AFRICAN SOCIETIES THRIVE WHEN AFRICAN VOICES COUNT IN PUBLIC POLICY AND DEVELOPMENT.
We adapted swiftly to the challenges brought on by the coronavirus pandemic to help ensure that African voices were heard.

Chinua Achebe, in his seminal 1958 novel *Things Fall Apart*, said, “Until the lions have their own historians, the history of the hunt will always glorify the hunter.” During this strange year of major global uncertainty and disruption, the voices of ordinary Africans needed to be heard more than ever. While many of our plans were disrupted, just like plans all over the world, we adapted swiftly to the challenges brought on by the coronavirus pandemic to help ensure that African voices were heard.

The year saw the consolidation of our organizational development processes, establishing Afrobarometer as a separate legal entity with a Board of Directors, an International Advisory Council, a solid management team, and a network of partners spread across the continent. This configuration served us well as we successfully negotiated the trying times of 2020. We were about halfway through survey Round 8 (with 18 countries completed) when we had to shut down fieldwork last March. We put in place criteria for resuming face-to-face fieldwork, including acceptable COVID-19 safety precautions and the ability of technical assistance staff to travel (or, alternatively, the capacity of partners to work with only remote technical assistance). Based on these criteria, we resumed fieldwork toward the end of the year in several countries, expanding our standard questionnaire with a special COVID-19 module aimed at generating valuable insights on the impacts of the pandemic. We plan to complete Round 8 fieldwork in a total of at least 35 countries by Q2 of 2021, although we will, of course, continue to closely monitor the situation in each of the countries we are hoping to cover.

We also launched data collection in Namibia for our first stand-alone phone survey. The focus of this pilot phone survey was entirely on the impacts and implications of COVID-19, ranging from livelihood to health to political and governance issues as well as receptiveness to vaccines. We still regard face-to-face interviews as the ideal way of collecting data. But while phone surveys must deal with wide variations in phone ownership and network coverage as well as particular challenges in obtaining representative samples, our goal is to use pilot surveys to develop protocols that can serve as a blueprint for conducting the “best possible” phone surveys on the African continent.

We continued to disseminate our findings, both in concert with other organizations and on our own, via a number of media, including webinars. These proved to be popular, and we will continue to deliver webinars in the coming year. A dissemination innovation of the year was our regular column every two weeks in the *Washington Post Monkey Cage*, which will continue into the new year as well.

We are grateful to our funders and advocates who provided much-needed moral and financial support during this unprecedented year. On behalf of the entire Afrobarometer network, I place on record our sincere appreciation for the faith and trust you invested in us. We will continue to deliver both our best efforts and solid results in the coming year, notwithstanding the continuing uncertainties. We wish you success and fulfillment in the new year.
2020

At a Glance

Surveys

12 countries surveyed in 2020
23 countries total so far for Round 8
16,000 interviews in 2020
32,789 interviews total so far for Round 8

Workshops

580 people trained on survey methodology (45% women)
21 workshops and seminars

Fundraising

$4,357,870*
fundraising income

*The following funding was received in 2020, but will be utilised in 2021: European Delegation to the AU - $790,104, SIDA - $17,800, and GIZ - $1,663,230.

Results Dissemination

95 papers
91% authored by Africans
89 news releases
45 presentations
1,918 media stories

Website

152,357 visitors
724,477 page views
52,988 downloads
38,375 users of online data analysis tool

Twitter

20,603 followers
2,530,431 impressions
12,252 retweets

Facebook

14,019 followers
256 posts
280,105 impressions
From the Incoming CEO

I am delighted and honored to join Afrobarometer at a moment of significant institutional growth and change as well as new challenges and opportunities created by the COVID-19 pandemic. In hindsight, AB’s institutional evolution was timely. Now established as an independent legal entity with a strong governing board, high-powered international advisory council, enhanced management team, talented and high-performing staff, and clearer policies and procedures, we are well positioned to face the challenges and expand our work in the next decade.

AB’s core mission – to put ordinary people’s aspirations and priorities at the center of decisions and actions that affect their lives – is one I firmly believe in, and I am encouraged by the fact that a large and growing number of policy and development stakeholders at national, regional, and global levels as well as ordinary people from all walks of life subscribe to this mission.

As I step into the role of CEO, my top priority will be to work closely with my colleagues to develop a long-term strategy to evolve and expand our work and create an environment to increase impact. This includes creating a workplace where all staff own and enjoy what they do and are superheroes in their areas of expertise.

We will also foster effective coordination and collaboration across all AB partners and support units and leverage technology and innovations to increase efficiency. All this will not be possible without the ongoing and generous support of our funders. We will invest time and effort to grow and strengthen our funder relationships as together we deliver on our shared vision and mission.

I am eager to get to work to build on the solid foundation established by AB’s founding members and increase our visibility and impact.

Joseph Asunka

“"We will invest time and effort to grow and strengthen our funder relationships as together we deliver on our shared vision and mission.""
Building for the Future

If 1999-2018 laid a solid foundation, 2019-2020 is when Afrobarometer built the new house.

After two decades of pioneering research and continuous growth as an informal network, AB conducted an organizational development process, with direct funding from Open Society Foundations, to identify governance and operational changes needed to ensure transparency, accountability, and sustainability.

The next 18 months, through December 2020, were a whirlwind as we:

1. Developed a vision statement and strategy map
   “African societies thrive when African voices count in public policy and development”

2. Made Afrobarometer a full legal entity
   by registering as a non-profit company headquartered in Accra, Ghana.

3. Passed a funder due-diligence audit
   and migrated all grants and partner contracts to the new legal entity.

4. Constituted a Board of Directors
   responsible for overall governance and oversight (see Page 14).

5. Recruited and inaugurated an International Advisory Council
   of powerful global advocates for Afrobarometer (see Page 16).

6. Recruited a CEO, Joseph Asunka
   who will assume his duties on 1 April 2021 (see Page 8).

7. Streamlined management
   and reporting functions via a Central Management Team (CMT) and Senior Advisory Team (SAT).

8. Launched an Engagement Unit
   to professionalize resource mobilization linked to communications.

9. Launched Capacity Building
   and Analysis units under senior-level directors.

10. Recruited an HR manager
    to improve personnel management, strategic capacity building, leadership and professional development, and succession planning.

11. Drafted and implemented
    more than a dozen new policies covering conflicts of interest, whistleblower protection, harassment, ethics, gift acceptance, data protection, and other issues.

“We have built a solid structure for our governance and operations that will sustain the energy and commitment that have driven the network’s success since its inception,” said E. Gyimah-Boadi, Afrobarometer’s co-founder, interim CEO, and new board chair. “In moving from an inspiration to an institution, this has been a crucial step – one that allows us to walk into Afrobarometer’s next generation with confidence.”
Board of Directors

Afrobarometer’s first Board of Directors links the network’s co-founders with dynamic and diverse leadership from across the continent to oversee AB’s mission, review performance, and ensure accountability and integrity. Additional board members are being recruited with an eye to valuable skill sets and geographic representation.

E. Gyimah-Boadi, chair

Professor Gyimah-Boadi is a co-founder of Afrobarometer and has served as its chief executive since 2008. He is also founder and former executive director of the Ghana Center for Democratic Development (CDD-Ghana). A former professor at the University of Ghana, Legon, he has held faculty positions and fellowships at the School of International Service of the American University; the Center for Democracy, Rule of Law and Development; the Woodrow Wilson International Center for Scholars; the U.S. Institute of Peace; and the International Forum for Democratic Development. His myriad awards include the 2017 Martin Luther King, Jr. Award for Peace and Social Justice for advancing democracy, good governance, and economic opportunity.

Michael Bratton

Michael Bratton, who retired as University Distinguished Professor of Political Science and African Studies at Michigan State University in 2018, has worked with Afrobarometer since 1999 as a co-founder, former executive director, and then senior adviser. He previously served on the program staffs of the Rockefeller and Ford foundations and as a visiting scholar at Oxford University, Upsala University, and the United States Institute of Peace. He is the co-author of the widely cited Democratic Experiments in Africa (Cambridge, 1996) and the author of five other books, including Voting and Democratic Citizenship in Africa (Rienner, 2013) and Power Politics in Zimbabwe (Rienner, 2014).

Robert Mattee

AB co-founder and senior adviser Robert Mattee is professor of politics at Strathclyde University in Glasgow, Scotland. Originally from the United States, he spent 25 years researching and teaching in South Africa, and is honorary professor of political studies and former director of the Democracy in Africa Research Unit in the Centre for Social Science Research at the University of Cape Town. He was principal investigator in major research projects such as the African Legislatures Project and the South African National Election Study and is the co-author of Public Opinion, Democracy, and Markets in Africa (Cambridge University Press, 2005).

Amal Mustafa Medani

As a development practitioner with more than 25 years’ experience, Amal Mustafa Medani has led technical and socio-economic development programs spanning Southern and Eastern Africa, the Middle East and North Africa, and Eastern Europe, as well as global-level initiatives for UNDP and the United Nations. Her previous positions have also included oversight of a U.S. $4 billion program as director for the Southern Africa Division of the Global Fund to Fight HIV/AIDS, TB and Malaria (GFTAM); associate director of the Governance Department at the United Nations Institute of Training and Research (UNITAR); and senior strategic policy adviser to the CEO of the Global RMB Partnership to End Malaria. She also has extensive experience with partnership-building collaborations and resource mobilization with UN agencies, bilateral and multilateral funder organizations, and international financial institutions.

“...The African continent is brimming with the political transformation and the beating heart of renewed democracy and hope – driven by the energized voice of our youthful population. Afrobarometer’s vision resonates with this and understands that there will be no sustainable progress ... without the voice of the African citizen to mobilize and effect real change through accountable and democratic governance practices.”

Amina Oyagbola

Amina Oyagbola is an independent director, a business leader, and a former human resources and corporate services executive at MTN Nigeria Communications Ltd. With more than 30 years’ experience, her career spans legal consulting, banking and finance, energy, and telecommunications. She is the managing consultant of AKMS Consulting Ltd. (business advisory and management consultants), senior partner of Oyagbola Chambers, and a Chevening Scholar. She is a fellow and chair of the Africa Leadership Initiative – West Africa, a fellow of the Aspen Global Leadership Network, and founder and chairperson of WISCAR (Women in Successful Careers), a not-for-profit gender empowerment and strategic mentoring and leadership initiative for professional career women.

“...By its groundbreaking work of unearthing insights, knowledge, and understanding of African cultures, philosophies, governance, and practices, Afrobarometer is transforming the thinking about Africa, of Africans, and the way Africans engage with the world. This is such significant work that I am privileged to advocate for AB and be part of its work.”

Lara Taylor-Pearce

Lara Taylor-Pearce is auditor general of Sierra Leone and a fellow of the Association of Chartered Certified Accountants of the UK with more than 25 years of experience in public- and private-sector financial and administrative management and oversight. As the government’s chief external auditor since 2011, she has won praise for helping change Sierra Leone’s public-sector accountability landscape, including her work in developing its 2016 Public Financial Management Act and other public-sector oversight acts. She is the current chair of the Governing Board of the African Region of Supreme Audit Institutions (English Speaking) and vice chair of the INTOSAI Development Initiative.

“The role of Afrobarometer in driving positive change within African nations’ governance structures due to citizens’ engagement makes it an institution worth emulating.”

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The International Advisory Council, inaugurated in November 2020, consists of global high-level political and thought leaders committed to providing strategic intelligence, foresight, and advocacy to support and promote Afrobarometer internationally. The council’s role is to inspire and energize policy makers, funders, other key audiences, as well as network staff, by advocating for our shared mission to make African voices count in public policy and development.

**Johnnie Carson, chair**
Former U.S. assistant secretary of state for African affairs and former ambassador to Kenya, Zimbabwe, and Uganda

“The caliber of experience, leadership, and engagement represented on this council, from all across Africa and beyond, speaks volumes about the seriousness with which the global community takes Afrobarometer’s contribution to data-driven development. We’re excited to help build the future of this pan-African institution.”

**Ellen Johnson Sirleaf**
Former president of Liberia (2006-2018) and 2011 Nobel Peace Prize laureate

“Afrobarometer empowers those who want to see more transparency, more accountability, and more free, open, and inclusive societies. ... In this age of fake news, Afrobarometer is a credible, reliable, and authentic purveyor of the ordinary African voice. This is where Afrobarometer plays a very important role in enriching democracy.”

**Zeinab Badawi**
International broadcaster and education leader

“Afrobarometer provides a unique service on behalf of the African people: it takes the pulse of African opinion on key issues and delivers it to leaders, policy-makers, and opinion formers. It is the voice of the African citizen.”
The Network
Afrobarometer National Partners as of December 31, 2020

35 National Partners
These organizations are responsible for conducting all in-country survey activities.

1. Angola
   Gwiloonga Consulting

2. Benin
   Innovative Research in Economics & Governance (IREG)

3. Botswana
   Star Awards

4. Burkina Faso
   Centre pour la Gouvernance Démocratique (CGD)

5. Cabo Verde
   Afroconferência

6. Cameroon
   Groupe Côte

7. Côte d'Ivoire
   Centre de Recherche et de Formation sur le Développement Intégré (CREFDI)

8. eSwatini
   ActivQuest Research & Analytics

9. Ethiopia
   ABCON – Research & Consulting

10. Gabon
    Centre d'Études et de Recherche en Géosciences, Politiques et Perspective (GERSEP)

11. Gambia
    Center for Policy Research and Strategic Studies (CEFRASS)

12. Ghana
    Ghana Center for Democratic Development (GDC-Ghana)

13. Guinea
    StatView International

14. Kenya
    Institute for Development Studies (IDS), University of Nairobi

15. Lesotho
    Adivison Lesotho

16. Liberia
    Center for Democratic Governance

17. Madagascar
    COF Resources

18. Malawi
    Centre for Social Research (CSR), University of Malawi

19. Mali
    Groupe de Recherche en Économie Appliquée et Théorique (GREAT)

20. Mauritius
    SiteConsult

21. Morocco
    Global for Survey and Consulting (GSC)

22. Mozambique
    Ipsos, Mozambique

23. Namibia
    Survey Warehouse

24. Niger
    Laboratoire d'Études et de Recherches sur les Dynamiques Sociales et le Développement Local (LASDEL)

25. Nigeria
    NOI Polis

26. Senegal
    Consortium pour la Recherche en Économie Sociale (CRES)

27. Sierra Leone
    Institute for Governance Reform (IGR)

28. South Africa
    Institute for Justice and Reconciliation, Plus 94 Research

29. Sudan
    Sudan Polling Survey Center

30. Tanzania
    REPOA

31. Togo
    Center for Research and Opinion Polls (CROP)

32. Tunisia
    One-to-One Research and Polling (121)

33. Uganda
    Hachy Consult

34. Zambia
    Institute for Economic and Social Research (INESOR), University of Zambia

35. Zimbabwe
    Mass Public Opinion Institute (MPOI)

3 Core Partners
These institutions manage and provide assistance to our National Partners in their region.

- CDD - Ghana
  Center for Democratic Development (Francophone, North and West Africa)

- IDS - East Africa
  Institute for Development Studies (IDS)

- IJR - Southern Africa
  Institute for Justice and Reconciliation (IJR)

2 Support Units
These university-based teams provide technical support to our core partners.

- IDCPPA, University of Cape Town
- Michigan State University

THE NETWORK
2020 ANNUAL REVIEW
Still exploring new frontiers in Namibia

If you think a leopard can’t change its spots, consider the case of Survey Warehouse.

After 20 years as Afrobarometer’s National Partner in Namibia, the company might be expected to be comfortably set in its ways.

Instead, Survey Warehouse continues to take on new challenges, growing and inventing as it goes. Round 7 brought the switch from paper-based to electronic data collection, a major transition for all National Partners.

In 2019, Survey Warehouse took on the competition as part of AB’s rebidding of all partner contracts, proving its mettle as it came out on top. In Round 8, for the first time, the company is responsible not only for data collection but also for results dissemination, which was previously handled separately by the Institute for Public Policy Research (IPPR).

The team hit the ground running, building momentum toward national elections with a series of 22 brief newspaper columns highlighting Round 7 findings on democracy, government performance, and other issues.

For Round 8, Namibia completed data collection in 18 days. Within less than three months after the data set was finalized, the team conducted two public briefings, released its summary of results, and published three news releases and a dispatch.

It also video-recorded its public briefings and promoted them on social media – another new endeavour for the veteran partner.

“Social media has transformed the way we disseminate research findings,” says Christiaan “Christie” Keuder, owner of Survey Warehouse and national investigator for AB.

“With the new possibilities for video and audio, we can go beyond technical reports and academic papers and reach new audiences ... - those in rural areas, the young people, the elderly, and even the illiterate ...”

Survey Warehouse has conducted a number of training workshops with NGOs, schools, and journalists using AB data on topics such as transparency and civic behaviour.

And in early 2021, Survey Warehouse is breaking new ground with AB’s first-ever phone survey, on the impacts of COVID-19 in Namibia.

Looking back over its two decades with AB, Keuder sees continuous growth for both partner and network.

“Back when we started, many believed that survey research cannot be done in Africa and that most certainly Africans cannot do surveys. Twenty years and eight rounds of the AB survey later, I think we have proven these critics wrong,”

Keuder says “That’s a nice feeling... For me, it’s very personal... Our history and that of AB are very intertwined.

“There are a number of opportunities within AB that help build capacity, something few other survey networks offer. The fact that AB commits to national partners for multiple rounds is another unique positive. To be able to get access to the data is perhaps the biggest benefit of all. And the friendships that have formed over the course of 20 years.”
National Partners

Breaking ground in Angola

In 2019, Afrobarometer took advantage of Angola’s opening political space to conduct its first-ever survey in the country. After 15 years of following Afrobarometer’s work, Carlos Pacatolo and David Boio jumped at the chance to join the network as Ovlongwa Consulting, their newly created firm and AB’s newest National Partner.

Attending the AB Summer School and the AB Round 8 Planning Meeting gave them an opportunity to acquaint themselves with their colleagues in the network as well as the protocols and procedures involved in Afrobarometer’s work. The team then traveled to Namibia to observe training and fieldwork to ensure that they were prepared for the rigors of the project.

The team had to overcome a number of challenges in taking up its new role, including non-Lusophone colleagues and tools, working with the national statistics office, accessing readable maps, and navigating the political terrain by forging relationships with local, traditional, and security authorities who acted as gatekeepers to the successful completion of fieldwork.

“Well, we have learned a lot, and there is a lot we will take forward to future projects,” Pacatolo says.

“This includes the methodological rigor required to complete a successful and accurate public opinion survey. A project of this nature also requires thorough planning, well in advance but at the same time remaining flexible to situations which might emerge and force a change in your plans.”

After finalization of the data set, as Ovlongwa was planning its dissemination events, the world was rocked by the COVID-19 pandemic. While rapidly adapting plans, the team worked to build relationships with media houses and used its company website (www.ovlongwa.org) and created an electronic media portal (www.cambundanews.com) to share research findings. Once COVID-19 restrictions were eased in Angola, it was able to host a number of well-attended public events.

While the findings have garnered a lot of attention, the Ovlongwa team also learned to handle the fallout when public opinion data doesn’t please all sides, as when the police called a news conference to critique AB in response to its findings on corruption.

Throughout this wide array of challenges, the Ovlongwa team has displayed resilience, enthusiasm, and commitment to Afrobarometer quality—and to its own name. “Ovlongwa” is a word used in several Angolan languages (including Umbundu, Nyaneka, Kwanhama, and Nganguela) meaning to deepen knowledge and to teach that knowledge.

“We want to know what Angolans from Cabinda to Cunene say about how they live and what they think, and to take that ‘voice,’ to transform it into knowledge through scientific and statistical methodology, and to give that citizens’ voice to political actors, civil society, and citizens,” Pacatolo says. “That’s why we were inspired by this word from our elders: to know and then share what we know. This is our inspiration. We are together.”

“...We have learned a lot, and there is a lot we will take forward to future projects... This includes the methodological rigor required to complete a successful and accurate public opinion survey.” - Pacatolo
Surveys

Completed before COVID-19 lockdown
Botswana, Namibia, Ghana, Kenya, Uganda, Côte d’Ivoire, Malawi, Angola, Guinea, Burkina Faso, Cabo Verde, Ethiopia, Nigeria, Gabon, Lesotho, Sierra Leone, Mali, Tunisia

Completed after COVID-19 lockdown
Liberia, Niger, Mauritius, Benin, Zambia

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In Uganda, Afrobarometer and its National Partner, Hachilie Consult, received a four-year grant (2020-2023) from the Embassy of the Kingdom of the Netherlands in support of scaling up survey activities and improving policy visibility and use of AB data.

Activities include:

A. Annual AB surveys to drive policy visibility and data use among targeted local, national, and international audiences.

B. Closer engagement with stakeholders working in the governance, human rights, and gender fields through mentorship workshops and collaboration on outreach and dissemination. The purpose is to strengthen research capacity, visibility, and AB data use in Uganda.

In 2020 these stakeholders included the Coalition for Citizen Elections Democracy in Uganda (CCEDU), Advocates Coalition for Development and Environment (ACODE), Non-Government Organisation Forum (NGO-Forum), and the Uganda Radio Network (URN).

Two mentorship workshops in 2020 targeted two groups, senior or mid-level media staff and civil society organizations representing all eight regions of the country. In 2021 and beyond, workshops will include members of Parliament, researchers, civil servants, and political parties.

C. Innovations to improve outreach and dissemination to hard-to-reach audiences (especially women, youth, and upcountry/village communities) through the use of podcasts, local languages, customized high-level presentations, and regional dissemination events.

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To be completed in 2021
Togo, Senegal, Madagascar, Sudan, Zimbabwe, Tanzania, eSwatini, Cameroon, Gambia, Mozambique, Morocco, South Africa

In Uganda, we also launched an annual survey supported by a four-year grant from the Embassy of the Kingdom of the Netherlands in Uganda (see next page).

We plan to complete all of our Round 8 surveys during the second quarter of 2021 and to launch Round 9 later in the year. Of course, if we learned anything in 2020, it’s to stay flexible.
The Analysis Unit has transitioned to supporting African students as undergraduate and graduate research assistants.

Analysis

The Afrobarometer Analysis Unit launched its work in January 2020 with objectives focused on increasing analytical outputs to reach new audiences while expanding the pool of published authors through mentoring, creating new signature analytic products, and meeting demand from funders, stakeholders, and others for analysis of Afrobarometer data.

One key success of the year was expanding the unit’s staff and capacity to produce those outputs. At Michigan State University (MSU), the Analysis Unit has transitioned to supporting African students as undergraduate and graduate research assistants. With training in the use of analysis tools, three current and prospective MSU students are becoming increasingly productive members of the team. The Analysis Unit was also successful in securing a year-long sponsored post-doctoral position for a young African woman with a recent PhD to join the unit as a mentee.

The COVID-19 pandemic required major adjustments for fieldwork, but it also offered opportunities for new and highly relevant analysis focused on the vulnerabilities and assets that African countries have brought to the challenge. During the first six months of the pandemic, the Analysis Unit led the production of a series of dispatches, blog posts, newsletter contributions, and public presentations that shared these findings widely.

In the early part of the year, Afrobarometer wrapped up its Round 7 Pan-Africa Profiles series with six multi-country releases covering tolerance, access to water and health care, and other critical topics.

The network then transitioned into its next series releasing “Round 8 Part 1” results from 18 countries (surveyed before the pandemic), launched with releases on police behavior and attitudes toward China and the United States. This series will reach especially wide audiences as publication has been synced with a bi-weekly Afrobarometer series in the Washington Post Monkey Cage blog, a widely circulated outlet for policy-relevant research.

Other 2020 highlights for the Analysis Unit included:

- Several blog posts and publications promoting revitalization of U.S.-Africa policy, in part by taking greater account of public voice and popular priorities.
- Development of an “SDG scorecard” on country performance against the Sustainable Development Goals, although release was postponed to early 2021 due to the focus during much of 2020 on COVID-19.
- Collaboration with the Surveys Unit to develop an extensive new question module on COVID-19 and put it to use in Afrobarometer’s first-ever phone survey.
- Collaboration with the Capacity Building Unit on the network’s first fully online training course, aimed at building staff and partner skills in developing country-specific survey questions.
Afrobarometer’s new organizational structure formalizes capacity building as a pillar of the network’s mission with a separate Capacity Building Unit headed by a senior-level director.

Unfortunately, our in-person capacity-building activities, including our traditional anglophone and francophone summer schools, fell victim to the coronavirus pandemic in 2020. Still, we registered a number of successes in strengthening skills both within and beyond the network.

- With the Institute for Democracy, Citizenship and Public Policy in Africa at the University of Cape Town, Afrobarometer conducted a two-week writing workshop and a three-week “Afrobarometer analytic seminar: News media, social media, and fake news” for researchers from throughout Africa. The next seminar, in early 2021, will focus on COVID-19, public health, and social security.
- A pilot program designed to build the capacity of young African leaders to use data in the policy arena was part of the “Youth and Democracy Boot Camp” hosted by the Ghana Center for Democratic Development (CDD-Ghana). Twenty-two fellows aged 18-25 from anglophone West Africa took part.
- A four-part virtual training workshop on questionnaire design brought together 33 participants from 18 African partner institutions.
- AB launched a collaborative capstone project with the London School of Economics in which students examined sensitivity bias in AB surveys with a view to strengthening the network’s methodologies.
- Hatchile Consult Ltd. AB’s National Partner in Uganda, conducted two data-use workshops for media and civil society leaders.
- Throughout the year, AB staff provided remote technical assistance and mentorship to National Partners in survey design and implementation, data management and analysis, and communications.
- AB conducted a network skills and expertise assessment to identify resources for capacity-building activities as well as priority areas for network learning and development.
- An online team effectiveness workshop highlighted skills and opportunities for more effective collaboration within the AB network, especially during the coronavirus pandemic.
- The Director of Engagement conducted a two-day master class on fundraising for AB and CDD-Ghana staff.

“...We registered a number of successes in strengthening skills both within and beyond the network.”
Engagement

The pandemic required a radical recalibration of fundraising activities. We focused on keeping our current grant makers informed and engaged.

In 2020, Afrobrometer’s Engagement Unit made lemonade. Our new unit entered the year with high hopes and ambitious plans for professionalised resource mobilization (to ensure that Afrobrometer (AB) has the wherewithal to pursue its important work) and communication (to disseminate citizens’ experiences and evaluations of democratic governance and quality of life across the continent and beyond).

Then, like most of the world, we faced the sour – even bitter – realities of a pandemic. Meetings with funders and prospective funders, and the AB dissemination events and conferences at which these meetings often take place, were halted in their tracks. Online cultivation of prospects proved difficult to arrange and often unwieldy to progress. A major development roundtable for significant funders had to be postponed, maybe indefinitely. Face-to-face meetings, which evidence suggests is the optimal way to build confidence and trust, evaporated like aircraft trails across the sky.

The pandemic required a radical recalibration of fundraising activities. We focused on keeping our current grant makers informed and engaged while watching out for any calls for proposals. Almost universally, grant makers generously indicated that they would continue to fund the activities of their current grantees and that they would be sensitive to the stress under which grantees were operating during the disruption. Often this translated into increased funding, a relaxing of reporting regimes, and a commitment to fund core activities to provide organizational stability.

AB benefitted from this generosity of both spirit and funding. In addition, our strategy of proactively seeking calls for proposals unearthed several opportunities for which we applied, and this resulted in a significant grant as the year ended. (For a list of funders, please see Page 35.)

Taking what the pandemic gave us, we worked hard, and with some success, to professionalize AB’s fundraising while our Communications Team supported our National Partners to contribute to the policy discourse through scores of publications and online events.

We drafted and implemented policies and guidelines to ensure compliance and best practices. We finalized the AB Case for Support, our key fundraising document, and road-tested it, to widespread acclaim. We recruited and launched our International Advisory Council, a powerful forum of impressive global leaders committed to supporting Afrobrometer. We attracted funding to cover our activities in 2020 and partly ensure the continuation of our activities into 2021.

The new year will no doubt bring many COVID-related challenges. But we are confident in our resilience, sustained by partnerships that helped us advance even in a lemon of a year.

To all of our funders, stakeholders, and advocates we express our deep gratitude, and raise a toast – sweet enough, we promise – to productive collaboration in 2021.
Partnerships and Collaboration

Building strategic partnerships with stakeholders and like-minded organizations is critical to Afrobarometer’s sustainability as well as its mission of making African voices heard. While a number of outreach opportunities were hampered in 2020 by the coronavirus pandemic, the network continued to establish and deepen collaborative partnerships.

AB is partnering with the African Union’s African Peer Review Mechanism (APRM) to strengthen technical capacities and collaboration. An agreement signed in early 2020 provides a framework for linking AB’s research expertise and data on citizen attitudes to the APRM mandate of promoting good governance and monitoring progress toward AU Agenda 2063 and the UN Sustainable Development Goals.

AB also continues to collaborate with the AU Commission’s Department of Political Affairs by providing data and support for data analysis.

AB has joined with four African partner organizations in a four-year project funded by the European Union Delegation to the African Union (AU) in Addis Ababa to implement studies of the African Governance Architecture (AGA) agenda for democracy, good governance, and human rights. In partnership with the Institute for Development Studies at the University of Nairobi, the Institute for Justice and Reconciliation in South Africa, the Center for Democratic Development in Ghana, and the Democratic Governance and Rights Unit at the University of Cape Town (through its non-profit arm, Laws.Africa), Afrobarometer will collect and disseminate public opinion data on human rights and democratic governance, create an information clearinghouse, train civil society networks for effective advocacy, facilitate consultation and coalition-building, and conduct innovative campaigns to raise awareness about various AU normative acts and promote their implementation across Africa.

Collaboration with the Mo Ibrahim Foundation has focused on analysis of COVID-19’s impact on health systems and the preparedness of African governments for such pandemics. The analyses will be published in 2021.

AB signed a strategic partnership MOU with the Germany-based Center for Evaluation and Development (CiED) to collaborate in providing scientific evidence to inform policy and development interventions in Africa.

With the London School of Economics, AB launched a capstone project in which students examined sensitivity bias in AB surveys with a view to strengthening the network’s methodologies.

AB signed a publishing partnership with Columbia University Press allowing its work to be featured by Columbia International Affairs Online (CIAO).


AB’s #VoicesAfrica webinar series featured collaborations with academics from Peking, Wits, and Oxford universities to discuss perceptions of China’s role in Africa. The series also included a joint webinar with AB National Partners on “third-term syndrome” in Côte d’Ivoire, Guinea, and Senegal.

AB continued its collaborations with:
- Africa Portal, a policy and research digital library that curates our publications. The portal is an initiative of the South African Institute of International Affairs and Wits University.
- Code for Africa, the continent’s largest civic technology, open data, and data journalism initiative, whose Hurunmap is updated with AB data.
- The Institute for Security Studies Africa, for analysis on security issues.
- The UN Office on Drugs and Crime and the law faculty at the University of Cape Town, which sponsored a conference on judicial integrity.

Impact and Visibility

Afrobarometer data and analysis are showcased in the work of scores of development partners, government agencies, civil-society organizations, think tanks, media outlets, and academics across Africa and around the world. Afrobarometer indicators measuring progress toward 12 of the 17 Sustainable Development Goals featured in newly developed SDG country scorecards (to be launched in early 2021)

Examples from 2020 include:
- Ibrahim Index of African Governance, highlighting Afrobarometer data in a new “Citizens’ Voices” section
- Economist Intelligence Unit’s Democracy Index
- World Bank Africa Knowledge in Time on COVID-19 Series
- Millennium Challenge Corporation (MCC) indicators on control of corruption, government effectiveness, and rule of law
- Legatum Prosperity Index 2020
- Kantar Pan-Africa Socio-Economic Solution
- Bi-weekly series on Afrobarometer findings in the Washington Post Monkey Cage blog (e.g. on citizens’ priorities, police, China, media, social cohesion)
- Afrobarometer featured in high-visibility outlets such as:
  - OECD Development Matters
  - Brookings blog and Brookings Africa Growth Initiative
  - ForSAfrica 2021
  - GovernanceLink (APRM newsletter)
  - Africa Report
  - The Conversation
  - Journal of Democracy
  - Democracy in Africa
  - Oxford Research Encyclopedias
  - Center for Strategic & International Studies
  - Africa Center for Strategic Studies
  - Council on Foreign Relations
  - 45 presentations on Afrobarometer findings to government, development, academic, and private-sector thought leaders throughout the world
Over the past 22 years, Afrobometer has enjoyed consistent support from donors who have found our work worthy of funding.

Many of AB’s supporters have been with us from the start and have remained steadfast through exhilarating and challenging years of rapid growth.

AB’s bedrock has been a core set of donors who have provided resources that support the entire budget of the institution, covering data collection and analysis, capacity building, engagement and communication, and general administration and governance. These core funders have enabled AB to build a sustainable organization with the ability to strengthen capacities in a network of partners and individuals across the continent. In addition, in recent years, we have seen an encouraging trend of increasing project funding to extend the impact of our work in specific thematic areas. The evidence that AB generates often highlights trends that are of keen interest to stakeholders, and this has led to collaborations to carry out further research and analysis. The growth in project funding is a welcome phenomenon, and we encourage collaborations that promote shared values and objectives.

AB has established a professional resource mobilization structure that seeks to expand and diversify our sources of funding. Historically, AB has received funding primarily from multilateral and bilateral sources, including Sweden via the Swedish International Development Cooperation Agency (SIDA), the United States Agency for International Development (USAID), the United States Institute of Peace (USIP), the UK’s Foreign Commonwealth and Development Office (then the Department for International Development – DFID), the World Bank Group, the Canadian International Development Agency (CIDA), and more recently the European Union Delegation to the African Union and GIZ.

Foundations such as the Mo Ibrahim Foundation, the Open Society Foundations with its various regional offices in Africa (OSIWA, OBIEA, OBSIBA, and Africa Regional Office), the William and Flora Hewlett Foundation, and the Bill & Melinda Gates Foundation have generously provided support when it was most needed.

In 2020 AB successfully migrated all partner/donor agreements and cash balances from CDD-Ghana to the new Afrobometer legal entity and created a Secretariat in Accra to serve the entire network. While planned fundraising activities were significantly curtailed because of the COVID-19 pandemic, we kept in close contact with our benefactors and managed to receive all planned inflows. Our major partners, Sida and USIP/USAID, remained constant in their support. We also received new grants, including National Endowment for Democracy funding in support of civic spaces in Africa and a GIZ grant for research on perceptions of the police in selected countries. In a major breakthrough, we successfully undertook a Hewlett Foundation-commissioned audit, paving the way for a two-year grant for U.S. $1 million. With four African partners, we also successfully completed the rigorous and complex European Union bidding process to win a grant of €3 million over a four-year period.

As Afrobometer continues to grow in continental coverage and impact, effective stewardship of the resources entrusted to us will remain a top priority.

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues (in millions U.S. $)</th>
<th>Expenditures (in millions U.S. $)</th>
<th>Surplus (in millions U.S. $)</th>
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<tbody>
<tr>
<td>2016</td>
<td>3.64</td>
<td>3.42</td>
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<tr>
<td>2017</td>
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<td>2018</td>
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<tr>
<td>2019</td>
<td>6.08</td>
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<tr>
<td>2020</td>
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<td>2021 (Budget)</td>
<td>9.76</td>
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</tr>
</tbody>
</table>
WITH THANKS

Afrobarometer expresses its sincere gratitude to all of its friends, partners, benefactors, and funders for their support.