00
Ecuador	3	3	4	75.00%	1.25	0.75
Greece	3	3	5	80.00%	2.20	17.80
Mongolia	3	3	3	66.67%	1.33	65.67
Mauritius	3	3	3	66.67%	1.67	9.67
Romania	3	3	3	66.67%	1.33	2.00
Saudi Arabia	3	3	3	66.67%	1.00	13.67
Afghanistan	2	2	3	100.00%	1.00	0.00
Belarus	2	2	2	0.00%	2.00	104.00
Colombia	2	2	2	100.00%	1.00	0.00
Algeria	2	2	2	100.00%	1.00	0.00

Croatia	2	2	2	100.00%	1.00	0.00
Jordan	2	2	7	28.57%	1.43	32.43
Lebanon	2	2	2	50.00%	2.00	15.50
Latvia	2	2	2	100.00%	1.00	0.00
Moldova	2	2	2	100.00%	1.00	0.00
Panama	2	2	2	100.00%	1.00	0.00
Seychelles	2	2	3	33.33%	5.00	842.67
Slovenia	2	2	2	50.00%	1.50	48.00
Slovakia	2	2	2	0.00%	2.50	78.00
Tajikistan	2	2	2	50.00%	1.00	61.00
Tunisia	2	2	2	50.00%	1.50	2.50
Taiwan	2	2	2	50.00%	1.50	23.50
Kosovo	2	2	2	100.00%	1.00	0.00
Albania	1	1	1	100.00%	1.00	0.00
Argentina	1	0	1	0.00%	2.00	97.00
Azerbaijan	1	1	1	100.00%	1.00	0.00
Bulgaria	1	1	1	100.00%	1.00	0.00
St. Barthélemy	1	1	1	100.00%	1.00	0.00
Costa Rica	1	1	1	0.00%	2.00	28.00
Dominica	1	1	1	100.00%	1.00	0.00
Dominican Republic	1	1	1	100.00%	1.00	0.00
Fiji	1	1	1	0.00%	1.00	41.00
Haiti	1	1	2	100.00%	1.00	0.00
Kuwait	1	1	1	0.00%	2.00	29.00
Libya	1	1	1	100.00%	1.00	0.00
Mauritania	1	1	1	100.00%	1.00	0.00
Malta	1	1	1	100.00%	1.00	0.00
Nicaragua	1	1	1	0.00%	2.00	51.00
Paraguay	1	0	1	0.00%	5.00	254.00
Qatar	1	1	1	100.00%	1.00	0.00
El Salvador	1	1	1	100.00%	1.00	0.00
Tonga	1	1	1	100.00%	1.00	0.00
Venezuela	1	1	1	100.00%	1.00	0.00
Vanuatu	1	1	1	0.00%	7.00	961.00
Total	6393	6224	9431	51.52%	2.54	215.86

[5] 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."

[6] Average session duration is total duration of all sessions (in seconds) / number of sessions.

[7] 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.

ANNEX 3: AFF IN THE MEDIA

These are reproduced verbatim as obtained from the media

As Cameroon prepares for the African Cup of Nations, trees fall

YAOUNDE (Thomson Reuters Foundation) - Cameroon has cut thousands of hectares of forest to build stadiums, hotels, roads and housing to host the 2019 Africa Cup of Nations - a move that could lead to worsening urban flooding and droughts, the country's environmental groups warn. https://www.reuters.com/article/us-cameroon-forest-soccer/as-cameroon-prepares-for-the-african-cup-of-nations-trees-fall-idUSKCN1IX3PO

African Forest Forum warns on dangers of deforestation

The African Forest Forum (AFF) has charged all stakeholders to come together to address the delicate situation of deforestation in Africa because of its dangerous consequence on human existence. The Executive Secretary of AFF, Professor Godwin Kowero gave the charge in Osogbo, capital of Osun State during a workshop with the theme "Modelling Climate and Applications to the Forestry Sector," which took place at the Osun state University, Osogbo.

https://www.dailytrust.com.ng/african-forest-forum-warns-on-dangers-of-deforestation.html

African Forest Forum urges sustainable forest management

A pan-African Non-Governmental Organisation, African Forest Forum (AFF), has called for a sustainable forest management in Africa, to mitigate the effects of climate change. Mr Godwin Kowero, the Executive Secretary of AFF, made the call at the opening of the forum's training Programme with the theme ' Modelling Climate and Applications to the Forestry Sector,' on Monday in Osogbo.

https://www.von.gov.ng/african-forest-forum-urges-sustainable-forest-management/

Climate change: African Forest Forum calls for sustainable forest management

A pan-African Non-Governmental Organisation, African Forest Forum (AFF), has called for a sustainable forest management in Africa, to mitigate the effects of climate change. Mr Godwin Kowero, the Executive Secretary of AFF, made the call at the opening of the forum's training Programme with the theme ' Modelling Climate and Applications to the Forestry Sector,' on Monday in Osogbo. The workshop, held at the premises of Osun State University, had participants drawn from 17 African countries.

https://www.pmnewsnigeria.com/2018/04/09/climate-change-african-forest-forum-calls-for-sustainable-forest-management/

Africa Forest Forum: UNIOSUN to host delegates from 16 Countries

https://www.youtube.com/watch?v=AULQrP-D2gs

African Forest Forum explores modelling climate change in forestry sector

African Forest Forum, a pan-African Non-Governmental Organisation, is leading the way in empowering stakeholders in the forestry sector to develop strategies for sustainable forest management and the fight against climate change. The organisation says sustainable forest management in Africa is imperative to mitigate the effects of climate change. But the capacities of professional and technical stakeholders in African forestry sector have to be strengthened to permit for better forest management.

http://climatereporters.com/2018/04/african-forest-forum-explores-modelling-climate-change-in-forestry-sector/

AFF Schools stakeholders in modeling and applying climate to forestry sector
YAOUNDE, Cameroon (PAMACC News) - African Forest Forum, a pan-African Non-Governmental Organisation, is leading the way in empowering stakeholders in the forestry sector to develop strategies for sustainable forest management and the fight against climate change.http://pamacc.org/index.php/k2-listing/item/834-aff-schools-stake-holders-in-modeling-and-applying-climate-to-forestry-sector

UNIOSUN Hosts African Forest Forum Workshop In Osogbo
Osun State University, Osogbo has successfully hosted the workshop of the African Forest Forum on forest, climate and environmental matters. The workshop was attended by stakeholders on forest issues drawn from 17 African countries and they expressed the need for full commitment to the sustainability of the environment. The Executive Secretary of AFF, Prof. Godwin Kowero, charged all stakeholders to come together to address the delicate situation of deforestation in Africa because of its dangerous consequence on human existence.https://theeagleonline.com.ng/uniosun-hosts-african-forest-forum-workshop-in-osogbo/

Changement climatique: L'Organisation Non Gouvernementale African Forest Forum (AFF) appelle à une gestion durable des forêts.
C'est dans le but d'aborder les concepts et principes de base de la modélisation du climat dans les sous-régions de l'Afrique de l'ouest que l'Organisation Panafricaine Non Gouvernementale, African Forest Forum (AFF) a organisé un atelier de formation à l'Université de l'Etat d'Osun au Nigeria, Etat membre de la Communauté économique des États de l'Afrique de l'Ouest CEDEAO. M. Godwin Kowero, Secrétaire exécutif de l'AFF, a lancé l'appel à l'ouverture du programme de formation du forum sur le thème «Modélisation du climat et des applications au secteur forestier» lors de l'atelier qui réunit des participants de 17 pays africains. http://www.elavox.info/crbst_8.html

Looming water crisis a threat to growth goals
A report has warned of a looming water crisis linked to the massive forest destruction. Forest and Water on a Changing Planet: Vulnerability, Adaptation and Governance Opportunities' says no attention has been paid to the importance of forests and trees in the water cycle. It warns that the problem will complicate attainment of sustainable development goals. "Forests' role in the water cycle is at least as important as their role in the carbon cycle in the face of climate change. In addition to being the lungs of the planet, they also act as kidneys," the report reads. It says focusing on the forests-water-people-climate links "wisely, comprehensively and expeditiously" is crucial for long-term wellbeing and survival.The report is a global assessment prepared by the Global Forest Expert Panel — an initiative of the Collaborative Partnership on Forests led by the International Union of Forest Research Organisations (IUFRO). The Kenya Forestry Research Institute, World Agroforestry Centre, African Forest Forum, African Network for Agriculture and Agroforestry and Natural Resources Education are members of the IUFRO. The report is to be launched today at the UN's high-level political forum on sustainable development in New York. https://www.the-star.co.ke/news/2018/07/10/looming-water-crisis-a-threat-to-growth-goals_c1784113

African Forest Forum

A platform for stakeholders in African forestry

For more information please contact:

The Executive Secretary
African Forest Forum
c/o World Agroforestry Centre (ICRAF)
United Nations Avenue, Gigiri
P.O. Box 30677-00100, Nairobi, Kenya
Phone: +254 20 722 4000, Fax: +254 20 722 4001
Email: exec.sec@afforum.org ; Website: www.afforum.org