GHANA CENTER FOR DEMOCRATIC DEVELOPMENT (CDD-GHANA)

AFROBAROMETER ROUND 7 PROJECT

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2018

Contents

General Information

Members of the Project Management Unit:

Emmanuel Gyimah-Boadi	Executive Director
Carolyn Logan	Deputy Director
Felix Biga	Operations Manager – Finance PMU
Edem Selormey	Operations Manager – Field
Boniface Dulani	Operations Manager – Field
Brian Howard	Publication and Interim Communications Manager
Elizabeth Laryea	Project Accountant
Samuel Baaye	Monitoring and Evaluation Specialist
Dorothy Anum-Larsey	Executive Assistant & logistics Coordinator

Physical Address

House No. 95
Nortei Ababio Loop
North Airport Residential Area
Accra, Ghana

Auditor

PricewaterhouseCoopers
Chartered Accountants
No. 12 Airport City
Una Home, 3rd Floor
PMB CT42
Cantonments, Accra

Bankers

Stanbic Bank Ghana Limited
Standard Chartered Bank Limited

Abbreviations

AB	Afrobarometer
CDD-Ghana	Ghana Center for Democratic Development
CPs	Core Partners
OD	Organizational Development
ODA	Online Data Analysis
ED	Executive Director
EDC	Electronic Data Capture
ExCom	Executive Committee
IDS	University of Nairobi-Institute for Development Studies
IERPE	Institute for Empirical Research in Political Economy
IJR	Institute for Justice and Reconciliation
MIF	Mo Ibrahim Foundation
MSU	Michigan State University
NPs	National Partners
NED	National Endowment for Democracy
OSF	Open Society Foundation
PMU	Project Management Unit
Q1	First Quarter
R7	Round 7
SUs	Support Units
Sida	Swedish International Development Cooperation Agency
ToR	Terms of Reference
TI	Transparency International
USIP	United States Institute of Peace

AB Round 7 (2018) - Technical Narrative Report

Executive summary

For Round 7 (2016-2018), Afrobarometer sought to consolidate gains made in Rounds 5 and 6 (2011-2015) while introducing a new approach to data collection and expanding programs of data analysis and policy engagement. The aim was to further elevate Afrobarometer as the premier research and analytical tool for understanding the needs and aspirations of ordinary Africans in the areas of democratic governance and socioeconomic development, ensuring that popular voices are increasingly reflected in policy and political processes across the continent.

Achievements

The following are the key highlights and achievements in each sector for the third year of Round 7:

Project Management

- The network secured new funding from Sida, which covers a period of five years (up to 2022) and provides a solid base of support for the next 5 years. In 2019, the network plans to continue its fundraising efforts with the goal of increasing the number and diversity of donors to keep the network operating at full strength and avoid future cuts and staff retrenchments. Afrobarometer also secured additional funding from Mo Ibrahim Foundation and USAID via USIP, and grants from Hewlett Foundation and Open Societies Foundation continued to provide support; and

- Contracted a consultant to undertake an organizational development process, which is scheduled to be completed by mid-2019. This process will help to institutionalize Afrobarometer by updating its structures and management practices and securing a legal identity. The first stage of revising/updating Afrobarometer's Theory of Change and presenting it to network members and external stakeholders was completed during 2018.

Surveys and Analysis

- Conducted fieldwork for 13 surveys, thus completing all 34 R7 countries by September 2018;
- Conducted two special (Round 7.5) pre-election surveys in Zimbabwe in April, May 2018 and June 2018;
- Finalised datasets were produced for all 34 countries, and the network built a merged 34-country dataset;
- Completed an assessment of The Gambia, which was approved as a new country in R7, recruited and trained a partner and successfully conducted a first AB survey in the country;
- Completed an assessment in Angola, resulting in plans to include it as an R8 country if funding permits; and
- Recruited new partners for Liberia, Morocco and Mozambique.

AB Round 7 (2018) - Technical Narrative Report (continued)

Executive summary (continued)

Communications

- Continued R7 results disseminations, with dissemination of programs now completed in 21 countries (7 completed during 2017, and 14 completed during 2018);
- Released and published summaries of results for 32 out of 34 countries fielded in R7 (8 released in 2017, and 24 released in 2018);
- Published 80 press releases, 40 media briefings, 15 blog posts, 87 dispatches, 9 policy papers, and 3 working papers during the year, as well as the monthly AB update and quarterly newsletter;
- Developed five new AB videos for sharing via our website and social media; and
- Made special AB presentations at 71 conferences, workshops and other venues during the year.

Capacity Building

- Provided extensive survey technical assistance to aid facilitating the transition for all partners and countries to electronic data capture (EDC). In addition, the Network provided in-country technical assistance for newer partners;
- Provided communications technical assistance to support dissemination planning, production of dissemination materials, improved media engagement and improved graphic design; and
- Held an Anglophone summer school at University of Cape Town for twenty (20) African researchers from 19 countries.

Visibility and Impact

Afrobarometer's ultimate goal is for its data and findings to be part of political and policy processes and debates across the continent, giving voice to ordinary Africans in conversations that were once the sole province of African elites. While the measurement of visibility and impact continues to be a challenge, the network has captured a number of indicators that reveal the still-growing visibility and use of Afrobarometer data and findings. These included:

- Recorded 4,003 media hits (represents an 87% increase from 2,136 in 2018), including frequent coverage in high profile outlets on the continent and internationally;
- Set new records for website visitors and visits, with a recorded monthly average of 9,261 unique visitors and a monthly average of 14,324 visits. This represents an increase of 28% and 15%, respectively, compared to 2017;
- Recorded 47,707 downloads from the website (19,004 publications and 28,703 data sets) in 2018, 24% more than in 2017;
- Recorded a 19% increase in users of the Online Data Analysis (ODA) tool to 2,320 users per month. This represents the seventh year in a row in which we have recorded an increase in users (and a doubling in users since 2014); and

AB Round 7 (2018) - Technical Narrative Report (continued)

Executive summary (continued)

Visibility and Impact (continued)

- AB's social media exposure increased by 401% compared to 2017. On Twitter, our most effective platform, the network recorded a 37% increase in followers, a 71% increase in mentions, and a 75% increase in impressions (times a tweet is viewed), to more than 3 million views.

AB also continues to capture many ad hoc examples of policy visibility and impact of AB data on political and policy debates and processes. A few examples include:

- On 2018 Africa Day, 157 civil society organizations sent an open letter to the African Union calling for an end to corruption and cited AB data as basis for their case;
- AB featured prominently as a data source for the 2018 Ibrahim Index of African Governance;
- Judd Devermont, director of the Africa Program at the Center for Strategic and International Studies, cited AB's data on perceptions of China in testimony before the U.S. Senate Armed Services Committee;
- AB was cited in The Economist Intelligence Unit's Democracy Index 2017 and the Brookings Institution's "Foresight Africa: Top Priorities for the Continent in 2018";
- AB participated in the Think 20 (T20) group commissioned by the German Development Institute (DIE) as background for the T20 Africa Conference;
- South Africa's Department of Justice and Constitutional Development used AB methods for its 2018 Socio- Economic Justice for All (SEJA) Baseline Survey; and
- Former Liberian President Ellen Johnson Sirleaf cited AB data on democracy in her remarks upon receipt of the Ibrahim Prize for Achievement in African Leadership.

Challenges

The Afrobarometer also continues to encounter challenges. Some of these are familiar challenges encountered in every round, such as political change that disrupts surveys or dissemination, or occasional partnership breakdowns in certain countries. Others are one-time challenges such as those encountered in the transition to Electronic Data Capture that have required fundamental adjustments in training, data collection and data entry and cleaning protocols, as well as significant shifts in the distribution of survey staff and responsibilities. But as in the past, Afrobarometer has worked collectively to successfully overcome these challenges during R7/2018. In the last quarter of this year, the network conducted a National Partner survey to provide feedback on R7 implementation. The various recommendations proposed by Partners will be considered for Round 8 planning and processes.

Afrobarometer is extremely grateful to the donors who have stuck with the network during these challenging times, as well as to those who have newly engaged. We look forward to a productive collaboration, the opportunity to further increase the value and extend the impact of Afrobarometer's work.

AB Round 7 (2018) - Technical Narrative Report (continued)

1.0   Introduction

The Afrobarometer (AB) is a comparative series of public opinion surveys on democracy, governance, economics, social development and civil society in Africa. When launched in 1999, Afrobarometer aimed to "let the people have a say" on issues of democracy, governance and development. At that time, the voices of ordinary Africans were muted; little was known about popular attitudes and behaviour regarding the pressing challenges of African politics and economies. Nineteen years later, the project has built a pan-African network of social science researchers and civic activists. It has interviewed more than 250,000 Africans in 38 countries, who together represent more than four-fifths of the continent's population. The results of this research have been widely disseminated to policy actors and the mass media through a variety of communication platforms, including dozens of public dissemination events, hundreds of Afrobarometer publications, a busy website, and an active social media presence. Afrobarometer findings have been widely discussed in public, cited frequently in the media, and debated in parliamentary hearings and cabinet meetings. They have helped to make public voice an increasingly important pillar of democracy building and good governance on the continent.

Afrobarometer implemented its seventh round of surveys, as well as related communications and capacity building activities, from 2016 through 2018. The overall objectives of Afrobarometer Round 7 (R7) were:

- Consolidating the gains realized and investments made during the rapid expansion of Rounds 5 and 6 by reinforcing and deepening institutional structures and procedures.
- Deepening and extending the reach of Afrobarometer's analysis by increasing and diversifying the output from Afrobarometer's rich trove of data, introducing new topics of inquiry, designing innovative analytic tools and products, and more rapidly communicating results to policy makers, civil society, and news media.
- Extending the impact of AB's work on policy and political processes on the continent by:
    - helping citizens and civil society to hold governments accountable
    - increasing government receptiveness and responsiveness to public opinion
    - providing strategic intelligence to policy makers, democracy advocates and donors about the state of democracy and governance and their key drivers in order to inform policy interventions and political processes.

Afrobarometer Round 7 thus sought to consolidate gains made in Rounds 5 and 6 (2011-2015) while introducing new approaches to data collection and expanding programs of data analysis and policy engagement. The aim was to further elevate Afrobarometer as the premier research and analytical tool for understanding the needs and aspirations of ordinary Africans in the areas of democratic governance and socioeconomic development, ensuring that popular voices are increasingly reflected in policy and political processes across the continent.

This report covers activities undertaken during 2018, the third and last year of Round 7. As of the beginning of the year, Afrobarometer was in a much better financial position than a year earlier, with enough funds secured to implement a full round of 33-35 surveys, re-invest in communications, and modestly re-launch its capacity building programs. Programs and activities for 2018 are highlighted in the table on subsequent page.

AB Round 7 (2018) - Technical Narrative Report (continued)

1.0   Introduction (continued)

Table 1: Key Afrobarometer Achievements, Rounds 1-7 (1999-2018)

	R1-R4 1999-2010	R5-6 2011-15	Round 7 2016	Round 7 2017	Round 7 2018	Total
Surveys	73	73	1	20	15	182
Interviews	114,557	112,818	4,502	23,886	22,222	277,985
Countries	20	37	1	20	13	38
Working papers	125	36	7	10	3	181
Policy papers	-	28	9	6	9	52
Dispatches	-	57	63	62	87	268
Briefing papers	97	62	-	-	-	159
Press releases	-	289	50	43	80	462
Official briefings/dissemination events	248	196	20	23	40	527
Summaries of Results		71	--	8	24	103
Blog Postings		15	26	22	15	78
Communications/media workshops	51	8	--	1	--	60
Capacity building workshops/ Summer Schools	26	12	--	--	1	39
Media appearances/press reports	c. 620	~ 5,295	~2,196	~2,136	~4,003	~13,630
Twitter followers		>5,000	8,598	10,749	14,734	14,734
Facebook followers (likes)		>7,000	10,711	10,944	11,238	11,238
Mean monthly unique visitors to AB website		5,536	6,621	7,210	14,324	8,423
Number of downloads from the AB website	NA	NA	14,700	38,506	47,707	100,913
Mean monthly distinct visitors to ODA		1,191	1,397	1,892	2,320	1,700

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0 Performance overview of R7 core activities

2.1. Network management

Based on the 2018 work plan, activities planned for the year included the following:

- Fundraising:
  - Continue current efforts to secure additional donor support;
  - Recruit a fundraising specialist to assist the network in developing a fundraising strategy that can make AB's fundraising process more efficient and effective; and
  - Engage a Development Officer to lead the network's fundraising efforts.

- Meetings:
  - Continue regular meetings of staff and the Executive Committee when necessary.

- Organizational Development:
  - Identify a contractor and launch the organizational development review.
  - Work with the contractor to develop and start implementation of an organizational development plan
  - Convene a new international advisory board with clear roles and responsibilities in network management
  - Convene a donor/stakeholders' meeting

- Respond to Sida's Internal Control Review, e.g., document decision making processes, revise and extend the financial management manual, develop a personnel management manual, increase anti-corruption and risk management profile.

- Respond to Sida's Performance Evaluation recommendations.

- Monitoring and evaluation (M&E):
  - Maintain and strengthen the network's monitoring and evaluation function.
  - Strengthen feedback loops within AB's M&E system to promote a culture of learning within the Network.

2.1.1 Fundraising for R7&8

The Network started in 2018 having raised enough funds to move survey coverage back to full capacity of 34 countries. An agreement with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) was finalized in January for 150,000 Euros to fund the R7 Tunisia survey and related activities. The Network also finalized a grant agreement for US$852,974 funding with the United States Institute for Peace - USIP (USAID) in March 2018. In Q1 2018, AB also started the grant agreement process with the Swedish International Development Cooperation Agency (Sida), which eventually resulted in a new agreement being signed with Sida in November 2018.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.1   Network management (continued)

2.1.1   Fundraising for R7&8 (continued)

The new Sida grant covers a period of five years (2018 - 2022) and will provide approximately US$8.6M in funding to AB over the grant period. The Mo Ibrahim Foundation also honored its long standing yearly commitment of providing US$0.5M of funding to AB provided a minimum of 33 countries are covered. Ongoing grants from the Hewlett Foundation and Open Societies Foundation also continued to provide support. AB continued to pursue other potential sources of funding, including bilateral (e.g., Norway, DfID, Germany and others), multilateral agencies (e.g., African Development Bank, World Bank and others), foundations (e.g., Brenthurst, Ford and others), and private sources.

Midway through 2018, the network expanded its fundraising efforts to seek resources for possible special surveys in Angola (new country), Nigeria (pre-election) and Ethiopia (returning country after political opening). In Angola, the recent political opening has raised the possibility for AB to conduct a survey in the country, and a similar opening in Ethiopia has encouraged AB to return for another survey there. As of the end of 2018, AB was engaged in a promising conversation with National Endowment for Democracy (NED) and Freedom House (FH) about some possible support for the Ethiopia survey. AB has so far been unsuccessful in raising special support for an Angola survey, but will consider whether the network has sufficient resource commitments to add Angola as a new country during Round 8.

It has also been an AB goal to increase the number of "special" surveys (e.g., between regular rounds) that it does, especially pre- or post-election surveys, and post-conflict surveys. The upcoming Nigerian elections in February 2019 and the closely-watched politico-security situation there offered the opportunity to conduct a high-value pre-election survey to help pick up the underlying currents. However, Afrobarometer's proposal was unfortunately not successful; as far as we are aware, no nationally representative pre-election survey was done in the country. The table below summarizes key fundraising activities and status.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.1   Network management (continued)

2.1.1   Fundraising for R7&8 (continued)

Table 2: Overview of 2018 Fundraising

	Donor/Potential donor/prospect	Brief activity narration	Status remarks
1	Swedish International Development Cooperation Agency (Sida)	Commenced and concluded a comprehensive review with Sida and concluded a five-year grant.	Grant signed in November 2018.
2	Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ)	Round 7 funding towards Tunisia survey activities.	Grant signed in January 2018, yet to drawdown.
3	United States Institute for Peace (USIP)/USAID	Commenced and concluded a 1- year grant for Round 7 surveys. The grant was extended at the end of 2018 for another 1 year.	Round 7 grant was signed in Mar 2018. A renewal for Round 8 funding was concluded in December 2018.
4	Mo Ibrahim Foundation	Reconfirmed the year-on-year funding support to Afrobarometer.	Funds released during Q4 2018.
5	Transparency International (TI)	Continuation of partnership to field specialized modules in the survey for TI.	Funds released during 2018.
6	National Endowment for Democracy (NED)	Proposals submitted for surveys in Angola and Ethiopia.	NED has helped mobilize funding for an Ethiopia survey from other sources; they have so far not been able to contribute towards a survey in Angola.
7	Gulbenkian Foundation	Proposals submitted for support of survey in Angola.	Unsuccessful, closed.
8	King Baudouin Foundation (KBF)	Exploratory meeting using KBF auspices to reach out to KBF network.	Ongoing discussion.
9	International Republican Institute	Proposals submitted for support of pre-election survey in Nigeria.	Unsuccessful.
10	European Commission/ European Union	Proposals submitted for support of survey in Angola.	Ongoing discussion
11	Associated British Foods Plc	Exploratory meeting to collaborative opportunities.	Ongoing discussion
12	Global Strategy ONE	Led by Jamie Drummond, a	Ongoing discussion

	Donor/Potential donor/prospect	Brief activity narration	Status remarks
		friend of AB, to explore opportunities for funding the Afrobarometer.	
13	World Bank	Proposal submitted	AB has been included as a target organization in a new trust fund, the Think Africa Partnership (TAP), but AB is still awaiting feedback on whether this will lead to a new grant.

In 2019, the network plans to continue its fundraising efforts with the goal of increasing the number and diversity of donors to keep the network operating at full strength and avoid future cuts and staff retrenchments.

2.1.1.1 Recruit a Fundraising Specialist and Development Officer to assist the network's fundraising efforts

At the end of 2018, AB was in the process of recruiting a Fundraising Consultant with the support of Wellspring Foundation. This consultant will help the network build a fundraising strategy, identify key targets, and develop targeted fundraising materials to strengthen the network's overall fundraising effort. AB expects to engage a consultant in first quarter of 2019. In addition, the consultant will help to develop terms of reference for recruiting a Development Officer who will join AB staff hopefully in Quarter 2 or Quarter 3 of 2019. Wellspring also funded this position for one year

2.1.2 Executive committee and staff meetings

On 19 – 20 January 2018, the Executive Committee held a meeting in Accra, Ghana. The focus of this meeting was to engage with the External Evaluation Consultants for Sida on their initial findings and review overall network performance in Round 7 so far. This was followed by a staff meeting from 22 – 24 January, 2018 also held in Accra, Ghana to discuss various issues with staff including: initial findings of the Sida External Evaluation, progress on Round 7 surveys, and National Partner performance during Round 7. Staff also prepared work plans for the remaining quarters of 2018. The staff meeting resulted in the following:

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.1   Network management (continued)

2.1.2   Executive committee and staff meeting (continued)

- o An agreement by all present to complete all R7 surveys by the end of June 2018;
- o R7/8 surveys should be extended to include the Gambia during quarter 3 of 2018; and
- o The Network should consider fielding "late R7" surveys in Angola and Seychelles in the second half of 2018.

In July 2018, the Executive Committee held another meeting via teleconference to discuss particular developments within the network. Not long after, in August 2018, another meeting was held in Accra to review progress on Round 7 surveys and related activity plans. This ExCom meeting was held in conjunction with a workshop on AB's Theory of Change as part of the Organizational Development (OD) process.

The final set of ExCom meetings were held from the 12 - 16 December 2018 along with the completion of the Afrobarometer Summer School, in Cape Town. The meetings reviewed the Round 7 survey activities, plans for the pan-African releases, Round 7 debrief and findings, the Anglophone Summer School at the University of Cape Town, planning for Round 8 survey activities, the ongoing Organizational Development (OD) process, progress on Sida grant agreement and responding to the Sida evaluations, and general updates from the PMU regarding changes being implemented to improve the network and comply with Sida grant requirements.

2.1.3   Organizational development

The Network received funding from Open Societies Foundation (OSF) to engage the services of an Organizational Development (OD) consultant to assist AB to carry out an organizational review and development process.

During 2018, AB launched the OD process by i) identifying an OD coordination team to manage the process (April); ii) developing and floating Terms of Reference/Request for Bids for a consultant (April); iii) reviewing bids and selecting and contracting Philia International, a UK-based firm, to lead the process (May/June); iv) agreeing on a work plan with Philia (July); and v) launching the work with a workshop for AB staff on the AB Theory of Change (ToC) (August). The process of developing the revised ToC was consultative, involving interviews with many staff and stakeholders prior to the workshop, and highly participative during the two-day workshop in August that produced a draft document.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued))

2.1   Network management (continued)

2.1.3   Organizational development (continued)

Between August and November, the OD team conducted additional interviews focused on organizational structure and the future of the AB, using the new ToC as a framework. This was followed by a second one-day workshop held in December that included selected stakeholders and funders to review and finalize the ToC.

The OD process will continue in 2019 with the consultants producing recommendations on organizational reforms, and facilitating implementation of the agreed plan, including the formation of an international advisory board. Legal registration will also take place in 2019.

In addition, the OD process is expected to establish a foundation for improving fundraising and financial sustainability. Wellspring Philanthropic Foundation (WPF) will support the process to fully implement the fundraising component of the OD process after initial inputs and recommendations from the OD consultants. The recruitment of a Fundraising Consultant and a Development Officer have been delayed until completion of the first stages of the OD process to take into account any changes that might result from the reorganization discussions and process.

Table 3: Updates on organizational development activities

#	Activity	Status
1	Set up of OD Coordination Team by AB Executive Director	Completed
2	Development of ToR	Completed
3	Tendering of the OD review work and selection of OD firm	Completed
4	Contracting with OD firm	Completed
5	Develop and approve OD work plan	Completed
6	Implementation of OD Work plan	Ongoing
7	Final reporting and deliverables	Ongoing
8	Legal review	Not started

2.1.4 Response to Sida's internal control review

In late 2017, Sida implemented an "Internal Control Review" evaluation, which made a series of recommendations regarding Afrobarometer's management and governance practices. The review produced a list of 29 recommendations focused especially on better defining and documenting some of the network's governance, sub-contracting/sub-granting, financial management and personnel management policies.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.1   Network management (continued)

2.1.4   Response to Sida's internal control review (continued)

During the reporting period, AB provided a management response to these recommendations. Most were accepted in full or in significant part, and AB has commenced implementation of response actions. These actions will largely occur in two phases. An initial "first stage" update of the network's financial management manual, which had not been updated since 2012, was undertaken. A draft of the updated manual is now completed. It addresses a number of issues raised during the internal control review.

Secondly, a more comprehensive response on some of the issues identified will be undertaken as part of the OD process. Since the process is likely to result in revised structures and changes to management protocols and practices, key outputs of the process will be a revised financial management manual, as well as personnel management manual, and development of bylaws and other documentation of the network's governance procedures. These new or revised manuals and policies are expected to be in place by the time the OD process is completed in mid - 2019.

In addition, as part of the implementation of the Sida internal controls recommendations and in compliance with the Special Conditions and the General Conditions of the Sida grant agreement, new routines for sub-granting to core partners are being implemented starting from Quarter 4 of 2018. This process also includes the phased rebidding of all national partner contracts over the next three years.

2.1.5   Respond to Sida's Evaluation of Afrobarometer's Regional Programme 2011-2017

Also in late 2017 and early 2018, Sida commissioned an external evaluation of Afrobarometer Rounds 5 and 6, implemented by NIRAS Sweden AB. The evaluation produced 22 recommendations with respect to AB surveys, communications, capacity development, efficiency, organizational reform and sustainability. During quarter 3 of 2018 the network developed a management response to these recommendations with updates on implementation of proposed reforms.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.1   Network management (continued)

2.1.6   Monitoring and Evaluation

Maintain and strengthen the network's monitoring and evaluation function

As a mechanism to holistically monitor and evaluate the Network's performance in R7, the M&E Officer updated AB's logical framework for R7 to outline the key activities and approaches that need to be implemented. This provides a framework to measure progress against defined goals, assess what is working and what is not, and determine what changes should be made in order to improve the implementation of the core AB activities.

In addition, the M&E Officer participated in International Program for Development and Evaluation Training (IPDET) from 16 – 27 July, 2018, which was organized jointly by World Bank's Independent Evaluation Group and University of Bern, Switzerland. This unique training program brought together global expertise in development evaluation to build foundational and advanced knowledge and skill in evaluation. Participation in this workshop equipped the M&E Officer with the tools/skills required to commission, manage and especially advocate for the use of M&E information in Afrobarometer Planning.

Strengthen feedback loops within AB M&E to promote a culture of learning within the Network

To complement the Network's effort in building a more robust M&E system, the M&E Officer continues to work with the M&E system developers to upgrade the system, specifically to include feedback function so as to improve learning within the Network. The M&E system can now generate summary data on the performance of each Partner on their core AB activities, i.e., fieldwork and dissemination. These reports are being finalized and will be shared with partners by the end of the first quarter of 2019. These reports will serve as reference documents for management's engagement with national partners to identify institutional challenges and find solutions going into Round 8.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.2   Surveys and analysis

Based on the 2018 work plan, survey activities scheduled included the following:

- Complete fielding of Round 7 Surveys in the remaining 13 countries by June 2018;
- Undertake a specially funded Round 7.5 pre-election survey and focus group discussions in Zimbabwe;
- Clean, merge and release data on an ongoing basis;
- Finalize recruitment of national partners in Liberia, Mozambique and the Gambia; and
- Begin planning for Round 8.

2.2.1   Complete Round 7 survey

The 2018 work plan indicated that the Network would complete the fielding of R7 surveys in 13 countries by June 2018. Fieldwork was ultimately completed by September 2018, with surveys undertaken in 13 countries. The late completion of surveys in these countries beyond the June 2018 target was due to a number of logistical challenges, including sampling delays, security concerns, national elections and religious holidays. In addition to the regularly scheduled surveys in countries that were part of R6, the network undertook an additional R7 survey in The Gambia, which was added to the network in 2018. This brought the total number of completed R7 surveys by the end of 2018 to 34, when added to the 21 countries that fielded and completed surveys during 2016 and 2017. Fieldwork in Algeria, which had been scheduled for May-June 2018, had to be cancelled following security concerns in the country. The Network, however, continues to monitor events in Algeria and remains ready to field a survey once it is determined that the security environment has improved. Meanwhile, fieldwork in Burundi and Egypt remained suspended due to security and political concerns.

2.2.2   Undertake Round 7.5 pre-election survey in Zimbabwe

In addition to the regular R7 Afrobarometer surveys, the Network fielded two pre-election R7.5 surveys in Zimbabwe. The first survey was fielded in April/May 2018 and the second in June 2018. The Afrobarometer core partner for Southern Africa (the Institute for Justice and Reconciliation (IJR)) and the national partner for Zimbabwe (the Mass Public Opinion Institute, (MPOI), jointly managed these surveys. Other members and staff of the Afrobarometer network provided technical support that included questionnaire design, data management services and analysis.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.2   Survey and analysis (continued)

2.2.3   Clean, Merge and Release data

By the end of October 2018, the network had finalized the R7 data sets for all 34 countries covered during the round. By November 2018, a merged data set including all 34 R7 countries was available for analysis.

In keeping with Afrobarometer's policy of public release of data one year after completion of fieldwork, 19 datasets were ready to be released by the end of December 2018 in the following countries: Botswana, Burkina Faso, Cape Verde, Cote d'Ivoire, Gabon, Ghana, Guinea, Lesotho, Malawi, Mali, Mauritius, Namibia, Nigeria, Senegal, Togo, Uganda, Tanzania, Zambia and Zimbabwe.

2.2.4   Finalize recruitment of National Partners in Liberia, Mozambique, Morocco and the Gambia

The Network went into 2018 needing to identify new National Partners in Liberia, Morocco and Mozambique. The decision to add The Gambia in the first half of 2018 also necessitated the need to recruit a national partner for the new countries. Calls for bids were advertised in all four countries. After receiving bid proposals from the four countries, two rounds of assessments were conducted for each country, namely: a) a technical evaluation of the bid proposals; and, b) in-country assessments of shortlisted organizations. From these processes, the following organizations were selected as National Partners for the four countries.

1) **Liberia**: The Khana Group (TKG)
2) **Mozambique**: IPSOS-Mozambique
3) **Morocco**: Global Consulting or Surveys (GSC)
4) **The Gambia**: Center for Policy, Research and Strategic Studies (CepRass) based at the School of Business and Public Administration, University of the Gambia.

2.2.5   Planning for R8 Surveys

As soon as Round 7 surveys were completed, Afrobarometer began making plans for Round 8. These included preparation of the R8 Questionnaire and Survey Manual. The Questionnaire Drafting Committee was initially scheduled to meet in December 2018, but this meeting was postponed to early January 2019. Preliminary work on the R8 survey manual began with assigning responsibilities for drafting specific chapters during October 2018.

However, further work on the manual has to wait for the completion of other activities, especially the completion of a Round 7 partner debrief survey and report so that the Network could capture and respond to any issues or problems that partners experienced during Round 7. Although the Network had originally considered holding a R7 debrief meeting for all partners, AB ultimately opted to conduct an online national partner survey as this was more economical.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.2   Survey and analysis (continued)

2.2.6   Other 2018 activities

Assessment of potential new countries

During August 2018, the Network undertook an in-country assessment of Angola to gauge the feasibility of conducting an Afrobarometer survey in the country subsequent to political openings that were taking place there. The Assessment team, which comprised the Afrobarometer Executive Director, the Fieldwork Operations Manager for Southern and Francophone Africa, and the National Investigator for Cape Verde, established that the country has become sufficiently open and that there are several organizations whose capacity can be built upon to undertake an Afrobarometer survey. A recommendation was therefore made to advertise in the local Angola media to invite potential organizations to submit bids to be considered as National Partners. An advert calling for bids went out end of December of 2018, and is expected that the National Partner recruitment process will be finalized within the first quarter of 2019.

In addition, political openings and reforms in Ethiopia have led Afrobarometer to re-evaluate the potential to conduct another survey in that country. After consultations with the National Partner and other desk reviews and assessments of the situation, Afrobarometer has concluded that it will be feasible to return to Ethiopia in Round 8, and we anticipate a survey in late 2019 after the new census is completed and released.

Rebidding of National Partnerships

As noted above, during 2018 the network secured additional core funding from Sida. One of the conditions for the funding was that the Network should periodically request for fresh bids for National Partnerships in all of its survey countries (except countries where Core Partners conduct the surveys), starting in R8. This necessitated the development of a National Partner Procurement Plan, which was submitted in August 2018. The re-bidding process was launched in quarter 4 of 2018 and will continue through 2019 and 2020. To kick-start the process, advertisements calling for bids from potential National Partners were floated in the following countries during 2018: Cameroon, eSwatini, Namibia, Nigeria, Sao Tome and Principe.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.3   Communications

Based on the 2018 Work Plan, planned communications activities included the following:

- Continuous dissemination of R7 country-level results;
- Launch R7 Pan Africa Profiles in late 2018;
- Continue to manage and publish a steady stream of AB publications;
- Develop additional videos promoting AB work and findings; and
- Continue to produce a monthly update and engage external stakeholders.

The 2018 year was a successful period for AB communications - producing a record of 4,003 media mentions and continuing growth in its website use, online data analysis, and social media activity. The major focus of the period was on disseminating R7 country-level survey results and preparing for R7 Pan-Africa Profile releases. The main communications activities undertaken during the reporting period are described below.

2.3.1   Continuous dissemination of R7 country-level results

A primary focus – and success – in 2018 was the dissemination of R7 country-level findings.

The Network continued its "rolling release" approach to dissemination of results, which has proven effective in generating more sustained interest and quality media coverage, as well as facilitating ongoing engagement with stakeholders. For R7, each country team is required to conduct two public dissemination events (supported by press releases, social media, etc.) and one donor/development partner briefing, as well as to publish at least three dispatches. (*Country teams are encouraged, and provided financial incentives, to publish more than the required minimum.*)

All 34 R7 countries completed fieldwork by September 2018. Of these, 32 countries have released summaries of results (all except Morocco and Niger, expected in January 2019). Twenty-one countries completed their required results dissemination activities by the end of the reporting period: seven countries during the previous calendar year (Zimbabwe, Malawi, Benin, Kenya, Uganda, Côte d'Ivoire, and Botswana) and 14 during the current reporting period (Mali, Nigeria, Tanzania, Ghana, Mauritius, Burkina Faso, Gabon, Togo, Namibia, Lesotho, eSwatini, Cameroon, Liberia, and the Gambia). AB has released summaries of results for Zambia, Sao Tome and Principe, and Sudan, but further dissemination may be limited to electronic publications because of political tensions and/or the lack of a national partner.

Guinea (long delayed due to political instability), Cape Verde, Senegal, Madagascar, Niger, Tunisia, Morocco, Mozambique, South Africa, and Sierra Leone are expected to complete R7 dissemination activities in the early part of 2019.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.3   Communications (continued)

2.3.1   Continue dissemination of R7 country-level results (continued)

In addition to required R7 country-level disseminations, the Network continued its releases of country-level and multi-country analyses using data from R7 and prior survey rounds.

2.3.2   Launch R7 Pan-Africa Profiles (formerly called Global Releases)

During the reporting period, the Network launched its R7 Pan-Africa Profiles (PAP), a series of publications and events to disseminate findings across all surveyed countries on about 20 high-impact topics.

The first PAP consisted of a policy paper on Africans' priorities, the SDGs, and government performance, which was released via a panel discussion in Accra featuring representatives from UNDP, Ghana CSOs Platform for SDGs, and the SDG Advisory Unit of the Office of the President.

The second PAP consisted of presentations on democratic demand and supply in Africa to the German Institute for Global and Area Studies (GIGA), the King Baudouin Foundation, and the European Strategy and Policy Analysis System (ESPAS), with a policy paper to be released in early 2019.

The PAPs will continue through quarter 3 of 2019 with releases on migration, delivery of public services, infrastructure, corruption (with Transparency International), climate change, water/sanitation, gender, freedom/civic space, health, lived poverty, political parties, media, access to information, electrification, safety/security, youth, tolerance/inclusion, elections, and religion.

2.3.3   Continue to manage and publish a steady stream of AB publications

The Network continued to work to ensure its impact on critical policy debates through timely topical releases, including policy papers, dispatches, press releases, briefings, and/or infographics on:

- Zimbabwe elections and currency reform;
- Zuma report card;
- Media freedom in East Africa;
- Opposition freedom in Uganda;
- Term limits in Togo;
- Presidential performance, citizenship and democracy in Liberia;

Africa Day: Fighting corruption | 20 countries | 2016/2018

54% "agree" or "strongly agree" that ordinary people can fight corruption **but** **69%** say they fear reporting corruption due to the risk of retaliation

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.3   Communications (continued)

2.3.3   Continue to manage and publish a steady stream of AB publications (continued)

- Media freedom and corruption in Ghana;
- Reconciliation and justice in Burkina Faso;
- Popular support for presidential term limits in Cote d'Ivoire;
- Migration, extremist and farmer-herder violence, and support for women in political leadership in Nigeria; and
- Infographics timed to International Day of Democracy, International Day of the Girl, International Women's Day, International Day of Universal Access to Information, World Anti-Corruption Day, World Radio Day, International Youth Day, and World AIDS Day.

The Network publishes all dissemination documents on its website, including press releases and media briefings (along with some media coverage), summaries of results (SORs), and Afrobarometer dispatches, policy papers, and working papers.

In total, documents published and disseminated during the reporting period include:

- 80 press releases and 40 media briefings;
- 24 R7 summaries of results (for a total of 32 for R7);
- 87 dispatches (bringing the total to 268);
- 9 policy papers (bringing the total to 52);
- 3 working papers (bringing the total to 181);
- 15 blog posts; and
- Monthly AB Update and quarterly newsletter.

In addition, AB placed articles in a variety of external outlets, including the Washington Post Monkey Cage, The Conversation-Africa, African Prospects (African Development Bank), European Strategy and Policy Analysis System (ESPAS), and AMMODI (research network on African Migration, Mobility, and Displacement).

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.3   Communications (continued)

2.3.4   Develop additional videos promoting AB work and findings

The AB communications staff produced and released animations/videos on the Network's successful completion of R7 surveys, on preliminary survey findings on migration, on citizen priorities and the SDGs, on the executive director's Distinguished Africanist Award, and on the AB Summer School.

Additional videos and animated images (GIFs) will be produced in 2019 in conjunction with Pan-Africa Profile releases.

2.3.5   Provide monthly updates and engage external stakeholders

The communications team continued to produce a monthly two-page update on Network activities, aimed at targeting donors and other stakeholders, that highlights surveys completed, most popular downloads, best media coverage, and related newsworthy developments.

Presentations

Results disseminations, targeted outreach, and ad hoc invitations offered many opportunities to strengthen the Network's reach and collaborations, e.g. by allowing AB staff to present findings and participate in discussions with policy makers and advocates in government departments, at international events, in fundraising contacts with potential donors, and in other forums. The 71 presentations from the reporting period suggest the wide range of topics, from democratic aspirations, judicial integrity, and migration to corruption, institutional trust, and China's role in Africa. Highlights include presentations and discussions at the World Movement for Democracy Ninth Global Assembly, African Union Commission programs, European Strategy and Policy Analysis System (ESPAS) annual conference, U.S. State Department, USAID, U.S. Institute of Peace, National Endowment for Democracy, World Bank, Freedom House, Commonwealth Parliamentarians' Forum, Royal Institute of International Affairs, Royal African Society, German Development Institute, Southern Africa Regional Political Party Conference, and Network for African National Human Rights Institutions.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.3   Communications (continued)

2.3.5   Provide monthly updates and engage external stakeholders (continued)

Stakeholder engagement

Stakeholder engagement was highlighted as a pillar of effective communications in AB's communications strategy for R6 and R7, as well as its R6 Debrief Conference with national and core partners and its Policy Users' Conference. Relying on a detailed stakeholder (including media) mapping at the Network and national partner levels, the AB dissemination strategy seeks to enhance partnerships with policy makers, advocates, and influencers as a means to enhance the visibility and use of AB data for policy development.

The Network has only partially succeeded in this strategy. At the country level, national partners executed a variety of approaches. A few countries continued to conduct stakeholder meetings (which were required and budgeted for in previous rounds, but not in Round 7). In South Africa, for example, a stakeholder consultation meeting led to the inclusion of a number of country-specific questions on social issues, land, and the justice system in the R7 survey instrument. Other countries consulted with stakeholders through email, phone calls, or one-on-one meetings. For example, the Benin team connected with European Union, GIZ, and Konrad Adenauer Stiftung representatives to share information and explore funding possibilities. The required stakeholder mapping - essentially an analytical exercise of identifying and prioritizing existing and potential stakeholders and opportunities to engage with them – were conducted with a variety of care and formality, in some cases appearing to simply lean on existing relationships with the media, government, and civil society. We believe greater effort in this area can lead to better stakeholder engagement in the future.

At the Network level, in addition to continuing to build relationships with the media, the AB communications team worked to develop strategic partnerships with institutions invested in AB's core research areas. The key highlights for the year under review include:

- An MoU/partnership with Code for Africa, a data journalism and civic technology initiative committed to empowering citizens through data. An initial collaborative project integrated AB data into an interactive map on land in South Africa (https://land.hurumap.org/). Future collaborations will focus on AB topics and data journalism training.
- Partnership with the Africa Portal, an online open-access platform that hosts African research
- Content partnership with the World Economic Forum's dynamic knowledge platform.
- Short-term collaboration with Independent Media in South Africa, which created a special page with AB pre-election survey data on Zimbabwe and used the data for stories.
- Collaboration with universities to provide training sessions in data analysis/use and guest lectures (Nelson Mandela University in the Eastern Cape Province and University of Cape Town's.

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0 Performance overview of R7 core activities (continued)

2.3 Communications (continued)

2.3.5 Provide monthly updates and engage external stakeholders (continued)

Stakeholder engagement (continued)

- Centre for Film and Media Studies, Department of Political Studies, Mandela School of Governance, Judicial Institute, and postgraduate working groups).

More often, progress has been frustratingly slow. This includes efforts to develop working partner relationships with African Union entities, including the African Peer Review Mechanism; the UNDP (which co-hosted AB's first Pan-Africa Profile release event); and the African Development Bank, where extensive efforts (including the addition of requested survey questions in late R7 countries) have so far led only to the acceptance of an AB article for the Bank's "African Prospects" magazine.

We expect our Pan-Africa Profiles releases to generate further opportunities for active, mutually beneficial partnership in 2019.

2.4 Capacity building

During R7, many of Afrobarometer's planned capacity building initiatives were put on hold due to lack of funding. However, by the close of 2017, the network found itself on much more stable financial footing, and with reasonable funding for 2018, AB re-invested in capacity building programs. A summary of capacity building activities during the reporting period includes the following:

- After a three-year hiatus, the Afrobarometer Summer School returned in 2018. It was held from 21 November to 14 December 2018 in collaboration with the Institute for Democracy, Citizenship and Public Policy in Africa at the University of Cape Town. Of the 30 pan-African applicants, 22 were accepted and 20 attended the programme representing 19 countries. General courses in Research Design and Survey Research and Basic/Intermediate Statistics were offered to all students, as well as elective courses offered by four international guest lecturers on Political Parties, Electoral Institutions, Elections and Voting Behaviour, and the Politics of Infrastructure Service and Delivery. Participants enjoyed a rigorous and rewarding three and a half weeks of instruction that culminated in research presentations. The Project expect the Summer School to resume its annual occurrence and take place again at the end of 2019;
- The network provided extensive survey technical assistance. Many partners were using electronic data capture (EDC) for the first time during R7, and both core partners and especially the Data Management Team provided extensive technical assistance to support the transition. As a result, many partners have been able to adopt EDC for other surveys that they do; and
- Strengthening national partner and AB staff communications capacities and opportunities is a pillar of AB's communications strategy. While funding constraints limited capacity-building and training activities, the AB communications team continued to:

AB Round 7 (2018) - Technical Narrative Report (continued)

2.0   Performance overview of R7 core activities (continued)

2.4   Capacity building (continued)

Build data visualization and reporting skills: After working with a design firm in 2017 to identify the most appropriate software (Infogram) and supporting a series of training sessions in data visualization for AB staff and NPs, the communications staff applied these skills to produce a wide variety of charts and infographics for use on social media, the website, email, etc. The team also continued to encourage AB staff and partners to expand their data-visualization skills, including through a training session on Infogram in January 2018. A separate session focused on building AB communications team capacities.

Provide technical assistance and mentoring: Both in person and long-distance, the communications team supported National Partners in stakeholder mapping, results dissemination, and production of analyses and publications, including topical releases responding to local current events. In-person mentoring trips supported Nigeria, eSwatini, Namibia, Togo, Lesotho, Gabon, the Gambia, Burkina Faso, Cape Verde, Liberia, Senegal, Madagascar, Tunisia, and Guinea.

The Network also sought to **increase opportunities for NP visibility,** e.g., through writing incentives, updated country pages on its website, and new "Partner in the Spotlight" and "Lessons from the Field" features in the Network newsletter. AB will continue to expand such opportunities if funding permits, e.g. through communications exchanges/networking, more in- country technical assistance by AB communications officers, and responsive country analysis through collaboration between AB analysis experts and NPs to respond to current events and media opportunities at country and regional levels.

Provide training to external stakeholders: While training activities have been curtailed due to funding constraints, in 2018 the communications team provided training on data analysis and use for members of the media in South Africa, Benin, Togo, Gabon, Tunisia, Liberia, and the Gambia; for students at the University of Cape Town (UCT) and Nelson Mandela University; for judges from Southern and East Africa via UCT's Judicial Institute; and for various organizations participating in the Benin country team's WhatsApp social-media forum. We also supported the Uganda National Partner to lead a session on writing for a policy audience at a U.S. Institute of Peace/Sudd Institute workshop in Kampala.

AB Round 7 (2018) - Technical Narrative Report (continued)

3.0   Key Outcomes: AB visibility and impact

Afrobarometer's ultimate goal is that its data and findings should be part of political and policy processes and debates across the continent, giving voice to ordinary Africans in conversations that were once the sole province of African elites. While measuring visibility and impact continues to be a challenge, the Network has captured a number of indicators that reveal the still-growing visibility and use of Afrobarometer data and findings. These include media hits and coverage of AB findings, as well as traffic on the website, the online data analysis facility, and social media. The network also tracks ad hoc examples of utilization of AB data or findings in policy and political processes.

3.1   Traditional media coverage

AB disseminations attracted extensive media attention, with 4,003 hits in traditional media (i.e. newspapers (capturing both hard copy and online coverage) and broadcast media) identified by the Meltwater Internet-based monitoring service and national partner reports during the reporting period – 87% more than in 2017 (2,136). The increase was largely due to intense interest in our pre-election surveys in Zimbabwe.

Outlets citing AB data ranged from high-profile international publications (The Economist, Financial Times, New York Times, Washington Post, World Economic Forum, Frankfurter Rundschau, Jeune Afrique, CNN) to national and local outlets throughout Africa.

Just how much progress have Ugandan women made?

3.2   Digital engagement

AB's online and digital media presence is guided by a strategy developed in Round 6 designed to improve AB's use of digital platforms to effectively target key audiences with content that is relevant to them, to maximize the reach and impact of AB messaging through intentional and coordinated multi-channel communication and to guide AB staff and partners in the appropriate use of digital media.

Priority target audiences for AB digital engagement are policy makers and opinion leaders, the news media, the academic and research community, civil society, donors, AB staff and partners, and the general public. Critical elements of all AB digital media activities are:

- Effective targeting (based on stakeholder/media mapping);
- Coordination of all communications channels; and
- A consistent brand story (AB projects African voices as an indispensable element in Africa's democratic consolidation and development).

AB Round 7 (2018) - Technical Narrative Report (continued)

3.0: Key Outcomes: AB Visibility and Impact (continued)

3.2 Digital engagement (continued)

Priority platforms for digital communication are the AB website and online data analysis (ODA) tool, email marketing (with target mapping and timely planning), and Twitter as well as other social media.

3.2.1 Social media

Equipped with this digital-media strategy, better coordination of digital media activities, and increased use of infographics to communicate our findings, the Network recorded continued growth in the numbers of social media followers. Investment in our outreach capabilities contributed to our success (such as the use of infographics, tapping into trending topics, and regular structured content). The future will present further possibilities for building greater engagement via social media as we incorporate other channels, strengthen synergies between our offline and online activities, and integrate digital media more fully into our organizational culture.

Analytics from the online monitoring service Meltwater indicate that AB's social exposure increased by 401% over 2017. Twitter accounted for 96% of social volume, followed by Facebook with a 3% share.

- **Twitter:** The Network gained 3,985 new followers in 2018, for a total of 14,734 (a 37% increase from 2017), prompting 3,894 mentions (71% more than in 2017) and 3,296,179 impressions (times that a tweet is viewed) (75% more than in 2017).
- **Facebook:** AB recorded 11,238 followers, an increase of less than 3% from the previous reporting period. Facebook reach has diminished following FB's changing algorithm that focuses more on individual users rather than brands and organizations. We are continuing to test new types of content on this platform, including videos and short clips rather than static content.
- **WhatsApp conferences:** We reached 191 participants in francophone countries and the United States with sessions focusing on corruption and democracy.

Among AB activities that generated considerable social-media buzz during the reporting period were the release of survey findings related to Zimbabwe's election and infographics (often linked to international day observances) that displayed comparative findings across countries.

Other: AB also had a modest presence on *Slideshare*, *Storify*, and *Google Plus*, although these are not priority platforms. The AB website and our social media channels also continued to show growth during the reporting period, building on a website redesign and digital media strategy and policy launched in R6. These steps were designed to improve AB's use of digital platforms to effectively target key audiences with content that is relevant to them, to maximize the reach and impact of AB messaging through intentional and coordinated multi-channel communication, and to guide AB staff and partners in the appropriate use of digital media.

AB Round 7 (2018) - Technical Narrative Report (continued)

3.0   Key Outcomes: AB Visibility and Impact (continued)

3.2   Digital engagement (continued)

3.2.2   AB website

In 2018, the Network again set AB records for website visits. This success builds on an R6 website redesign. In addition, AB continued minor website upgrades to increase flexibility for displaying content and enhance user experience, including adding a dedicated page for Pan-Africa Profiles; adding a "Snapshot" section on the "About" tab of the website; updating national partner pages; and increased use of infographics to improve visual appeal and increase engagement.

Since the website is the place where most serious engagement with AB analysis (publications) and data occurs, it is the hub toward which most other digital media activities drive. Traffic on the website increased again in 2018. The site recorded a monthly average of 9,261 unique visitors and a monthly average of 14,324 visits, 28% and 15% more than for in 2017, respectively (Figure 1).

Figure 1: Average monthly unique visitors and visits to Afrobarometer website | 2010-2018

AB Round 7 (2018) - Technical Narrative Report (continued)

3.0 Key Outcomes: AB visibility and impact (continued)

3.2 Digital Engagement (continued)

3.2.2 AB website (continued)

In addition, website visitors completed 47,707 downloads (19,004 publications and 28,703 data downloads) in 2018, 24% more than in 2017.

3.2.3 Online Data Analysis (ODA) tool

The Network continued to work with the provider of the ODA tool to implement iterative improvements based on user feedback to make the tool more user- and mobile-friendly, more attractive, and better-branded.

Use increased for the seventh year in a row, to 27,836 distinct users in 2018 (2,320 per month, on average), 19% more than in 2017. They were served 306,331 pages, 9% more than in 2017. The number of ODA users has doubled since 2014.

3.3 Ad Hoc examples of policy visibility and impact

The Network continues to document examples of the use and policy visibility and impact of AB data *(the AB Portfolio of Policy Visibility and Impact is available on request)*. New examples from the current reporting period include:

- AB featured prominently as a data source for the 2018 Ibrahim Index of African Governance
- AB was cited in The Economist Intelligence
- Unit's Democracy Index 2017 and the Brookings Institution's "Foresight Africa: Top Priorities for the Continent in 2018"
- On Africa Day, 157 civil society organizations sent an open letter to the African Union calling for an end to corruption, citing AB data to make their case.
- Judd Devermont, director of the Africa Program at the Center for Strategic and International Studies, cited AB's data on perceptions of China in testimony before the U.S. Senate Armed Services Committee.
- Lesotho amended its Constitution to allow for dual citizenship; supporters cited AB findings that public opinion had swung strongly in favour of such a change.
- Sierra Leone's Minister for Information said AB data will serve as "precision guided missiles" in policy making. The country's Anti-Corruption Commissioner described AB's findings as an exam for the government and promised greater efforts "so when the next report comes it would even be better for the country."
- Cape Verde's Attorney-General urged citizens to pay attention to AB findings on corruption.

Open letter to African leaders: 157 CSO's demand an end to corruption now!

AB Round 7 (2018) - Technical Narrative Report (continued)

3.0: Key Outcomes: AB visibility and impact (continued)

3.3 Ad Hoc Examples of Policy Visibility and Impact (continued)

- AB Policy Paper No. 47 on pre-election attitudes in Zimbabwe was a "Best of the Africa Portal 2018" selection.
- Africa's Voices used AB data for its "DATAStrong: Building Resiliency in Civil Society through Data Skills' workshop in Kampala.
- South Africa's Department of Justice and Constitutional Development used AB and its approach for its 2018 SEJA (Socio-Economic Justice for All) Baseline Survey.
- Ghana and Nigeria AB findings were featured in the Network of Democracy Research Institutes Quarter 1 newsletter.
- Former Liberian President Ellen Johnson Sirleaf cited AB data on democracy in her remarks on the receipt of the Mo Ibrahim Prize for Achievement in African Leadership.
- A number of Ghanaian government officials have publicly cited AB reports, including President Nana Akufo-Addo, who mentioned perceived corruption among the police when speaking to the 47th Cadet Course of the Ghana Police Academy; the Deputy Minister for Energy, who mentioned AB findings regarding management of Ghana's petroleum revenue during the launch of the Petroleum Register; and the Deputy Minister for Local Government and Rural Development, who mentioned findings on local governance and the election of metropolitan, municipal, and district chief executives.

In addition, scholars and think tanks used AB data in **dozens of books, academic papers, and advocacy publications** in 2018, including *How to Rig an Election* by Nic Cheeseman and Brian Klaas (Yale University Press); *Coups, Rivals, and the Modern State: Why Rural Coalitions Matter in Sub-Saharan Africa* by Beth Rabinowitz (Cambridge University Press); and *State Capture in Africa: Old Threats, New Packaging*, edited by Melanie Meirotti and Grant Masterson (EISA).

AB Round 7 (2018) - Technical Narrative Report (continued)

4.0   Challenges

During 2018, Afrobarometer continued to emerge from under the cloud of fundraising problems that constrained the network's work in 2016 and 2017, and the network really began to fully thrive again. Full country coverage was restored (to 34 countries for R7), most retrenched staff were brought back on board, and communications and capacity building activities are being expanded. However, the network still faced some financial constraints, with the result that a) some key staff positions have not been filled, especially capacity building manager and communications manager (the publications manager currently manages two portfolios); and b) not all capacity building and communications activities have been fully restored. With the signing of the new Sida agreement in late 2018, and support from other donors, the network anticipates that it will continue to restore and expand core staff and activities during 2019. This will be especially important as the Organizational Development process proceeds, providing guidance and a framework for revising the structure, staffing and activities of the network.

In addition to these long-term funding challenges, there were several unforeseen challenges encountered during survey implementation in Round 7 that impacted the number and timing of R7 surveys. Some of these challenges included:

Security: AB was unable to field a R7 survey in Algeria due to political challenges. The project manager from Afrobarometer's Partner institution in Tunisia6, who was working in Algeria on a non-Afrobarometer assignment, was accused of conducting surveys without the proper permits, put under house arrest, and prohibited from leaving the country. Since this situation is still unresolved, AB was unable to field a R7 survey in Algeria. In addition, reports of terrorist attacks in northern Mozambique meant enumerators were unable to travel to some parts of the region. Security threats were also reported in some parts of Cameroon resulting in the need to substitute Enumeration Areas in some trouble spots.

Accommodating special circumstances during Ramadan: The fieldwork schedule in Sudan coincided with Ramadan, and the partner was unwilling to field a survey at that time, resulting in fieldwork delays.

Elections: As one of its protocols, the Network does not field surveys three months before or after major national elections. While efforts are always made to factor dates of national elections into fieldwork scheduling, election schedules are sometimes unpredictable. For example, the Sierra Leone presidential polls unexpectedly went into a second round, forcing AB to postpone fieldwork, and a long election calendar in Cameroon also resulted in some delays.

Sample Frames: Although AB has built long-term relationships with many National Census offices, the Network continues to encounter serious problems accessing the sample frame and field maps in South Africa, resulting in delays in fielding the South Africa R7 survey until the situation could be resolved.

National Partner Relationships: During Round 6, the Afrobarometer surveys in North Africa, including Morocco, were coordinated by *One to One Polling* of Tunisia. However, the relationship between *One to One* and the Morocco Partner broke down, forcing the Network to move overall management of the Morocco survey to CDD-Ghana during R7. Similarly, the Network continues to face partner challenges in Sao Tome and Principe, where recruiting a local partner has proven to be difficult. AB has therefore relied on our partner in Cape Verde to implement this survey, which led to fieldwork delays.

AB Round 7 (2018) - Technical Narrative Report (continued)

4.0: Challenges (continued)

New funding arrangements: In the run-up to the R7 surveys, MASC Foundation based in Mozambique signed a Memorandum of Understanding (MoU) with the AB Network to fund the R7 survey in Mozambique. However, MASC Foundation informed the network after the MoU was signed that new financial regulations in Mozambique prohibited MASC Foundation from transferring funds outside Mozambique. To access the R7 funding, therefore, the Network had to enter into multiple arrangements to facilitate the direct transfer of funds from MASC Foundation to the National Partner for Mozambique.

While AB's communications program made significant progress during the reporting period, challenges remain. These include:

Timely reporting of survey findings: Overall, electronic data capture and the Network's emphasis on timely dissemination helped decrease delays in getting data out to potential users. Still, some countries continued to lag. The Network will analyse partner performance, identify barriers and possible solutions to improve dissemination times across board in R8.

Engagement with key stakeholders: There is a need for more continuous and intentional engagement with key stakeholders and strategic partners, including (to the extent staff/funding allow) better tailoring and targeting of outputs. We expect our Pan-Africa Profile releases to provide new engagement opportunities.

Better, more diverse data visualization: As we learn to apply training and software acquired in 2017, visual outputs are beginning to allow for more frequent and relevant targeting of results. This will continue to improve with practice, as well as through additional investments in external and/or in-house expertise.

Policy engagement: AB strives to achieve more effective and timely injection of topical AB findings into policy discourse. We are prioritizing better intra-Network communication about current and emerging issues and response coordination.

The network will continue to consult with its partners, including through the debrief workshop, to identify ways to overcome these challenges and continue advancing Afrobarometer's work, raising the standard of its outputs, and extending the impact of its findings on policy and political actors across Africa, and globally.

AB Round 7 (2018) - Technical Narrative Report (continued)

5.0 Outlook for 2019

In 2019, AB will start R8 preparatory activities, including completing the R7 Debrief Survey and responding to emerging issues, revising and updating the Survey Manual, and developing the R8 Questionnaire, convening the R8 National Partner Planning Meeting, developing the R8 survey schedule, and launching R8 Surveys.

The AB communications team will continue with current core activities, aiming to further build on the growing visibility the network has achieved. The focus for 2019 will include: completing R7 country disseminations, and managing a successful release of R7 Pan-Africa Profiles, and continuing publication of country and multi-country analyses of data from all rounds. AB will seek to use the R7 Pan-African Profile releases as opportunities for partnership building and engaging with strategic stakeholders. The Team aims to strengthen stakeholder engagements at both regional and national levels, and hopefully to establish working relationships with at least two new strategic partners. As part of efforts to make the website more functional, the Team will begin a scoping exercise to inform enhancements and content management system upgrades to the website. In addition, the Team will explore capacity-building opportunities, if funding permits. AB will also begin roll-out of R8 country- level findings. AB expects these efforts to continue to produce strong growth of our indicators of visibility and impact.

During 2019, AB also expects to continue rebuilding its Capacity Building program, including holding another Anglophone Summer School at UCT at the end of the year, as well as through investment in francophone capacity building (via a summer school or similar approach), capacity building on an array of topics that is built into the R8 planning workshop, and, funds permitting, with one or two additional topical workshops (topics may include advanced questionnaire design, advanced sampling, communications, etc.). The network will also continue to provide in-country technical assistance during fieldwork, especially to new partners, to build their capacity for implementing high quality surveys in an independent manner.

Another key activity during 2019 will be to continue and complete the organizational development process. This process will involve some reorganization of the AB management structure, recruiting some new and/or currently unfilled positions (resource mobilization, human resources management, and additional data management capacity, among others), creating an international advisory board, convening a donor/stakeholders conference, and recruiting a new CEO. It will also include a process to better define and document AB decision-making and management structures and practices.

AB starts 2019 more confident of our funding status and our ability to plan for the future. As noted, AB successfully completed a new grant agreement with Swedish International Development Cooperation Agency (Sida) in late 2018, which provides a solid foundation of support that will provide stability and continuity through to 2022. Several other donors are continuing to provide significant support, and AB believes that it is now well positioned to attract new donors as well. AB continues to engage its benefactors and supporters to expand the frontiers of public opinions use in public policy and development agenda on the African continent.

We are grateful to all our partners and supporters and look forward to welcoming new partners on board as we expand the coverage of our work in Africa.

E.Gyimah-Boadi, Executive Director, Afrobarometer

Report of the Project Management Unit

The Project Management Unit (PMU) submits herewith the audited financial statements of the project "Afrobarometer Round 7" for the year ended 31 December 2018.

Statement of management's responsibilities

The Project Management Unit is responsible for the preparation of financial statements for each period which presents in all material respects, the state of affairs of the project and of the Statement of Receipts and Payments for that period. In preparing these financial statements, management has selected suitable accounting policies and then applied them consistently, made judgements and estimates that are reasonable and prudent and followed the financial reporting provisions of the grant agreements.

The Project Management Unit is responsible for ensuring that the project keeps proper books of account and accounting records that disclose with reasonable accuracy at any time the financial performance of the project. Management is also responsible for safeguarding the assets of the project and taking reasonable steps for the prevention and detection of fraud and other irregularities.

Principal activities

The objectives of the project are stated on page 6 of this report.

Financial results

The statement of receipts and payments on page 38 shows an excess of receipts over payments of **GHS 4,487,954** (2017: GHS 4,179,862) for the period under review.

BY ORDER OF MANAGEMENT:

Executive Director:

INDEPENDENT AUDITOR'S REPORT
TO THE PROJECT MANAGEMENT UNIT

REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

Our opinion

In our opinion, the accompanying financial statements of the Afrobarometer Round 7 Project for the year ended 31 December 2018 are prepared in all material respects, in accordance with the basis of accounting described in Note 1 to the financial statements.

What we have audited

We have audited the financial statements of Afrobarometer Round 7 Project for the year ended 31 December 2018.

The financial statements on pages 39 to 42 comprise:

- the statement of receipts and payments for the year then ended; and
- the notes to the financial statements, which include a summary of significant accounting policies.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of CDD-Ghana in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code). We have fulfilled our other ethical responsibilities in accordance with the IESBA Code.

Other information

The Project Management Unit is responsible for the other information. The other information comprises the Technical Narrative and the Project Management Report but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

Other information (continued)

In connection with our audit of the financial statements, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed on the other information, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Emphasis of Matter - Basis of Accounting and Restriction on Distribution and Use

We draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial statements are prepared to assist The Ghana Center for Democratic Development (CDD-Ghana) in complying with the financial reporting provisions of the contract referred to in note 1. As a result, the financial statements may not be suitable for another purpose. Our report is intended solely for CDD-Ghana and its core partners and should not be distributed to or used by parties other than CDD-Ghana and its core partners. Our opinion is not further modified in respect of this matter.

Responsibilities of the Project Management Unit (PMU) for the financial statements

The Project Management Unit is responsible for the preparation of the financial statements in accordance with financial reporting provisions of the Grant Agreement and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Project's ability to continue as a going concern. Afrobarometer Rounds 7 & 8 covers a period of five (5) years, from 2016 to 2020.

Management is responsible for overseeing the Project's financial reporting process.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

• Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit

Auditor's responsibilities for the audit of the financial statements (continued)

- evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Project's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management; and

- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Project's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Project to cease to continue as a going concern.

We communicate with the Project Management Unit regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The engagement partner on the audit resulting in this independent auditor's report is Hayfron Aboagye (ICAG/P/1502).

PricewaterhouseCooper

PricewaterhouseCoopers (ICAG/F/2019/028)
Chartered Accountants
Accra, Ghana
23 May 2019

pwc

Statement of receipts and payments

Receipts		Year ended 31 December 2018 GHS	Year ended 31 December 2017 GHS	Year ended 31 December 2018 US$	Year ended 31 December 2017 US$
Grants received	2	20,772,262	17,973,814	4,297,911	4,189,472
Payments					
Direct Costs	3	15,393,318	12,982,118	3,403,694	2,993,018
Indirect cost	4	890,990	811,834	205,730	121,207
		16,284,308	13,793,952	3,609,424	3,114,225
Excess receipts over payments		4,487,954	4,179,862	688,487	1,075,247
Fund balance					
Balance as at 1 January		5,026,161	846,299	1,289,500	214,253
Excess receipt over payments		4,487,954	4,179,862	688,487	1,075,247
Balance at end of year		9,514,115	5,026,161	1,977,987	1,289,500

The notes on pages 39 to 41 form an integral part of these financial statements.

The financial statements and notes on pages 38 to 41 were approved by the Project Management Unit on ....2.3....May 2019 and signed on its behalf by:

Executive Director: E. Gyimah Boadi (Prof)

Operations Manager – Finance/PMU: Felix Biga

Notes

(All amounts are expressed in GHS and US$ unless otherwise stated)

1. Accounting policies

The principal accounting policies adopted in the preparation of these financial statements are set out below.

(a) Basis of accounting

The financial statements have been prepared under the historical cost convention and grant agreements with the project's donors.

(b) Receipts

Receipts are recognised when transfers from donors are received into the designated project bank accounts.

(c) Payments

Payments in the form of project related costs are accounted for on a cash basis.

(d) Equipment

Equipment are expensed in the year of acquisition.

(e) Foreign currency

(i) Functional and presentation currency

The financial statements are presented in Ghana Cedis (GHS) which is the functional currency of the Project.

(ii) Transactions and balances

Transactions in foreign currencies are translated to Ghana Cedis (GHS) at the rates of exchange ruling at the dates of the transactions. Monetary assets dominated in currencies other than GHS at the reporting date are translated into GHS at the rate of exchange on the reporting date.

NOTES (continued)

(All amounts are expressed in GHS and US$ unless otherwise stated)

2. Receipts

	Year ended 31 December 2018 GHS	Year ended 31 December 2017 GHS	Year ended 31 December 2018 US$	Year ended 31 December 2017 US$
Swedish International Development Agency	9,536,930	-	1,991,008	-
Mo Ibrahim Foundation	2,390,000	4,280,000	500,000	1,000,000
Transparency International	509,591	523,719	112,493	124,993
World Bank		2,131,654		507,537
Deutsche Institute	-	14,421	-	3,270
Bill and Melinda Gates Foundation	-	1,930,500	-	450,000
Hewlett Foundation	1,175,000	3,639,936	250,000	849,986
National Endowment for Democracy	-	432,611	-	99,968
United States Department of States	-	2,265,000	-	525,000
Open Society Foundation	1,924,000	1,764,000	400,000	400,000
Wellspring Philanthropic Fund	529,167	441,186	119,993	100,043
USAID/USIP	3,834,295	262,014	847,974	59,958
Other donations*	873,279	288,773	76,443	68,716
	20,772,262	17,973,814	4,297,911	4,189,471

*Other donations comprise funds received from organisations who had not signed funding agreements with the Project Management Unit of Afrobarometer Project and conversion gains as a result of differences in foreign exchange rates on dates of receipt of funds.

NOTES (continued)

(All amounts are expressed in GHS and US$ unless otherwise stated)

	Year ended 31 December 2018 GHS	Year ended 31 December 2017 GHS	Year ended 31 December 2018 US$	Year ended 31 December 2017 US$
3 Direct costs				
Personnel	**5,239,263**	4,575,822	**1,158,480**	1,061,738
Supplies and Services (a)	**9,439,751**	7,805,062	**2,087,271**	1,792,823
Travel	**714,304**	601,234	**157,943**	138,457
	15,393,318	12,982,118	**3,403,694**	2,993,018
(a) Supplies and Services				
Sample surveys	**7,458,320**	7,165,406	**1,649,147**	1,645,270
Survey dissemination	**-**	14,643	**-**	3,334
Internal, External Audit and Financial Assessment	**898,250**	95,925	**198,617**	22,000
Monitoring and Evaluation	**48,132**	159,202	**10,643**	37,315
Computers	**48,293**	32,930	**10,678**	7,621
Network workshops	**762,953**	169,420	**168,700**	38,798
Communication and publications	**223,803**	167,536	**49,486**	38,485
	9,439,751	7,805,062	**2,087,271**	1,792,823
4. Indirect costs				
Bank charges	**54,496**	21,700	**20,769**	5,167
Other indirect costs*	**836,494**	790,134	**184,961**	116,040
	890,990	811,834	**205,730**	121,207

*Other indirect costs relate to 15% of the total costs incurred on project activities with the exception of survey related costs.

Appendix – Analysis of payments according to partners

Project payments according to partners

Partner	Year ended 31 December 2018 GHS	Year ended 31 December 2017 GHS	Year ended 31 December 2018 US$	Year ended 31 December 2017 US$
Project Management Unit (PMU)	10,018,562	4,339,742	2,223,973	1,003,119
Ghana Center for Democratic Development (CDD-Ghana) (Core Partner)	412,758	614,428	91,267	140,460
Institute for Empirical Research in Political Economy (IREEP)	303,415	2,537,363	67,090	575,957
University of Cape Town, SA	1,550,562	970,644	342,853	222,282
Institute for Justice and Reconciliation (IJR), SA	2,446,602	3,039,986	540,980	701,728
Michigan State University (MSU), USA	1,552,409	2,291,789	343,261	537,337
	16,284,308	13,793,952	3,609,424	3,180,883