

Uptake and impact of work undertaken by AFF: (2017-2021)

Presented virtually at the Third Meeting of the Members' Forum

30 June 2022



Introduction

- In this period, AFF continued to work on issues related to management of trees and forests in different landscapes and in the context of climate change, good forest governance and law enforcement, as well as supporting African delegates with capacity to develop common positions and negotiation strategies and effectively articulating their issues in international forestry related dialogues.
- In addition, issues related to forest certification, quality supply and management of tree germplasm, managing forest and tree pests and diseases, and public-private-partnerships in primary and secondary forestry production.
- Consequently, AFF developed a range of knowledge products, that continue to be disseminated through the AFF website, social media and print material.





African Forest Forum

A platform for stakeholders in African forestry



The African Forest Forum Communication Strategy

Managing and sharing forestry information

- As part of its catalytic role in managing and sharing information for transformation and change in the African forestry sector, the African Forest Forum (AFF) monitors the uptake and impact of its knowledge products in the use of environmentally sound forest management practices.
- Grounded in the AFF Theory of Change, surveys were undertaken to provide more details on the patterns of access and uses of the information shared by AFF, especially online.
- Specifically, on ease of access to the AFF information and knowledge products by the users; their relevance in today's world and agenda of targeted institutions; interest, willingness and ability to influence change with the knowledge received and level of catalytic dissemination of information to other stakeholders, within an enabling environment.

Workshop evaluations

- Evaluations were also undertaken for workshops conducted during 2017 and 2022 to answer the following questions:
 - Has AFF improved access to current information and knowledge on forestry related issues among stakeholders?
 - Has this information and knowledge enabled African stakeholders to undertake actions towards sustainable forest management?
 - Have there been changes in institutional plans, policies, structures, collaboration and partnerships to address issues in forestry based on AFF knowledge products and services?
 - Who are the end beneficiaries of AFF's information and knowledge products and how do they benefit?
- Overall, more than 1000 stakeholders provided useful feedback on their experiences and level of satisfaction with regards to access and use of AFF information and knowledge products.
- The results were backed by data derived from Google Analytics and Annual Reports developed by the AFF Knowledge Management and Communications (KMCOMM) Unit as well as the Planning Monitoring Evaluation and Reporting (PMER) Unit.





1. IMPROVED ACCESS TO INFORMATION AND KNOWLEDGE





AFF Knowledge products

- Conducted every five years, a survey that covered a ten-year period (2008 – 2018) revealed that access to knowledge products shared by AFF was high among its members.
- The total number of information materials freely available on the website by December 31, 2021, was 229. Figure 1 shows the amount of content developed by AFF from the year 2018 to 2021.
- There has been an increase, specifically in the number of journal articles, reports and publications under AFF Working Paper Series that have been published on the website over the period 1 January-31 December 2021.
- For example, in 2021 (January-December 31) there were 18,505 PDFs downloaded from the website with 3,486,334 pages opened.



Figure 1: Knowledge products published on the AFF website (2018-2021)





Top 10 downloads

No.	Top 10 downloaded documents (January – December, 2021)
1.	AFF, 2019. The State of Forestry in Africa: Opportunities and Challenges. African Forest Forum, Nairobi Kenya. 186 pp
2.	Cheboiwo, J. K. (2016). Private forestry sector in Kenya: status and potential. AFF Report. African Forest Forum, Nairobi.
3.	Mwamakimbullah, R. (2016). Private forestry sector in Tanzania: status and potential. AFF Report. African Forest Forum, Nairobi.
4.	Concept note on AFF regional training workshop on forest and tree-based climate change mitigation for African forestry stakeholders.
5.	Fobissie, K., Chia, E. and Enongene, K. 2017. Mise en œuvre de la REDD+, du MDP et de la CDN du secteur AFAT en Afrique francophone
6.	Gichora, M., Kojwang', H., & Bosu, P. 2017. Statut et tendances de la gestion des ravageurs et des maladies des forêts et arbres en Afrique
7.	Abdo, M. 2014. Pratiques, techniques et technologies de restauration des paysages dégradés du Sahel.
8.	Modules de formation sur les changements climatiques et les forêts: adaptation, atténuation, marché du carbone et paiements des services environnementaux Pour les professionnels, les techniciens et les groupes informels des pays Francophones de l'Afrique subsaharienn
9.	Milimo, P.B. 2014. Forest and climate change policies, strategies and programmes in the EAC and IGAD sub-regions. African Forest Forum, Working Paper Series 2(18), 49 pp
10.	African Forest Forum (2017). The Status of Tree and Forest Pests and Diseases in the Eastern African Sub-region: Sustainable Forest Management in Africa. African Forest Forum Working Paper, Vol (3)18, 2017, Nairobi.

- Four out of ten publications are in French;
- Continued private sector interest in AFF knowledge products given their involvement in the institution's activities;
- Public-private-partnerships in primary and secondary forestry production; Forests and climate change,– key areas of interest



Extent of information use

- The most utilized information was on climate change mitigation (64.7%) and adaptation (62.6%) as reported by almost two thirds of the respondents.
- In fact, in 2016 and 2017 six out of ten most downloaded • documents from the AFF website each year were on issues related to climate change, with the most downloaded document being on "Training modules on forest-based climate change adaptation, mitigation, carbon trading, and payment for other environmental services" in 2017.
- The second most utilized knowledge products were on forest plantations forest governance (45.8%), with forest plantations(48.4%) featuring among the top ten most downloaded documents from the AFF website in 2016 and 2017.



Extent of information use

64.7

80

62.6

Figure 2: Extent of information use (Survey conducted for 2008 – 2018)



Use of information accessed



Figure 3: Summary of information use by strategic area (2008-2018)

With respect to the use of information accessed, most of the information was used for awareness creation at 30.69%, followed by research and development (26.04%) and structured training (25.48%). Least use was recorded in fundraising (1.61%), lobbying on topical issues (3.16%) and policy advocacy (7.58%). N/B: Lobbying and advocacy is largely undertaken by forestry practitioners (forest officers) and civil society organizations who formed a small proportion of the respondents.



Home About v Membership v Programme Areas v Partners v Resources v News and Events v Vacancies





Welcome to the African Forest Forum

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



Month	Unique visitors	Number of visits	Pages	Hits
Jan 2021	21,290	65,293	274,679	300,838
Feb 2021	17,586	53,874	235,741	257,954
Mar 2021	16,878	42,701	186,188	214,019
Apr 2021	14,096	43,156	196,705	222,399
May 2021	21,266	52,425	216,517	257,649
Jun 2021	53,136	86,268	261,254	405,062
Jul 2021	31,407	68,716	264,070	296,529
Aug 2021	34,107	80,520	277,560	325,049
Sep 2021	29,807	67,634	294,803	345,230
Oct 2021	17,495	42,466	391,243	460,513
Nov 2021	22,220	64,760	519,420	582,245
Dec 2021	19,797	61,783	368,154	410,121
Total	299,085	729,596	3,486,334	4,077,608

Table 1: Unique visitors to the AFF website

Source: Google Analytics (2021)

N/B **Unique visitors** refer to the total number of distinct individuals requesting pages from a website within a 12-month period, regardless of how often they visit.

Web traffic

- According to Google Analytics, the AFF website recorded 729,596
 visits from 299,085 visitors from 152 countries worldwide (January-December 2021). This shows a growth in total audience size by 134,656 unique visitors from the previous year.
- The data also shows that in 2021 the audience viewed a total of 3,486,334 pages. This is an increase of 1,388,424 pages (40%) from the previous year. The reason for this could be due to increased interest in AFF's work by the general public owing to regular web announcements and press coverage of on-going activities, through local, regional and international media channels.
- The highest visits to the website originate from the following ten countries, and in that order: United States of America, United Kingdom, India, Kenya, Nigeria, China, Canada, South Africa, Australia and Indonesia. Seven out of the top 10 countries are from the international community with Canada and Indonesia making a debut to the top 10 list.
- This demonstrates widespread appeal of the institution's mandate and activities.





Monthly visits to the AFF website

Monthly visits

- The highest number of visits were recorded in the months of June (86,268) and August (80,520).
- In the month of June, there were six (6) consultancy opportunities advertised. These include Calls for (i) ten (10) experts to review training compendiums for short course on forests and climate change adaptation and forests and climate change mitigation (ii) evaluation of efficiency of sawn timber value chains in selected countries in Africa (re-advertised; English and French) (iii) post-doctoral fellowship on interaction between forest, people and climate change in Africa (iv) English to French translation services of AFF training compendiums and (v) review knowledge products on integration of Forest and tree based mitigation and adaptation in response to climate change.
- Whereas the month of August marked the start of sub-regional webinars organized AFF on 'national responses to the Paris Agreements and gums and resins in Africa' that incorporated media roundtables that facilitated exchange of knowledge and experiences among the African stakeholders working on climate change and forestry issues. The virtual and in-country events were largely attended with participants who accessed the website for more information.





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

Monthly hits

- The website's total hits in the year 2021 (Jan-October) were **4,077,608**. This indicates an increase of **1,610,411** hits as compared to 2020.
- The highest number of hits were in the months of June and November. The latter most probably due to among other activities,: sub-regional webinars for on understanding and mainstreaming into forestry national policies, plans and actions of decisions from global and regional climate change related processes (06 to 08 October 2021 Francophone Africa countries, and from 13 to 15 October 2021, Anglophone African countries) ; Community of Practice on Nationally Determined Contributions (NDCs) under the Paris Agreement held from 6 – 22 October 2021); Invitation to the Community of Practice focused on Non-Timber Forest Products (NTFPs) value chains held virtually from 15th November to 3rd December 2021.
- While an analysis of this type of data is hardly a true reflection of the site's performance, it shows that there is engagement from the audience with the number and variety of files integrated within the web pages.





Social media



Social networks have supported virtual interaction among forestry stakeholders. Over the past six years there has been a steady increase in the number of **Facebook followers** (from 644 in 2016 to **4,016** in 2021) while **Twitter followers** are up from 488 to **2,011** in the same period. The most popular Topics conversations on social media included COVID-19 and the forestry sector, SFM and the interlinkages with climate change, opportunities regularly advertised, along with the XV World Forestry Congress.

African Forest Forum

Published by Shared via AddThis 🛛 · June 14 at 11:03 AM · 🕄

AFF is collaborating with the College of Forestry, Wildlife and Tourism at Sokoine University of Agriculture in Tanzania to organize a training workshop on "Technical writing and publishing scientific papers" to be held on 20 - 24 June 2022, in Dar es Salaam, Tanzania.

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AFF intends to reach many of its stakeholders in future with such training. Visit www.afforum.org for details.



AFFORUM.ORG

Training workshop on technical writing and publishing scientific papers - African Forest Forum

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African Forest Forum

Published by Daphine Gitonga 🕲 · March 14 · 😚

The regional training workshop on climate finance and developing bankable projects for African forestry stakeholders, opens today in Douala Cameroon.

The training is being organized by AFF in collaboration with GFFFN.... See more



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African Forest Forum

Published by Daphine Gitonga 🔕 - March 24 · 😪

The AFF regional workshop on sharing information on challenges and opportunities in forest management for sustainable development in Africa, in the context of climate change will be held from 28 March to 1 April 2022 in Mombasa Kenya.

For more information on this workshop, go to https://afforum.org/information-sharingworkshop-on.../

Regional workshop on sharing information







African Forest Forum

Published by Shared via AddThis @ - May 18 - 🔇

Support will be provided to a total of four pilot projects on different forest types in Africa for community-based organisations or national non-governmental organisations who are actively involved in activities related to forestry and climate change. The duration of the support for the pilot projects is initially for 2 years. Applications must be received by the AFF Secretariat before or by 07 June 2022.

For more details on this call, click on the link below or visit www.afforum.org



AFFORUM.ORG

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Call for pilot project proposals: sustainable land management for livelihood improvement and stability of ecosystems in the context of changing climate in...

492	102	↑ +2.5x higher	6
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post post

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Published by Daphine Gitonga O - May 4 - @

Happening now: CONGO Country Session-Innovative results from COMIFAC countries : Efforts in good governance of Congo's forests. Presided over by Hon. Rosalie Matondo, Minister of forest economy, Republic of Congo, Presentation by Mr. Jules Doret N'Dongo, Minister of Forestry and Wildlife, Cameroon- Acting president of COMIFAC COMICAC-ECCAS Pavilion, Coex, Seoul.

#XVWorldForestryCongress #COMIFAC #AFF.



Info-mail

- Annual surveys from 2017 to assess patterns of access, use, outcomes, impact and challenges of using AFF
 information products and services consistently showed that info-mail was the most frequently accessed information
 channel from AFF.
- Most respondents who accessed info-mail at 38.1% did so on weekly basis, a scenario that was observed on access
 to AFF's website as was reported by 28.1%. The level of satisfaction with the website was also high among the
 respondents with at least 85% expressing satisfaction with performance of various aspects of the site including
 accessibility, content, coverage, navigation, and interactivity.
- AFF has a robust contact list comprising of contacts for over 2,000 registered members to whom information is
 regularly shared through email. The information shared to members include professional information from AFF and
 other sources, funding opportunities, fellowship opportunities, scholarship and grants, awards, conferences and
 workshops and updates on emerging issues in forestry. Over 200 sets of messages have been sent to members
 through listserv since 2017.
- Increased membership indicates a growing confidence in AFF as a platform for African stakeholders to network and be informed. It also increases the pool of expertise from which AFF draws its consultants, workshop participants, students and other personnel to partner with in information gathering and dissemination. AFF draws from the expertise in the membership for many of its consultancy tasks.

AFF Communities of Practice

- AFF recently launched a Communities of Practice (CoPs) programme to enable sharing of information and experience amongst stakeholders in African forestry. Communities of Practice are active on-line learning and communication networks whose members are interested in learning about the same topics.
- AFF hosted has hosted two CoPs to-date; forest related Nationally Determined Contributions (NDCs) under the Paris Agreement from 6-22 October 2021 in the lead up to COP 26 in Glasgow and Non-Timber Forest Products (NTFPs) Value Chains from 15 November – 3 December 2021 for interested actors.
- Live interactions took place using a web-based platform specifically set up for the purpose. In the final week, the web-based platform was augmented by daily webinars using Zoom.
- 410 people registered for the two CoPs while on average each CoP has about 30-40 people joining daily for the discussions.
- In this way, AFF can reach very many people with information fairly economically as compared with through face-to-face events. AFF will continue to establish and facilitate the sustainability of these and other planned communities of practice.



Media roundtable discussions

- Since 2016, AFF has organized a series of 9 media roundtables for wider knowledge exchange and sharing of experiences.
- Events took place in Lome, Togo (2016); Entebbe, Uganda (2017) and virtually (2021 and 2022).
- The aim of the roundtable discussions was to strengthen the capacity of science reporters to better understand and effectively report on African forestry issues. Further, present national and regional journalists with context and perspectives on the most urgent African forestry and related issues.
- The roundtables undoubtedly were one of a kind, very informative, stimulating, rich in content and an eye opener to English and French speaking African journalists whose understanding of forestry, climate change nexus went a notch higher.







Media coverage

- Seventy (70) journalists representing a diverse group of media outlets (print, local broadcast news, radio, scientific publications) and influential bloggers participated and generated over 100 articles on these issues.
- Reach extended to millions of AFF members, African • forestry stakeholders, and the general public reached.
- As a result, attention to and coverage of forestry issues • improved substantially; with AFF's profile, reputation and membership gaining visibility on local, regional and international news channels, sites and social media platforms.
- The estimated cost of buying space taken up by the media articles, of which AFF did not pay for (Advertising Value Equivalent, AVE) is USD 19,757.50.



Mainstreaming Global, Regional Climate Change Initiatives Into National Forestry Policies

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By TANDONG CALISTUS JOP

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ntribution of sustainable management of forests in responding to adverse climat mpacts on the continent; and especially in s and resins play an important role in the lives of many resple as

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2. ENHANCED ACTIONS TOWARDS SUSTAINABLE FOREST MANAGEMENT





Workshops and events

- For the period 2017 2022, over 23 workshop evaluations and 9 post workshops follow up assessments have been undertaken. These exercises targeted more than 1,600 respondents who directly participated in training and information sharing events organized by the AFF.
- In general, the evaluations revealed that majority of the participants (over 90% in most cases) expressed satisfaction with entire organization of the workshops, the logistical arrangements and delivery of the workshop's objectives.
- They also rated the information and knowledge gained from the workshops as meeting their expectations and being relevant to their day-today work.





Information uptake

- A significant number (over 80% on average) were confident that they could undertake actions using the knowledge gained.
- Overall, more than half of the workshop participants indicated that they were receiving such information as shared in the respective workshops, for the first time.
- This implies that AFF was a source of new information, to these stakeholders, on current and emerging issues in African forestry.
- Worth noting is that a sizable number of stakeholders were participating in AFF activities and events for the first time.

Actions taken by respondents to Improve policy formulation and forest governance

- For example, an assessment on how information on forest certification has been used by African forestry stakeholders revealed that most of the respondents used the knowledge acquired from the workshops to raise awareness and sensitize people on issues related to FLEGT such as environmental protection.
- This led to greater participation of civil society groups in conservation efforts as well as setting up of microafforestation initiatives; to develop and implement structured trainings on FLEGT issues, to increase advocacy on FLEGT, and provision of technical support in policy formulation and implementation.
- In addition, more than half of the respondents used the information in training and capacity strengthening among stakeholder on forest certification as well as in policy formulation or integration of forest certification into national forest policies.

"I now perceive forest certification as a holistic guide to sustainable forest management rather just a market-based tool to control timber production and marketing." ~Research Scientists, West Africa

"The information enabled me to participate effectively in formulation of the National Forest Policy 2016 and Forest Conservation and management Act 2016. I am in a better position to participate in proposed National Forest Certification Standards." ~Research Scientists, East Africa

"As a result of the training, I was able to contribute towards developing a five-year plan (2019-2023) on Promoting Sustainable Forestry Management and forest resources. I was also able to participate as a Technical Committee Member reviewing national forestry policies, laws, regulations to meet international best practices and address emerging issues." participant from Sierra Leone.

"As a result of the training, I participated meaningfully in setting up a framework of consultation with the private sector exporting wood in Benin (CCSPEB)." a consultant from Benin.

Actions taken by respondents to control forest and tree pest and diseases

- Another example is the assessment of how information shared by AFF on Sustainable Forest Management (SFM) and Climate Change has been used by private sector and other forestry stakeholders in Africa.
- The findings revealed that most respondents, 81.3% created awareness on forest and tree pest and diseases while about 62.5% reported cases of forest pests and damage.
- Out of all respondents, 43.8%, either participated in policy formulation or revision on phytosanitary measures.

I have made contributions to a national tree pest and disease management strategy for Kenya where long-term plans (15 years) are outlined to strengthen research in this field in order to support policy and decision makers with scientific information." ~ Research Scientist, Kenya "The workshop enabled me to improve my entomology teaching notes. I also discussed the matter with the CEO of the Tanzania tree seed agency who is responsible for production, importation and distribution of tree seeds in Tanzania. Tanzania Forest Service is now very keen on the use of quality seeds. I am preparing a document on Tanzania Tree Seed Standards for Commercial Forestry" ~Forester, Tanzania

"I Initiated a meeting with district forest services to share learnings and experiences forest and tree pests and diseases." ~Forester, West Africa "As a result of the training, I participated meaningfully in setting up a framework of consultation with the private sector exporting wood in Benin (CCSPEB)." a consultant from Benin.



Stakeholder platforms

- AFF has created strategic partnerships that are crucial for advancing sustainable forest management in Africa.
- In Africa, Regional Economic Communities (RECs) such as SADC, ECOWAS and EAC, and regional and sub-regional institutions like the FAO Regional Office for Africa, UNEP Regional Office for Africa, United Nations Economic Commission for Africa, COMIFAC, African Union Commission, Pan-African Agency for the Great Green Wall of the Sahel and Sahara Initiative, and the Permanent Interstate Committee for Drought Control in the Sahel (CILSS) work with AFF on several issues such as those related to good forest governance, effective enforcement of forest laws and regulations, and climate change.
- AFF's participation in the initial activities of the Great Green Wall of Sahara and Sahel Initiative (GGWSSI) (for which support was given to Djibouti, Sudan, Ethiopia, Mali, Niger and Chad) is a highly visible contribution that demonstrates the importance of forests and trees; and is a result of such partnership arrangements.
- AFF is also a team leader of one of the seven pillars of the Convergence Plan for Sustainable Management and Utilization of Forest Ecosystems in West Africa, namely *"Information, education and communication"* led by ECOWAS Secretariat.
- AFF has over the past five years built the capacity of African negotiators to UNFF sessions; and with other institutions like the African Union Commission, participated in building the capacity of African delegates to COPs of UNCCD. This way African delegates have been better equipped to speak with one voice and articulate their issues, making the global resolutions have a considerable input from the continent. This has helped shape global forestry and related policies, initiatives, and activities to suit the African context.



International forestry dialogues

- Side events such as the one held parallel to the XV World Forestry Congress (XV WFC) organized by the African Forest Forum (AFF) and partners in May 2022, led to a rallying call for African forestry stakeholders to place nature-based solutions in combination with other safety nets, at the heart of climate change mitigation and adaptation strategies on the continent.
- AFF also provided input towards the Seoul Forest Declaration, adopted by the Congress after five days of discussions. The Declaration asserts that forests, forestry, and forest stakeholders offer major nature-based solutions to climate change, biodiversity loss, land degradation, hunger, and poverty, but emphasizes the need to act swiftly.
- Likewise, another side event held on the sidelines of the UNCCD COP 15 on 14 May 2022 in Abidjan, Cote d'Ivoire, has helped contribute to the debate on shifting patterns in production and consumption as well as on land restoration.
- Further it led to knowledge sharing on policy implications for sustainable land / vegetation management.



African Forest Forum Published by Daphine Gitonga 🔘 · May 5 · 🏈

AFF in collaboration with the Global Forest Coalition today held a side event on "genderresponsive reform of perverse incentives in the forest and land use sector" at the XV World Forestry Congress in Seoul, Korea.

https://programme.wfc2021korea.org/en/session/6daa3831-db99-ec11-a22a-a04a5e7cd2d9? iw_mailid=7c5d6f24-91cb-ec11-997e-a04a5e7d0d63&iw_scope=

#xvworldforestrycongress... See more



440 People reached 50 Engagement

Boost post



AFF membership

- AFF has a total of **2,688 members**, with 90% being ordinary members while the rest (10%) are associate members (mainly students).
- Since its establishment, AFF has progressively admitted members on an annual basis (table 2).
- 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.

Table 2: AFF membership applications over the years

Year	Admission	Cumulative admissions
2007	242	242
2008	141	383
2009	64	447
2010	76	523
2011	66	589
2012	35	624
2013	33	657
2014	183	840
2015	271	1111
2016	410	1521
2017	335	1856
2018	200	2056
2019	158	2214
2020-2021	382	2596
2022	92	2,688

Geographical distribution



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, Switzer- land, The Netherlands, United Kingdom, United States, Vietnam.

The region with the highest number of members is Western Africa (855), followed by Eastern Africa (629), Southern Africa (419), North-Eastern Africa (381), Central Africa (271) and outside Africa (133).





Membership by gender

Members are predominantly male (**2,015** in total i.e **75%** reflecting the usually male dominated forest profession in general) while women are **673 (25%)**

71% of AFF members have either MSc or PhD level degree qualifications, **24%** with a bachelor's degree and **4%** with a diploma. The remaining **1%** have a certificate level training.

By 2022, members exchanged among themselves, through the intranet, **747** full text journal articles which received **34,907** views and have been downloaded **14,768** times.



Thank you!

