

# AFRICA BIODIVERSITY COLLABORATIVE GROUP

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## AFRICA ENGAGEMENT FRAMEWORK

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## INTRODUCTION

The focus of ABCG's outreach in Africa is to continue to: (a) advance understanding of critical biodiversity conservation challenges and cross-sectoral solutions specific to sub-Saharan Africa (SSA) through the dissemination of our research outcomes and science-based tools and methodologies at community, national, and regional levels, and (b) contribute to and enhance stakeholder communities of practice (COP's) to share evidenced best practices and create new knowledge in areas that affect or improve conservation and reduce biodiversity loss. To deliver on these goals, this *Africa Engagement Framework* is guided by analyses of successful strategies, activities and tactics implemented by other organizations, with similar emphases on community building and engagement with the public-private sectors.

This document introduces the structure and elements of the 2022-2023 Africa Engagement.

## 1. PROGRAM OVERVIEW

The Africa Biodiversity Collaborative Group (ABCG) is a coalition of conservation organizations working in Africa to collectively advance the understanding of critical biodiversity challenges and their solutions in sub-Saharan Africa by:

1. Identifying and prioritizing emerging and high-priority conservation issues in the region;
2. Fostering technical and information exchange through partnerships with African institutions and civil society, and;
3. Synthesizing collective lessons from field activities and sharing them with a broader multi-sector community for data-driven decision-making and policy integration.

ABCG has extensive experience conducting analyses and sharing lessons learned and best practices on high priority conservation issues in Africa. By catalyzing and strengthening collaboration, ABCG's **mission** is to advance understanding of critical biodiversity conservation challenges and their solutions in sub-Saharan Africa. Through the coalition's work, we aim to efficiently achieve a collective goal for Africa where conservation of natural resources and biodiversity are aligned and harmonized with sustainable socio-economic development.

The members of ABCG are: African Wildlife Foundation (AWF), Conservation International (CI), the Jane Goodall Institute (JGI), The Nature Conservancy (TNC), Wildlife Conservation Society (WCS), World Resources Institute (WRI) and World Wildlife Fund (WWF).

## **1.1. PROGRAM GOALS**

ABCG's overarching goals, aligned to national strategies are to: a) mainstream biodiversity into human well-being and development agendas; b) promote good conservation practices among practitioners and communities at large; and (c) strengthen the role of social and development institutions in biodiversity conservation and human well-being.

Furthermore, the goal of ABCG's Africa engagement strategy is to advise and support bilateral and multi-lateral donor missions, and African public-private partners to augment their understanding and application of biodiversity conservation through the amalgamation of biodiversity and human development. ABCG aims to contribute to USAID's Biodiversity Strategy by mainstreaming biodiversity conservation into decision-making for development programming. Key areas of coordination and outreach for ABCG Africa engagement recommended by USAID/AFR/SD are:

- Increase coordination with country and regional missions through information sharing and generally keeping missions apprised of progress and in-country activities and events.
- ABCG's African outreach strategy should in addition to African constituents, coordinate with USAID country and regional missions on activities and outputs are of mutual interest.

To this end, ABCG will increase stakeholder capacity and thought leadership, facilitate innovation, and foster Communities of Practice (COP) that provide effective support to the US Government generally, USAID country and regional missions other multilateral and bilateral development agencies and to African governments and African civil society organizations.

## **1.2. Key Messages**

- Advancing grassroots, local and national CSO/NGO approaches toward achieving sustainable development, social equity, innovative solutions community resilience and transformative change
- Sharing the pedigree and provenance of ABCG in Africa
- Importance of networking opportunities and need to document and disseminate cutting edge thinking
- Share coping and mitigation strategies, guidelines and means to reduce impacts to conservation
- Promoting the Collective Impact (CI) model of shared focus, agreed-upon measures, and multi-sectoral approaches

## 2. AFRICA ENGAGEMENT STRATEGY



### 2.1. AFRICA ENGAGEMENT OBJECTIVES

For the Phase III period (October 2021 – September 2023), ABCG Communications & Engagement (COE) will focus on the following key objectives targeting public-private entities:

- Collaboration with primarily networked African conservation-focused organizations - Identifying relevant organizations to foster collaboration and cross-fertilization in learning and knowledge exchange, ideas, policies, practices, technology, and tools.
- Linking ABCG strategic business objectives and long-term, predictable funding to achieve them. Engagement with diverse funders need to be customized, structured, and amplified through effective communication/outreach plans, continuous dialogue, and coordination with technical and resource mobilization experts across our member organizations.
- Intensified stakeholder engagement through ensuring that collaboration among partners leads to synergies that support African expertise and engagement of key African institutions in addressing the critical biodiversity conservation challenges facing the continent.
- Increased media exposure to provide regular and relevant publicity, promote success stories and amplify indigenous and marginalized voices.

**2.2. These objectives are at the heart of our Africa Engagement Framework, which includes several cascading Workstreams, Activities, Resources and Targets that together contribute to achieving these Goals.**

### **2.3. WORKSTREAMS**

Objectives are supported by Workstreams, which help to classify the different activities that are likely to contribute to that Objective. These Workstreams are: (a) 3rd Party Events, (b) ABCG hosted Events, (c) Cross-Promotion, (d) ABCG Spotighting (contributing to both Goals), (e) ABCG Guides and (f) User Communications. Figure 3 below illustrates the cascade of Goals, Workstreams and proposed Activities within the Africa Engagement Framework.



Photo credit: Peter Chira, AWF

**Figure 1. ABCG Africa Engagement Workstreams**

OBJECTIVE	RAISE LOCAL AWARENESS				DEEPEN STAKEHOLDER ENGAGEMENT	
WORKSTREAM	3rd Party Events	ABCG-hosted Events	Cross-Promotion	ABCG Spotighting	ABCG Guides	User Communications
<b>ACTIVITIES</b>	<p><i>Conferences</i></p> <p><i>Workshops</i></p> <p><i>Webinars &amp; Twitter Talks</i></p> <p><i>Member organization/ Agency staff meetings</i></p> <p><i>International conservation days</i></p>	<p><i>Speaker series</i></p> <p><i>Regional workshops</i></p> <p><i>Webinars &amp; Twitter Talks</i></p> <p><i>ABCG Community Polls</i></p> <p><i>Regional ABCG launch events</i></p> <p><i>Roundtables/ forums</i></p>	<p><i>Blogs</i></p> <p><i>News articles</i></p> <p><i>Cross-links</i></p> <p><i>(All utilizing other platforms and organization communication channels)</i></p>	<p><i>'Expert Insights' series profiling Q&amp;A with practitioners</i></p> <p><i>Topics Syntheses &amp; Deep Dives</i></p> <p><i>Resource of the Month</i></p> <p><i>Podcasts</i></p> <p><i>Country/ landscaping (by resource / topic / people) documentaries</i></p> <p><i>ABCG milestone stats, etc.</i></p>	<p><i>Step by step guidance on implementing best practices for biodiversity conservation (landscape and/or livelihood specific)</i></p>	<p><i>Quarterly digest (Africa-centric) listserv newsletter summarizing key/emerging biodiversity issues</i></p> <p><i>Activity Provocations (e.g., blog author invites, uploading resources, inviting colleagues.)</i></p>

Figure 2. ABCG Africa Engagement Framework

OBJECTIVE	RAISE LOCAL AWARENESS				DEEPEN STAKEHOLDER ENGAGEMENT	
WORKSTREAM	3 <sup>rd</sup> Party Events	ABCG hosted Events	Cross-Promotion	ABCG Spotighting	ABCG Guides	ABCG COE
ACTIVITIES	<p><i>Conferences</i></p> <p><i>Workshops</i></p> <p><i>International conservation Days</i></p> <p><i>Member organization/Agency staff meetings</i></p>	<p><i>Speaker series</i></p> <p><i>Regional workshops</i></p> <p><i>Webinars &amp; Twitter Talks</i></p> <p><i>ABCG Community Polls</i></p> <p><i>Regional ABCG launch events</i></p> <p><i>Roundtables/forums</i></p>	<p><i>Blogs</i></p> <p><i>News articles</i></p> <p><i>Cross links</i></p> <p><i>(All utilizing other platforms and organization communication channels)</i></p>	<p><i>Expert Insights series profiling Q&amp;A with practitioners</i></p> <p><i>Topics Syntheses and Deep Dives</i></p> <p><i>Podcasts</i></p> <p><i>Country/ landscaping (by resource / topic / people) documentaries</i></p>	<p><i>Step by step guidance on implementing best practices for biodiversity conservation (landscape and/or livelihood specific)</i></p>	<p><i>Quarterly digest (Africa-centric) listserv newsletter summarizing key/emerging biodiversity issues</i></p> <p><i>Activity Provocations (e.g., blog author invites, uploading resources, inviting colleagues)</i></p>
RESOURCES	<p><i>ABCG fact sheet, ppt slides, Twitter, FB</i></p>	<p><i>ABCG fact sheet, ppt slides, Twitter, FB</i></p>	<p><i>External websites, newsletters, blogs, etc.</i></p>	<p><i>Google Aps, ABCG metrics dashboard, Twitter</i></p>	<p><i>Live Q&amp;A sessions with Task Group teams or members</i></p>	<p><i>Automated notifications, outreach calendar</i></p>
TARGETS	<p><i>x Conference booths</i></p> <p><i>x Agency meetings</i></p> <p><i>x Webinars (as panelist)</i></p>	<p><i>X Regional workshops</i></p> <p><i>X Twitter discussions</i></p>	<p><i>X Blogs, articles</i></p>	<p><i>x Expert Insights</i></p> <p><i>x Topics Syntheses</i></p> <p><i>x Resource of the Month</i></p>	<p><i>ABCG Implementation guides/ lessons learned</i></p>	<p><i>Quarterly newsletters</i></p>

	<i>x Intl conservation days</i>	<i>X Webinars X Regional launch events X ABCG Community Polls</i>		<i>x Group case studies x Country landscaping 4x Organization maps 4x Milestone stats</i>		<i>X Activity Provocations</i>
<b>Responsible</b>	<i>ABCG COE</i>	<i>ABCG COE</i>	<i>ABCG COE</i>	<i>ABCG COE</i>	<i>ABCG COE</i>	<i>ABCG COE</i>
<b>Accountable</b>	<i>ABCG Director</i>	<i>ABCG Director</i>	<i>ABCG Director</i>	<i>ABCG Director</i>	<i>ABCG Director</i>	<i>ABCG Director</i>
<b>Consulted</b>	<i>ABCG Steering Committee, Task Groups</i>	<i>ABCG Task Groups</i>	<i>ABCG Steering Committee</i>	<i>ABCG Steering Committee, Task Groups</i>	<i>ABCG Task Groups</i>	
<b>Informed</b>	<i>ABCG Steering Committee</i>	<i>ABCG Steering Committee</i>	<i>ABCG Steering Committee</i>	<i>ABCG Steering Committee</i>	<i>ABCG Steering Committee</i>	<i>ABCG Steering Committee</i>

## 2.4. TARGETED ACTIVITIES

Each of the activities included in the proposed Africa Engagement Framework is briefly described in the chart below.

**Figure 3. Targeted Activities**

OBJECTIVE	WORKSTREAM	ACTIVITY	DESCRIPTION
<b>RAISE AWARENESS</b>	<b>3RD PARTY EVENTS</b>	<b>Conferences, workshops</b>	Identifying relevant conservation conferences in target regions and either applying to formally present ABCG to delegates as part of a session, or set up a ABCG stall in conference marketplaces for delegates to come and sign-up / learn more
		<b>International Days</b>	Leveraging annual thematic conservation days (e.g., International Day of Climate Action, Oct 24) to promote ABCG and its relevant resources
		<b>Member/ Agency staff meetings</b>	Piggybacking off regular opportunities when the staff of ABCG member organizations / their partners come together (e.g., staff meetings, training sessions etc.) to promote the ABCG



		<b>Webinars &amp; Twitter Talks</b>	Identifying or convening webinars and seeking opportunities to promote ABCG either by contributing a presentation, co-branding or even hosting by ABCG
	<b>ABCG-HOSTED EVENTS</b>	<b>Hot Topic Regional Workshops</b>	Convening stakeholders from across ABCG's target audience groups to discuss a priority topic for that region (while also using this opportunity to promote ABCG as a resource)
		<b>ABCG Community Polls</b>	Distributing all followers (listserv) of ABCG with a survey question around a hot topic, with the intention of provoking further discussion, promoting a particular ABCG resource or attracting attendance for another ABCG event
		<b>Regional ABCG Launch events</b>	Similar to the 'hot topic' regional workshops, but with the specific emphasis of using the event as a high-profile opportunity to 'launch' ABCG to a new region or launch a new activity
	<b>CROSS-PROMOTION</b>	<b>Blogs and News Articles</b>	Drafting provocative / promotional pieces for distribution through the existing newsletters and mailing lists of other conservation organizations
		<b>Cross-Links</b>	Ensuring that the websites and communication channels utilized by other conservation organizations contain a link to ABCG, e.g., in return for profiling their organization on the ABCG website, or in support of their own branding by (for example, embedding a 'ABCG Member' logo in their email signature)
	<b>ABCG SPOTLIGHTING</b>	<b>Expert Insights' series</b>	A regular, interview-style Q&A with a recognized leader / expert in a particular conservation topic. This builds the credentials of the ABCG but also offers these individuals greater profile to promote their work
		<b>Topic Syntheses &amp; 'Deep Dives'</b>	Summarizing the key arguments within a particular topic, while promoting the catalytic content (resources, orgs, groups, and individuals) on the ABCG website to help frame the discussion. The focus would be more on framing the parameters of the topic and different opinions within it than on offering expert analysis
		<b>Resource of the Month Highlight resource</b>	Profiling one of the more popular / accessible resources and unpacking its relevance to ABCG target audiences
		<b>Group Case Studies</b>	Asking a group to explain how ABCG has helped their group achieve different tasks / collaborate more effectively

<b>DEEPEN STAKEHOLDER ENGAGEMENT</b>		<b>Country Landscaping</b>	Picking a country and profiling key resources/topics, users, organizations, and groups associated with that country in the ABCG. This could be targeted specifically to a country, or at a regional level to attract more practitioners
		<b>Organization Mapping</b>	Selecting a hot topic and profiling some/all the organizations to give a sense of who does what regarding this topic (who works in wildlife trafficking in Gabon?)
		<b>ABCG Milestone Stats</b>	Profiling ABCG achievements (e.g., 100th FB follower, the % of followers / orgs from developing countries, etc.)
	<b>ABCG GUIDES</b>	<b>ABCG Lessons Learned</b>	Creating a series of user-friendly Guides to thematic areas and key lessons learned from ABCG Summary of lessons of learned, summarized from annual report, present in blog on web
	<b>ABCG COMMS</b>	<b>Digest Newsletters</b>	A handy automated email summary of relevant activity across the thematic areas reflecting follower preferences and interests (as specified in their settings)
		<b>Activity Provocations</b>	Targeted communications to all ABCG followers requesting them to complete specific activities (e.g., Activity Provocations (e.g., blog author invite, uploading resources, inviting colleagues)) Survey monkey

### 3. REGIONAL ENGAGEMENT

To support a more tailored approach to engaging stakeholders considering contextual factors and localized opportunities, the *ABCG Africa Engagement Framework* will identify key target audiences in different regions and countries that we can leverage to promote our dual Objectives of raising awareness and deepening engagement. A Target Audience Matrix of regional individuals (thought leaders / influencers), organizations and groups that we seek to leverage and collaborate with to boost local impact (see Figure 4) will support the Framework. The matrices will be maintained as separate documents and updated frequently and at least annually.

#### Target Audiences

The Framework will target actors in different sectors including:

- Government officials
- Policymakers
- Academia
- Civil Society
- Development Agencies
- USIAD missions
- International and regional donors
- General public

**Figure 4: Target Audience Matrix -- East Africa**

<i>Priority Countries</i>	<b>KENYA, TANZANIA, UGANDA, RWANDA</b>		
<b>ACTOR</b>	<b>TARGET AUDIENCES</b>		
	<b>INDIVIDUALS (LEADERS/INFLUENCERS)</b>	<b>ORGANIZATIONS</b>	<b>GROUPS</b>
<b>GOVERNMENT</b>		e.g. Head of environmental ministry	
<b>ACADEMIA</b>		e.g. universities	
<b>CIVIL SOCIETY</b>			
<b>PRIVATE FOR-PROFIT</b>			
<b>DEVELOPMENT AGENCIES</b>			
<b>USAID MISSIONS</b>			

*n/b. to be maintained as separate document and updated annually*

**Figure 5: Target Audience Matrix -- Central Africa**

<i>Priority Countries</i>	<b>CAMEROON, GABON, CONGO, DRC</b>		
<b>ACTOR</b>	<b>TARGET AUDIENCES</b>		
	<b>INDIVIDUALS (LEADERS/INFLUENCERS)</b>	<b>ORGANIZATIONS</b>	<b>GROUPS</b>
<b>GOVERNMENT</b>			
<b>ACADEMIA</b>			
<b>CIVIL SOCIETY</b>			
<b>PRIVATE Sector</b>			
<b>DEVELOPMENT AGENCIES</b>			
<b>Bilateral/Multilateral MISSIONS</b>			
<b>Media</b>			

*n/b. to be maintained as separate document and updated annually*

**Figure 6: Target Audience Matrix -- Southern Africa**

<i>Priority Countries</i>	<b>ZAMBIA, MADAGASCAR</b>		
<b>ACTOR</b>	<b>TARGET AUDIENCES</b>		
	<b>INDIVIDUALS (LEADERS/INFLUENCERS)</b>	<b>ORGANIZATIONS</b>	<b>GROUPS</b>
<b>GOVERNMENT</b>			
<b>ACADEMIA</b>			
<b>CIVIL SOCIETY</b>			
<b>PRIVATE FOR-PROFIT</b>			
<b>DEVELOPMENT AGENCIES</b>			
<b>USAID MISSIONS</b>			

*n/b. to be maintained as separate document and updated annually*

In addition to the three regional Target Audience Matrices for East, Central, and Southern Africa, a Nairobi-specific Target Audience Matrix (Figure 7) captures key contacts strategically placed within the COP in Nairobi where many ABCG member organizations and partners have a base of operations. This matrix will aid in coordinating communication and outreach within partner organizations and toward African institutions and conservationists.

ABCG intends to foster new relationships with the target audiences identified below in Figure 7. Thus, activities towards this aim will include building a contact list of key journalists and correspondents, conservation NGOs, private industry associations and government organs.

**Figure 7: Target Audience Matrix: Nairobi, Kenya**

<i>Priority Countries</i>	<b>Nairobi, KENYA</b>		
<b>ACTOR</b>	<b>TARGET AUDIENCES</b>		
	<b>INDIVIDUALS (LEADERS/INFLUENCERS)</b>	<b>ORGANIZATIONS</b>	<b>GROUPS</b>
<b>GOVERNMENT</b>		NEMA	
<b>ACADEMIA</b>		Nairobi University, USIU, AKU, University of Stellenbosch, etc.	
<b>CIVIL SOCIETY</b>		ACBA,	
<b>PRIVATE FOR-PROFIT</b>			
<b>DEVELOPMENT AGENCIES</b>		IDRC, GAC, AKDN, FCDO, DANIDA, NORAD, etc.	
<b>USAID MISSION</b>		Country and regional mission in SSA	
<b>UN Funds and Agencies</b>		UN Environment, UN-Habitat UNOPS, UNODC, UNDP, UNICEF, UNHCR, WHO, IOM	

## 4. DISSEMINATION PLAN

To ensure that the project results will be taken up and embedded in ABCG’s community of practice, the following dissemination plans explain how the results and deliverables of the program will be shared with stakeholders, relevant institutions, organizations, and individuals.

Specifically, the dissemination plan will explain:

- Why – the purpose of dissemination
- What will be disseminated – the message
- To whom – the audience
- How – the method
- When – the timing

All dissemination will support ABCG’s dual engagement objectives and inform program development. The purpose of the activity may be to:

- Raise awareness – let others know what we are doing
- Inform – educate the community
- Engage – get input/feedback from the community
- Promote – ‘sell’ our outputs and results

The purpose of dissemination will inform the audience, message, channel, and timing of the dissemination.

## Channels

While there are a wide variety of dissemination methods, ABCG has selected the following channels to get our message to the target audience and achieve our objectives.

- Newsletters, flyers, and press releases create awareness about the project.
- Reports, journal articles, and websites can transmit information about the project.
- Conference presentations and websites are ways to promote the project and its outcomes.

In addition to more traditional print dissemination methods, ABCG will employ in-person and digital strategies. For example, workshops or online discussions can yield a higher level of engagement from stakeholders.

**Figure 8: Dissemination Plan by Target Audience**

AUDIENCES	Key Messages	CONTENT/OUTPUT	CHANELS	OBJECTIVE
<b>CONSERVATION ACTORS: Gov, Development Agencies International Conservation NGOs</b>	1. Call to actions 2. Program outcomes and findings 3.	Technical reports and key program reports, Journal articles, Lessons learned, Case studies, Expert insights	Website, Newsletter,	Raise awareness
			Website, Twitter discussions, Webinars, Technical mtgs, Conferences	Deepen engagement
<b>AFRICA CIVIL SOCIETY: local NGOs, beneficiaries</b>	1. Program outcomes and findings 2. Call to outcomes 3.	Technical reports, Journal articles, Workshop briefs, Task group output, Lessons learned, Case studies, Pilot studies, Expert insights	Website, Newsletter, social media, Blog, Press/media relations	Raise awareness
			Online COP, workshops, regional launch events, Conferences	Deepen engagement
<b>GENERAL PUBLIC AND MEDIA</b>	1. Program outcomes and findings 2. Call to outcomes 3.	Technical reports and key program reports, Journal articles, Lessons learned, Case studies, Expert insights	Website, Newsletter, social media, Blog, Press/media relations	Raise awareness
			Website, Twitter discussions, Webinars, Technical mtgs, Conferences	Deepen engagement

**Figure 9: Dissemination Plan by Geography**

<b>GEOGRAPHIES</b>	<b>AUDIENCES</b>	<b>CONTENT</b>	<b>CHANELS</b>	<b>OBJECTIVE</b>
<b>WASHINGTON DC</b>	USG Development Agencies Intl Conservation NGOs	Technical reports, Journal articles, Workshop briefs, Task group output Expert insights,	Website, Newsletter, social media, Blog, Speaker series	Raise awareness
			Website, Twitter discussions, Webinars, Technical mtgs, Workshops, Conferences	Deepen engagement
<b>AFRICA</b>	USAID Missions Government Civil Society Thematic Communities of Practice (COP) African Institutions	Lessons learned, Case studies, Pilot studies Expert insights, technical reports, Workshop briefs	Website, Newsletter, social media, Blog, Speaker series, Press release/media relations	Raise awareness
			Website, Online COP, Workshops, Conferences, Regional launch events, Roundtables/forums	Deepen engagement
<b>GLOBAL</b>	Development Agencies Intl Conservation NGOs Civil Society	Technical reports, Journal articles, Workshop briefs, Task group output, Lessons learned, Case studies, Pilot studies, Expert insights	Website, Newsletter, social media, Blog, Press/media relations	Raise awareness
			Website, Twitter discussions, Webinars	Deepen engagement

## 5. CONTINUOUS ACTIVITIES

In addition to the targeted activities listed above, the ABCG team will also conduct a continuous campaign via social media channels to both raise awareness and deepen engagement with wider and diverse entities. See table below:

Platform	Type of content	Frequency and Action
Twitter <a href="https://twitter.com/ABCGconserve">https://twitter.com/ABCGconserve</a>	Tweets, Retweets, Multimedia (i.e., photos, videos)	Subject to news updates, campaigns, and events Or at least 3 times per week. Retweet as much as possible. Promote a different aspect of the ABCG every few days.
Facebook <a href="https://www.facebook.com/ABCGconserve/">https://www.facebook.com/ABCGconserve/</a>	Posts, Multimedia	Subject to news updates, campaigns, and events Or at least 3 times per week. Promote a different aspect of the ABCG every few days. Cross promotes partner posts as necessary and frequently.
LinkedIn <a href="https://www.linkedin.com/company/africa-biodiversity-collaborative-group">https://www.linkedin.com/company/africa-biodiversity-collaborative-group</a>	Posts, Multimedia	Subject to news updates, campaigns, and events Or at least once per week Promote a different aspect of the ABCG every few days.
Flickr <a href="https://www.flickr.com/pgmphotos/abcgconserve/">https://www.flickr.com/pgmphotos/abcgconserve/</a>	Multimedia	Subject to photos from various activities. Photos to include titles and detailed description including date, place and author.



## 6. MEASUREMENT

For each Engagement activity in Figure 2, ABCG has specified targets, or output metrics. To evaluate the impact of our efforts, ABCG will track quarterly the following Headline Indicators in 2022-23.

- # of Engagement Activities
- # of People Reached
- # of Unique Visitors to the ABCG website
- # of downloads from the ABCG website
- # of Listserv Members
- Average open rate for Listserv
- # of Followers on Social Sites

To capture ABCG's reach and engagement on a more granular level, ABCG will monitor website, social media, and monthly newsletter analytics. ABCG online platforms statistics and summary analytics, analyzing any notable trends will be compiled monthly.

The monthly analytics report will be designed to showcase key website and social media metrics for the ABCG. Metrics will be recorded and compiled using Google Analytics, Twitter Analytics, as well as analytics provided by Constant Contact for newsletter outreach. Metrics will be used to track progress, as well as to assess, refine and iterate on activities.

ABCG will capture and evaluate metrics at a global and regional level to provide insight into ABCG efforts in particular regions, as well as overall. If for example, indicators suggest that most of the website activity is attributable to US-based or Europe-based users, ABCG will turn its focus accordingly to deepening user engagement in middle and low-income countries.

### **ABCG Website Metrics**

- # of page views
- # of downloads
- Length of Visits
- Pages per Visit
- # Visitors by country and region

## 7. RESOURCES

To support the execution of the activities listed in the Global and Regional Engagement Frameworks, ABCG will draw upon a range of resources, including:

- ABCG Business Plan
- Fact sheets
- ABCG Social Media Plan
- ABCG online platforms that include, ABCG website and social media sites