



Activities Report 2022

African Wildlife Economy Institute

Stellenbosch University

30 Jan 2023

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0. Our theory of change

Through 2022, we have been refining our theory of change. It currently looks like this:

<p>Vision Transformed, enhanced, and maintained African landscapes – i.e., complex systems that deliver biodiversity conservation, climate resilience, inclusive economic opportunities, and community well-being</p>
<p>Impact Inclusive, diversified, and flourishing wildlife economies across the continent supporting this vision</p>
<p>Outcomes</p>
<p>A. Strengthened enabling environment Key public and private policy and regulatory frameworks are developed and/or strengthened across Africa to support the growth of a sustainable, inclusive, and transformative wildlife economy</p>
<p>B. Thriving wildlife enterprise Across Africa, wildlife enterprises are developed and contributing to sustainable development across wildlife product global value chains</p>

Outputs (for both Outcomes)
<p>1. Knowledge generated Knowledge gaps inhibiting the wildlife economy and wildlife enterprise discovered and addressed through impactful research and analysis by AWEI, Fellows, and Partners</p>
<p>2. Stakeholders engaged Identified stakeholders across Africa are engaged using knowledge generated by AWEI to improve understanding, empower them to identify their interests, and to empower behaviour in support of the wildlife economy and wildlife enterprise</p>
<p>3. Capacity developed Capacity to sustain knowledge generation and stakeholder engagement in support of the wildlife economy and wildlife enterprises is developed and strengthened through academic studies and technical training</p>

Activities
1.1 Identifying knowledge gaps
1.2 Impactful research and thought leadership
1.3 Building an African-wide research network
2.1 Disseminating knowledge
2.2 Engaging in dialogue
2.3 Building collaborative partnerships
3.1 Supporting post-grads, post-docs, and internships
3.2 Implementing leadership development programmes
3.3 Establishing a cloud campus for practitioner learning

We report on our activities in terms of our theory of change. In a separate report, we review the impacts of our activities.

1. Our 2022 targets and results

Our work in 2022 included the following activities, targets, and results.

Activities	2022 Targets	2022 Results
1.1 Identifying knowledge gaps	<ul style="list-style-type: none"> • Developing a strategic research programme by the end of 2022 	<ul style="list-style-type: none"> • Strategic programme well developed, based on stakeholder engagement
1.2 Impactful research and thought leadership	<ul style="list-style-type: none"> • Publish 5 research papers • Publish 20 commentaries or analysis 	<ul style="list-style-type: none"> • 7 published papers • 45 published by AWEI plus several published elsewhere
1.3 Building an African-wide research network	<ul style="list-style-type: none"> • Recruit 10 new Fellows • Publish 20 items of research from our Fellows • Establish 2 academic partnerships 	<ul style="list-style-type: none"> • 7 new Fellows recruited; discussions underway with others • Publication and promotion of Fellows' research • 5 new academic partnerships
2.1 Identifying and mapping stakeholders	<ul style="list-style-type: none"> • Build a mail list with 1,000 stakeholders from across Africa and beyond 	<ul style="list-style-type: none"> • Over, 1,400 on our mail list, hundreds engaged with our social media platforms
2.2 Disseminating knowledge and engaging in dialogue	<ul style="list-style-type: none"> • Reach at least 1,000 stakeholders through our website and social media platforms • Continue policy engagement in South Africa • Undertake dialogues in 2 new African countries • Undertake 2 dialogues relevant to our research priorities • Participate in 4 international events 	<ul style="list-style-type: none"> • More than 1,000 followers each on LinkedIn, Twitter, and Facebook • Submitted comments on South African white papers on biodiversity conservation and a new game meat strategy • Dialogues on wild plants and wild foods • A new dialogue series in Zimbabwe; engaged with Namibia, South Africa, and Zambia on

Activities	2022 Targets	2022 Results
		intra African wild meat trade • Participated in 4 key international events – CIC Wildlife, APAC, WTO Public Forum, and ORC; closely monitored the CITES and CBD COPs
2.3 Building collaborative partnerships	• Establish 4 collaborative partnerships • Raise funds from 2 new donors	• 5 new collaborative partnerships • New funding from the Atlas Network and IUCN SULi
3.1 Supporting post-grads, post-docs, and internships	• 1 PhD student and 1 post-doc starting in 2022 • 2 MSc students starting in 2023 • Co-supervising 3 post-graduate students at partner universities • 4 interns	• 1 PhD student with others under consideration and 1 post-doc starting in early 2023 • 1 MSc student • 3 post-grads being supervised at Oxford, Cambridge, and Carinthia • 4 in-residence interns from Germany, Sierra Leone, Senegal, and South Africa
3.2 Implementing leadership development programmes	• Further develop a post-graduate wildlife economy certificate programme • Recruit 25 students for a cohort starting in 2023 • Secure accreditation through Stellenbosch or an academic partner	• Discussions underway within the University on a taught post-grad degree • Plans underway for to design and pilot a professional development programme in 2023 • Accreditation discussions underway with the Stellenbosch and SAWC
3.3 Establishing a cloud campus for practitioner learning	• Develop 4 in-person or online technical courses • Develop and deliver the courses with partners	• 5 piloted training sessions – in-person and online – with partners

Activities	2022 Targets	2022 Results
		<ul style="list-style-type: none"> • Prototype cloud campus on mightynetworks.com

1.1 Identifying knowledge gaps

During 2022, we engaged widely with AWEI Fellows and Partners as well as many stakeholders in the wildlife economy across the continent and beyond to identify key knowledge gaps that needed to be addressed. In addition to email correspondence and face-to-face discussions, we also gathered insights from the stakeholders who participated in our events as well in the events of others that we participated in.

All in all, these discussions and interactions have helped us to develop a focused research agenda which we have started to roll out and will continue to do so in 2023.

Our research priorities as of the end of December are as follows:

- Developing a holistic landscape approach to developing inclusive wildlife economies through greater understanding of the potential for utilising both wild animals and wild plants
- Supporting a sustainable wild meat sector across the African continent
- Understanding the global value chains of wildlife products and the opportunities for enhancing economic, social, and environmental outcomes across these chains
- Testing landscape-level applications of value chain analysis to growing and diversifying the wildlife economy
- Identifying the non-tariff barriers to intra-African trade in wildlife products in the context of the African Continental Free Trade Area (AfCFTA)
- The potential for voluntary standards and certification schemes to demonstrate social and environmental outcomes of wildlife enterprises
- The potential for wildlife economy trade associations to give a voice to individuals landscapes and enterprises with respect to policies and regulatory frameworks

We aim to engage the broader AWEI community – notably our team, Fellows, post-grads, and post-docs – in this impactful research agenda. We will seek funding to support this research as well as to engage with stakeholders on the research, the research outcomes, and impact on policy and practice in the wildlife economy.

1.2 Impactful research and thought leadership

Research

Our research activities in 2022 included the following:

International trade

- Barriers facing intra-African trade in wildlife products (funding raised and post-doc research continuing following consultations in December)
- Rhino horn trade (masters study completed and disseminated)
- CITES, AfCFTA, and livelihoods (assessment of the CITES COP19 appendices proposals)

Policies for sustainable use

- Philosophical approaches to hunting (funding raised, masters research completed and disseminated)
- International funding for sustainable use in South Africa (funded, undergraduate research completed and disseminated)
- Enabling policies for developing wildlife economies in Zambia and Zimbabwe (bursary, doctoral research proposed)
- Linking sustainable land management to climate change in Zimbabwe (funded, post-doc research planned)
- Standards and certification schemes for wildlife enterprise (programme of research being developed)

Wildlife enterprise value chains

- Wild economy of Sierra Leone (undergrad internship research underway)
- Wild plant value chains (undergrad intern research published)
- Understanding value chains in wildlife products (funded, research underway, leading to a bursary for doctoral studies)

- Wildlife enterprise value chains at the landscape level – the cases of Shangani and Tswalu (research planning underway)
- Value chains of wildlife translocations (bursary made available for a master's student from Namibia)
- Mitigating illegal trade in wild meat value chains (planned research programme for an intern from Zambia)

Publications

Our target for 2022 was 5 papers, and by the end of December we had published the following 7 papers on our website:

- Argue, Jacob (2022). **The Rhino Horn Trade: Everything You Need to Know**. Sanford School of Public Policy, Duke University; AWEI, Stellenbosch University.
- Glas, Mara (2022). **Sustainable Use: A Contentious Promise - A Case Study on International Funding of Consumptive Sustainable Wildlife Use in South Africa's Biodiversity Economy**. Bachelor Thesis. University of Lund.
- Sarr, Mame Diarra (2022). **Wild Plant Value Chain Analysis of Combretum Micranthum, Opuntia Tuna, and Aloe Ferox**. AWEI, Stellenbosch University.
- Vorhies, Deborah (2022). **The Good, the Bad, and the Beautiful: Ethics and Hunting**. University of Buckingham; AWEI, Stellenbosch University.
- Vorhies, Francis (2022). **CITES, AfCFTA, and Livelihoods - Implications of the COP19 Appendices Proposals**. AWEI, Stellenbosch University.
- Joubert, Biandri (2022). **Liberalising Intra Africa Trade in Wild Meat - Report of Research Findings and Recommendations**. AWEI, Stellenbosch University.
- Joubert, Biandri (2022). **Liberalising Intra Africa Trade in Wild Meat - Policy Recommendations**. AWEI, Stellenbosch University.

Throughout the year, we have also worked to encourage our Fellows to conduct impactful research. We have been far less successful than we had hoped in this regard. Though many researchers across the continent are eager to be associated with AWEI, we have found that this association does not easily drive research outputs. There are several reasons for this, including their own professional obligations and a lack of research resources. Some have requested to spend their sabbatical at AWEI in Stellenbosch, but again, resource constraints have been a factor.

Towards the end of 2022, we will be revisiting our approach to engaging with Fellows to facilitate more outputs – research, teaching, thought leadership, and engagement.

Thought leadership

Our target for published commentary was 20 pieces. By December 2022, we had published more 45 AWEI-relevant pieces. These been posted on the AWEI blog and elsewhere and shared through social media. By the end of December, we had published the following:

Published by AWEI

- 07 Feb 2022 – **What’s best for wildlife economies: Specialisation or broad knowledge bases that aim for interdisciplinary conservation?** – Hollie M’gog
- 03 Mar 2022 – **World wildlife day: un promotes the sustainable use of endangered species** – Deborah Vorhies and Francis Vorhies [also Daily Maverick and Stellenbosch University]
- 09 Mar 2022 – **Reconciling the past and forging a future for the African wildlife economy** – Michael ‘t Sas-Rolfes, AWEI Research Fellow [also OGRC]
- 11 Mar 2022 – **CITES SC74 Agenda Item 39 - Closing of domestic ivory markets** – Roseline Mandisodza-Chikerema
- 14 Mar 2022 – **Director's report on the Wild Plants Dialogue** – Francis Vorhies
- 21 Mar 2022 – **Realigning Conservation and Development** – Francis Vorhies [also OGRC]
- 23 Mar 2022 – **OGRC Post on AWEI's Wild Plants Dialogue** – Francis Vorhies [also OGRC]
- 06 Apr 2022 – **How legal hunting supports African rhino conservation** – Michael ‘t Sas-Rolfes [OGRC]
- 07 Apr 2022 – **Wild food and rewilding African landscapes** – Francis Vorhies [also OGRC]
- 13 Apr 2022 – **Questions on a Wildlife Economy for Beginners** – Hollie M’gog
- 07 Jun 2022 – **Rewild Your Diet – Learning to Live Sustainably in Harmony with Nature** – Francis Vorhies

- 17 Jun 2022 – **Building Africa’s Wildlife Economy to Combat Land Degradation and Drought** – Francis Vorhies
- 19 Jun 2022 – **Wildlife trade will save our wildlands** – Rio Button, Dominic Naidoo, and Fred Kockott [also Daily Maverick]
- 07 Jul 2022 – **Cocoa and Shea - more than just a confectionary, also a living for people in Africa** – Savanna Strauss
- 09 Jul 2022 – **The new IPBES sustainable use assessment – Recognising the centrality of wildlife use for people and nature** – Francis Vorhies
- 14 Jul 2022 – **Marine Big 5 as a sustainable living resource for coastal economies** – Savanna Strauss
- 15 Jul 2022 – **Wildlife farming in Uganda: An alternative wildlife income stream for communities** – Taddeo Rusoke
- 26 Jul 2022 – **Does Illegal Wildlife Trade (IWT) affect building resilient wildlife economies across Africa?** – Taddeo Rusoke
- 27 Jul 2022 – **Drink more rooibos** – Julia Baum
- 28 Jul 2022 – **About our international hunting discussion forum** – Francis Barchett
- 29 Jul 2022 – **Biodiversity conservation or protection: How wildlife economies are affected by the view of national wildlife departments** – Hollie M’gog
- 03 Aug 2022 – **Research shows the importance of private lands** – Catherine Semcer [also Sports Afield]
- 04 Aug 2022 – **BioFach 2022** – Deborah Vorhies
- 09 Aug 2022 – **Indigenous African Women Paving the Way for a Sustainable Future** – Savanna Strauss
- 30 Aug 2022 – **Celebrating African Traditional Medicine Day** – Deborah Vorhies and Savanna Strauss
- 31 Aug 2022 – **Overview of the IPBES sustainable use summary** – The team at Naturalliance
- 01 Sep 2022 – **Happy Arbor Week!** – Savanna Strauss

- 09 Sep 2022 – **Make biodiversity great again** – Brian Child
- 16 Sep 2022 – **South Africa’s biodiversity economy: A contentious promise?** – Mara Glas
- 22 Sep 2022 – **Why are rhinos important for ecosystems?** – Jane Wiltshire and Ian Macdonald [also Africa Geographic]
- 22 Sep 2022 – **Could liberalising rhino trade be a pathway to preventing extinction?** – Jane Wiltshire and Francis Vorhies
- 27 Sep 2022 – **Rethinking tourism** – Louis Strauss
- 20 Oct 2022 – **Building dams and planting trees to curb flood damage in Nigeria** – Nelson Odume
- 23 Oct 2022 – **Ever thought about Earthworms?** – Julia Baum
- 27 Oct 2022 – **South Africa’s wildlife ranches offering conservation solutions** – Hayley Clements, Alta De Vos, and Matthew Child [also The Conversation]
- 31 Oct 2022 – **Underpinning Africa's Case at COP27** – Duncan McFadyen and Rendani Nenguda [also OGRC]
- 11 Nov 2022 – **CITES COP19 and the Trade in African Wildlife Products** – Francis Vorhies
- 14 Nov 2022 – **CITES Appendices Proposals and Livelihoods** – Francis Vorhies
- 17 Nov 2022 – **African Medicinal Plants – Part I** – Mame Diarra Sarr
- 18 Nov 2022 – **UNFCCC, CITES, CBD - A comment on siloed approaches** – Reinhard Bonke Nyandire
- 23 Nov 2022 – **Is CITES promoting or destroying the African Wildlife Economy?** – Rose Mandisodza-Chikerema
- 29 Nov 2022 – **Is CITES working for African megafauna conservation?** – Michael 't Sas-Rolfes
- 6 Dec 2022 - **CITES CoP19 increases barriers to African wildlife trade** – Francis Vorhies

- 14 Dec 2022 – **CBD COP15 calls for mainstreaming the sustainable use of wild species** – Francis Vorhies
- 15 Dec 2022 – **African Medicinal Plants – Part 2** – Mame Diarra Sarr
- 19 Dec 2022 – **The newly adopted Global Biodiversity Framework supports Africa’s wildlife economy** – Francis Vorhies

Published elsewhere

- Mar 2022 – **The bigger picture: African Wildlife for African Prosperity** – Francis Vorhies [Private Game, Issue 5]
- **Conservation innovation using blockchain solutions** – Julia Baum [Private Game, Issue 5]
- Mar 2022 – **Unlocking Sustainability – Africa needs sustainable wildlife economies for the future of conservation** – Duncan MacFadyen [Private Game, Issue 5]
- Mar 2022 – **Taste of Game - Building sustainable wildlife economies in Africa: Oppenheimer Generations Research and Conservation and African Wildlife Economy Institute enter R10 million partnership.** – [Private Game, Issue 5]
- 28 Apr 2022 – **Prepared Statement on Preventing Pandemics Through U.S. Wildlife-Borne Disease Surveillance** – Catherine Semcer – U.S. House of Representatives, Committee on Natural Resources.
- Jun 2022 – **The bigger picture: Conservation Development and Peace** – Francis Vorhies [Private Game, Issue 6]
- Jun 2022 – **Wild plant opportunities in Africa’s wildlife economy** – [Private Game, Issue 6]

1.3 Building an Africa-wide multidisciplinary network

During 2022, AWEI made progress in becoming an experts ‘hub, for multidisciplinary and interdisciplinary research on Africa’s wildlife economy. A key feature of the Institute is to provide a home for researchers across the continent and globally who are interested in strengthening the enabling environment and promoting a thriving wildlife economy.

The Institute reconnected with all previously invited **Research and Training Fellows** and as well as connected with new ones. By the end of December, we had the following 20 Fellows in place of which 7 were new.

AWEI Fellows

- Ms Francine Barchett, USA **[new]**
- Dr Richard Fergusson, South Africa **[new]**
- Ms Elizabeth Gitari-Mitaru, Kenya
- Mr Steve Johnson, South Africa **[new]**
- Ms Biandri Joubert, Zimbabwe **[new]**
- Dr Tariro Kamuti, Zimbabwe
- Prof Urs Kreuter, USA
- Prof Andrea Lane, Kenya
- Ms Roseline Mandisodza-Chikerema, Zimbabwe **[new]**
- Prof Joseph Mbaiwa, Botswana
- Ms Hollie M'gog, Kenya
- Prof Victor Muposhi, Zimbabwe
- Dr Michael Musgrave, South Africa
- Mr Reinhard Nyandire, Kenya **[new]**
- Prof Elizabeth Pienaar, USA
- Dr Taddeo Rusoke, Uganda **[new]**
- Mr Michael 't Sas-Rolfes, South Africa
- Dr Catherine Semcer, USA
- Mr Thabang Teffo, South Africa
- Dr Jane Wiltshire, South Africa

As previously noted, we are now planning a higher level of engagement with Fellows in 2023. We expect this to include annual commitments to impactful research or teaching, contribution of op-eds posts, strategic participation in events, and peer-to-peer exchanges through a Fellows Forum.

Academic partnerships

During 2022, we aimed to establish 2 academic partnerships and have developed partnerships with the following 5 educational institutions:

- **UNESCO, Chair, Carinthia University of Applied Sciences** – Our engagement included running a short course on conservation area business planning and finance
- **School of Wildlife Conservation, African Leadership University** – Our engagement included hosting two undergraduate interns from ALU, lecturing on their Conservation MBA course, and collaboration on wildlife economy research.
- **Share Screen Africa**, a conservation-based tutorial initiative – Our engagement has included co-hosting a series of talks on the topic 'Can wildlife coexist with crops

and livestock?’ and conceptualising a cloud campus for wildlife economy practitioner training and networking.

- **Southern African Wildlife College** – Our engagement has included participation in our Zimbabwe dialogues and helping them to recruit a new director of their responsible use programme.
- **Wildlife Conservation Research Unit, University of Oxford** – Our engagement has included guidance to their post-graduate diploma students, co-marketing their papers, and advice to doctoral students.

2.1 Disseminating knowledge

Our knowledge dissemination capacity includes building and maintaining a content-rich website and disseminating knowledge through social media platforms and a mail list.

In 2022, AWEI became much more active in using social media channels to share knowledge and engage with stakeholders. In addition to our channels on Twitter, LinkedIn, and YouTube, we launched a new channel on Facebook and set up our mailout programme on Flodesk. We now have a highly active part-time social media maestro on our team. By the end of December 2022, as indicated by the growth in reach and engagement presented in this section, we have significantly increased our reach and engagement across the continent and beyond.

Through our communications, we empower stakeholders across the continent and beyond by providing them with the knowledge they need to enhance their capacity for collaborative action in support of wildlife economies. We engage stakeholders first by identifying and mapping them, then through knowledge dissemination and outreach, leading to dialogue and collaboration. Our communications system rests on these strategic pillars:

- Content creation
- Making content accessible
- Wide dissemination
- Content optimization, to ensure it is more visible through the web
- Clear and consistent messaging that supports our brand and vision
- Active and regular engagement

The current social media platforms used are:

- [AWEI Website](#)
- [Twitter](#)
- [LinkedIn](#)
- [Facebook](#)
- [YouTube](#)
- [Flodesk](#)

The content shared on all these platforms included the following:

- AWEI research and thought leadership blogs
- AWEI events and events we are invited to
- OGRC events, news, and updates
- Wildlife economy-related news
- Special interest days, e.g., World Environment Day
- Announcements of AWEI Fellows and Partners

Content is anchored on the AWEI website and repurposed for each of the primary social media channels. To support this, social media channel cross-posting was introduced during the first half of 2022. Our hashtag is **#WildlifeEconomy**.

For our analysis of our social media impact, as reported on below, we focus on reach, engagement, and impressions:

- **Social media reach** is an estimated number of social media users that could have contact with a social media post. It is based on the number of followers, fans, subscribers, connections, and visibility percentage. Visibility percentage is an estimation of what part of an audience usually sees a social media post on a particular social media platform. Think of reach as the number of unique people who see your content. In a perfect world, every one of your followers would see every piece of content you posted.
- **Social media engagement** is an umbrella term for actions that reflect and measure how much your audience interacts with your content. Social media engagement can include likes, comments and shares, but varies by platform.
- **Impressions** are the number of times your content is displayed, no matter if it was clicked or not.

Overall growth

There was a steady organic growth of visitors and followers across all social media platforms over 2022. (Organic social growth is the growth of your social media channels without paid advertising.)

Platform	Dec 2021	Dec 2022	% Change
Website	2,000	9,475	374%
Twitter	792	1,202	52%
LinkedIn	375	1,586	323%
Facebook	N/A	1,589	Launched in 2022
YouTube	9	23	156%
Flodesk	N/A	1,145	Launched in 2022

Website

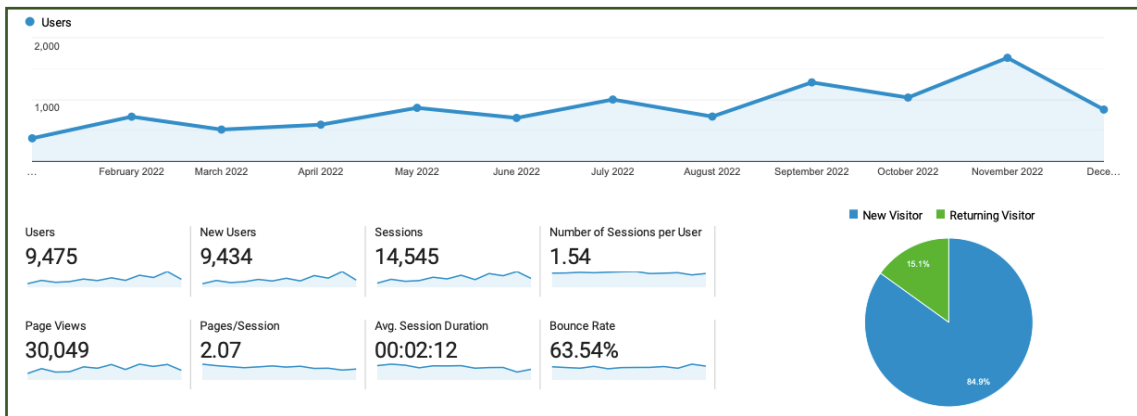
Early 2022, we undertook a major revamp of the Institute’s website at [African Wildlife Economy Institute \(sun.ac.za\)](http://African Wildlife Economy Institute (sun.ac.za)). This included:

- upgrading the Drupal platform and operational components;
- the website’s wireframe, and
- the website’s contents.

To support the Institute’s capacity to disseminate information, the website now has the following actively managed dynamic sections

- [Pubs](#)
- [Blog/Posts](#)
- [Events](#)

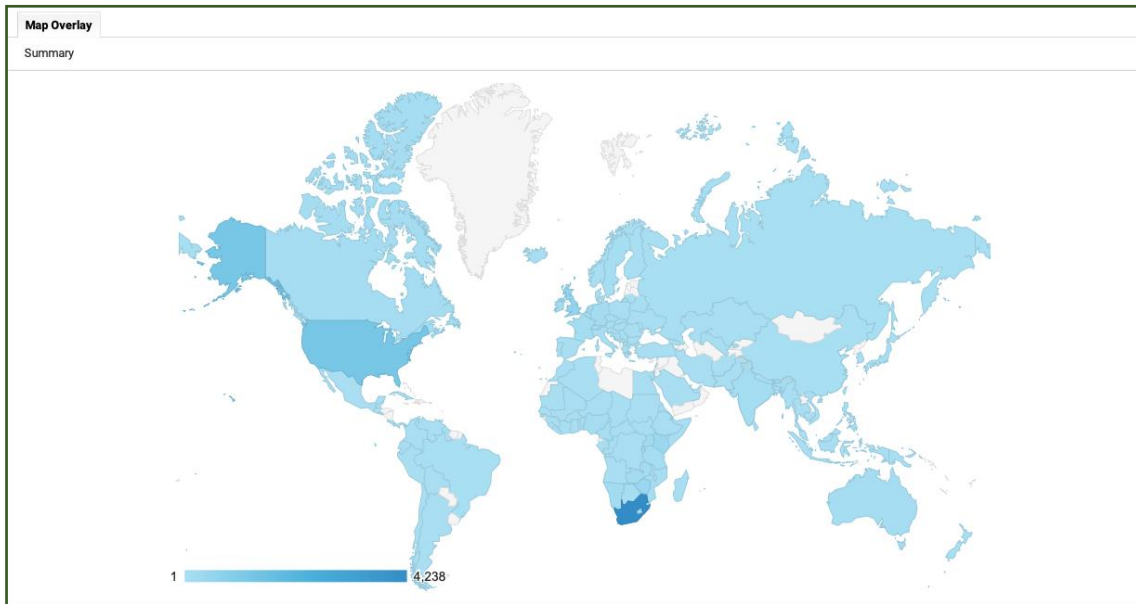
In 2022, our website traffic included 9 434 new users/visitors and 14,545 sessions. Page views have been steadily increasing throughout the year, with a total number of views to the end of December of 30,049. There has been a steady increase in users/visitors from 500 monthly to around 1,000 monthly, most of whom are new users/visitors:



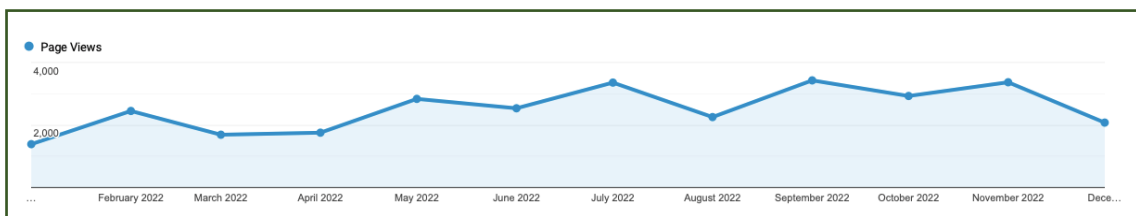
Although the users/visitors were predominantly from South Africa, there has been a steady increase of users/visitors from other African countries, notably Zimbabwe, Kenya, Uganda, Zambia, and Namibia. Users came from 147 countries, the most active user countries including the following:

Country	Acquisition
	Users ↓
	9,475 % of Total: 100.00% (9,475)
1. 🇿🇦 South Africa	4,238 (43.72%)
2. 🇺🇸 United States	1,258 (12.98%)
3. 🇬🇧 United Kingdom	560 (5.78%)
4. 🇿🇼 Zimbabwe	404 (4.17%)
5. 🇰🇪 Kenya	369 (3.81%)
6. 🇺🇬 Uganda	168 (1.73%)
7. 🇮🇪 Ireland	151 (1.56%)
8. 🇳🇦 Namibia	146 (1.51%)
9. 🇩🇪 Germany	140 (1.44%)
10. 🇿🇲 Zambia	139 (1.43%)

A map overview of the active website users over the 147 countries follows:



Page views have been steadily increasing throughout the year, with a total number of views to the end of December being 30,049.



Top visits were to pages on the AWEI team, some of our key events, and some of our blogs:

Page	Page Views
	30,049 % of Total: 100.00% (30,049)
1. /awei/	3,808 (12.67%)
2. /awei/about/people/team	1,424 (4.74%)
3. /awei/events	854 (2.84%)
4. /awei/posts/african-medicinal-plants-part1	845 (2.81%)
5. /awei/events/2022-03/wild-plant-dialogue	800 (2.66%)
6. /awei/about/people/fellows	685 (2.28%)
7. /awei/posts	619 (2.06%)
8. /awei/posts/make-biodiversity-great-again	571 (1.90%)
9. /awei/publications	460 (1.53%)
10. /awei/events/2022-07/awei-at-apac	450 (1.50%)

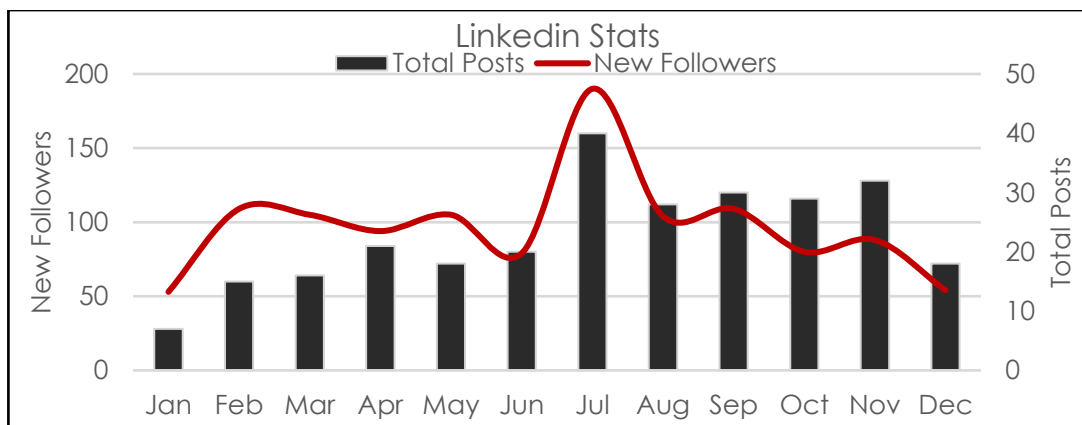
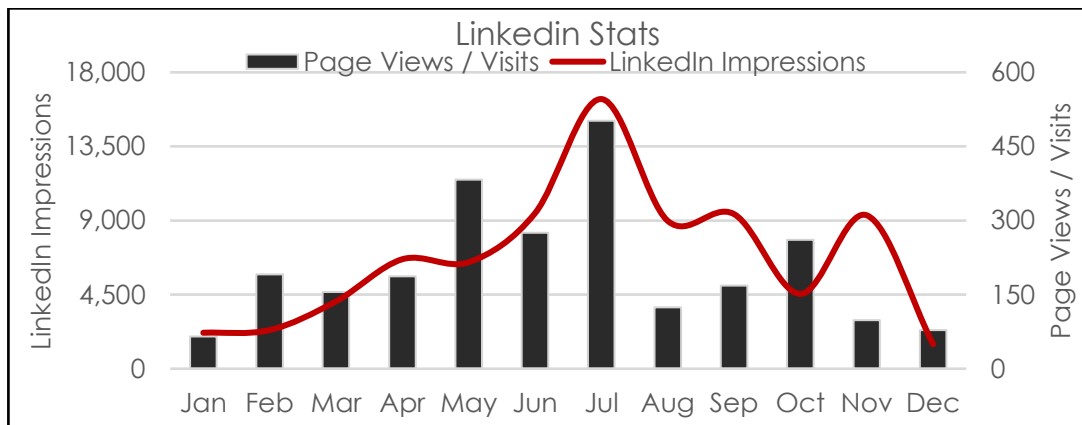
There has been a significant increase in the use of the website from 2021:

Growth in website usage	2021	2022	% Change
Sessions (period time a user is actively engaged with the website)	649	14,545	2,141%
Views (number of pages viewed)	1,248	30,049	2,307%
Users (users who have initiated at least one session during the period)	432	9,434	2,093%

LinkedIn

LinkedIn has been the platform where we have seen the most engagement as it is a network used by many professionals in the conservation sector. It also enables us to grow our AWEI contacts database.

LinkedIn	Jul-Dec 2021	2022	% Change
Posts	32	274	756%
Impressions	5,742	86,617	1,408%
Visits	548	8,486	1,449%
New Followers	375	1,586	323%

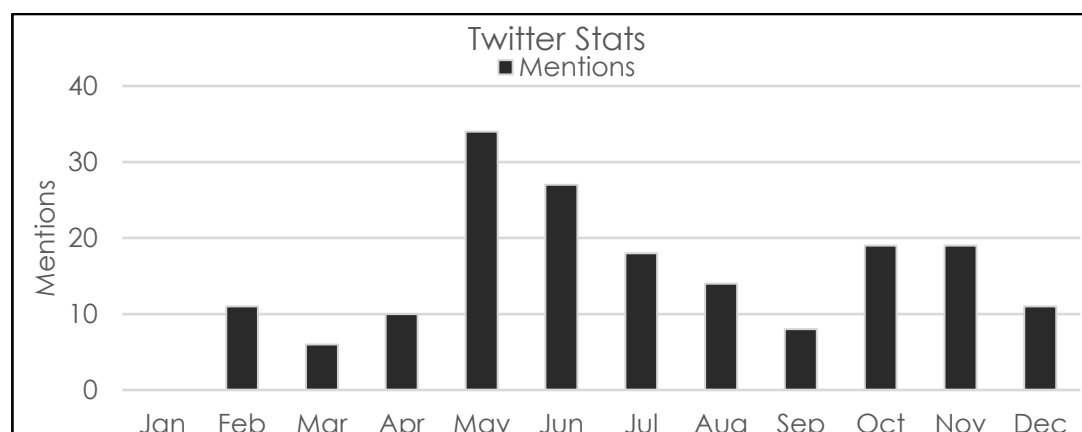
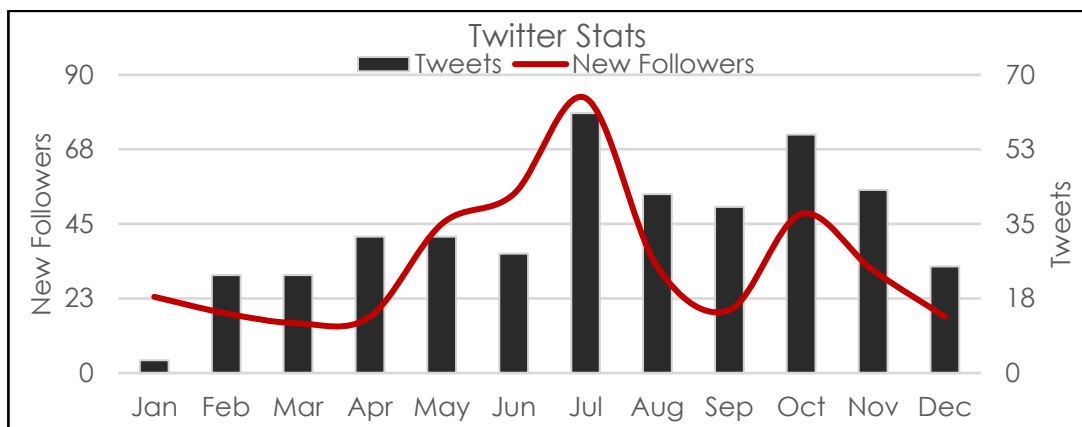
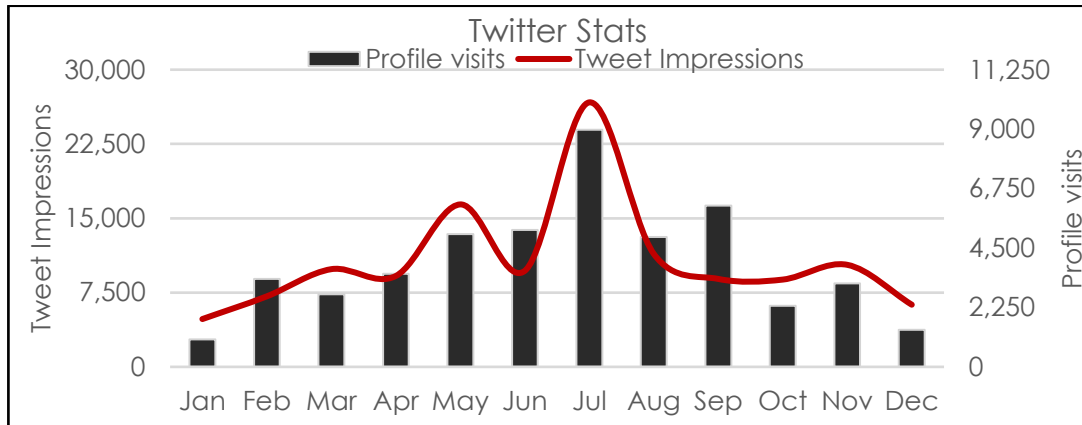


Twitter

Twitter has been extremely useful for sharing news updates and for live tweeting at AWEI events and at other events where we were actively involved. This engagement facilitates

increased awareness of the Institute, events we are having and the issues we are addressing. It also supports to gain new followers.

We continuously attracted new followers and saw a significant increase in visits and impressions.

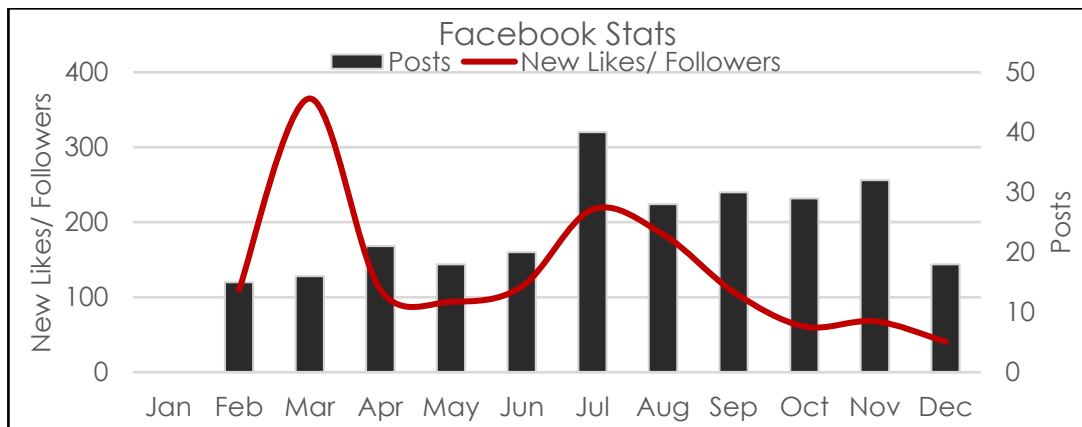
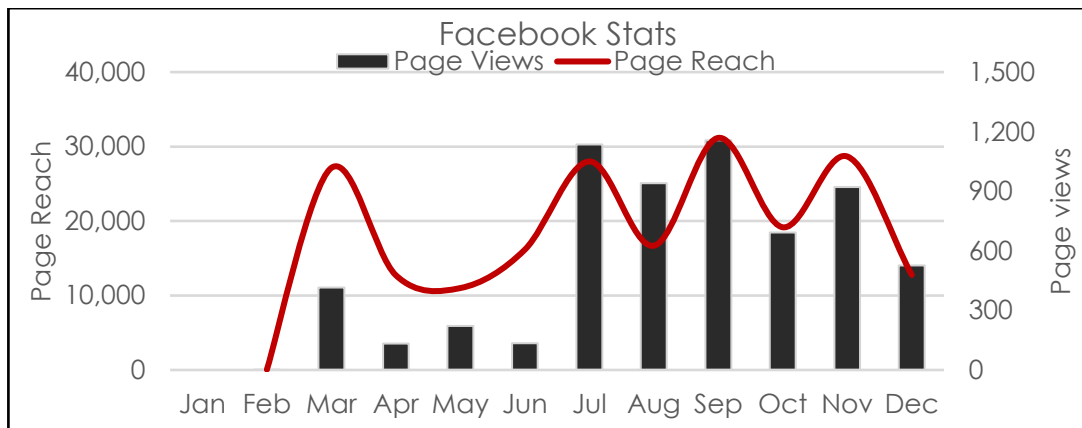


Facebook

This year we added Facebook to our social media channels predominantly for increasing brand awareness and to build public perception. The channel was launched on the 27th of February and engagement this year has been most promising. Facebook is also working well in promoting our online events and to drive traffic to the AWEI website.

Facebook	2 nd half 2021	Feb-Dec 2022	% Change
Posts	0	267	N/A
Page Reach	0	203,519	N/A
Page Views	0	6,277	N/A
New Followers	0	1,471	N/A

Through the end of December, we have had 267 posts.



Total page reach through the end of December is 203,519. Page reach is the number of people who saw any content from our pages or about our pages.

For these 12 months, there have been 6,277 page views. Page views are the number of times a page's profile has been viewed by people, including people who are logged into Facebook and those who are not.

By the end of December, we had 1,471 new followers with new followers joining every month aligned with our aim to ensure continuous growth. It is important to ensure audience growth in Africa – the audience insights confirm the TOP 5 countries for 2022, as follows:

- South Africa
- Zambia
- Namibia
- Botswana
- Kenya







A key factor in the launch phase of the Facebook channel was joining of targeted Groups. By joining groups, we have the potential can enrich and contribute to group discussions by engaging with members, and sharing relevant content, announcements and events. AWEI joined over 50 targeted Groups up to the end of December 2022. In 2023, we will be reviewing this effort as well as considering a similar approach on LinkedIn.

YouTube

We use YouTube as a channel to host our videos which we then embed on the AWEI website. The aim at this stage is not to grow our channel subscriptions, but rather to lead people to our website. The channel is increasingly attracting views and

YouTube	Jul-Dec 2021	Jan-Dec 2022	% Change
Videos	5	26	420%
Views	109	693	536%
Watched Hours	12	60.3	403%
Subscribers	9	33	267%

The most popular videos are from our Zimbabwe Wildlife Economy Dialogues plus our Wild Plants Dialogue:

1		AWEI - Diversifying Zimbabwe's Wildlife Economy Dialogue 21 Jun 2022
2		AWEI - Increasing Zimbabwe's exports of wildlife products 9 Nov 2022 Recent upload
3		AWEI - Zimbabwe Wild Foods Dialogue 21 Jun 2022
4		AWEI - Wild Plants Dialogue 15 Mar 2022
5		AWEI - Legal structures for community-based wildlife enterprise 28 Oct 2022
6		AWEI - Empowering Zimbabweans to forage, fish, and hunt 9 Nov 2022 Recent upload

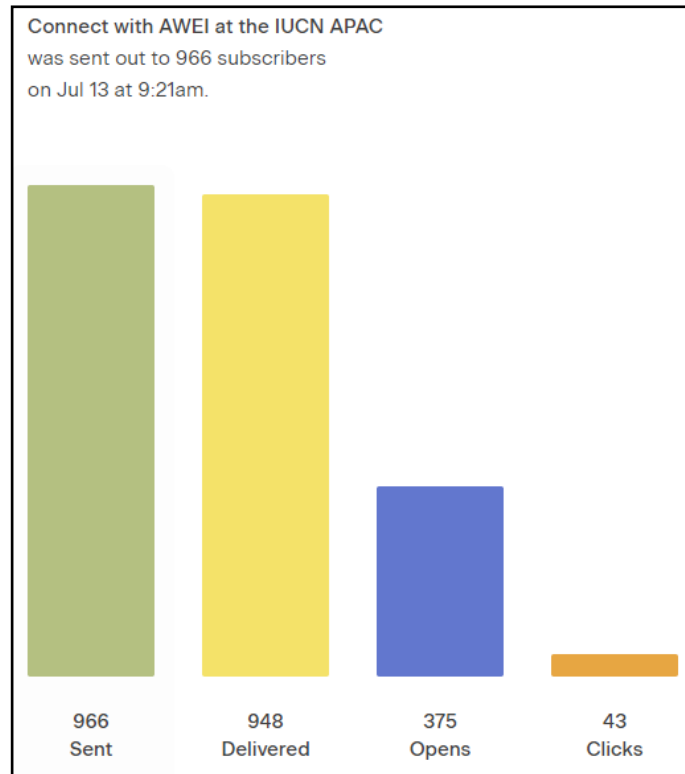
Flodesk

In 2022, we continued to build a large continent-wide database of key stakeholders in the wildlife economy. It now contains over 1,000 people. We are using this database to facilitate dissemination, outreach, and engagement through general and targeted mailings as presented later in this report.

We spent some time looking at alternative bulk email platforms and settled on [Flodesk](#) because of its freshness and competitive pricing. Flodesk is an email marketing service used to design and send on-brand marketing emails, create opt-in forms, and build powerful email automations.

We started using Flodesk in March 2022 with an initial database of over 800 contacts. Since then, we have been continuously adding to the database. Website visitors also can sign up on our homepage. We currently have 1,145 subscribers.

By then end of December 2022, we had sent out 20 event-related email updates announcing AWEI events or publications. By way of example, we sent an email on our events at the African Protected Areas Congress as follows:



2.2 Engaging in dialogue

During 2022, the Institute hosted or co-hosted several events and participated in another numerous other events, some of which included presentations or participating in panel discussions. Some of the events were by invitation only and others were open forums. Overall, we have succeeded to raise our profile and to lead and contribute to discussions on the wildlife economy across the continent and beyond.

AWEI Events

- 01 Mar 2022 – Stellenbosch, South Africa
Wild Plant Opportunities in Africa’s Wildlife Economy

This hybrid dialogue included presentations on harvesting wild plants for food, medicines, and other uses; certification of wild-harvesting for social and environmental outcomes; community benefit-sharing in the rooibos industry, and the potential for mangrove carbon as a wild plant service.

The dialogue highlighted the following key points:

- Promoting an inclusive wildlife economy including wild plant harvesting;
- Sustainable wild plant harvesting as driver of local and regional rural economies, such as in the case of baobab,
- The need for establishing demand and market access for raw products, low entry barriers, and entire value chains up to export activities;
- Certification and standards of wild-harvested products as being sustainably harvested;
- Community benefit-sharing in the rooibos industry as a case study; and
- And the potential for mangrove carbon as a wild plant service.

The event was hybrid with 50 in-person participants in Stellenbosch and 100 participants online. The event was also filmed and is available on the AWEI website. The event was well received with 91% rating it as good or very good and 74% finding it useful or very useful for their work.

- 25 May 2022 – Victoria Falls, Zimbabwe
Growing Zimbabwe's Wild Food Market

This was the first in a series of 5 dialogues on [What's next for Zimbabwe's wildlife economy?](#) This event was in-person with 20 participants. It was filmed and the recording is available on the AWEI website

The discussion explored the opportunities for harvesting wild food – both fauna and flora – from natural landscapes. The dialogue helped to understand how landscapes can be restored and conserved through broadening the wildlife economy beyond tourism to encompass other opportunities, particularly the provision of wild foods. Key questions addressed were:

- What are the opportunities for enhancing landscapes by managing them for wild food?
- Could the promotion of wild foods be a win-win for biodiversity conservation and economic development?

The event was in-person and took place in Victoria Falls, just prior to the second **Taste of Game** (wild meat BBQ) event hosted by Oppenheimer Generations Research and Conservation. Michelin-star chef Jan-Hendrik van der Westhuizen took guests on a sensory experience over an open fire under a clear night sky.

- 01 Jun 2022 – Online
Diversifying Zimbabwe's Wildlife Economy

This was the second in a series of 5 dialogues on [What's next for Zimbabwe's wildlife economy?](#) This online dialogue explored opportunities for turning

Zimbabwe's wildlife economy into a key sector for sustainable and inclusive economic growth. Key questions addressed were:

- Can Zimbabwe become a wildlife destination for Africans from across the continent interested in photographic or hunting safaris, fishing, and adventure holidays?
- Beyond tourism, what other goods and services can Zimbabwe's wildlife sector offer? Are there opportunities for breeding game, live sales, making goods from wild animals and plants, and or providing ecosystem services such as carbon sequestration?

There were 50 participants. The event was recorded and can be viewed available on the AWEI website.

- 17 Jun 2022 – Online
A Discussion Forum on Hunting Issues

This was the first of an ongoing series of an invitation-only online discussion forum on hunting; co-hosted with Cornell University, the University of Florida, and PERC and chaired by AWEI Fellow, Ms Francine Barchett. A diverse group of stakeholders meets monthly to discuss a range of issues in relation to trophy hunting – sociocultural, conservation, economic drivers, and challenges through local and international lenses. It enables AWEI to identify knowledge gaps and develop a research agenda.

- 21 Jul 2022 – APAC, Kigali, Rwanda
Workshop: Restoring mangroves to mitigate climate change & enhance livelihoods

AWEI organised and hosted this in-person workshop to explore mangrove carbon opportunities around the continent. There were 45 participants. The following presentations looked at opportunities in Kenya, Mozambique, Nigeria, Senegal, South Africa, Tanzania:

- Workshop **overview** and two projects - Senegal and Kenya
- Mangrove carbon Credit development potential in KwaZulu-Natal, South Africa: Opportunities, challenges, and way forward
- Opportunities for mangrove carbon projects in Tanzania
- Blue carbon: An opportunity for marine ecosystem conservation

- 21 Jul 2022 – APAC, Kigali, Rwanda

Café: How conservation enterprises enhance conservation, climate, community, & benefits in PAs - Research & Training Priorities

The AWEI team at the African Protected Areas Congress (APAC) organised and hosted a roundtable discussion on community-based wildlife enterprise. The discussion focused on research and training needs at the community level and included 10 representatives for several African countries including Kenya, South Africa, Sudan, and Tanzania.

- 12 Oct 2022 – Online

Legal structures for community-based wildlife enterprise

This was the third in a series of 5 dialogues on [What's next for Zimbabwe's wildlife economy?](#) The first two were held earlier in the year. The dialogue explored the types of legal structures that can be established to attract investments and develop markets for community-owned and managed wildlife enterprises.

- 19 Oct 2022 – Online

Empowering Zimbabweans to forage, fish, and hunt

This was the fourth in a series of 5 dialogues on [What's next for Zimbabwe's wildlife economy?](#) The dialogue explored how to empower Zimbabwean communities to manage and benefit from their wild resources including wild plants and fish.

- 26 Oct 2022 – Online

Increasing Zimbabwe's exports of wildlife products

This was the fifth and final in a series of 5 dialogues on [What's next for Zimbabwe's wildlife economy?](#) The dialogue explored how to scale up Zimbabwe as a destination for wildlife tourism and, beyond tourism, the opportunities for exporting live game, goods made from wild animals and plants, and ecosystem services such as carbon sequestration.

- 26 Oct 2022 – Online

Liberalising Intra-Africa Trade in Wild Meat – Namibian Consultation

This invitation-only event included key public, private, and non-governmental stakeholders in the Namibian wild meat sector. The consultation reviewed our draft report on non-tariff barriers to inter-Africa trade in wildlife products, specifically wild meat. (19 participants.)

- 27 Oct 2022 – Online
Liberalising Intra-Africa Trade in Wild Meat – South African Consultation

This invitation-only event included key public, private, and non-governmental stakeholders in the South African wild meat sector. The consultation reviewed our draft report on non-tariff barriers to inter-Africa trade in wildlife products, specifically wild meat. (38 participants.)

- 26 Oct 2022 – Online
Liberalising Intra-Africa Trade in Wild Meat – Zambian Consultation

This invitation-only event included key public, private, and non-governmental stakeholders in the Zambian wild meat sector. The consultation reviewed our draft report on non-tariff barriers to inter-Africa trade in wildlife products, specifically wild meat. (23 participants.)

- 31 October 2022 – Scottburgh, KwaZulu-Natal, South Africa / Online
Landscape Restoration and Conservation Enabled through Standards for Wildlife Products

AWEI was invited by [The Conservation Symposium](#) to organise three workshops. This was the first of the three workshops. It explored how voluntary standards and third-party certification schemes can play a central role in enabling and maximizing the performance of sustainable wildlife value chains. Speakers included AWEI Fellows. (59 participants.)

- 01 Nov 2022 – Scottburgh, KwaZulu-Natal, South Africa / Online
Developing Community-Based Wildlife Enterprises

This was the second of the three workshops AWEI organised for the Conservation Symposium. It discussed the potential to apply a sustainable livelihoods approach at the local level to enable these enterprises to align community-based natural resource management with enhanced local livelihoods and improved community well-being. The chair and speakers were AWEI Fellows. (72 participants.)

- 02 Nov 2022 – Scottburgh, KwaZulu-Natal, South Africa / Online
Delivering the SDGs through Wildlife Economies at the Landscape Level

This was the third of the three workshops AWEI organised for the Conservation Symposium. It explored how wildlife economies can deliver SDGs by managing landscapes so that "human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature" (2030 Agenda for Sustainable Development). (40 participants.)

- 13 – 14 Dec 2022 – Stellenbosch, South Africa / Online

Liberalising intra-Africa trade in wild meat - Policy recommendations

AWEI is researching the opportunities offered by AfCFTA to scale up intra-Africa trade in wildlife products, specifically wild meat, and, in so doing, to alleviate poverty and improve nutrition in Africa. The AWEI research project, has looked into the nature and scope of non-tariff barriers (NTBs) faced by the wild meat industry with particular reference to producers in Namibia, South Africa, and Zambia, and developed a set of policy recommendations for use by various stakeholders. We held three sessions over two days to share the findings and recommendations (62 participants over the course of two days).

Other events

- 2 Mar 2022 – London, UK

Biodiversity and Business: The opportunity and imperative to invest in Africa's Wildlife Economy

AWEI participated in this in-person, invitation-only event organised by the African Wildlife Foundation (AWF) to showcase their public-private partnership in Volcanoes National Park in Rwanda and to interest businesses in supporting such initiatives. There were over a hundred people at the event.

- 23 Apr 2022 – Online

Biodiversity Economy in Africa: Challenges and Opportunities

In this plenary session speakers discussed the issue of how biodiversity economy could better contribute to both conservation and development. The session was part of the 2022 African Youth Summit on Biodiversity. AWEI presentation available online.

- 27 Apr 2022 – Brussels, Belgium / Online

Is Africa being heard? What European decision-makers should know about hunting, conservation, and livelihoods

AWEI participated online in this seminar organised by FACE, the European Federation for Hunting and Conservation. The moderator was AWEI Senior Advisor, Mr Ali Kaka, from the Kenyan Ministry of Tourism and Wildlife. A video recording is available on the FACE website.

- 10-11 May 2022 – Oxford, UK
Wildmeat Indicators Technical Workshop

AWEI participated in person in this workshop hosted by Lady Margaret Hall at the University of Oxford. It brought together academics, experts, and practitioners to develop indicators for understanding the impacts of wildmeat consumption at all levels. As the wild meat industry is a key and growing sector in the wildlife economy, this work on indicators is critical to understanding the economic, social, and environmental impacts of the industry.

- 19 May 2022 - Online
Paying the price: Is a conservation economy worth it?

A Tipping Points webinar host by OGRC in partnership with AWEI. Speakers included an AWEI Advisory Board Member and an AWEI Fellow.

- 24 May 2022 – Cape Town, South Africa
Realising the Potential of the Wildlife Economy

AWEI participated in-person in an invitation-only strategy hybrid workshop organised by WWF South Africa addressing topics related to the wildlife economy in South Africa such as national biodiversity economy strategy. with interesting perspectives such as The Greater Kruger. We were represented by AWEI Fellow, Ms Biandri Joubert, and AWEI Junior Operational Officer, Ms Savanna Strauss, and presented a case study on wild meat value chains. The AWEI presentation is available upon request.

- 27 May 2022 – Stellenbosch, South Africa
Conservation Ecology and Entomology Research Day

AWEI participated in the Stellenbosch University Department of Conservation Ecology and Entomology Research Day and made a keynote presentation on Strategic Wildlife Economy Opportunities: Some Reflections on a Recent Road Trip to the Kgalagadi Transfrontier Park. There were thirty lecturers and postgraduate students in attendance. The AWEI presentation is available upon request.

- 10-11 Jun 2022 – Riga, Latvia
CIC International Conference: Consume – Conserve – Communicate

AWEI participated in the 68th General Assembly of the International Council for Game and Wildlife Conservation (CIC) including participating in a panel discussion. About two hundred people attended the event which took place in Riga, Latvia.

- 22 Jun 2022 – Online

Wildlife Economy Investment Index Stakeholder Workshop

AWEI participated in the online invitation-only event organised by the African Leadership University School of Wildlife Conservation. Twenty participants discussed development of an Africa-wide index on species diversity, habitat capacity, and wildlife economy opportunities for financing and investing.

- 24 Jun 2022 – Online

ESG Taskforce on Governance of Nature and Biodiversity

AWEI participated in an online invitation-only session organised by an AWEI Fellow and member of the Earth System Governance (ESG) project – a global alliance to mobilise research on global environmental change and governance across local and global scale. Though it was a small group, our participation helped to broaden awareness of the potential impacts of developing and diversifying the wildlife economy in Africa.

- 30 Jun 2022 – Online

Connecting Communities: How Can We Build Inclusive Wildlife Economies?

A Tipping Points webinar host by OGRC in partnership with AWEI. Speakers included two AWEI Fellows and the executive director of an AWEI Partner organisations. A video recording is available online.

- 19 Jul 2022 – APAC, Kigali, Rwanda

A pan-African dialogue on wildlife economy and sustainable use

The AWEI Director presented South Africa's biodiversity economy strategy including its game meat industry at a workshop held at the African Protected Areas Congress (APAC) and co-organised by the IUCN Sustainable Use and Livelihoods Specialist Group and the African Leadership University.

- 19 Jul 2022 – APAC, Kigali, Rwanda

Talk: Mangrove carbon opportunities across Africa

The AWEI Director was invited to give a talk at the South Pole Pavilion at the African Protected Areas Congress (APAC). The talk enabled us to also promote the workshop we organised at APAC on the same topic.

- 21 Jul 2022 – APAC, Kigali, Rwanda
Panel Discussion: Mobilizing private finance in scaling up sustainable community enterprises to support protected area viability

The AWEI Director was invited to join a panel discussion on financing community enterprises at the WWF Pavilion at the African Protected Areas Congress (APAC). The discussion provided an opportunity to highlight the potential for scaling up community-based wildlife enterprise.

- 08 Aug 2022 – Online
Consultation on the Draft White Paper on the Conservation and Sustainable Use of South Africa’s Biodiversity and the Draft Game Meat Strategy for South Africa

The AWEI Director participated in two half-day consultations on South Africa’s draft white paper and the draft game meat strategy. Subsequently, AWEI submitted comments on both documents through the formal channels.

- 17-18 Aug 2022 – Pretoria, South Africa
Enabling agro-ecological wildlife economies that sustain people and planet

The AWEI Director was invited by the Southern African National Biodiversity Institute (SANBI) to participate in an inception meeting for an initiative agro-ecological wildlife economies funded by the French Development Agency (AFD). Participants came from Botswana, Kenya, Namibia, South Africa, Zimbabwe, and Zambia enabling international outreach and dialogue on diversifying Africa’s wildlife economy.

- 24 Aug 2022 – Online
European Sustainable Use Group Committee Meeting

The AWEI Director, as a Board member of the European Sustainable Use Group (ESUG), was invited to participate in this meeting which reviewed activities of the group and sustainable use developments in Europe. Participation brings a voice from Africa perspective into the discussions and provides insights as well for the African context.

- 25-26 Aug 2022
African Liberty Forum Think Tank Shark Tank

AWEI submitted and defended a proposal for an extension of its wild meat non-tariff barriers project to produce a professional video on the research. This event was organised by the Atlas Network. Though well received, unfortunately, we were a runner up in the competition.

- 31 Aug 2022 – Online
Business of Conservation Conference

AWEI team members attended this half-day event organised by the School of Wildlife Conservation, African Leadership University. Ali Kaka, an AWEI Senior Advisor, gave a keynote talk.

- 01 Sep 2022 – Online
Wildlife Economy Working Group

The AWEI Director was invited to join this expert working group and to participate in its inaugural meeting. The meeting was organised by the African Wildlife Foundation.

- 06 Sep 2022 – Online
How to contribute to the Biodiversity COP15 Business Advocacy Campaign?

The AWEI Director participated in this meeting organised by Business for Nature in preparation for the 15th Conference of the Parties of the Convention on Biological Diversity. The aim was to explore opportunities for development of wildlife enterprises in Africa in the context of the forthcoming Global Biodiversity Framework.

- 24 Sep 2022 – Budapest, Hungary / Online
Sustainable Use Database Workshop

AWEI participated in this workshop organised by CIC Wildlife. It explored options for developing a one-stop shop for sustainable use material in any form (i.e., published peer-reviewed articles, grey literature, documentaries, videos, films).

- 27-30 Sep – Geneva, Switzerland
WTO Public Forum

The AWEI Director and Interim COO participated in this large multistakeholder forum organised by the World Trade Organisations to explore opportunities for facilitating the international trade in African wildlife products in support of the Sustainable Development Goals.

- 30 Sep 2022 – Geneva, Switzerland / Online
Trade for Sustainable Development Forum 2022

AWEI participated in this event organised by the UN's International Trade Centre to explore opportunities for facilitating the international trade in African wildlife products in support of the Sustainable Development Goals.

- 30 Sep-01 Oct – Oxford, UK
CITES International Workshop on legal acquisition findings

The AWEI Interim COO participated in this workshop and had a private meeting with the CITES Secretary General. Legal acquisition is a key requirement for responsible global value chains in wildlife products.

- 05-07 Oct 2022 – Midrand, South Africa
11th Oppenheimer Research Conference

The conference was organised by AWEI's core partner, Oppenheimer Generations Research and Conservation. AWEI was represented by two Board members, the Director, and two Research Fellows. AWEI representatives gave presentations on diversifying the wildlife economy and integrating sustainability outcomes into wildlife enterprise global value chains. AWEI also presented two posters – one on its research on non-tariff barriers for intra-African trade in wild meat and another on its research on standards and certification schemes for the wildlife economy. With several hundred participants, the Conference offered an opportunity to engage with researchers on research priorities for the wildlife economy.

- 8 Oct – Pretoria, South Africa
WRSA Gala Dinner and Awards Ceremony

By invitation, the AWEI Communications Director attended the annual WRSA Gala Dinner and Awards Ceremony.

- 12 Oct – Pretoria, South Africa
Sustainability Standards and Certification Scheme Project

The AWEI Communications Director represented the Institute at this wildlife industry workshop which was hosted as part of a country-wide roadshow to co-develop sustainability standards for the Wildlife Economy Certification Scheme. The initiative is managed by Alsson, a management consulting firm, endorsed by the South African Department of Forestry, Fisheries and the Environment and sponsored by BIOFIN.

- 27-28 Oct – Nairobi, Kenya
CITES roundtable on sustainable wildlife finance – African elephant conservation

The AWEI Director contributed to this roundtable by providing substantive inputs into the background paper.

- 02-03 Nov 2022 – Online
Development of a Framework for a South African Biotrade Standard in compliance with the Nagoya Protocol on Access and Benefit-Sharing

By invitation, AWEI participated in this dialogue organised by the SA-EU Policy Dialogue Facility. Its aim was to support achieving a mandate through the fact-finding consultations towards the development of a National Framework for a Biotrade standard that is compliance with the Nagoya Protocol and Access and Benefit-Sharing (ABS).

- 14-25 Nov 2022 – Panama City, Panama / Online
CITES COP19 and the African Wildlife Economy

AWEI participated remotely in the 19th Conference of the Parties (COP19) of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) focusing on negotiations including proposal changes to the Appendices that have direct relevance to the African wildlife economy.

- 23 Nov 2022 – Stellenbosch University / Online
African Food Dialogue

AWEI participated in person at the African Food Dialogue, one of the initiatives of the Southern Africa Food Lab where public lectures are coupled with facilitated dialogues (facilitated by Prof Thuli Madonsella).

- 07-19 Dec 2022 – Montreal, Canada / Online
CBD COP15 and the African Wildlife Economy

AWEI participated remotely in the 15th Conference of the Parties (COP15) of the Convention on Biological Diversity (CBD) focusing on negotiations including the adoption of the Global Biodiversity Framework that have direct relevance to the African wildlife economy.

2.3 Building collaborative partnerships

As the wildlife economy is a complex system, there is an interconnected web of key stakeholders including local communities; the private sector; national and provincial governments; regional, continental, and international organisations; non-profit organisations; and academia. Building collaborative partnerships is critical to engaging effectively with this web of stakeholders. These include the following of which 5 are new:

- **Stellenbosch University**

The University is not technically a partner as AWEI sits as research centre in the Faculty of AgriSciences alongside Agricultural Economics, Animal Sciences, Conservation Ecology, and Sustainable Agriculture. However, any university is a complex network of faculties, departments, centres and supporting offices, and we continue to build collaborative relationships within this network. In 2022, we have been more actively engaged with the development and finance offices and interested academics from several departments. We have also benefited from administrative support from the Department of Animal Sciences and the Faculty of AgriSciences. Importantly, bursary support is increasingly forthcoming from the University for prospective AWEI post-grad students and post-docs.

- **Earthmind**

Our long-term partnership with Earthmind – a Swiss-based NGO – has continued albeit with less financial support than in previous years. In 2022, Earthmind has helped to smooth payments to team members and suppliers as we sort out finance and accounting modalities at the University. Earthmind has also shared its intellectual capital and networks to strengthen AWEI's international reach.

- **Oppenheimer Generations Research and Conservation (OGRC)**

Our core partnership with **OGRC** has advanced on several fronts in 2022 including co-hosting online and in person engagements on key wildlife economy topics, notably promoting game meat consumption in Zimbabwe through its Taste of Game event in Victoria Falls and raising awareness and understanding of the wildlife economy approach among the researchers presenting at the Oppenheimer Research Conference. OGRC has also provided additional support to develop the Institute's theory of change and logframe.

- **Atlas Network [new]**

We secured funding from an important new partner, the Atlas Network, for research on non-tariff barriers in the intra-African wild meat trade. They have also provided several capacity building opportunities for the AWEI team, including in-

person training with African think tank peers in Dar es Salaam. Discussions are underway for scaling up their support in 2023.

- **The Cape Leopard Trust [new]**

For our new partner, the Cape Leopard Trust, we have supported their efforts to develop a project understanding the socioeconomic dimensions of wildlife harvesting for food in the winelands of the Western Cape. These harvesting practices also have implications on the leopards.

- **The Conservation Symposium**

Our partnership with the Conservation Symposium continued with AWEI organising and hosting three workshops at this year's event. As well, one of the keynote speakers was an AWEI Fellow.

- **Sahara Sahel Foods**

Our new partnership with Sahara Sahel Foods, based in Niger, has strengthened our linkages with West Africa and with the wild plant sector.

- **School of Wildlife Conservation, African Leadership University (ALU SOWC)**

During 2022, our partnership with ALU SOWC enabled us to take on two of their undergraduate students as residential interns – one from Senegal and the other from Sierra Leone. We also lectured on their academic programmes and two of their faculty members are AWEI Fellows who have engaged in several AWEI events.

- **Wildlife Economy Working Group (WEWG) [new]**

The AWEI Director is a founding member of newly established WEWG, an initiative launched by the African Wildlife Foundation to develop a network of experts on Africa's wildlife economy.

- **Wildlife Producers' Association of Zambia (WPAZ) [new]**

Our new partnership with WPAZ is focusing on supporting their efforts to build the wildlife economy in Zambia. We planning to have a Zambian intern to work on this in the new year. As well, WPAZ has engaged in several our events, notably our Zimbabwe Dialogues and our consultations on intra-African trade of wild meat.

- **International Council for Game and Wildlife Conservation (CIC Wildlife) [new]**

Our new partnership with CIC Wildlife enabled our participation in their annual conference in Riga, Latvia, where our Interim COO spoke on voluntary standards for wildlife harvesting. We have also participated in workshop to develop a sustainable use database and are exploring taking a lead role of this initiative in the new year. As well, we are in discussions about enabling citizen hunting and building citizen hunting organisations across Africa.

- **IUCN Sustainable Use and Livelihoods Specialist Group**

Several AWEI people are members of this group and have been active in subgroups focused on East and Southern Africa, Central and West Africa, CITES, and hunting. A particular focus in 2023 as been preparing a note for the CITES COP29 on the livelihood implications of proposals for listing species on the CITES Appendices.

- **Wildlife Conservation Research Unit (WildCRU), University of Oxford**

AWEI's Director has a voluntary position as a Research Visitor at WildCRU. This has opened opportunities to integrate a wildlife economy perspective into their research. As well, by taking on marking responsibilities for their post grad diploma students' assignments, we have gained insights into both the content and delivery of such a degree programme. Further, one of our Fellows has been accepted as a WildCRU PhD student.

Discussions on underway for collaborative partnerships with several other organisations including the following:

- Coalition for Private Investment in Conservation (CPIC)
- Dabchick Wildlife Reserve
- FairCarbon
- Jamma International
- Resource Africa
- Peace Parks Foundation
- Wildlife Ranching South Africa (WRSA)
- Wildlife Research and Training Institute (WRTI), Kenya

More information is available on the [Partners](#) page on the AWEI website.

3.1 Supporting post-grads, post-docs, and internships

Postgrads

Early in 2022, AWEI announced the opportunity to undertake postgraduate research at the Master and Doctoral levels with the possibility of bursary support from Stellenbosch University.

We secured our first PhD candidate, Ms Rose Mandisodza-Chikerema from the Zimbabwe Parks and Wildlife Management Authority. She was formally registered and started to prepare for submission of her doctoral proposal for defence in October. However, she was unable to take leave of absence from her job and found it impossible to continue full-time employment plus take on the responsibility of full-time PhD studies. So, she withdrew from the programme, but remains connected with AWEI as a Fellow.

Our second PhD candidate is Reinhard Nyandire, a Kenyan national previously with the Conservation Strategy Fund. He submitted his application for a doctoral scholarship in June to assume studies as soon as possible. He studies in residence will officially begin in early 2023 and for this year has been working with us as a researcher supporting our activities and undertaking background research to prepare his doctoral proposal.

In response to a request from the Namibian Chamber of Environment, we secured a masters bursary for a Namibian to study the economic benefits of wildlife translocations. However, a candidate has not been proposed. We have, however, been providing support to a Namibian master's student, Luke Symonds-Mayes, who is researching value chains in the hunting sector.

During the year, we are also provided support on the wildlife economy to post-graduate students at other universities including the following:

- Bupe Banda, MPhil candidate, University of Cambridge
- Elizabeth Gitari, PhD candidate, University of Nairobi
- Godfrey Mtare, PhD candidate, University of Oxford
- Reinhard Nyandire, MPhil candidate, University of Cambridge
- Michael t Sas-Rolfes, PhD candidate, University of Oxford
- Catherine Semcer, PhD candidate, University of Oxford
- Thabang Teffo, PhD candidate, Szent István University, Hungary

Post-docs

Early in 2022, we searched for candidate to take up a post-doc position on the wild meat sector but did not identify a suitable candidate. More recently, we have identified a suitable candidate, Wiseman Ndlovu, a Zimbabwean national with a PhD in Rural

Development/Agriculture Economics from the University of Venda. He will be in residence with us for 2023.

Interns

In previous years, due to lockdowns, we had several 'working from home' interns. These proved to be challenging for both the AWEI team and the interns. So, in 2022, we focused on residential internships and provided opportunities to the following students:

- Mara Glas, Lund University (Jan-Mar 2022)
research on international funding for sustainable use in South Africa
- Savanna Strauss, Stellenbosch University (Apr-Dec 2022)
research and programme development
- Abdulai Barrie, African Leadership University (May-Aug 2022)
research on the wildlife economy of Sierra Leone
- Mame Diarra Sarr, African Leadership University (May-Aug 2022)
research on wild flora value chains

As our on-campus capacity grows, we will be able to offer more opportunities for residential internships. As well, on a case-by-case basis, we also take on remote interns.

3.2 Implementing leadership development programmes

Towards post-graduate taught qualifications

We aim to offer at least one post-graduate qualification with a structured programme of coursework to build leadership in the wildlife economy. During 2022, we held discussions on campus – notably with the Faculty of AgriSciences, the Stellenbosch Business School, and the School of Public Leadership – about adapting one of more existing post-graduate degree programmes for a wildlife economy qualification.

The most promising options are to develop wildlife economy tracks of the postgraduate diploma and masters by coursework in environmental management offered by the School of Public Policy. The design and focus of these two degrees are well suited for our needs. Discussions are underway about offering wildlife economy tracks through AWEI under the Faculty of AgriSciences.

Our Advisory Board member, Brian Child, also piloted a blended learning postgraduate training programme with a field-based component in Namibia. We have started to explore how to offer such a programme for professionals working in the conservation sector in southern Africa. through AWEI. Discussions are underway with a potential donor

to fund a 12 to 18-month development phase to design and set up a targeted programme for professional development focused on CBNRM and government staff in southern African countries.

3.3 Establishing a cloud campus for practitioner learning

During the first half of 2022, we had informal discussions with several organisations about developing and hosting courses for conservation practitioners on technical aspects of the wildlife economy. Topics could include wildlife enterprise business planning, standards and certification schemes, non-tariff barriers to intra-African wildlife trade, finance, conservation economics, nature-based carbon credits, and sustainable value chains.

We have piloted several courses over the year, including a training session on the wildlife economy at the African Protected Areas Congress in Rwanda, a 5-part lecture series with ShareScreen African, and a short course on conservation area business planning and finance for post-grad students at an Austrian university. We also have reviewed lessons learned from the courses developed for the ALU Conservation MBA.

Pilot training sessions

- 07 Jan 2022 – ALU SOWC, Online
International Conservation Policy

The online talk was a master class for the Conservation MBAs at the African Leadership University School of Business. Approximately fifteen postgraduate students participated to explore the meaning of conservation in the context of international strategies, such as the 2030 Agenda for Sustainable Development, and the international agreements, such as the Convention on Biological Diversity. Presentation available upon request. (15 participants.)

- 20 Jul 2022 – APAC, Kigali, Rwanda
Training session: Practical Approaches to Conservation, Communities & Enterprise

The AWEI delegation to the African Protected Areas Congress (APAC) ran a half-day pilot training session for 30 participants on the wildlife economy covering the following three topics:

- **Building sustainable wildlife enterprises**
- **Building economic dignity and transportable skills**
- **Community engagement in wildlife enterprise value chains**

- 06 Sep 2022 – Online
The Babanango Community chooses both farming and conservation: The Babanango Game Reserve case

This was the first in a series of talks on the topic ‘[Can wildlife coexist with crops and cattle?](#)’ co-organised with ShareScreen Africa. The talk explored how conservation is unlocking new economic opportunities for a rural, farming community while conserving biodiversity. (36 participants.)

- 13 Sep 2022 – Online
Regenerative agriculture: Harnessing the power of nature

This was the second in a series of talks on the topic ‘[Can wildlife coexist with crops and cattle?](#)’ co-organised with ShareScreen Africa. The talk explained how regenerative-focused farmers are harnessing the power of nature instead of fighting it. (30 participants.)

- 20 Sep 2022 – Online
Conservation on farmer-owned land: The renosterveld case study

This was the third in a series of talks on the topic ‘[Can wildlife coexist with crops and cattle?](#)’ co-organised with ShareScreen Africa. The talk discussed why and how farmers are pledging the Renosterveld on their land to conservation. (32 participants.)

- 27 Sep 2022 - Online
Farmers & grasslands: Symbiosis or fatal decline?

This was the fourth in a series of talks on the topic ‘[Can wildlife coexist with crops and cattle?](#)’ co-organised with ShareScreen Africa. This talk addressed the reality that biodiversity conservation and farming have reached a point where collaboration and not agnostic behaviour will allow both to thrive. (28 participants.)

- 04 Oct 2022 – Online
Restoring landscapes through holistic management

This was the fourth in a series of talks on the topic ‘[Can wildlife coexist with crops and cattle?](#)’ co-organised with ShareScreen Africa. The talk explained how using livestock to mimic the herd and migration effect of ancient wild herds can benefit both landscapes and livelihoods. (35 participants.)

- 15 Nov 2022 – CUAS, Villach, Austria
Conservation Area Business Planning and Financing

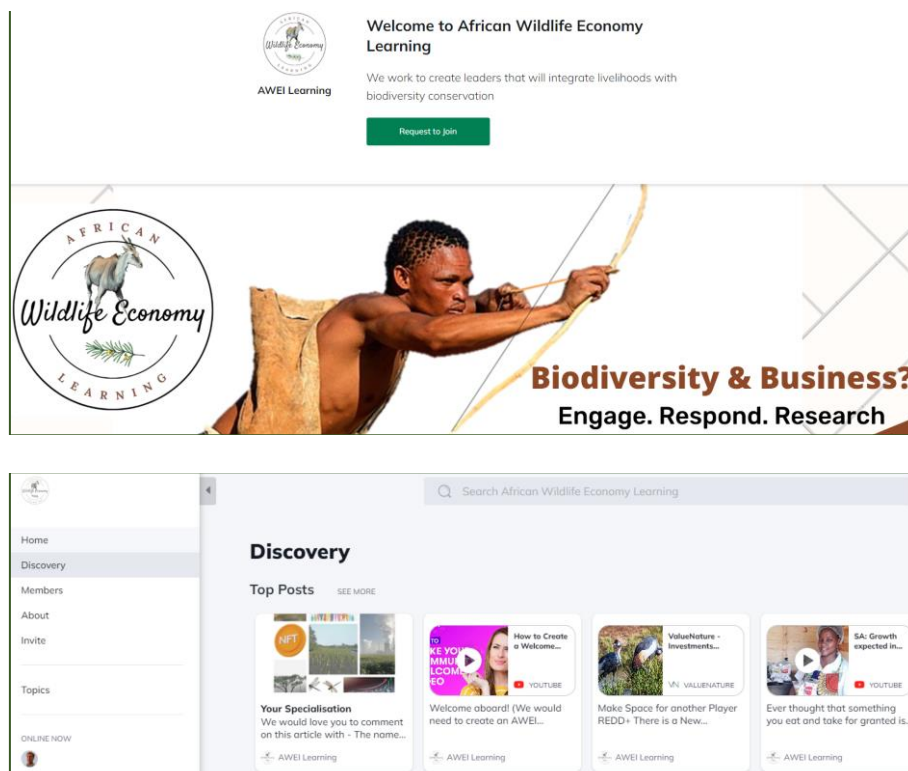
The AWEI Director was invited by the UNESCO Chair to run a short course on the master’s in Management of Conservation Areas programme offered by the Carinthia University of Applied Sciences (CUAS). This opportunity allowed AWEI to develop and pilot a short course for practitioners on business planning and finance for conservation areas. (10 participants.)

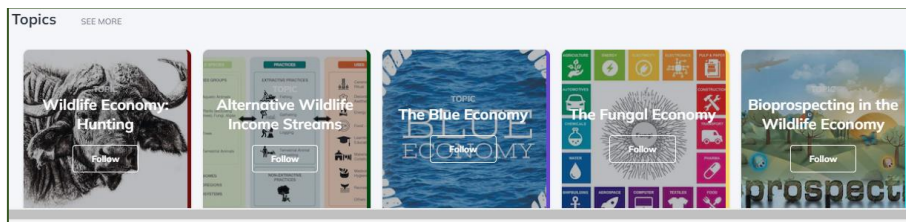
- 17 Nov 2022 – ALU SOWC, Online
The IFC Environmental and Social Performance Standards

This online master class introduced students to the IFC Performance Standards (PS), took a deep dive into PS6 on biodiversity conservation, and explored several cases from across the continent. (5 participants.)

Prototype cloud campus

Our Training Fellow, Hollie M’gog, has developed a mock-up prototype cloud campus that would be able to offer online courses and facilitate thematic and geographic networks. We are planning to use a community-centred online platform called Mighty Networks. Here are some screenshots:





We are currently preparing a funding proposal for a developing the campus, designing an initial portfolio of short courses, and running a pilot phase. We plan to collaborate with academic partners on this initiative.