



# African Forest Forum

A platform for stakeholders in African forestry



## Communication and knowledge management at AFF: Achievements made in 2019

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

## 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).

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# **Communication and knowledge management at AFF: Achievements made in 2019**

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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. The processes that have precipitated these phenomena have involved considerable interaction among many stakeholders. The African Forest Forum (AFF) continues to contribute to these processes by providing a platform for the networking and interchange of forest related information among the many stakeholders involved in African forestry.

### 1.1 Communication

The specific communication activities in 2019 were to:

- Develop, update, and implement AFF communication strategy
- Provide writing, reviewing and editorial assistance for AFF reports (annual and semi- annual), publications, and other documents
- Identify high interest areas and prepare articles, blogs, newsletters, etc., from AFF's 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 2019 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

May 22, 2019, was the day AFF celebrated 10 years - working on African forestry, and more specifically advancing the sustainable management and use of tree and forest resources on the African continent, with the view to improve the livelihoods of the people of Africa and the environment they live in. A number of special activities took place over the course of that week to commemorate the considerable work done by founders, members, staff, members of the Governing Council and its committees, and partners towards reaching this milestone.

In a build up to this event, a communications strategy was developed to help share AFF's story, its positioning and plans for the future. Specific objectives of the anniversary campaign were to:

- (i) Celebrate 10 years of work done by AFF founders, staff, members and partners of AFF;
- (ii) Recognize the good role and continuing generosity of major donors in providing financial support to the activities of AFF;
- (iii) Profile the AFF's programmatic approach to secure further institutional and financial support
- (iv) Increase the number of AFF members with a commitment to the sustainable management, wise use and conservation of Africa's forest and tree resources
- (v) Seek press coverage to reinforce the profile of forestry, highlight threats to forest resources and the environment, and champion better management of African forests.

#### *AFF 10<sup>th</sup> anniversary campaign identity*

A special anniversary logo to mark the 10-year milestone was developed to brand and create awareness for this hallmark event. The logo was based on the AFF corporate identity and was designed in the shape of the number 10 with the tagline grounded in the core mission of the institution. English and French versions of the logo were developed and added to all internal and external AFF communication channels including stationery, website, e-mail signatures, info-mail and branding for the event.

#### AFF 10<sup>th</sup> year anniversary logo (English and French)



## Sample e-mail signatures



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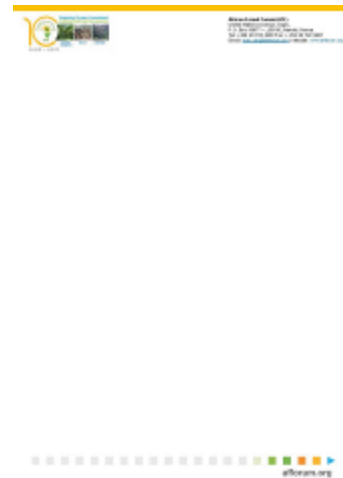
## PowerPoint template



## Press release and background



## Letterhead



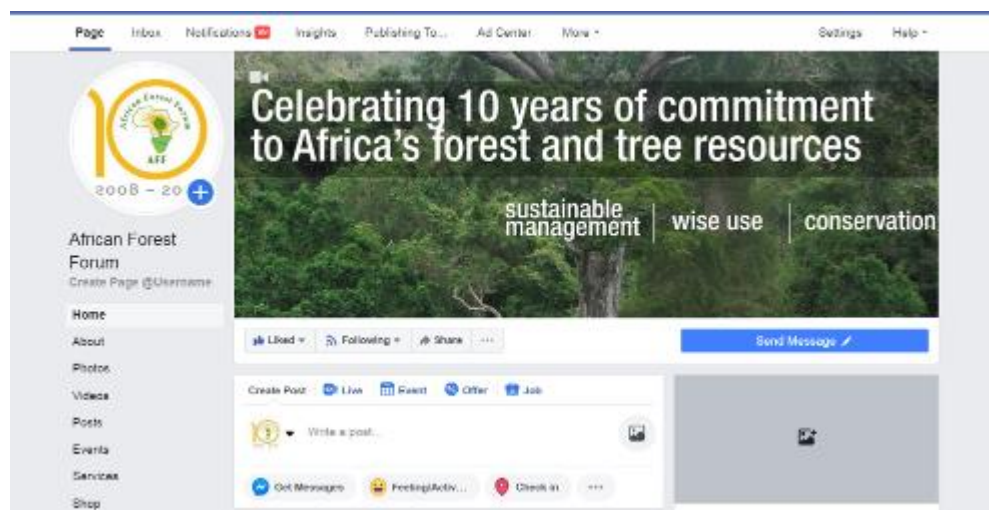
## Info-mail template



## Website



## Social media





## Promotional materials (roll up and venue banners; give-away eco-bags)



## Certificates and plaques





### AFF tenth year anniversary booklet

A special legacy piece was developed to showcase AFF's history, journey over the past decade, success stories, management and plans for the future.

The 10<sup>th</sup> year Anniversary booklet was published and disseminated to a wider audience during the hallmark event.

### AFF 10<sup>th</sup> anniversary video production

In preparation of the 10-year anniversary event to commemorate the work done by founders, AFF members, staff, members of AFF Governing Council and its committees, and partners towards reaching this milestone, a consultant was engaged to produce two videos;

(i) *A Video #1* for general audiences providing a narrated voice over on the opportunities and challenges facing Africa's forests and tree resources, AFF historical information, AFF's contribution and collaboration with various partners through testimonials, impact of AFF activities at the continental, regional and national levels.

ii) *A Video #2* featuring congratulatory messages to AFF on the occasion of its 10-year anniversary

Both English and French versions of the videos were developed and shared via social media and with participants who attended the hallmark event. They will also be uploaded to a special 10<sup>th</sup> anniversary web page which is currently under development.

The 10<sup>th</sup> anniversary event on May 22<sup>nd</sup> was jointly organized by AFF, the Kenya Forest Service (KFS) and the Kenya Forestry Research Institute (KEFRI); and was held at the Amani Gardens, Karura Forest Service grounds in Nairobi Kenya. It was attended by over 200 participants from across Africa and Europe, representing governments and public agencies, international organizations, the private sector, academic and research institutions, the donor community, the media, non-governmental organizations (NGOs), and community-based organizations (CBOs).

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

AFF produces a range of products that provide members and other stakeholders the latest information, based on research and similar studies, on African forestry and related areas, as well as on important events that have a bearing on national, regional and global forestry and related issues.

The type of information materials freely available on the website during this reporting period includes: Journal articles (48), policy briefs (21), factsheets (8), reports (34), publications under AFF Working Paper Series (48), training modules (2), newsletters (17), edited proceedings of meetings (1), books (7), compendiums (9), and corporate documents (12), as highlighted in Figure 1. Much of the content was developed by contracted experts and with support of the AFF secretariat staff.

Table 1 provides a comparison on the amount of content developed by AFF in 2018 vis a vis 2019 as well as the percentage increase.

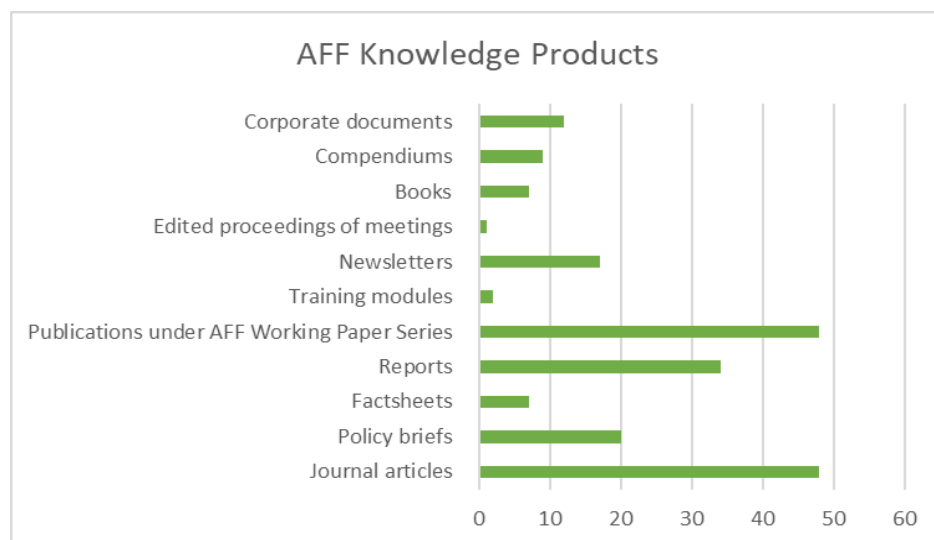


Figure 1: Range of AFF knowledge products (2019)

Table 1: Type of content produced by AFF and partners (2018 vs. 2019)

Type of content	2018	2019	% increase
1. Knowledge products (journal articles, fact sheets, reports, publications under AFF Working Paper Series, training modules, newsletter, meeting proceedings, books, compendiums and corporate documents)	173	207	19.65%
2. AFF videos and audio files	2	40	1650.00%
3. AFF articles published by mainstream media	9	31	244.44%

The most common topics or broad areas broached in these knowledge products include: tree improvement and seed management; forest law enforcement; good forest governance; managing forest tree pests and diseases; carbon markets; trade in forest products and services; public-private-partnerships in primary and secondary forestry production; climate change in forestry; effective engagement in multilateral environmental processes and agreements, among others.

This information 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.

In 2019 (Jan-December), the most downloaded publication, is a policy brief titled, *Forest certification: a soft policy instrument to promote sustainable forest management in Africa*. The second and third most popular publications are publications under the AFF Working Paper Series on *“Forest plantations and woodlots in Ethiopia and Tanzania”* respectively. The latter two publications continue to be a significant area of interest among forestry professionals over the years.

One out of the top ten downloads on the website, is a training compendium launched on May 22<sup>nd</sup>: *“Basic science of climate change: A compendium for professional training on African forestry.”* It is part of eight compendiums launched on the same day as part of AFF’s anniversary celebrations.

Table 1: Top 10 downloads (January – December 2019)

No.	Publication
1	Teketay, D. (2016). <i>Forest certification: a soft policy instrument to promote sustainable forest management in Africa</i> . Policy Brief 4 (1). African Forest Forum, Nairobi.
2	Bekele, M (2012). <i>Forest plantations and woodlots in Ethiopia</i> . AFF Working Paper (12)1. Nairobi. African Forest Forum
3	Ngaga, Y (2011). <i>Forest plantations and woodlots in Tanzania</i> . AFF Working Paper (16)1. Nairobi. African Forest Forum.
4	Agustino, S., Mataya, B., Senelwa, K., and Achigan-Dako, G.E. 2011. Non-wood forest products and services for socio-economic development. A Compendium for Technical and Professional Forestry Education. The African Forest Forum, Nairobi, Kenya. 219 pp.
5	African Forest Forum (2019). <i>Basic science of climate change: A compendium for professional training on African forestry</i> . 236 pp
6	Gichora, M., Kojwang', H., & Bosu, P. (2017). The status and trends of forest and tree pests and diseases management in Africa. AFF Working Paper (3) 3. African Forest Forum, Nairobi
7	Mwamakimullah, R. (2016). Private forestry sector in Tanzania: status and potential. AFF Report. African Forest Forum, Nairobi.
8	Abdo, M. 2014. Pratiques, techniques et technologies de restauration des paysages dégradés du Sahel. African Forest Forum. Working Paper Series, Vol. 2(3), 47 pp.
9	Chidumayo, E., Okali, D., Kowero, G. and Larwanou, M. (eds.). 2011. Climate change and African forest and wildlife resources. African Forest Forum, Nairobi, Kenya.
10	Cheboiwo, J. K. (2016). Private forestry sector in Kenya: status and potential. AFF Report. African Forest Forum, Nairobi.

Source: Google Analytics (2019)



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

A number of publications were printed and disseminated to more than 200 people who attended the AFF's 10-year anniversary celebration and associated workshops. These included the following:

### *Publications-books and monographs*

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

### *Compendiums*

- 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

## 2.2 Identify high interest areas and prepare articles, blogs, newsletters, etc., from AFF's work and disseminate

In 2019 (Jan-Dec), several writings on announcement of activities and events were developed and posted on the website as rolling news and shared via social media. These included:

- *Celebrating 10 years of commitment to Africa's forests and tree resources*
- *Training compendiums on climate change in African forestry launched at AFF 10th anniversary celebrations*
- *AFF celebrates 10th anniversary in Nairobi*
- *Improving forest seed and germplasm management in forest plantations*
- *Promotion of a holistic management approach of African forests*
- *Increased participation of the private sector and civil society in forest management*
- *Increasing intra-African trade in forest products*
- *COP24: From Policy to Action – Integrating Gender into National Climate Actions in Africa*
- *AFF's side event at the UNFF 14, New York, USA on the implementation of the Nationally Determined Contributions (NDCS) in African Countries*
- *Regional Validation Workshop: African Union Sustainable Forest Management Programme Framework*
- *AFF support to accelerating REDD+ implementation in Africa*
- *AFF Quarterly Newsletter Volume 8, Issue 1*

In addition, several calls for consultancy services, grant opportunities, job opportunities, newly released publications, events and related news from around the globe were identified and published on the AFF website.

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

The AFF website serves as a knowledge and information hub on African forestry for its members and other stakeholders. The website 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 and individuals. 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.

### *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 to the AFF website

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2019	11,580	30,768	91,429	112,889
Feb 2019	15,937	43,025	292,203	338,987
Mar 2019	15,901	44,749	295,969	320,357
Apr 2019	11,195	37,985	95,379	113,495
May 2019	10,540	49,965	114,560	139,859
Jun 2019	10,702	50,903	119,021	156,329
Jul 2019	12,521	42,112	83,444	142,639
Aug 2019	10,139	27,756	64,721	111,812
Sep 2019	9,102	28,408	67,976	105,432
Oct 2019	11,203	29,871	75,299	142,931
Nov 2019	14,781	31,066	128,942	248,654
Dec 2019	10,435	23,413	119,989	165,247
<b>Total</b>	<b>144,036</b>	<b>440,021</b>	<b>1,548,932</b>	<b>2,098,631</b>

Source: Google Analytics (2019)

In the reporting period, the website recorded **440,021 visits from 144,036 visitors from 166 countries** worldwide. The data implies that the web visitors made an average of 2-3 visits to the website. The data also shows that the level of interaction with web content is impressionable through the viewing of **1,548,932**- giving a clear picture of the site's performance and popularity on the web. The highest number of visits was witnessed in the months of May and June with **49,965 and 50,903** respectively. The reason for this could be due to pre, during and post AFF 10<sup>th</sup> anniversary activities as well as press coverage of the event, through local, regional and international media channels.

It is important to point out that in 2018, the website witnessed an increase in the number of threats and attacks both in number and complexity. Globally, the number of phishing attacks on research-based institutions along with the size of networks is growing and becoming more sophisticated, efficient and effective. As a result, this affected the web traffic recorded during this period significantly. AFF has since added an extra layer of security through a fire wall to prevent similar attacks in future. In view of this table 1 above presents an accurate measure of the website's total audience size.

### Source of traffic

According to Google Analytics (2019), most visitors to the website came from direct traffic - visits with no referring website. This indicates a growing recognition of the AFF brand from visitors who enter the URL into their browser or find the site via a bookmark. The second source of traffic is from organic search - traffic originating from a search engine, such as Google or Bing. A key strategy for the new AFF website has been to improve its positioning in search results through use of key words in high-ranking pages such publications section. Social media, info-mail, and partner websites are the third, fourth and fifth sources respectively. This demonstrates that AFF members, along with other stakeholders in African forestry, visit the website.

### Returning versus new visitors

Returning visitors refers to the percentage of visitors who have used the site more than once. New users on the other hand are those navigating the site for the first time on a specific device. The AFF website's returning versus new visitors' ratio is 15.9%: 84.1% (Figure 2). This metric indicates that the website is dynamic and mobile friendly enabling access from a range of smart devices. The goal for the next quarter will be to convert the new visitors into returning visitors with higher engagement — more pageviews per session.

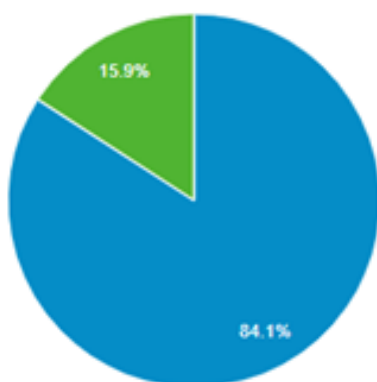


Figure 2: Returning vs new visitors

### 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 homepage page. As the digital face of the institution, the website's new homepage is designed to reflect AFF's corporate branding through items like the logo, tagline, colours, fonts and images. Other pages that have a high number of people visiting are: (i) *our members* (ii) *publications*, (iii) *intranet* (iv) *vacancies* (v) *our members-benefits of membership* (viii) *post-doctoral fellow-climate and policy* (x) *news and events*. Table 3 below lists the top 10 exit pages from the website. From this table 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.

Table 3: Top 10 exit pages from the AFF website

No	Page description
1.	/publications/
2.	/world-biodiversity-forum-2020/
3.	/research-fellowships-on-assessment-of-trends-of-impacts-of-climate-change-on-forest-and-tree-resources-and-coping-mechanisms-in-africa/
4.	/our-members/
5.	/call-for-applications-international-climate-protection-fellowships/
6.	/events/xxv-iufro-world-congress-2019/
7.	/research-fellowships-on-assessment-of-gender-responsive-resilience-to-climate-change-of-biophysical-and-socio-economic-systems-with-particular-emphasis-on-gender-responsiveness-and-marginalized-groups/



No	Page description
8.	/vacancy/consultancy-services-on-assessment-of-forest-planning-and-management-in-different-forest-types-in-selected-african-countries/
9.	/scholarships-available-for-msc-in-carbon-finance/
10.	/call-for-applications-paset-rsif-phd-scholarships/

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

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, India, Cameroon, China, Ethiopia, Tanzania, Uganda, and South Africa. Seven out of the ten countries are from the African continent with Ethiopia and Uganda making their debut to the category of top ten; the other African countries have been in this category for over two years. 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, and is in turn followed by India, several African countries and China, demonstrating an international and regional appeal of AFF's activities and products, stretching from the Americas through Africa to Asia.

Table 4: AFF Website users 2019; geographical distribution

Country	Users	New Users	Sessions
1. Kenya	947	930	1897
2. United States	609	602	657
3. Nigeria	583	577	884
4. India	566	563	591
5. Cameroon	329	323	582
6. China	296	294	300
7. Ethiopia	261	251	384
8. Tanzania	224	219	352
9. Uganda	223	219	279
10. South Africa	194	188	255

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

A total of 14 documents (13 publications under the AFF Working Paper Series and 1 report) have been formatted, and posted on the AFF website (Table 4)

Working Papers
1. Kayambazinthu, D (2017). <i>Policies and other related issues to the nexus food-fuel-fibre production in the context of climate change in Southern Africa</i> : African Forest Forum Working Paper, Vol (3) 8, Nairobi.
2. Ajewole, O. I. (2017). <i>Policies and other related issues to the food-fuel-fibre nexus production in the context of climate change in West Africa and the Sahel</i> . AFF Report. African Forest Forum, Nairobi
3. Chia, E., Enongene, K. and Fobissie, K. (2017). <i>Food-fuel-fibre production policies and strategies in the context of climate change in Central Africa</i> : African Forest Forum Working Paper, Vol (3) 6, Nairobi
4. Chupezi, T. J. (2017). <i>Role of African forestry private sector in response to climate change in Central Africa: Case study of Republic of Congo and Cameroon</i> . African Forest Forum Working Paper, Vol (3) 4, Nairobi
5. Mujuru, L. (2017). <i>Role of African forestry private sector in response to climate change in Zimbabwe</i> : African Forest Forum Working Paper, Vol (3) 5, Nairobi.
6. Makanji, D (2017). <i>Role of African forestry private sector in response to climate change in Kenya</i> : African Forest Forum Working Paper, Vol (3) 9, Nairobi.
7. Fobissie, K., Chia, E. and K., Enongene (2017). <i>Implementation of REDD+, CDM AND AFOLU NDC in Francophone Africa</i> : African Forest Forum Working Paper, Vol (3) 7, Nairobi.
8. Mulenga, F. <i>Implementation of REDD+, CDM, AFOLU INDC and voluntary carbon related activities in Anglophone Africa</i> . African Forest Forum Working Paper, Vol (3) 12, Nairobi
9. Bisong, F (2017) <i>Strengthening adaptation policies and AFOLU based climate change mitigation interventions relevant to African forestry and people in Anglophone Africa</i> . African Forest Forum Working Paper, Vol (3) 10, Nairobi.
10. Njanje, M., <i>Strengthening adaptation policies and AFOLU based climate change mitigation interventions relevant to African forestry and people in Francophone Africa</i> : African Forest Forum Working Paper, Vol (3) 9, Nairobi.
11. Gichora, M., Kojwang', H., and Bosu, P. (2017). <i>The status and trends of forest and tree pests and diseases management in Africa</i> . AFF Working Paper (3) 3. African Forest Forum, Nairobi.
12. Marunda, C. T., Avana-Tientcheu, M. L. and Msanga, H. P. (2017). <i>Situational analysis of tree breeding and tree germplasm supply in Africa: underpinning sustainable forest management</i> . AFF Working Paper (3)1. Nairobi. African Forest Forum.
13. Bosu, P (2017). <i>Status and trends of forests and tree pests and diseases in West and Central Africa</i> : African Forest Forum Working Paper, Vol (3)14, Nairobi. African Forest Forum
14. Marunda, C (2017). <i>Situational analysis of commercial and community tree planting in Southern Africa: Trends in tree improvement and tree germplasm supply</i> : African Forest Forum Working Paper, Vol (3) 16. Nairobi. African Forest Forum

In addition, the following six journal articles were published and uploaded to the AFF website

	Journal articles
1	Jebiwott A., Ogendi G.M, Makindi S.M, Esilaba M.O (2016). <i>Drivers of Forest Cover Change and Indicators of Climate Change in Katimok Forest Reserve</i> . Imperial Journal of Interdisciplinary Research (IJIR) Vol-2, Issue-11
2	Wekesa, Chemuku & Maranga, Elias & Kirui, Bernard & M, Muturi & Gathara, M. (2018). <i>Interactions between native tree species and environmental variables along forest edge-interior gradient in fragmented forest patches of Taita Hills, Kenya</i> . Forest Ecology and Management. 409. 789-798.10.1016/j.foreco.2017.12.023.
3	Mensah, Sylvanus & Veldtman, Ruan & Assogbadjo, Achille Ephrem & Ham, Cori & Glä“lÄ“ KakaÄ“, Romain & Seifert, Thomas, 2017. <i>Ecosystem service importance and use vary with socio-environmental factors: A study from household-surveys in local communities of South</i>

	Journal articles
	<i>Africa, Ecosystem Services</i> , Elsevier, vol. 23(C), pages 1-8.
4	Mensah, Sylvanus & Veldtman, Ruan & Seifert, Thomas. (2017). <i>Potential supply of floral resources to managed honey bees in natural mistbelt forests</i> . Journal of Environmental Management. 189. 160-167. 10.1016/j.jenvman.2016.12.033.
5	Mensah, S.; Veldtman, R.; Du Toit, B.; Glèlè Kakaï, R.; Seifert, T (2016). <i>Aboveground Biomass and Carbon in a South African Mistbelt Forest and the Relationships with Tree Species Diversity and Forest Structures</i> . Forests, 7, 79.
6	Mensah, S., et al. (2016). <i>Tree species diversity promotes aboveground carbon storage through functional diversity and functional dominance</i> . Ecology and Evolution, 6(20):7546–7557, doi:10.1002/ece3.2525.
7	Tabue Mbobda Roger Bruno, Zapfack Louis, Noiha Noumi Valery, Nyeck Boris, Meyan-Ya Daghele Raissa Glawdys, Ngoma Louis Roger, Kabelong Banoho Louis-Paul, Chimi Djomo Cédric. <i>Plant Diversity and Carbon Storage Assessment in an African Protected Forest: A Case of the Eastern Part of the Dja Wildlife Reserve in Cameroon</i> . Journal of Plant Sciences. Vol. 4, No. 5, 2016, pp. 95-101. doi: 10.11648/j.jps.20160405.11
8	Zapfack, Louis & Noiha Noumi, Valery & Ntonmen, Y & Nadège, Madountsap Tagnanag & Tabue Mbobda, Roger Bruno & Mireil Carole, Tchoupou & Boris, Nyeck & Funwi, Forbi & Banoho, Louis Paul Roger & Louis Roger, Ngoma & Zekeng, Jules & Cédric, Chimi. (2018). <i>Diversity, structure and carbon storage potential of the Dja Wildlife Reserve vegetation cover</i> . Journal of Biodiversity and Environmental Sciences. 13. 180-199.
9	Cheboiwo J K, Mutta D, Kiprop J and Gattama S (2018) <i>Public Private Partnerships Opportunities for Forestry Sector Development in Kenya: Synthesis of Primary and Secondary Production Actors, and Trade</i> . Journal of Environment and Earth Science 8(1)
10	Cheboiwo, J.K., Nasroun, T.H., Mwamakimullah, R., Kyeyune, R.K., & Mutaganda, A. (2018). <i>Public Private Partnership (PPP) in Forest Sector in Eastern Africa. Synthesis of Primary and Secondary Production Actors, and Trade</i> . Journal of Economics and Sustainable Development 8 (2)
11	P. Ng'andwe, D. Chungu, J. Ratnasingam, T. Ramananantoandro, P. Donfack, J. Mwitwa <i>Forestry Industry Development in Zambia: An Opportunity for Public Private Partnership for Small and Medium Enterprises</i> , International Forestry Review, 19(4), 467-477, (1 December 2017)

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

### Publications in the media

In a run up to AFF's 10<sup>th</sup> anniversary celebrations, a press release and backgrounder were circulated to publicize the event and the planned launch of eight training compendiums on various aspects of climate change in forestry, as well as the book titled, "The State of Forestry in Africa: Opportunities and Challenges". The press release was sent to major media outlets and posted on the AFF web page ([www.afforum.org](http://www.afforum.org)), as well as on Facebook and Twitter social media sites. Along with regional representation of selected journalists, efforts were made to use voluntary services to cut down on costs for media coverage of the event.

The media and outreach activities during the regional workshop yielded a favourable return on investment, with millions of AFF members, stakeholders, and the general public reached. Thirty-one (31) articles (14 English, 4 French, 8 Kiswahili and 5 Chinyanja) were published in the media with coverage spread across the East, West, South and Central Africa, as well as with the wider international community. These media outlets included Africa Science News; Climate Reporters; Kass FM, Africa Web; Enviro News; Pan African Media Alliance for Climate Change (PAMACC) News Agency; Enviro News Nigeria; Xihuanet; Ghana News Agency; Tanzania Broadcasting Corporation and Channel Africa – all with coverage spread across West Africa and wider international community.

Table 7 presents a summary of media coverage of AFF activities in 2019 (Jan-November). The cost of buying space taken up by the media articles, of which AFF did not pay for (Advertising Value Equivalent, AVE) is USD **14,693.50**

Table 7: Summary of media coverage of AFF activities in 2019 (January-November)

Media	Type	Reach	Average Duration /Length	Unit cost USD	Total AVE USD
Africa Science News	International online science news site	Global	300 words	150.00	150.00
Climate Reporters	Online news site	Nigeria, Benin and wider global community	300	150.00	450.00
Kass FM	Online news site	Kenya and wider regional community	300	150.00	150.00
Africa web	Online news site	Global	300	150.00	150.00
Enviro News	International online science news site	Global	300	150.00	150.00
Ghana News Agency	online news site	Ghana and wider global community	300	150.00	150.00
Xinhua News Agency	International news site	Over 1 billion readers	300 words	150.00	150.00
Tanzania Broadcasting Corporation	Electronic media	53 million viewers	2'30 sec	400.00	3,200.00 (8 news clips)
African Dialogue 1x program (Channel Africa)	Electronic media	Global	45''00	2,914.50	5,829.00 (repeated)
Agro Africa 1x program (Channel Africa)	Electronic media	Global	45''00	2,914.50	2,914.50
Chinyanja News/ Current Affairs Broadcast (Channel Africa)	Electronic media	Global	4'42	280.00	1,400.00 (5 news clips)
<b>Total Advertising Value Equivalent, AVE</b>					<b>14,693.50</b>



## 3.0 KNOWLEDGE MANAGEMENT ACTIVITIES AND OUTPUTS

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

The Knowledge Management and Communications Unit provides leadership towards an integrated approach to the generation, management, sharing, communication and transfer of knowledge of forest related information among the many stakeholders involved in the African forestry sector. The AFF Knowledge Management Strategy, formulates a vision and way forward in terms of knowledge sharing for the Institution, and is based on formal and informal consultations with AFF units, members and partners. It provides a conceptual framework to strengthen AFF role to facilitate knowledge exchange and promotes the uptake of new approaches and practices for more effective knowledge sharing.

In November 2019, a consultant was engaged to focus on providing support to the further development of AFF as a knowledge brokerage institution, and in particular guide the development of capacities in terms of human resources, infrastructure, and systems for knowledge management at AFF. Keys tasks are to:

- Conduct a thorough assessment/audit through desk research and organisational review to determine the scope of knowledge management within AFF, and assess the requirements in terms of personnel skills, facilities or infrastructure, organizational processes/protocols and structure, in accordance with existing policies and ongoing project workplans.
- Consult with regional partners and other key entities to identify information needs and knowledge management implications
- Advice on systems, processes, technology tools, change management, monitoring, evaluation and learning (MEL) for building and creating new knowledge and training strategies by presenting comparative analyses of different options
- Draw up the required KM process flow in AFF and, in collaboration with the Staff, update the KM strategy to suit the requirements of AFF.
- Build the institutional and personnel capacity of AFF, to enhance their capacities on KM and in developing KM-related systems and databases;
- Conduct a training of stakeholders in African forestry on information and knowledge management at a workshop to be organized by AFF.

The expected deliverables from this process are

- Organisational assessment/audit of AFF's existing Knowledge Management systems, practices, tools, gaps, etc., and the requirements, scope and scale for a tailor-made KMS based on organisational requirements
- Knowledge Management plan consisting of KM framework and strategies including for testing/piloting and initial training/coaching of staff.
- Integrated KMS and KM database responding to 3 key elements of people, processes and technology
- An updated Training Manual
- Consultancy report with recommendations for longer term KM development at AFF

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

In the period under reference, efforts were made by AFF to join the FAO Regional Forest Communicators Networks to help strengthen sustainable forest management in policy and practice. The networks currently comprise nearly 500 enthusiastic professionals from both government and private organizations within the forestry sector who come together to:

- Share best practices and tools to implement effective communication campaigns on a regional level,
- Promote learning among their members, generate new contacts and alliances, and
- Exchange up-to-date information on topical forest issues.

In the interim, AFF made linkages with the Africa Forest Communicators Networks and is an official member. The Africa Forest Communicators Network is a voluntary partnerships of forestry communication officers from both private and public sector organizations in English- and French-speaking African countries. It is expected that the network will strengthen AFF's forest communication capacity by sharing activities online to a wider audience and participating in capacity-building workshops and at forestry conferences to promote best practices in forest communication.

Apart from the network, the following forest resource databases have been identified and are already included in the AFF portal.

#### *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\\_data00600-en](https://www.oecd-ilibrary.org/environment/data/oecd-environment-statistics/forest-resources_data00600-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](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/>

In total, there are currently 118 databases (Table 5) on forest resources on the AFF's website, thereby providing a one-stop shop for forestry knowledge in Africa. An additional 48 links to third party sites and partner organizations facilitate sharing of forestry information in a different format that may be useful, interesting or facilitates increased opportunities to stream content.

Table 5: AFF website database summary

No	Category Name	Total
1	Forest resources databases	36
2	Forest journals on open access	41
3	Climate change databases	30
4	Others	11
	<b>Total</b>	<b>118</b>

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

#### *AFF website upgrade*

Monitoring the performance of the AFF's online presence is not only crucial to regular reporting, it is also key for analysis and decision making. Presently, the collection of web metrics is done manually, collating from multiple analytics tools (Google analytics, AWstats, Drupal log etc).

While the manual option works, it poses the following challenges:

- It is time consuming, since the entire process from harvesting, formatting and placing in the report document is all done manually
- These reports are produced on a quarterly basis and each is singular with the inability to perform inter period comparisons, limiting the scope of the report.
- The current collection process requires extensive web technical expertise which contributes to time consumption when a report is urgently needed
- The format of the reports (mostly in tabular format) isn't well visualised (e.g. by use of graphs, charts, maps, etc.) thus the interpretation of the data is very challenging

For this reason, a contractor has been engaged to build an AFF Web Analytics Dashboard (AWAD) that allows users to visualise the web metrics with all statistical details has been developed in collaboration with the webmaster. The AWAD system aims to provide different chart types and maps in one dashboard and serve as a powerful data visualisation combination. It will be built using customized code (Foundation framework and Highcharts for visualization) and will cover the following:

- Dashboard setup
- Maps
- Charts and graphs
- Meters
- Tables (for each map, chart and graph) item

The expected outcomes from development of the AFF AWAD system are:

- A one-stop-shop page that displays all AFF's set web metrics with the ability to pick date ranges on both monthly and yearly basis.
- A visual dashboard that will incorporate maps, charts, graphs, tables, meters and odometers to give a comprehensive analysis at a glance.
- Ability to download and export these visual elements as image or PDF making it ideal for report compilation
- An automated system that picks directly from these available tools, feeding the results directly to the dashboards
- An easily usable tool that does not need extensive technical knowledge
- A highly scalable platform that could be expanded on demand basis

### *Intranet upgrade and content marketing for increased engagement*

The AFF intranet serves over 2000 members presently with an average of 250 members enrolling each year. The platform experiences continual growth and with it, a myriad of challenges. Firstly, the technology used in 2013 to develop the system is out dated and subject to vulnerabilities as well as attacks. In addition, the registration process seems to be unfriendly by modern standards. Because of this, a consultant will be engaged to undertake the following tasks;

#### **a. Boost Engagement**

- (i) Develop a highly interactive platform that enhances engagement of AFF members through forums, online conferences and communities of practice. Grouping members according to respective interests e.g. by skillset or geography to encourage knowledge exchange
- (ii) Upgrade participatory features e.g. events registration, call for proposals, member to member communication, news and noticeboard section for members etc.
- (iii) Build a robust digital repository that stores and maintain digital assets from AFF and members for access and reuse

#### **b. Increase efficiency**

- i) Create a more user-friendly registration, login and profile management platform based on current standards through minimizing number of click-throughs to achieve profile management tasks
- ii) Employ modern development tools that ensure the site is cross platform and device compatible
- iii) Improve on code security by ensuring upgraded coding is applied in establishing the system

#### **c. Enhance visibility**

- i) Use of SEO tools and strategies to ensure the website is widely accessible to target audiences especially in Africa
- ii) Identify content gaps and developing AFF-based keywords to enhance search engine rankings
- iii) Develop a content "marketing" strategy that identifies content and best way to utilize distribution platforms

#### d. Secure the platform against threats and attacks

- i) Integrate Secure Sockets Layer (SSL) to platform URL
- ii) Introduce email verification and captcha during registration
- iii) Develop robust validation process to detect malicious access
- iv) Incorporate traffic firewall (Cloudflare) to secure traffic accessing the intranet

#### Online platforms

The revamp process will also provide increased support towards networking of AFF members through an initial five online interaction platforms that have been created on Facebook. The platforms are namely:

- AFF Research Fellows
- Forest-based adaptation and mitigation options among African stakeholders
- Gums and resins actors Alumni for AFF-HAFL Fellows
- Interested parties on NDCs
- Public private partnership in forestry

Following set up of the platforms, the AFF technical team are to develop Terms of Reference for each of the groups, identify suitable participants/experts to join the groups and engage a moderator that can guide discussions.

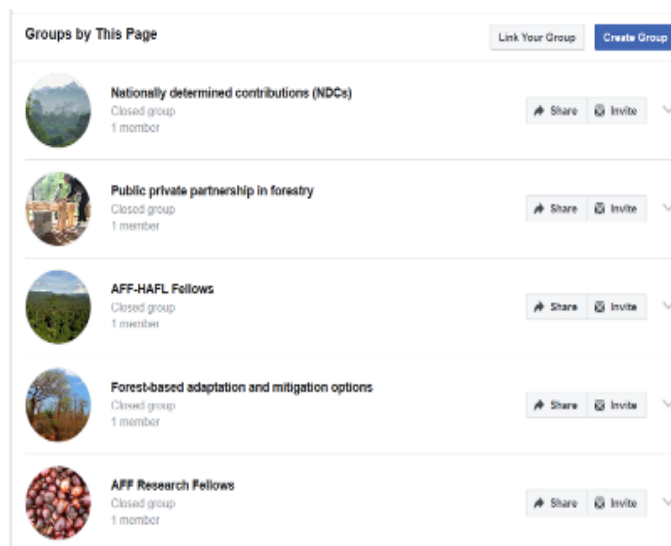


Figure 3: AFF online interaction platforms

#### WhatsApp Web

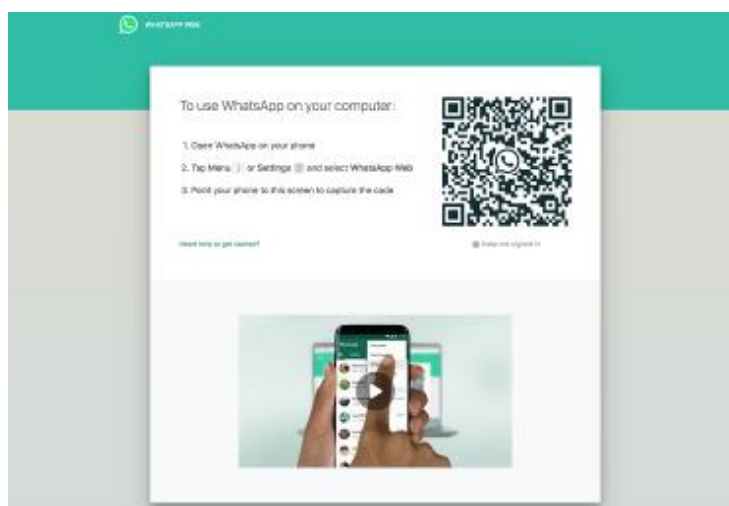


Figure 4: WhatsApp-for-web installed on the AFF website

WhatsApp is considered as the top messaging app all over the world and it is available on most of the different mobile platforms. It is supported in Java, iOS, Blackberry and Nokia.

It has a record of having 750 million active users all around the world – still the highest number. In view of this, AFF has installed 'WhatsApp-for-web' on the AFF website, to enable users – such as public private partnership WhatsApp group' to share information directly to their mobile phones, PC, laptop or tablet.

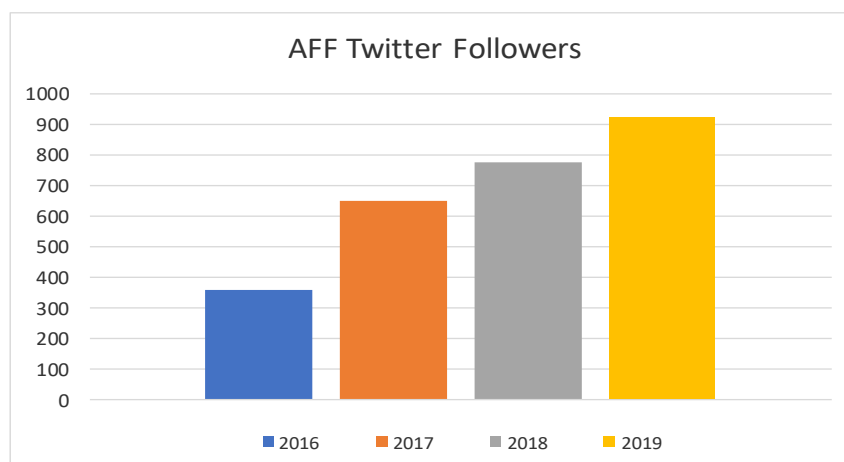


In this way, it will enable participants to continue their chats from their PCs or desktops or any other devices which have the ability to run a Chrome browser. It will also allow members to chat with their phones and on their computers. In so doing, it provides and strengthens the ultimate user experience – albeit a on bigger screen.

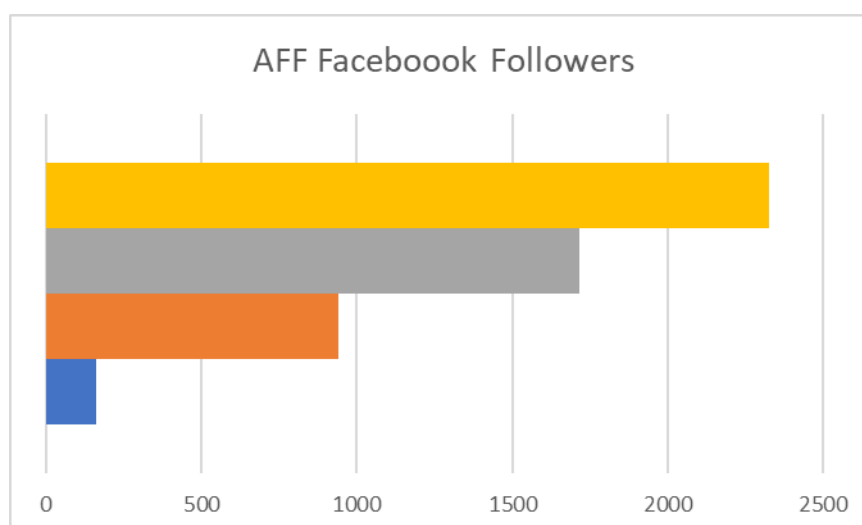
### *Social media*

Furthermore, social networks like Facebook, media-sharing sites like Twitter have supported virtual interaction among forestry stakeholders via the creation of a hashtag (#AFF10yearanniversary). Topics that dominated conversations on social media included; AFF's 10-year anniversary celebrations; State of African Forests, Sustainable Forest Management and the interlinkages between forestry and climate change. As a result, there has been an increase in twitter followers from 778 in 2018 to 927; while Facebook was up from 1,707 to 2,776 followers.

Figure 5 and 6 below show growth in AFF Twitter and Facebook followers from 2016-2019.



*Figure 5: Growth in AFF Twitter Followers (2016-2019)*



*Figure 5: Growth in AFF Facebook Followers (2016-2019)*

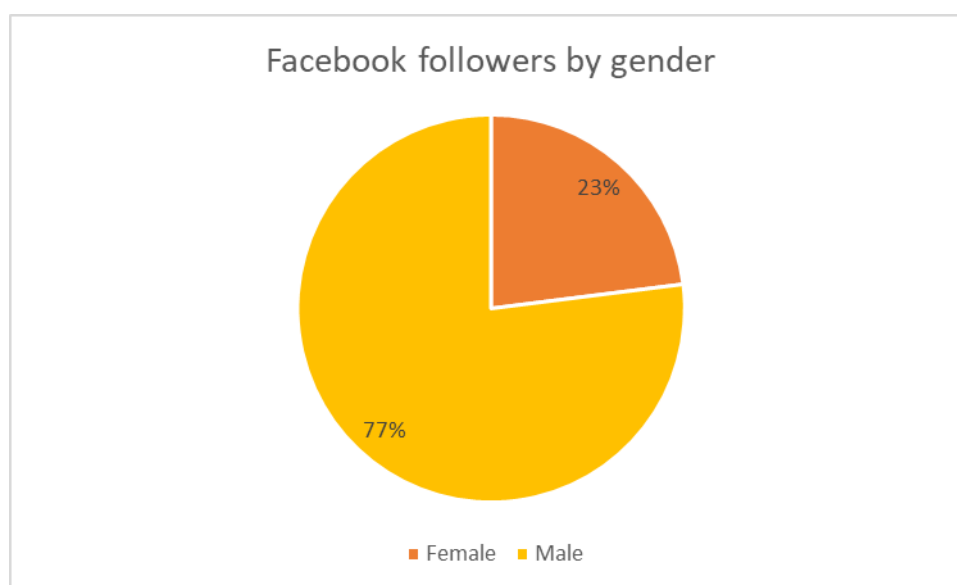


Figure 6: Facebook followers by gender

About 23% of the AFF's followers on Facebook are female while 77% are male – a reflection of the forestry sector in Africa, since this also mirrors the gender representation in AFF membership. Also, 45% of the audience are aged between 25-34yrs, indicating that social media is a tool more popular with the youth. Fans of AFF are from the following top 10 countries: Ethiopia (320); Kenya (263); Nigeria (246); India (85); Burkina Faso (61); Pakistan (60); Uganda (60); Zambia (60); Ghana (57) and United States of America (51). More than half of the followers are from Anglophone countries, perhaps because of shared information is largely in the English language.

### AFF Membership

Thanks to global expansion, AFF has a total of 2214 members, with 92% being ordinary members while the rest are associate members (mainly students). Since its inception, AFF has progressively admitted members on an annual basis (table 6).

Table 6: Number of applications for AFF membership over the years (source: AFF Data/2019)

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Admission	242	141	64	76	66	35	33	183	271	410	335	200	158
Cumulative Admissions	242	383	447	523	589	624	657	840	1111	1521	1856	2056	2214

AFF members come from all over the world. They are drawn from academia, government ministries/departments, NGOs, the private sector, farmer organisations, among others. They are concerned with the promotion of, support of, or research into forests, forest management and forest products, and trees outside forests. AFF uses these diverse backgrounds to work for the sustainable management and use of tree and forest resources in addressing the environmental and livelihood challenges of the African people. AFF members interact and share experiences, insights and expertise on issues related to forestry.

AFF Members come from 83 countries worldwide; of these, 51 are African countries. 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, referred to as “Friends of African forestry”, is from 32 countries namely: Albania, Australia, Austria, Bangladesh, Belgium, Bhutan, Brazil, Cambodia, Canada, China, Denmark, Falkland Islands, Finland, France, Germany, India, Ireland, Indonesia, Italy, Norway, Philippines, Portugal, Slovakia (Slovak Republic), South Korea, Spain, Sri Lanka, Sweden, Switzerland, The Netherlands, United Kingdom, United States, Vietnam. The African sub-region with the highest number of members is Western Africa (675), followed by Eastern Africa (502), Southern Africa (356), North Eastern Africa (343), and Central Africa (213) in that order. Members from outside Africa are 125.

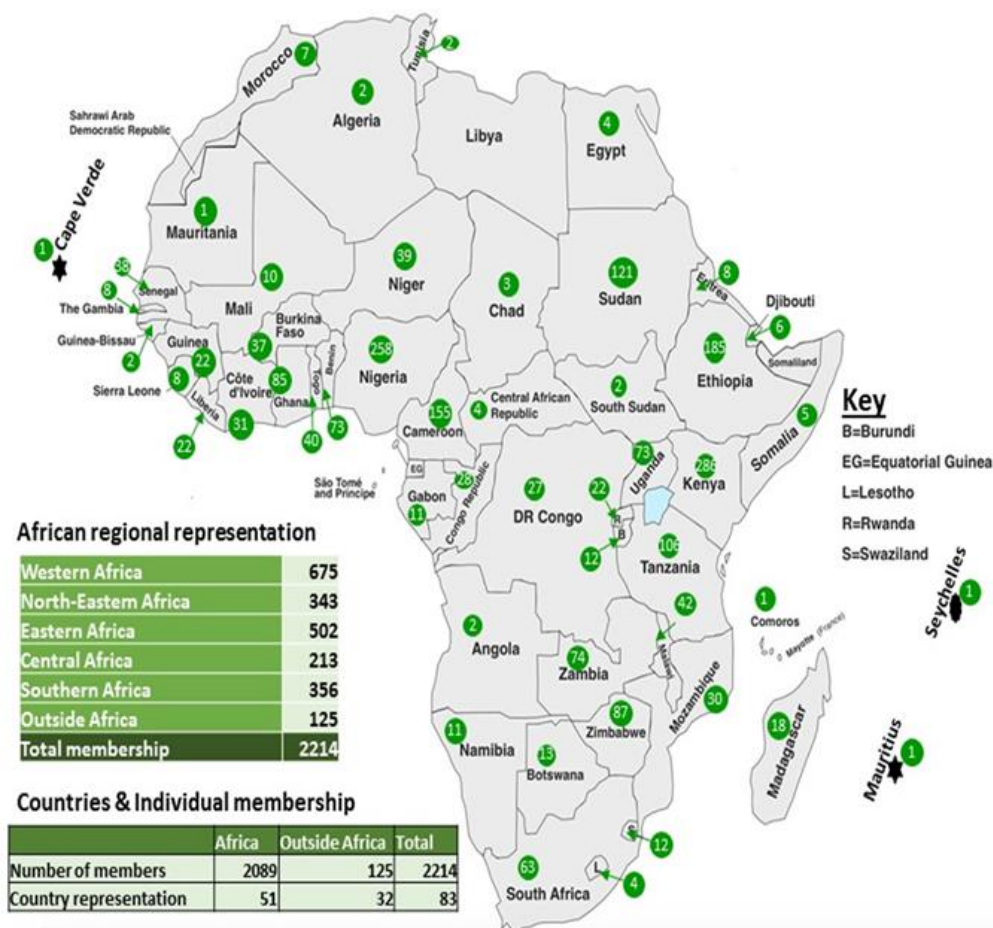
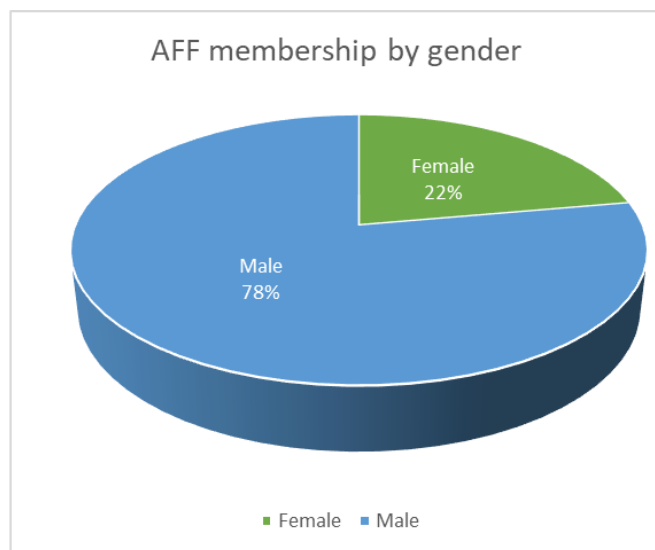


Figure 7: AFF membership map



Over 69% of AFF members have either MSc or PhD level degree qualifications, 23% with a bachelor's degree and 4% with a diploma. The remaining 1% have a certificate level training. Members are predominantly male (78% of the total), reflecting the usually male dominated forest profession in general.

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.

*Figure 7: AFF gender representation*

For example, by the end of November 2019, members exchanged, through the intranet, 563 full text journal articles which received 19, 486 views and have been downloaded 9,206 times.

### 3.3 Monitor, improve and maintain knowledge management practices, tools, policies, 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.

### 3.4 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. 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, forest governance, trade in forest products and services, 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.

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

A general awareness training on knowledge management concepts, tools and practices for AFF staff was undertaken on 29<sup>th</sup> October 2019 by the KM consultant. The training provided a platform for the secretariat to be made aware of the consultant's two-month workplan aimed at further development of the institution's knowledge assets, information systems and communications.



## ANNEX 1: IMPLEMENTATION OF 2019 COMMUNICATIONS ACTION PLAN

COMMUNICATIONS TOOL	BASELINE (2018)	TARGET (2019)	ACHIEVEMENT (JAN-DE 2019)	SOURCE OF DATA COLLECTION	FREQUENCY OF MONITORING	PERSON RESPONSIBLE (2019) <sup>2</sup>
<b>WEBSITE<sup>1</sup></b>						
Page views per year	24,043,020	25,000,000	1,548,932	Google Analytics	Monthly	DG
Number of visits	1,446,936	1,500,000	440,021	Google Analytics	Monthly	DG
Number of unique visitors	372,837	380,000	144,036	Google Analytics	Monthly	DG
Number of website hits	24,495,434	25,000,000	2,098,631	AFF records	Monthly	DG
<b>PUBLICATIONS</b>						
Number of knowledge products	168	200	207	AFF records	Semi-Annually	DG
Number of opened pages	24,043,020	25,000,000	1,379,672	Google Analytics	Semi-Annually	DG
Number of impact stories	20	25	40	Survey	Annually	LA
<b>PROMOTIONAL MATERIAL</b>						
Number of information packages distributed	150	200	400	AFF's own records	Per event	DG/BO
Number of info-mails circulated	41	50	50	AFF records	Per event	DG
<b>SOCIAL MEDIA</b>						
Number of Twitter followers	778	800	927	Twitter	Monthly	DG
Number of Facebook	1714	2,000	2,325	Facebook	Monthly	DG
<b>MEDIA</b>						
Number of press kits distributed	5	20	20	AFF press office	Monthly	DG
Number of journalists in media database	60	80	80	AFF press office	Monthly	DG
Number of journalists who are AFF members	43	50	60	AFF database	Annually	DG
Number of AFF media articles	9	20	31	Google Alerts	Monthly	DG
Number of audio or visual files	2	10	30	Google Alerts	Monthly	DG
Advertising Value	1,450	2,000	14,693	AFF own records	Annually	DG
Communication Partnerships	2	5	2	AFF own records	Annually	DG
<b>AFF MEMBERSHIP</b>						
Membership applications per year	150	200		AFF intranet	Monthly	DG

Persons responsible for implementation of the 2018 Communications Action Plan are: Daphine Gitonga (DG), Communications Specialist; Leon Awiti (LA) Planning Monitoring Evaluation and Reporting (PMER) Specialist and Barbara Owuor (BO) Administrative Officer

<sup>1</sup> In 2018, the AFF website witnessed an increase in attacks, affecting web traffic recorded during this period significantly. AFF has since added an extra layer of security through a fire wall to prevent similar attacks in future. In view of this achievement (Jan-Nov) above presents an accurate measure of the website's total audience size

## ANNEX 3: AFF IN THE MEDIA

These are reproduced verbatim as obtained from the media

### African Forest Forum to mark 10 years

The African Forest Forum (AFF) is commemorating a decade of its work on African forestry in Nairobi, Kenya. Since its establishment, the African Forest Forum (AFF) has provided a bridge between science-based knowledge and good policies to support sustainable forest management; effectively working within a science-policy-management framework. <http://africasciencenews.org/african-forest-forum-to-mark-10-years/>

### AFF Celebrates 10 years of African Forestry

The African Forest Forum (AFF) is flagging off a series of activities to commemorate its 10th year of driving the rich forest in the continent. The celebrations that will take place on May 22, 2019 according to a press release from AFF secretariat will include a launch of eight training compendiums on various aspects of climate change in forestry, as well as a book titled, "The State of Forestry in Africa: Opportunities and Challenges will take place in Nairobi Kenya. <http://climatereporters.com/2019/05/aff-celebrates-10-years-of-african-forestry/>

### AFF celebrates 10th anniversary in Nairobi

The African Forest Forum (AFF) is commemorating a decade of its work on African forestry. On May 22, 2019 a celebration, including a launch of eight training compendiums on various aspects of climate change in forestry, as well as a book titled, "The State of Forestry in Africa: Opportunities and Challenges will take place in Nairobi Kenya. <http://www.kassfm.co.ke/home/2019/05/13/aff-celebrates-10th-anniversary-in-nairobi/>

### Africa's forests to play major role in implementation of Agenda 2063

Africa's forests are set to play a major role in the implementation of continent's Agenda 2063, the Paris Agreement and the SDGs. That is according to the executive secretary of Kenyan-based Africa Forest Forum Prof. Godwin Kowero. <https://www.myjoyonline.com/news/2019/May-8th/africas-forests-to-play-major-role-in-implementation-of-agenda-2063.php>

### Les opportunités et défis de la foresterie en Afrique au cœur d'une célébration de l'AFF au Kenya

Le Forum Forestier Africain (AFF) a commémoré une décennie de ses activités sur la foresterie africaine. A cette occasion, l'institution organise en collaboration avec le Service des forêts du Kenya (KFS) et l'Institut de recherche forestière du Kenya (KEFRI), une célébration qui aura lieu à Nairobi, au Kenya. Célébration au cours de laquelle seront lancés huit recueils de formations sur divers aspects du changement climatique en foresterie et un livre intitulé "L'état de la foresterie en Afrique: opportunités et défis". <https://africaweb.fr/at/energie/les-opportunites-et-defis-de-la-foresterie-en-afrique-au-coeur-dune-celebration-de-laff-au-kenya>

### Forêt: La gestion durable des forêts peut rapprocher la richesse de l'Afrique

Le continent africain est entouré de vastes richesses naturelles dans sa forêt tropicale dense, mais sa population est désespérément pauvre, selon des experts en environnement. Ils ont décrié l'absurdité d'être si proche de la richesse naturelle, mais loin de ses avantages, une situation qui peut être améliorée si les ressources forestières sont gérées de manière durable. [21 MAI 2019 ENVIRONEWS LAISSER UN COMMENTAIRE](#)

### Sustainable forest management can drive Africa's natural wealth so near

The African continent is surrounded by vast natural wealth in its dense tropical forest yet its people are desperately poor, environment experts say. The scientists have decried the absurdity of being so close to natural wealth, but so far from its benefits, a situation that can be changed for the better if forest resources are sustainably managed. <https://www.pamacc.org/index.php/k2-listing/item/1081-sustainable-forest-management-can-drive-africa-s-natural-wealth-so-near>

### Africa's certified forest least in the world, study reveals

The total area of forest certified in Africa is less compared to other regions of the world, a study that was released on Wednesday, May 22, 2019 reveals. Forest certified in Africa is the least compared to other regions of the world.

[https://www.environewsnigeria.com/africas-certified-forest-least-in-the-world-study-reveals/?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=biodiversity\\_day\\_rapid\\_urbanisation\\_threatening\\_lagos\\_biodiversity&utm\\_term=2019-05-](https://www.environewsnigeria.com/africas-certified-forest-least-in-the-world-study-reveals/?utm_source=newsletter&utm_medium=email&utm_campaign=biodiversity_day_rapid_urbanisation_threatening_lagos_biodiversity&utm_term=2019-05-)

### AU to launch Africa's forestry management framework in 2020: official

Africa's sustainable forestry management framework will be launched in early 2020 to guide the continent in sustainable exploitation of forest resources, an African Union (AU) official disclosed on Monday. Almami Dampha, senior policy officer at AU Commission, said that the framework has been developed to help countries meet the AU Agenda 2063 and the UN Sustainable Development Goals.

[http://www.xinhuanet.com/english/2019-05/21/c\\_138075136.htm](http://www.xinhuanet.com/english/2019-05/21/c_138075136.htm)

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<http://www.ghananewsagency.org/africa/au-to-launch-africa-s-forestry-management-framework-in-2020-official-150151>

### AFF celebrates a decade's work on African forestry

The African Forest Forum (AFF) is commemorating a decade of its work on African forestry. On May 22, 2019 a celebration, including a launch of eight training compendiums on various aspects of climate change in forestry, as well as a book titled, *"The State of Forestry in Africa: Opportunities and Challenges"* will take place in Nairobi Kenya.

The event is organized by AFF in collaboration with the Kenya Forest Service (KFS) and the Kenya Forestry Research Institute (KEFRI).

<https://www.modernghana.com/news/930651/aff-celebrates-a-decades-work-on-african-forestry.html>

#### Africa's forests cover increasing despite climate change effects: experts

Africa's forestry cover is fast increasing courtesy of farmer's regeneration efforts, a forestry expert revealed on Thursday. Godwin Kowero, Executive Secretary of African Forestry Forum (AFF) noted that despite having less natural forest cover and climate change effects, farmers have inculcated the idea of planting trees in their farms, hence replenishing the overall tree cover in the continent. "The adoption of agro-forestry has become a great achievement in increasing tree cover away from demarcated forest areas in Africa," Kowero told Xinhua in Nairobi.

[http://www.xinhuanet.com/english/2018-06/07/c\\_137237811.htm](http://www.xinhuanet.com/english/2018-06/07/c_137237811.htm)

#### L'AFF Marque L'anniversaire de son savoir-faire en plantant d'arbres dans la forêt de Karura

Après dix ans d'intérêt actif pour la conservation des arbres et la gestion durable des forêts, les membres du Forum forestier Africain (AFF) ont démontré leur expérience en matière de gestion pratique des plantes lors d'une frénésie de plantation d'arbres visant à renforcer la forêt de Karura à Nairobi. L'exercice de plantation d'arbres organisé dans le cadre des célébrations du 10e anniversaire, selon la présidence des conseils d'administration de l'AFF, témoigne des talents de doigts verts des membres.

[http://www.environews-  
rdc.org/2019/05/30/kenya-laff-marque-lanniversaire-de-son-savoir-faire-en-plantant-darbres-  
dans-la-foret-de-karura/#more-7866](http://www.environews-rdc.org/2019/05/30/kenya-laff-marque-lanniversaire-de-son-savoir-faire-en-plantant-darbres-dans-la-foret-de-karura/#more-7866)

#### AFF marks anniversary with tree planting craftsmanship in Karura Forest

With ten years of active interest in tree conservation and sustainable forest management, members of the African Forest Forum demonstrated their experience in hands-on plants-man-ship at a tree planting spree to boost the Karura Forest in Nairobi. The tree planting exercise as part of the 10th anniversary celebrations according to the chair of AFF governing councils was testament to the green finger talents of the members.

[https://www.pamacc.org/index.php/k2-listing/item/1089-aff-marks-anniversary-with-tree-  
planting-craftsmanship-in-karura-forest](https://www.pamacc.org/index.php/k2-listing/item/1089-aff-marks-anniversary-with-tree-planting-craftsmanship-in-karura-forest)

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[http://climatereporters.com/2019/05/aff-marks-anniversary-with-tree-planting-craftsmanship-  
in-karura-forest/](http://climatereporters.com/2019/05/aff-marks-anniversary-with-tree-planting-craftsmanship-in-karura-forest/)





## African Forest Forum

A platform for stakeholders in African forestry



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