



## **2022 Technical Narrative Report**

**Submitted to**  
**Afrobarometer Partners & Collaborators**

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## **ACRONYMS**

AB	Afrobarometer
APM	Assistant Project Manager
AU	African Union
CBM	Capacity Building Manager
CDD-Ghana	Ghana Center for Democratic Development
CEO	Chief Executive Officer
CMT	Central Management Team
COO	Chief Operations Officer
CSQ	Country Specific Questions
DM	Data Management
EU	European Union
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
HRMS	Human Resource Management System
IAC	International Advisory Council of Afrobarometer
IDS	Institute of Development Studies, University of Nairobi
IOW	Infographic of the Week
JICA	Japan International Cooperation Agency
MPS	Malawi Police Service
MELS	Monitoring Evaluation and Learning Specialist
MOU	Memorandum of Understanding
ODA	Online Data Analysis
PAP	Pan African Profiles
PM	Project Manager
RDD	Random Direct Dial
SAT	Senior Advisory Team
SIDA	Swedish International Development Cooperation Agency
TMC	The Monkey Cage
UCT	University of Cape Town
USAID	United States Agency for International Development
USIP	United States Institute of Peace
USIU-Africa	United States International University Africa

## EXECUTIVE SUMMARY

In Round 9, Afrobarometer (AB) aimed to build on accomplishments in previous rounds, while also enhancing its governance structure and extending data analysis, capacity building, resource mobilisation, and policy engagement. In this Round, AB aspired to maintain and strengthen its position as the leading survey research and analytical resource for understanding ordinary Africans' views and aspirations in the areas of democratic governance and socio-economic development, ensuring that popular voices are increasingly heard in policy and political processes across the continent. Similarly, AB focused on the important priority of building research capacity and enabling African institutions and actors to use the data generated.

### Key Achievements

The following are the key highlights and accomplishments in each unit during the period under review:

#### Surveys

- Completed R9 data collection in 37 countries, notwithstanding security threats, lingering Covid-19, and difficult weather patterns in some countries.
- By the end of the reporting period, the data sets of 24 of the 37 countries that have completed field data collection had been finalised.
- Rolled out pilot telephone surveys in Botswana, Zambia and Burkina Faso. Building up from the experience gained in 2021, AB fielded four phone surveys one each in Botswana and Burkina Faso and two in Zambia. The Phone surveys were implemented in parallel with the regular AB face-to-face surveys to enable us to compare the data, test for mode effects, and refine our methodology for phone surveys.
- Recruited new National Partners for Mauritania (SISTA Consult) and Guinea Bissau (DEMOS-BELAB) and also conducted new country assessments in Burundi and Congo Brazzaville. We also rebid for National Partner positions in Côte d'Ivoire, Gabon and Togo as required by policy.

#### Analysis

- 15 Pan-African Profiles (PAPs) were produced on [water and sanitation](#), [media and social media](#), [education](#), [policing/police professionalism](#), [social cohesion](#) and [electrification](#), [taxation](#), [COVID-19](#), [lived poverty](#), and [elections](#).
- Completed seven templates for R9 country dispatches on priority topics, including: Environmental Governance; Climate Change; Gender Equality; Gender-Based Violence; Police Professionalism; COVID-19 (updated from the R8/part 2 template); and Child Welfare. During the period, a total of 50 dispatches were published using these templates.
- 7 blog posts were published in the Washington Post's The Monkey Cage (TMC), including one on climate change awareness in the lead up to the Africa Climate Week and another on Africans' priorities in advance of the U.S.-Africa Leaders Summit.
- Continued to mentor mid-level and junior staff and partners to increase publications and expand engagement in providing key AB outputs.
- One new signature product, that is Country Climate Cards was introduced and 20 Climate Country Cards were released ahead of the COP27 meetings in Egypt.

#### Communications

- A total of 60 R9 dissemination events (38 Public/Popular events, 10 confidential briefings, 12 donor briefings) and 5 outstanding R8 dissemination events were held during the reporting period.

- AB launched its new [website](#) during the reporting period. The website is a more responsive and flexible tool readily usable from a tablet or phone and better enabled for multimedia content. The new website includes a dedicated [impact](#) page that highlights some of the major achievements of our data and advocacy work and another page called “[Support our work](#)”, to complement fundraising efforts.
- AB released 98 publications (5 Working Paper, 7 Policy Papers and 86 Dispatches), along with 144 press releases and 14 Summary of Results.
- A total of 73 presentations, outreach and teaching/training events that were targeted at various audiences including the policy community, funders, civil society, academia and international organizations were held during the reporting period.

### **Capacity Building**

- A total of 1284 fieldworkers (52% women) received capacity building and skills training in interviewing techniques and field data collection during the implementation of the R9 survey.
- After a hiatus due to COVID-19 and the limits on in-person gatherings, Afrobarometer hosted its first in-person Summer Schools in French and English in nearly three years
- A three-day maiden program “Afrobarometer week” was held at the United States International University (USIU) in Nairobi, Kenya with the goal of introducing Afrobarometer as a research resource to the university community.

### **Resource Mobilization**

- In line with our new strategy, which was approved by the board in July 2022, the Engagement Unit (Communications and Resource Mobilisation Unit) has been separated. Resource mobilisation function has been moved to the CEO’s office.
- We undertook global stakeholder trips to engage our donors, Africa policy actors, and other partners in Europe and the United States and shared and discussed highlights of relevant findings from Round 8 surveys.

### **Network management (Secretariat)**

- Afrobarometer was able to migrate its secretariat staff from the Ghana Center for Democratic Development to become direct hires of Afrobarometer as part of the Organisational Development processes.
- All National Partners (NPs) who participated in the R8 survey were provided with Performance Review reports. The reports highlighted areas that NPs performed well and areas needing improvement. The report also included recommendations to improve performance in R9 surveys.
- A grants workbook has been developed and is operational to keep track of contractual deliverables and manage grants and contractual obligations. The Finance and Resource Mobilization team have successfully integrated their respective grants workbook into the general Grants workbook.
- Security features implementation on Google workspace - strong passwords and 2-factor authentications for all accounts have been enabled.

### **Visibility and use of AB data and findings**

Visibility and use continue to grow. During the reporting period:

- AB dissemination activities (events and publications) attracted extensive media attention with 5,911 hits online and mainstream media, representing an 86% increase compared to the same period last year (which recorded 3,185 media hits).

- AB was mentioned in 112 countries (105 countries during the 2021 reporting period) during the reporting period.
- Our total social media followers reached 48,797, including Twitter (27,941), Facebook (16,090), LinkedIn (4,100), and Instagram (666). Our social media following increased by 11% in this period compared to the previous period.
- We recorded a total of 237,851 visitors (that is, 19,821 mean monthly visits) to the AB website during the reporting period. Similarly, we recorded a total of 49,617 distinct users (4,135 mean monthly distinct users) of the Online Data Analysis (ODA) tool, which is embedded on the website. Data from all 34 Round 8 surveys were added to the ODA Tool during the reporting period.

AB data visibility and impact on political and policy discussions and processes were also widespread. The following are some examples:

1. **Sierra Leone:** Sierra Leone's commissioner of Anti-Corruption Commission, Francis Ben Kaifala, cited AB data in assessing the progress that Sierra Leone had made in its anti-corruption efforts. He noted that over the past four years, Sierra Leone had witnessed exponential progress in the fight against corruption, [reducing it from 70 percent to 40 percent](#).
2. **Botswana:** At the 2022 U.S.-Africa Leaders Summit which was held from December 13–15, 2022, the Foreign Affairs Minister of Botswana, Hon. Dr. Lemogang Kwape, hinted at the important role AB plays in the country's policy-making process by revealing that AB was one of the key institutions Botswana's government consulted in the lead-up to [decriminalizing same-sex relations in Botswana](#).
3. **Ghana:** Ras Mubarak, a former Member of Parliament for Kumbungu Constituency, in his [petition to Ghana's Speaker of Parliament to discipline some lawmakers for absenting themselves from Parliament without permission](#), cited AB data to back his position. He noted that AB data has shown that trust in Ghana's Parliament has fallen by 12% between 2002 and 2019 and Parliament was ranked as the third most corrupt institution in Ghana – just behind the Police and Judges. He argued that to restore the trust Ghanaians have for Ghana's Parliament, the Speaker needs to take action against these absentee Parliamentarians.
4. **Malawi:** The Malawi Police Service (MPS) via a press statement responded to AB Round 9 survey findings which revealed that corruption had increased over the past year and ranked the MPS as the public institution that is perceived as the most corrupt by Malawians. The statement which was signed by the Deputy Public Relations Officer for the Malawi Police Service welcomed the survey findings and applauded AB for the "important survey as it gives a window to the MPS on areas to be improved". The MPS in [the press statement](#) highlighted some of the anti-corruption policy interventions it has been implementing given the unenviable history of MPS topping the chart of corrupt institutions in the country.

## Challenges

Political instability was a major challenge during the implementation of Round 9 surveys. Fieldwork was temporarily suspended following a military coup in Burkina Faso. The 2021 coup in Mali also affected fieldwork in the country. Insecurity in the Cabo Delgado province in the northern part of Mozambique also made it difficult for the National Partner to collect R9 data from the province. Similarly, Ethiopia R9 survey, which was initially scheduled for March 2022, has been postponed to 2023 due to the conflict in that country.

Closing political spaces in countries such as Burundi and eSwatini have either made the resumption of surveys impossible (Burundi) or contributed to delays in the launching of surveys (eSwatini). Similar challenges have been reported in Angola and Tunisia, although in both cases, the R9 surveys were already completed by the time of the crackdown.

The ongoing conflict in Ukraine has had a significant impact on fuel/gas prices, driving up survey expenses for all of our countries. As a result, AB and its partners have frequently had to revise the budgets, particularly for transport and other fieldwork logistics, to account for unanticipated increases in fuel and commodity prices.

We are grateful to our funders, partners, and other stakeholders for the unwavering support, as we work to develop innovative ways to adapt to rapidly changing situations, notably political instability, extreme weather conditions (floods in particular), and public health emergencies (Ebola and Covid-19). We look forward to continuing our productive collaboration and extending the impact of AB's data and analytic outputs.

A handwritten signature in blue ink, appearing to read 'Joseph Asunka'.

**Joseph Asunka**

**CEO**



## **1.0 INTRODUCTION**

Afrobarometer (AB) is a pan-African, nonpartisan survey research organisation that offers a platform for ordinary Africans to 'have a say' on matters that affect their lives. AB does this by providing reliable data on African experiences and evaluations of democracy, governance, and quality of life. When it was launched in 1999, the voices of ordinary Africans were not featured in debates about democracy and governance; indeed, little was known about popular attitudes and behaviour regarding the pressing challenges of African politics and economies. More than 20 years later, AB has institutionalised public opinion as a key pillar of public policy discourse by building a strong pan-African network of social science researchers and a sustainable professional organisation. More than 351,000 Africans in 42 countries, who together represent the views of more than two-thirds of the continent's population have been interviewed since 1999. The results of this research have been widely disseminated to governments, policy actors, and numerous development stakeholders through a variety of communication channels, including public disseminations, hundreds of AB publications - dispatches, briefing papers, pan-African profiles, working papers etc., a busy website, and an active social media presence. AB's findings have been widely discussed in the public sphere, cited frequently in the media, and debated in parliamentary hearings and cabinet meetings and have informed public policy decisions and actions across the continent. They have helped to make the public voice an important pillar of democracy and governance on the continent.

Since the launch of Round 9 (R9) surveys in Q3 of 2021 we have continued to work towards consolidating the gains made in previous survey rounds. We have done this by strengthening our institutional framework while enhancing our governance structures and extending data analysis, policy engagement and also restructuring our capacity building and our resource mobilisation units to align with the new strategic directions. AB seeks to maintain and strengthen its position as the leading research and analytical resource for understanding the views and aspirations of ordinary Africans in the areas of democratic governance and socio-economic development by ensuring that citizen voices are increasingly heard in policy and political processes across the continent. This report covers all programs and activities undertaken from 01 January 2022 to 31 December 2022.

## **2.0 PERFORMANCE OVERVIEW OF R9 CORE ACTIVITIES**

### **2.1 SURVEYS**

#### **2.1.1 R9 Surveys**

AB launched Round 9 surveys in October 2021 and by December 2021, data collection had been completed in 4 countries. For this reporting period, we completed data collection in 33 additional countries bringing the total number of countries completing R9 surveys by December 2022 to 37 (Refer to *Appendix 1* for the Status of R9 Surveys as of December 31, 2022). Prior to data collection in all these countries, there was extensive review and approval of survey deliverables including indigenized questionnaires, country-specific questions, survey budgets, samples, route plans, training programs and individual country survey work plans.

At the end of 2022, data collection activities were outstanding in 3 countries (that is Guinea Bissau, Congo Brazzaville and Ethiopia). It is anticipated that these 3 countries will be fielded in the first half of 2023.

#### **2.1.2 Telephone Surveys**

In 2021, following the experience with Covid-19 where face-to-face interviewing was restricted, AB started working on pilot telephone surveys to build a methodology that would generate good quality data in the

contexts where we operate. Building on experience gained in 2021 through a phone survey in Namibia (Round 8.5), AB conducted four pilot telephone surveys in parallel with the Round 9 face-to-face (F2F) surveys in Botswana (one survey), Zambia (two surveys) and Burkina Faso (one survey). The surveys were conducted in parallel to the face-to-face surveys in order to facilitate comparative analysis of the datasets, including tests for mode effects, all aimed at developing and refining an effective phone survey methodology for future use.

The pilot telephone surveys employed two sampling approaches, namely:

- a) Random Digit Dialling (RDD) - using telephone numbers drawn by Sample Solutions of the Netherlands, with whom AB previously collaborated to run the Round 8.5 telephone survey in Namibia during the Covid-19 pandemic.
- b) AB-List samples - this data collection method used telephone numbers that AB collected from respondents during the regular Round 8 surveys, which were conducted between 2020 and 2021.

In Botswana, AB used the RDD method with a sample of 1,200 respondents to test the distribution of the telephone sample against the regular F2F survey (n=1,200). The Survey team deliberately did not try to allocate the telephone surveys by region or by rural/urban locality. In Zambia, the pilot telephone survey employed both the RDD and AB-List samples. Unlike in Botswana, there was a deliberate effort in Zambia to match the number of telephone interviews to the share of the population in each of Zambia’s provinces. Finally, in Burkina Faso, the Round 9 F2F survey used a sample size of (n=1,200) and an RDD telephone survey with 1200 respondents as the target sample. Table 1 below provides summary details of the pilot telephone surveys that were undertaken in 2022.

**Table 1: Telephone Surveys**

Country	Method	Fieldwork dates	Quota used	Target sample size	Achieved sample size
Botswana	RDD	23 Jul-4 Aug 2022	Gender at national level	1200	1207
Zambia 1	RDD	1-15 Aug 2022	Province and gender	1200	1225
Zambia 2	AB Phone list	1-15 Aug 2022	None	599	324
Burkina Faso	RDD	21 Sept - 2 Nov 2022	Province and gender	1200	1222

As part of efforts to build capacity in telephone surveys across the network, AB National Partners in Angola, Ethiopia and Mali participated in the training of telephone survey interviewers in Botswana, Zambia and Burkina Faso respectively. From these pilots, a draft set of telephone survey protocols have been developed and currently under review. Additional pilot telephone surveys will be fielded in 2023.

### 2.1.3 Data Management

The Data Management Team (DMT) contributed immensely to the successful implementation of R9 surveys. The team is primarily responsible for programming questionnaires for fieldwork, participating in training and monitoring fieldwork activities and providing feedback. The team also has overall responsibility for managing data sets, including cleaning, adding weights, releasing data sets and preparing outputs for production of Summaries of Results (SORs). Having completed one R9 data set (Namibia) in 2021, the team cleaned and finalised an additional 23 R9 data sets during 2022, bringing the total of completed R9 data sets to 24 (refer to *Appendix 2* for the list of countries whose R9 data sets have so far been finalised). Data cleaning is expected to continue in the remaining 13 countries that have completed R9 surveys. The R9 merged data set is continuously being updated and at the end of 2022, 20 data from 20 countries were successfully merged.

During the reporting, the team also finalised and published Summaries of Results (SORs) for 14 countries<sup>1</sup>. In addition, AB generated special age-disaggregated SORs that focus on youth perspectives.

#### **2.1.4 Technical Assistance**

AB continued to provide Technical Assistance (TA) to National Partners in reviewing survey materials including indigenised questionnaires, budgets, country-specific questions, samples, route plans and training programs. In most of the countries, the Project Managers/Assistant Project Managers and the Data Managers provided technical assistance during training of interviewers and monitored data collection during the first few days of fieldwork. While this technical support was mostly in-person and in-country, occasionally it was provided remotely, especially for AB's most experienced partners who often needed little assistance. AB has succeeded in building the capacity of National Partners in survey research, which, overtime reduces the need for in-person TA and hence costs. However, we continue to monitor capacity gaps and strengths in each survey round.

#### **2.1.5 National Partner Recruitment and Country Assessment**

As part of the drive to expand country coverage, AB continued to explore the possibility of resuming fieldwork in some countries previously covered by AB, as well as exploring the feasibility of expanding into new countries. During this reporting period, we advertised calls for bids in Mauritania, Guinea Bissau, Algeria, Sao Tome and Principe, Seychelles and Congo Brazzaville.

##### 2.1.5.1 National Partner (NP) Recruitment

After a rigorous review of bids, some institutions were shortlisted for in-country technical and financial assessments. The assessment report which was approved by AB's Central Management Team (CMT) led to the appointment of SISTA Bureau NP for Mauritania and DEMOS-BELAB consortium was appointed NP for Guinea Bissau. Similarly, after a competitive bidding exercise to recruit a National Partner in Seychelles, North Star Consulting - a research organisation based in Mahe, the largest island was appointed. However, North Star Consulting later declined the NP role for Seychelles. The R9 survey in the Seychelles was thus conducted with the support of a local consultant working closely with the AB's Core Partner for East Africa, the Institute for Development Studies (IDS) at the University of Nairobi. AB will continue the search for a new NP for the Seychelles.

##### 2.1.5.2 Country Assessments

**Burundi:** The country assessment revealed that whilst Burundi has become freer, researchers are still limited on what questions they can ask and who can disseminate the results. AB's Central Management Team (CMT) decided to delay the fielding of AB surveys in Burundi until such a time when there is less likelihood of censorship on what questions can be asked in a survey.

**Madagascar:** Madagascar was not covered in R8 due to COVID-19 conditions at the time. We returned to Madagascar during the reporting period and have completed R9 data collection on schedule.

**Algeria:** After exhausting all possible means, AB was not successful in securing a National Partner (NP) for Algeria. Assessments of the security situation reveal a very difficult environment that would make

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<sup>1</sup> Benin, Cameroon, Cote d'Ivoire, Gabon, Ghana, Kenya, Lesotho, Malawi, Mali, Mauritius, Namibia, Nigeria, Togo, and Zimbabwe

fielding a survey difficult. A recommendation was therefore made to the Central Management Team (CMT) to consider dropping plans for a R9 survey, which was accepted. However, the Core Partner will continue to explore opportunities for identifying a NP in Algeria to lead future surveys once the security situation is deemed sufficiently safe to do so.

**Congo Brazzaville:** During the second half of 2022, the Core Partner responsible for the East African Countries, IDS, returned to Congo Brazzaville for the second time since 2014 to conduct a feasibility exercise. The report for Congo Brazzaville's assessment was generally positive. Following approval by the CMT to move forward with Congo Brazzaville, the Surveys Unit commenced planning for the Round 9 survey in that country for early 2023.

### 2.1.6 Rebidding for National Partners

In line with AB's policy to open up for bids for National Partner positions after 3 Rounds of surveys, AB successfully sent out calls for proposals for Côte d'Ivoire, Gabon, and Togo. The successful NPs from these countries will lead the surveys for the next three rounds, starting with Round 10, which is scheduled to start in October/November 2023.

### 2.1.7 AB Special Projects

The Surveys Unit continued to coordinate and lead several AB Special Projects. These include:

- i) Data for Governance Alliance (D4GA) project (2020-2024), which is focused on governance and seeks to strengthen the African Governance Platform through data-driven advocacy between Civil Society Organisations (CSOs) and the African Union (AU) and its allied bodies. This project makes use of data from at least 36 African countries, covering both R9 (underway) and R10 (to commence towards the end of 2023) surveys.
- ii) **Uganda special program:** AB secured a special funding arrangement with the Netherlands Embassy in Uganda to fund three surveys, namely: Round 8.5 (conducted immediately following the Round 8 surveys), R9 and R9.5.
- iii) **Human Security Project (2020-2021):** This project, supported by Japan International Cooperation Agency, targeted five countries across the five regions of Africa (Angola, Gabon, Kenya, Nigeria and Tunisia) with the aim of contributing to high-level discussions at the 8th Tokyo International Conference on African Development, hosted by the government of Tunisia.
- iv) **Pilot phone surveys:** this project is focused on building AB's capacity to undertake telephone surveys in Africa.
- v) **Police professionalism and security:** special modules implemented R8 and R9 and planned to be included in R10 surveys.
- vi) **Social Cohesion:** a special module included in R9 surveys.

## 2.2 ANALYSIS

The core goal of the Analysis Unit is to increase the number and scope of AB analytical outputs that help the network to effectively engage policy actors, reach new audiences, and expand the pool of African published authors. The objectives are to build analysis and publication skills while maximising the visibility, utility, and impact of AB data. To do this, the Analysis Unit focuses on six key program activities:

- 1) Maintain production lines of country dispatches, Pan-Africa Profiles, and other publications
- 2) Mentor junior staff, national partners, and capacity building participants to help them publish their work
- 3) Develop a rapid response capacity

- 4) Develop new “AB Signature Products”
- 5) Coordinate sponsored, requested, and other special analysis
- 6) Develop charts, presentations, and analysis for invited presentations and other events
- 7) Enhance national partner skills in developing country-specific question development, tracking, and training
- 8) Promote meta-data analysis to inform and strengthen AB survey methods

A core activity of the unit includes building the unit’s capacity, e.g. through engaging and training student research assistants, interns, post-docs, and others. In addition, the Analysis Unit collaborates with and supports the Surveys Unit (e.g., data management, development of country-specific questions, review/updating of survey methods and piloting of phone surveys, questionnaire development), the Capacity Building Unit (collaboration on mentoring, planning/implementing training workshops), and the fundraising team (meeting donors, preparing/reviewing proposals, communications strategy and website development).

### **2.2.1 Production of Pan-African Profiles (PAP) and other multi-country and special topic publications**

The Analysis Unit coordinated production and publication of AB’s Round 8 surveys PAP series throughout the year, which in addition to sharing results on key topics, offers many staff and partners within the network the opportunity to engage in authoring AB publications. During the year, 15 R8 PAPs were published, bringing the total for R8 to 19. The PAPs covered a wide range of topics, including [water and sanitation](#), [media and social media](#), [education](#), [policing/police professionalism](#), [social cohesion](#) and [electrification](#), [taxation](#), [COVID-19](#), [lived poverty](#), and [elections](#). The PAPs engaged 17 authors (12 of them Africans, including AB staff, partners, and graduate research assistants). Twelve of the PAPs were authored or co-authored by African staff, partners and graduate students. It is also worth noting that all PAPs are published in both English and French.

Additionally, the Analysis Unit developed seven templates for country dispatches on R9 special topics that are being used by National Partners to produce dispatches on these high priority topics such as climate change and environmental governance, gender equality and gender-based violence among others. During the reporting period, a total of 50<sup>2</sup> dispatches were published using the templates developed and the publications were focused on high priority topics.

### **2.2.2 Mentorship**

The Analysis Unit has continued to mentor mid-level and junior staff and partners to write and publish and expand engagement in providing key AB outputs. Several mentoring opportunities were made available during the reporting year including:

- The Director of Analysis (DoA) worked with a University of Cape Town (UCT) Graduate Research Assistant, Matthias Kroenke, to fill the backlog of Uganda policy paper deliverables. As part of this process, Matthias is mentoring and co-authoring with Makamba Ronald Kakumba, a member of the Uganda National Partner team to produce these papers.
- One of the Michigan State University Research Assistants (RAs) and one of the UCT data team RAs were engaged to co-author a special report on human security.

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<sup>2</sup> 5 dispatches on environmental governance; 6 dispatches on climate change; 1 joint dispatch on environmental governance and climate change; 8 dispatches on gender equality; 9 dispatches on gender-based violence; 2 joint dispatches on gender equality and gender-based violence; 6 dispatches on COVID; 6 dispatches on child welfare; and 7 dispatches on police professionalism

- Project on civic space: the principal researcher on this project, Dr. Jeff Conroy-Krutz of MSU worked with four junior/mid-level staff/partners who were recruited as Research Assistants on the special project.

### **2.2.3 Develop AB rapid response capacity**

The rapid response function is only occasional, as we have not had the staff resources to devote to more regular engagements. The nature of the rapid response function has also transitioned to some degree, as we are often able to use our other regular outlets like the Infographic of the Week, the weekly Data feature in *The Continent*, and our blog posts in *The Monkey Cage* (TMC) to respond to current events. A total of 10 rapid response releases were produced during the year. Some examples include an infographic in response to the resignation of the Sudanese Prime Minister; a post in *The Continent* in advance of the Kenyan elections (August); a TMC post on Africa Climate Change Week (in August 2022); the Infographic of the Week linked new AB data on gender equality to the recently passed Affirmative Action Bill in Sierra Leone (in November 2022); AB produced a press release and a short video with new R9 findings on gender issues and gender-based violence in advance of the International Day for the Elimination of Violence Against Women (November 2022). Going into 2023, we expect the rapid response function to be carried primarily by the Communications Team.

### **2.2.4 Develop and release new AB signature products**

Production continued for several signature products developed in previous years, including:

- During the reporting period, 7 blog posts published in the Washington Post’s *The Monkey Cage* (TMC), including one on climate change awareness in the lead up to Africa Climate Week and another on Africans’ priorities in advance of the U.S.-Africa Leaders Summit. Unfortunately, the Washington Post ended its relationship with TMC at the end of 2022. Hence, this outlet will no longer be available to us in 2023. However, the Analysis Unit and the Communication team will look for new outlets of this type, including perhaps in the new incarnation of TMC.
- The AB series of weekly “Data” pages continued in *The Continent* during the reporting period. The weekly publication was launched in mid-2021 by leading journalists at South Africa’s Mail & Guardian newspaper. AB produces a data page that appears in most issues with a chart and short discussion. AB had 37 entries in *The Continent* during the year. The Continent’s leadership team recently confirmed the high value they place on this collaboration, which will continue in 2023, possibly with enhanced formats.
- The Infographic of the Week (IOW) series that was launched in late 2021 also continues, with 42 infographics produced and released (each in French and English) during the year on a wide range of topics. The IOW topic is often selected to respond to either current events or major international days/events, so to some extent it serves or supplements the rapid-response function.

During the reporting period, the Analysis Unit introduced one new signature product, the country Climate Cards. Twenty (20) of the new signature products were released ahead of the COP27 meetings held in Egypt. Country Climate Cards for additional R9 countries will be produced and released in the first half of 2023 as country data sets are finalised.

### **2.2.5 Special/requested/sponsored analysis**

In addition to PAPs and other publications mentioned above, several special publications were in development during the reporting period, including:

- A set of Key Messages based on early R9 data shared with leading Africa policy actors in Washington D.C. in advance of the U.S.-Africa Leaders Summit, including via USIP's Expert Analysis
- A piece published in Chatham House's *The World Today* on Africans' calls for democracy
- A contribution to the Wilson Center's *Africa Year in Review 2022*
- Two quarterly analysis packages submitted to the World Bank, one on health and COVID vaccines, and another on the digital divide and poverty.
- Produced the JICA report on human security (*see under section 2.2.2 Mentorship of this report*)
- The report on closing civic space under a partnership with the National Endowment for Democracy.
- The special report on policing under a partnership with GIZ, which was based on a PAP produced in March 2022. The report included two sub-reports, one focusing on the 13 GIZ priority countries, and another on the Gambia phone survey on policing.
- Revised a chapter on AB standardisation of survey methods by Bob Mattes, Carolyn Logan and Francis Kibirige.
- Afrobarometer's board chair published a piece on "West Africa's Authoritarian Turn" in *Foreign Affairs*
- The Brookings Institution's "*Foresight Africa: Top Priorities for the Continent in 2022*" report contained extensive AB content to illustrate issues across many of the subject areas covered in the report.
- A mapping was prepared of linkages between AB indicators and the new US government Strategy for Africa that was widely shared across the US Government.
- The AB Annual Review for 2021, as well as preparations for the 2022 Annual Review. The review is published in both English and French.
- A Spotlight piece has been produced to be included in the mid-year Mo Ibrahim Foundation Forum Report.

### **2.2.6 Develop charts, presentations and analysis for invited presentations or other events**

The Analysis Unit generally takes lead in generating charts/slides for AB's many invited presentations (which we term outreach presentations) to dozens of audiences at a wide array of events during the year. During the reporting period, at least 50 outreach presentations were put together for different audiences – including the Obama Foundation; the U.S. government's Mandela Fellows programs; Germany's Africa Academy; government officials and policymakers in many bilateral and multilateral institutions (*such as the African Union, Finland, Germany, Sweden, US, Norway, World Bank, UN and its member organs*); non-government organisations (*including, European Partnership for Democracy (EPC), United States Institute of Peace (USIP), the Democracy in Africa (DIA) forum, the West Africa Democracy Solidarity Network, the World Movement for Democracy Global Assembly*, faculty and students at United States International University in Kenya and Howard University in the U.S., Academic conferences such as a UCLA conference on Advancing Governance Indicator Systems among others.

### **2.2.7 Form and lead AB technical and methods committee**

AB intends to establish a standing technical/methods committee to review methodological issues as they arise, and analyse AB metadata to ensure quality, and identify potential improvements. Even though a formal committee has not yet been formed due to time constraints, the Analysis Unit has been engaged in several efforts including ad hoc initiatives and analyses to ensure continuous improvements of Afrobarometer's methods. More specifically, the Director of Analysis worked with Christy Keulder, a consultant and member of the AB National Partner for Namibia, to develop TORs, plans, protocols and analysis on the pilot phone survey data. Also, MSU RAs and Prof. Bob Mattes worked on analysis of

several different potential poverty indicators based on AB data to review the Lived Poverty Index and consider how it compares to other indicators, and whether there is any need to revise the indicator or how it is used. The process is expected to be completed in 2023. We also produced a chapter on the standardisation of survey research methods for a forthcoming book.

### **2.2.8 Secure and train Analysis Unit staff**

One key approach to contribute to capacity building and build the Analysis Unit team and increase capacity to produce outputs has been to engage additional graduate student research assistants, especially African students, at UCT and MSU. Specifically, the Analysis Unit was supported by four graduate students at MSU (two Ph.D. students and two MA students), one MSU undergrad, one MSU post-doc, one UCT Ph.D. student, and one intern at CDD-Ghana. The team was intensively trained from September to December 2021, and each member now has regular assignments, which are reviewed/shared and problem-solved during weekly team meetings, which are part of the ongoing training process.

It is worth highlighting that several changes came up during the latter part of the year that will affect the team capacity in 2023. For instance, during the final quarter of 2022, the Knowledge Translation Manager (KTM) position was revised and shifted to the Communications Team, although the KTM will still serve as a key linkage between the two Units and will continue leading key production lines such as the IOW. Also, there was approval from the Board to recruit a senior editor to assist the Head of Publication in production, as well as a methodologist/analyst. Both positions will be recruited in early 2023.

Finally, the Analysis Unit continues to play other key role in the implementation of planned activities by other units including the Capacity Building Unit, Resource Mobilization, Monitoring, Evaluation and Learning Unit of the Secretariat. Details of the support are adequately captured under the respective sections of the report.

## **2.3 Communications**

Previously under the Director of Engagement, resource mobilization and communications as previously noted have been separated, and a Director of Communications joined in October 2022. The restructured standalone Communications Unit is now led by Nafissatou Ndiaye Diouf. It includes Communications and Knowledge Manager Josephine Appiah-Nyamekye Sanny, and Communications Coordinators Simon Templer Kodiaga (East Africa), Hassana Diallo (Francophone Africa), Maame Akua Amoah Twum (North and anglophone West Africa), Asafika Mpako (Southern Africa) and the Digital Portfolio Manager Shannon van Wyk-Khosa. The newly formed Communications unit oversees strategic planning, and execution of all AB communications, including dissemination of AB findings at country, continental and global levels, as well as efforts designed to advance the AB brand. The Communications Unit is also in charge of promoting constructive narratives about the need to center citizen voice in policy making and advocacy, and enhance the uptake and use of AB data and analytic outputs by key stakeholders and user groups. The Director of Communications reports to the CEO and has senior management responsibility as a Central Management Team (CMT) member.

The mission of the Communications Unit is to help advance AB's strategic vision and support its new direction through innovative and compelling communications campaigns to ensure widespread visibility and use of AB data. The Communications Unit will also work to consolidate AB's position as the go-to source for credible and reliable data on African public opinion. Key activities implemented during the reporting include the following.



### 2.3.1 Dissemination events

During the reporting period, Round 9 dissemination events were started in 18 countries<sup>3</sup>. By December 2022, a total of 60 R9 dissemination events (38 Public/Popular events, 10 confidential briefings, and 12 donor community briefings) had been held. Additionally, five outstanding R8 dissemination events were held in Morocco, Sudan and Tanzania bringing the total number of dissemination events during the reporting period to 65. It is also worth noting that 13 out of the 37 countries that were fielded during Round 9 of the survey completed the required R9 dissemination events during the reporting year.

Additionally, the communications team led media relations, social media activities, and content creation for the Data for Governance Alliance (D4GA) regional convenings in Ghana, South Africa, and Kenya in September and October. The team also created [videos](#) (including testimonials from African Union organs and other participants) showcasing Afrobarometer's leadership of the D4GA project and the relevance of Afrobarometer data in policy making. The three regional workshops received significant attention on traditional and social media.

The Communication Unit also rolled out impactful, engaging, and accessible feature stories and interviews on issues attuned to the news agenda. This included the release of Country Climate Cards in twenty countries ahead of the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27). These country cards highlighted Africans' awareness of climate change, their experiences with extreme weather conditions, as well as their demands for climate action. The news releases were picked up by over 300 websites (English 52% and French 48%). The most influential media that picked up the release include CNBC Africa, Ventures Africa and The Guardian. In addition to the news release, an interview with CEO Joseph Asunka was published in the Africa Report.

### 2.3.2 Launch of Afrobarometer's New Website

Key communications moments during the reporting period include the launch of AB's new [website](#) which is a more responsive and flexible tool readily usable from a tablet or phone and better enabled for multimedia content. The website's new Impact section highlights Afrobarometer's capacity-building activities (including the Data for Governance Alliance (D4GA) and AB summer schools), as well as its impact on public discourse and policy-making. The website recorded 237,851 visits in 2022.

### 2.3.3 Publications

We continued to demonstrate how AB data are used to shape policy or strategy and aligned all communications outputs to champion this cause. The following were published during the reporting period:

- 2 Technical Narrative reports (1 Annual report for 2021 and 1 Mid-Year Technical Narrative Report). The report highlighted achievements and challenges.
- 5 Working Paper
- 7 Policy Papers
- 86 Dispatches
- 15 Pan-African Profiles
- 144 press releases
- 14 Summaries of Results
- 5 AB Blog posts on AB Website
- 7 blog posts on the Washington Post The Monkey Cage (TMC)

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<sup>3</sup> Angola, Benin, Cameroon, Gabon, Ghana, Kenya, Lesotho, Madagascar, Malawi, Mali, Mauritius, Namibia, Niger, Nigeria, Sierra Leone, Togo, Uganda and Zimbabwe

- 12 (monthly) AB Updates
- 4 AB Currents (quarterly internal network newsletters)

Some of the press releases are released in both French and English, and some dispatches also appear in multiple languages (e.g., Angola dispatches are produced in both English and Portuguese).

### **2.3.4 Presentations**

In addition to the in-country disseminations, 73 outreach presentations were made across the world to varied audiences, including the policy community, funders, civil society, academia and international organisations. These presentations were a combination of in-person meetings (71%) and online events (21%). See Appendix 3 for the list of outreach presentations.

## **2.4 CAPACITY BUILDING**

Capacity building has always been one of the key pillars of Afrobarometer's work. During 2022, the Capacity Building Unit implemented programs to strengthen skills in data collection – including via new methods such as phone surveys -- analysis and use, and nurturing the next generation of African social science and public opinion researchers. Special support for AB capacity building in 2022 was provided by the Bill & Melinda Gates and the Mastercard Foundations.

### **2.4.1 Capacity Building Activities at Country Level**

In collaboration with National Partners, a total of 1284 fieldworkers (approximately 52% women) received capacity building and skills in survey research, interviewing techniques, and data collection during the reporting period. Additionally, AB staff continued to provide technical assistance and mentorship to national partners in survey design and implementation, data management and analysis, and communications.

### **2.4.2 French-Language and English-language Summer School**

Afrobarometer hosted its first in-person summer schools in nearly three years, after a hiatus due to COVID-19 and the limits on in-person gatherings. The first summer school was conducted in French and co-hosted with Faculté des Sciences Economiques et de Gestion (FASEG) at Université Cheikh Anta Diop in Dakar, Senegal. The training took place from 31 July to 20 August and was attended by 30 participants (14 women and 16 men) from 14 countries across Africa (Benin, Burkina Faso, Chad, Cote d'Ivoire, Gabon, Guinea, Madagascar, Mali, Mauritania, Morocco, Niger, Senegal, Togo, Tunisia). The English-language summer school took place from 3<sup>rd</sup> to 25<sup>th</sup> November and was co-hosted with the Faculty of Humanities at the University of Pretoria (UP) and held at UP's world-class Future Africa Campus. The programme brought together 30 participants (18 women and 12 men) from 15 countries (Algeria, Angola, Botswana, Eswatini, Ghana, Kenya, Lesotho, Mauritius, Mozambique, Namibia, Nigeria, Sierra Leone, South Africa, Tunisia, Zimbabwe).

### **2.4.3 AB staff development fellowships**

AB funded staff fellowships were awarded to; (1) Samantha Kambule at IJR, South Africa for a *Communication and Influence in the Digital Age* course at the University of Cape Town and (2) Suhaylah Peeraullee at StraConsult Ltd, Mauritius for a *Public Policy Analysis* course at the United Nations University – Maastricht Economic and Social Research Institute on Innovation and Technology (UNU-MERIT), Netherlands. Both courses were online.

#### **2.4.4 University outreach**

Our first “Afrobarometer week” was held at the United States International University (USIU) in Nairobi, Kenya from 25 to 27 January with the goal of introducing Afrobarometer as a research resource to the university community. The three-day program began with a faculty meeting to provide a broad introduction to AB and answer questions for core faculty and research leadership at the university. This was followed by a public lecture that introduced AB methods, data and analysis to the USIU community, including faculty, undergraduate and graduate students from several departments. Additional meetings were held with groups of students and faculty to introduce tools such as the Online Data Analysis facility and ways to make use of AB data in research.

#### **2.4.5 Capacity needs assessment**

AB undertook a staff capacity needs assessment during the reporting period as part of efforts to identify capacity gaps and provide tailored training. The report will be published in 2023 and used as a guide for the Human Resource and Capacity Building Managers in planning and implementing staff capacity strengthening interventions.

### **2.5 Resource Mobilisation**

A recent development, which is also in compliance with the new strategic plan direction, is the decision to move Resource Mobilization out of the Communications Unit and into the office of the CEO. This development has led to the recruitment of a Director of Communications and the creation of a separate Communications Unit. This Unit will develop and implement new and innovative ways to expand AB’s reach and increase visibility as well as increase data uptake and use by policy actors and other stakeholders on the continent.

#### **2.5.1 Funding partnerships**

During the reporting period, Afrobarometer established a number of new funding partnerships including the David and Lucille Packard Foundation, USAID/Ethiopia, GIZ, the William and Flora Hewlett Foundation, and the Embassy of Sweden in Zimbabwe; and renewed existing partnerships including the Swedish International Development Cooperation Agency/Addis Ababa, Open Foundations Africa, Mo Ibrahim Foundation, and USAID through the US Institute of Peace.

#### **2.5.2 Global Stakeholder Fundraising Engagements**

During the reporting period, we undertook a series of international tours to Europe and the United States where we shared and discussed relevant data and analysis with Africa policy actors, researchers, the media, civil society groups and other stakeholders and also discussed collaborations with several development partners.

#### **2.5.3 Funder Stewardship**

We continued with stewardship activities including providing periodic narrative reports, technical reports, bespoke publications and disseminations related to the funding focus and participated in several panel discussions organised by our funding partners. To facilitate ongoing engagements with funding partners, we decided to meet our partners about once every quarter.

We held exploratory funding partnership meetings with the Robert Bosch Foundation, International Development Research Centre, the Geneva Centre for Security Sector Governance, and the King Baudouin Foundation Belgium and the response was generally positive. We will continue to follow up on these initial conversations in 2023.

#### **2.5.4 Progress in growing the AB culture of fundraising**

As part of efforts to grow our fundraising, we procured a prospect research software via Devex, which will enable efficient and effective research to be undertaken on development partners/funders who share our values and have our activities as a funding focus. With this product, we will directly receive relevant calls for proposals, which is important for populating our funder prospect pipeline which is the basic tool to facilitate funding forecasting. The new AB website launched in May has also a dedicated fundraising page. We also successfully migrated all data on our current Customer Relationship Management system (Salesforce) to our new SAP system, which will also host all our financial, human resource, and monitoring and evaluation systems.

#### **2.5.5 Prospect pipeline**

To ensure that we have a list of funder prospects to approach development partners/funders in 2022 and 2023, a list of prospects has been identified and captured on a dynamic spreadsheet which will form the basis for ongoing engagements. This includes funders in Africa, the United States, Europe, the United Kingdom and elsewhere. It is arranged in such a way that it indicates the potential for funding on a sliding scale, as well as the timing of cultivation, and the funding levels anticipated from each prospect. This list will be continually updated as we receive intel on each of the prospective funders.

### **2.6 NETWORK MANAGEMENT (SECRETARIAT)**

The following network management activities were implemented by the Secretariat during the reporting period.

#### **2.6.1 General network management**

##### 2.6.1.1 CMT and Secretariat Action trackers

The Secretariat team developed action trackers to ensure that the weekly meetings held by the staff at the AB Secretariat and the biweekly meeting of the Central Management Team (CMT) are effective. These trackers are regularly updated with actions agreed and assigned from the meetings, reviewed weekly, and monitored closely to ensure that they are either completed on time or are on track. Reports detailing the progress made on each action are generated on a regular basis with input from team members. As of the end of the reporting period, 95% of the total actions (469) had been completed and rest were ongoing.

##### 2.6.1.2 Asset Register

An AB Asset Register has been developed that details the assets and equipment that have been provided to AB employees and the process of tagging all the assets and equipment are ongoing.

##### 2.6.1.3 DocuSign

AB has now signed up for DocuSign, which is a fast, reliable way to electronically sign documents and agreements. Most MoUs and other confidential documents are now signed via DocuSign. The account is managed by the Secretariat.

##### 2.6.1.4 AB-branded souvenirs

AB-branded souvenirs were made available to AB staff, Core and National Partners, and other stakeholders during the reporting. This is one way by which we continue to increase AB's visibility.

#### **2.6.2 Human Resource Management**

##### 2.6.2.1 Performance Management

During the reporting period, the Human Resource Unit completed the 2021 Performance Appraisal process and presented the final report to the Central Management Team. The unit also coordinated the 2022

Goals setting process and worked on the 2022 Performance Appraisal process, which is set to complete by January 31, 2023

The unit provided support to staff (including new hires) on performance management as well as refresher training on the use of the performance management tool, SAP.

#### 2.6.2.2 Recruitment

The HR Unit coordinated several staff recruitments during the reporting, including:

- Hassana Diallo was been appointed communication coordinator for the Francophone Africa region, effective April, 2022
- Dominique Dryding (former Project Manager for Southern Africa) was appointed to the newly created Capacity Building Manager (CBM) role in May 2022.
- Following the appointment of Dominique Dryding as CBM, Preston Govindasamy (Assistant Project Manager for Southern Africa) was promoted to the role of Project Manager in May 2022.
- Stephen Ndoma was appointed Assistant Project Manager for Southern Africa July 2022.
- Lawrence Kotey Djanie was appointed IT Projects Manager in May 2022.
- Komi Amewunou was appointed Assistant Editor in July 2022.
- Nafissatou Ndiaye Diouf was appointed Director of Communications in October 2022.
- The Secretariat through the Human Resource Manager coordinated with University of Cape Town to renew the Deputy Director of Surveys' contract, which expired at the end of 2022.
- Sibusiso Nkomo was appointed Head of External Partnerships, in line with the new strategy during the reporting period.
- The unit coordinated a job enlargement and enrichment process for the Knowledge Translation Manager role per the organisational development process and in line with the new strategy. The job title for the new role is Communications and Knowledge Manager, which comes with some additional leadership responsibilities.

#### 2.6.2.3 Staff Engagement

- The HR team introduced "HR Connect", an initiative to engage various teams (group) and team members (individually), listen to their concerns, and provide support where necessary.
- 4 Town Hall meetings scheduled for 2022 were successfully organised with excellent participation from staff. Each meeting had a different theme and was designed to increase staff engagement.

#### 2.6.2.4 Policies Formulation and Compliance

Ten (10) policies were formulated, signed off and published on the AB website. The policies include a leave policy; anti-corruption and bribery; anti-harassment; confidentiality; data protection; whistle-blower and procedure manual; safeguarding and procedure manual; financial management manual; reward and recognition policy; and professional development policy. Together, these policies guide our ways of working.

#### 2.6.2.5 Exited Staff

During the period under review, the Director of Engagement resigned from his position and the Director of Capacity Building also requested an extended leave which was granted.

#### 2.6.2.6 Digitization

The unit coordinated the procurement of HR Management System (SAP Employee Central) and Finance software (SAP Business One) in line with AB's vision to digitise and streamline internal processes. The unit continues to coordinate the implementation of the two projects.

The Human resource manager also contributed to other processes including undertaking HR and Admin review exercises at the Institute of Justice & Reconciliation and at the University of Cape Town. Additionally, the Secretariat, through the support of the HR Manager, coordinated and supported CMT with organisational restructuring exercise that was concluded in August 2022 and resulted in a split of the Engagement Unit into two units: Communications and Resource Mobilization.

### **2.6.3 Finance**

#### **2.6.3.1 Statutory audit of Afrobarometer and core partners for the 2021 financial period**

Statutory audit of Afrobarometer and its three Core Partners - Ghana Center for Democratic Development (CDD-Ghana), Institute for Justice and Reconciliation (IJR), and Institute of Development at the University of Nairobi (IDS) - were fully signed off and completed during the reporting period.

#### **2.6.3.2 Management of statutory payments**

Even though Afrobarometer is not a taxable entity, the Board of Directors and Central Management Team of AB are committed to reporting not only to the tax authorities but also to the public on AB's tax strategy and how and where AB pays taxes in a meaningful and understandable way.

#### **2.6.3.3 Migration of payroll from CDD-Ghana to Afrobarometer Secretariat**

Migration of staff payroll from CDD-Ghana to Afrobarometer was successfully implemented during the reporting period.

#### **2.6.3.4 Sub-grant management**

Sub-grant agreements with AB's Core Partners were signed and all scheduled disbursements duly made during the period under review. Sub-grant agreements with our support Units - Michigan State University and University of Cape Town - have also been signed and scheduled disbursements duly honoured.

#### **2.6.3.5 SAP Business One Customization and Implementation**

It was anticipated that SAP Business One (B1) customization and implementation will be completed before the end of the second quarter of 2022. However, due to an expansion in the scope of work on the project which now is expected to cover AB's Customer Relations Management system (for the Resource Mobilisation and Grants management) and MEL System, the anticipated completion date for the customization process has been extended. This notwithstanding, the consultant organised a number of walkthroughs of the system with the AB team and sections of the system have been deployed and are functioning. The complete system customization process and its subsequent deployment are expected to be completed in 2023.

#### **2.6.3.10 Internal Audit Function**

As part of efforts to improve AB's financial management, six Internal Audit Service Providers were invited to submit proposals for consideration. A committee assessed all the proposals and selected Finance Ink Consult for the role. The Audit Firm (Finance Ink Consult) now undertakes internal audit functions on an outsourced basis and report to the Afrobarometer Board through the Risk Committee of the Board.

## 2.6.4 Procurement & Logistics

The Procurement and Logistics team provided support to the various teams to ensure planned trips were successful by facilitating visa application process, accommodation, and flights for staff and training participants during their travels and making flight arrangements. Additionally, the unit was deeply involved in recruitment/ procuring the services of service providers.

### 2.6.4.1 Travels

In total, 143 successful trips were undertaken during the period. The table below presents key highlights of travel-related logistics from January to December 2022 in comparison with 2019 and 2021.

**Table 2: Travel Desk Statistics**

	2019	2021	2022
<b>Number of tickets</b>	225	36	143
<b>Travel costs</b>	\$328,172	\$53,685	\$131,063
<b>Average flight cost</b>	\$1,459	\$1491	\$917

### 2.5.4.1 Obtaining diplomatic status for AB

During the period under review, AB commenced a process that is aimed at obtaining diplomatic status in Ghana. A consultant has been engaged in the process, and work commenced on engaging the Ministry of Foreign Affairs and Regional Integration for assessment and potential granting of the status. The process is currently ongoing and follow-up updates will be provided in the next reporting period.

## 2.6.5 Monitoring, Evaluation & Learning

### 2.6.5.1 Completion of National Partners' Performance Evaluation

The National Partner Performance Evaluation process, which started in December 2021, was concluded during the first quarter of 2022. National Partner Performance Evaluations are aimed at improving performance for the Round 9 surveys. Each of the National Partners in the 34 countries that participated in the R8 surveys was presented with a performance review report. The reports highlighted successes and challenges encountered in the implementation of R8 surveys by each National Partner and recommendations for improving performance on a range of indicators in future rounds of the surveys. The report also gave the National Partners the opportunity to compare their R8 performance to their R7 performance as well as their performance against the network's average for R8. Beyond this, engagement meetings were held with Core Partners to provide leadership in implementing the recommendations presented in the R8 National Partners performance review.

### 2.6.5.2 Technical Narrative Reports and Progress Narrative report to Donor

The MEL team continued to coordinate and, in a number of instances, lead in drafting narrative reports as well as tracking contractual deliverables. During the reporting period, the MEL Specialist worked with the Finance and other units to prepare and submit both narrative and financial reports to several funding partners during the period. A total of 25 narrative reports were prepared and shared with partners.

### 2.6.5.3 Development of a Grants' Workbook

The MEL team developed a grants' workbook to facilitate efficient management of grants particularly in presenting summary information contained in the grant agreements. The grants workbook serves as a

“one-stop-shop” for providing an overview of all contractual agreements and reporting timelines. Other Units participated in the development of the document to ensure that it is comprehensive and provides the information needed by all who are involved in the grants management.

#### 2.6.5.4 Actions Tracker for the SIDA Formative Evaluation Recommendations

Recommendations contained in the 2021 formative evaluation, which covered financial management and program implementation, were extracted and put into an actions tracker and updated periodically by action owners. Of the 27 recommendations that were accepted for implementation, 11 (41%) were completed in the reporting period. Implementation of the remaining recommendations are at various stages of completion.

#### 2.6.5.5 Technical Assistance to Core Partner Team

The MEL Specialist re-oriented Core Partner (CP) teams at CDD-Ghana and IDS-Kenya in the use of the MEL system. The training of the teams was necessary for building the capacity of the CP Project Managers, Assistant Project Managers, and Communication Coordinators in reporting on contractual deliverables and also orienting them on the new upgrade functions of the MEL system.

#### 2.6.5.6 AB Impact Case Stories Identification and Development

During the reporting period a “MELS Corner” Page was introduced in the *AB Currents* (a quarterly internal publication). The MELS Corner is aimed at ensuring that all network members are kept up to date with achievements across the network, especially impact stories. For the period under review, 3 impact stories were developed and published in the *Currents*. The three separate impact case stories focused on the role of AB and its data in influencing policy and policy actions in Malawi (Police reform), Ghana (anti-corruption campaign) and Botswana (decriminalising same-sex relationships).

The MELS also worked with the various Units to develop a template for AB annual workplans and also consolidated all the 2023 workplans from each Unit. Additionally, the MELS developed a new Results Framework for monitoring and evaluating the strategies contained in the new AB Strategic Plan (see Appendix 4 for a copy of the Afrobarometer 10-year Strategic Plan and Results Framework).

### **2.6.6 IT Management**

The role of the IT Projects Manager was filled during the period under review. During this period, the IT Manager has overseen and coordinated all IT-related projects including managing the planning, execution, and monitoring of a number of IT initiatives. Other activities implemented during this period included a comprehensive review of the current IT setup to ascertain loopholes and provide solutions and consequently implement effective access control and device management solutions.

### **3.0 KEY OUTCOMES: AB VISIBILITY AND IMPACT**

AB’s ultimate goal is to elevate the voices of ordinary citizens in governance and policy processes across the continent. While measuring visibility and impact remains a challenge, the Network has captured a number of indicators that reveal the growing visibility and use of AB data and findings for important decisions. These include the frequent use of AB data as a basis for public policy decisions and advocacy, for informing strategies of international development partners among others. Media hits and coverage of AB findings, as well as traffic on the website, the online data analysis tool, and social media handles were very high.



### 3.1 TRADITIONAL MEDIA COVERAGE

AB dissemination activities (events and publications) continued to attract extensive media attention with 5,911 media hits in online and mainstream media; Appendix 5 reports 2022 Media Coverage. The media hits recorded during the period represent an 86% increase from 2021. Our social mentions increased by 105% and our potential reach on social media increased by 175%. AllAfrica.com remained the top publisher for the period in terms of media exposure.

In terms of presence, Afrobarometer was mentioned in 112 countries during the reporting period, a little more than last years', which was 105. The countries that topped the list in terms of AB mentions were the United States (18%), South Africa (16%), Ghana (13%), Nigeria (7%) and Germany (4%). Together, these 5 countries accounted for more than half (58%) of all mentions. Reporters from Financial Times, CNN, and Daily Maverick had the most stories.

**Table 3: AB Media Presence Performance Trends**

Indicator	2019	2020	2021	2022	% Change (from 2021 to 2022)
AB in Media appearances/ press reports	2,936	1,918	3,185	5,911	86%
Twitter Followers	17,224	20,603	23,904	27,941	17%
Facebook Followers	12,109	14,019	14,844	16,090	8%

### 3.2 DIGITAL ENGAGEMENT

#### 3.2.1 Social media

The coordination and use of innovative ways of presenting AB survey findings and publications to social media users continued to drive the growth of our social media followership.

Our total social media audience increased by 11% across our channels compared to the same period last year (from 41,348 in December 2021 to 48,797 followers as of December 2022). Specifically, Twitter recorded 27,941 followers, Facebook (16,090 followers), LinkedIn (4,100) and Instagram (666). It is also worth noting that we added a Flickr account to our list of social media accounts in November 2022. The audience generated from this account will be reported in subsequent reports.

#### 3.2.2 AB website

The AB website remains the main source of data and publications and a hub for all other information for our stakeholders, including the online data analysis tool. A new website was completed at the end of April and launched in May. The AB website recorded a total of 237,851 unique visitors (which translates to about 19,821 mean monthly unique visitors to the AB website) and about 989,000 pageviews were recorded during the period under review. A total of about 76,418 downloads were recorded, a majority of which were AB publications and data sets.

#### 3.2.3 Online Data Analysis (ODA) Tool

The use of the Online Data Analysis (ODA) tool attracted about 49,617 users, slightly lower than the over 53,521 recorded in 2021. It is worth noting that all 34 R8 surveys were added to the ODA tool during the reporting period hence all of the R8 datasets are accessible to users.

#### 4.0 EXAMPLES OF DATA USE AND 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). Some of the new examples of policy visibility and impact cases recorded during the reporting period include:

1. **Sierra Leone:** Sierra Leone's commissioner of Anti-Corruption Commission, Francis Ben Kaifala, cited Afrobarometer data in assessing the progress that Sierra Leone had made in the fight against corruption. He noted that over the past four years, Sierra Leone had witnessed exponential progress in the fight against corruption, [reducing it from 70 percent to 40 percent](#).
2. **Botswana:** At the 2022 U.S.-Africa Leaders Summit which was held in December 2022, the Foreign Affairs Minister of Botswana, Hon. Dr. Lemogang Kwape, hinted at the important role Afrobarometer plays in the country's policy-making process by revealing that Afrobarometer was one of the key institutions Botswana's government consulted in the lead-up to [decriminalising same-sex relations in Botswana](#).
3. **Ghana:** Ras Mubarak, a former Member of Parliament for Kumbungu Constituency, in his [petition](#) to Ghana's Speaker of Parliament to discipline some lawmakers for absenting themselves from Parliament without permission, cited Afrobarometer data to back his statement. He noted that Afrobarometer data had shown that trust in Ghana's Parliament had fallen by 12% between 2002 and 2019 and Parliament was ranked the third most corrupt institution in Ghana – just behind the Police and Judges. He argued that to restore Ghanaians' trust for Ghana's Parliament, the Speaker needs to take action against these Parliamentarians.
4. **South Africa:** Dr. Zamani Saul, the 5<sup>th</sup> and current Premier of the Northern Cape of South Africa and member of the Northern Cape Provincial Legislature, cited Afrobarometer data to make the fact that the people of South Africa have lost faith in the South African government, therefore, [the need to instil trust and confidence in the South African public service](#).
5. **Ghana:** Referring to [Afrobarometer report](#), which indicated that trust in the Ghanaian media among the public had eroded, Prof. Audrey Gadzepo, distinguished Professor of Communication, made a call on Ghanaian journalists to conduct a self-introspection of their performance and work to address the problem. She continued that if the media is expected to be guardians of democracy, they themselves must deepen their commitment to democratic ideals.
6. **Ghana:** The Minister of Sanitation and Water Resources of Ghana, Madam Cecilia Abena Dapaah, cited Afrobarometer data in assessing the country's performance in the Water, Sanitation and Hygiene (WASH) sector. She noted that a [report published by Afrobarometer](#) in 2020 pointed to an encouraging improvement in the country's Water, Sanitation and Hygiene (WASH) sector.
7. **Malawi:** The Malawi Police Service (MPS) via a press statement responded to Afrobarometer Round 9 survey findings which showed that corruption had increased over the past year and ranked the MPS as the public institution that is perceived as be the most corrupt by Malawians. The statement, which was signed by the Deputy Public Relations Officer for the MPS welcomed the survey findings and applauded Afrobarometer for the "important survey as it gives a window to the MPS on areas to be improved". The MPS in [the press statement](#) highlighted some of the anti-corruption policy interventions it had been implementing given the unenviable history of MPS topping the chart of key institutions that are perceived by the citizens as corrupt.
8. **Ghana:** During the launch of the Ghana Corruption League Table by the Office of the Special Prosecutor, the Special Prosecutor, Kissi Agyebeng [likened the Ghana corruption League Table to the corruption perception index programme of Transparency International and that of Afrobarometer](#).

9. **South Africa:** During an interview with the Judicial Service Commission of South Africa for the post of Chief Justice, Justice Mandisa Maya, President of the Supreme Court of Appeal of South Africa cited Afrobarometer data to express her worry about the decline of public trust in the judiciary. She further indicated that Afrobarometer finding of the country’s Judiciary “[is something that needs the attention of the judiciary itself to do an introspection and check if we are to blame for this change of attitude towards the institution](#)”.
10. **Malawi:** In 2022, the newly appointed Deputy Minister of Water and Sanitation of Malawi, John Bande, noted that he is committed to working towards helping the country attain Sustainable Development Goal (SDG) 6 which is aimed at ensuring availability and sustainable management of water and sanitation for all by 2030. John Bande noted that [his decision is a result of the findings in Afrobarometer survey on water and sanitation](#), which found that about 98 percent of the country’s population live in areas without sewer systems.
11. **The Gambia:** In 2022, the outgoing US ambassador to The Gambia, R. Carl Paschall, cited Afrobarometer data to [tout the Gambian president’s continued progress in democratic reform, transparent and accountable governance, and justice](#) in his farewell message to the people of The Gambia.
12. **Liberia:** Dr. Togba-Nah Tipoteh, a former Minister of Planning and Economic Affairs and also a former presidential candidate in Liberia, cited Afrobarometer data in making the argument that [Liberians need to move in the right direction in his New Year message to Liberians](#)
13. **Ghana:** Bright Simons, vice president in charge of research at IMANI Centre for Policy and Education, cited Afrobarometer data in providing [exposition on matters bothering Ghana's controversial electronic transaction levy bill](#) and the way forward.
14. **International:** The U.S.-based Africa Center for Strategic Studies [cited Afrobarometer data in discussing how democratic processes can be restored during elections in Africa](#).
15. **Trinidad and Tobago:** In an article titled, “[Hello! What’s happening in Africa](#)”, Ralph Maraj, a prominent politician and former Foreign Affairs Minister in Trinidad and Tobago, cited Afrobarometer data to discuss current political unrest in some African countries.
16. A co-published book, titled “[Social Contracts for Development](#)” by the World Bank and Agence Francaise de Development relied heavily on Afrobarometer data.
17. The African Development Bank published a commissioned [paper on migration in Senegal](#). The paper was published by Abdoulaye Coulibaly, one of the participants in the 2019 French-Language Summer School in Mali.

## 5.0 CHALLENGES

While AB and its partners made significant progress in the implementation of agreed work plans during the reporting period, the Network faced several challenges:

### Surveys:

- **Insecurity:** Fieldwork in Burkina Faso had to be suspended following the military coup on 30th September 2022. At the time of the coup, we had just gone past the halfway point of the survey. Following consultations with the National Partner and members of CMT, a decision was made to resume fieldwork activities five days after the new coup. As part of the resumption, the Burkinabe questionnaire was revised by taking into account the change of government. However, to allow for comparison of the data, it was decided that no new questions would be added. The coup in Burkina Faso delayed the completion of the R9 survey in that country. Similarly, the military coup in Mali in 2021 which was followed by economic sanctions by the Economic Community of West African States (ECOWAS) and the security challenges from terrorists in the northern parts of the country

affected fieldwork in many ways, including population movements and resulted in numerous requests from the National Partner during data collection. Finally, insecurity in the Cabo Delgado province in the northern part of Mozambique made it difficult for the National Partner to collect R9 data from this province. The insecurity situation led to delays in securing government authorization and this resulted in a decision to delay data collection in the province.

- **Challenges in accessing census data:** Afrobarometer surveys rely on census data to facilitate sampling. However, accessing census data remains a challenge in a number of countries and this sometimes affect the scheduling of surveys. In Eswatini for example, the NP faced lengthy delays in accessing census data, and was thus unable to finalise the R9 sample on time, which led to significant delays in commencing data collection even after enumerators were trained. When access was granted and the sample drawn, the NP had to conduct a second training session for the fieldwork staff. Similar challenges in accessing census data for the purposes of drawing the sample were encountered in Nigeria, and, to a lesser extent, in South Africa.
- **Closing political spaces:** closing political spaces in countries such as Burundi and eSwatini have either made the resumption of surveys impossible (Burundi) or contributed to delays in the launching of surveys (eSwatini). Similar challenges have been reported in Angola and Tunisia, although in both cases, the R9 surveys were already completed by the time the political space was closing.
- **Increasing costs of surveys:** The ongoing conflict in Ukraine has had a significant impact on fuel prices, driving up survey costs for all of our countries. As a result, AB and its partners have frequently had to revise the budgets, particularly for fuel and other fieldwork logistics, to account for unanticipated increases in fuel and commodity prices.
- **National Partner capacity to generate sound Country Specific Questions (CSQs):** although a training workshop was held in 2021 to capacitate NPs to generate quality CSQs, this continues to be a challenge.

### **Analysis and Capacity Building**

- **Staffing needs:** There is always more that we could do than we have the capacity. With a growing production team, more incentives for publications, and other production side increases, one of the constraints is the need for more editing/production staff. Our production and presentation would benefit greatly from increasing and strengthening our in-house capacity for data visualisation, building infographics, and related tasks. In short, there is a lot more we could do if our team were to be expanded.
- Because AB is not yet fully funded for 2023 and beyond, fundraising activities, including meeting with donors, developing proposals, and related steps, took considerable time that would otherwise have been focused on implementing Analysis Unit activities and objectives. Two related challenges: 1) lack of full funding continues to place limits on the scope of what AB can achieve (including limitations on staffing as noted above); and 2) much of our funding still comes with requirements for new/special activities and additional deliverables, which places high demands on our staff and takes away from the time we can dedicate to our core work. In short, our staff is already stretched thin (not just the Analysis Unit, but other teams as well), so while we want to pursue ideas for new products, analyses and outputs, there is not always time or resources to do all that we would like.

### **Communications Team**

- Advertising on Facebook to increase engagement: We need to allocate paid media budget to Facebook because our engagement rates on Facebook have declined due to the fact that we only post organic content at this point.

### **Network Management (Secretariat including Resource Mobilization)**

- **Headquarters Agreement application:** There has not been much progress on the status of our headquarters agreement application. We will continue to pursue this with the Foreign Affairs Ministry.
- Engaging African philanthropists, foundations, and individual donors was a challenge. Though a list was developed, AB managed to meet with the Higher Life Foundation and Delta Philanthropies, and conversations with these two have stalled.

### **6.0 OUTLOOK FOR 2023**

Going into 2023, we are focused on completing R9 Surveys in three remaining countries namely, Guinea Bissau, Ethiopia and Congo-Brazzaville to bring the total number of countries covered in R9 to 40. By December 2022, a total of 24 country datasets had been finalised. Data cleaning is expected to continue in the remaining 13 countries that have completed R9 surveys and also for the three outstanding countries when field data collection has been completed. R10 surveys are expected to launch in late 2023; NP recruitment in Algeria, Sao Tome and Principe, Seychelles; consultation on R10 new themes with AB stakeholders and the development of the R10 questionnaire; Development of the R10 survey manual among others.

The Analysis Unit will work on finding a new blog outlet or outlets to replace The Monkey Cage which has since moved out of the Washington Post; continuing production of R9 country dispatches on priority topics using the templates that were developed during the period under review; planning and launching the R9 Pan African Profile (PAP) series – probably with revisions that entail full PAPs on new topics, and simpler, more chart/graphics driven (and less text driven) documents for repeat topics where we are updating with a new round of data and early completion of R9 PAPs on gender equality, gender-based violence, and policing, with accompanying communications activities; Analysis of findings from parallel phone surveys to guide next phase of work in this area (protocols development and plans for future surveys). At the capacity building level there are plans to collaborate with capacity building programs on institutionalising some of our efforts to build analysis skills and support analysis across the network through mentoring, office hours, regular learning seminars, development of a video training library, and related issues

At the Communication unit level, we will continue distribution of country-level and cross-country findings, innovative stakeholder engagement, technical help to National Partners so as to complete R9 dissemination activities as well as continue to provide network-wide support in disseminating R10 survey findings.

On Culture of Trust and Ownership, one major focus in 2022 was leveraging AB's values to build a culture of Trust and Ownership across the network. The Secretariat (Network Engagement) will work towards embedding AB's values in all activities and programs in line with the new strategy. To be able to build a culture of trust and ownership, AB must not just have policies in place but ensure a high level of compliance across the network. The Human Resource Unit will not only formulate new policies but will focus on policy sensitization and awareness creation by using AB's newsletter and team meetings as key avenues for these sensitizations. Other priorities include completing 2022 Performance Appraisal processes and the commencement of 2023 goal setting processes. In the area of organisational development, per the Board's

recommendation, Afrobarometer's organogram will be reviewed given the number of changes that have been made during the reporting period. Finally, the Secretariat will play a key role in concluding the R9 surveys and launching R10 surveys. Key among activities to be coordinated include working with other Units and Partners to undertake an R9 debrief and R10 planning meeting.