

2 April 2021



**Digital Earth**  
AFRICA

## 2021 Annual Work Plan



Unlocking the Promise of Tomorrow from the Patterns of the Past

# About This Plan

This report sets out the strategic level Annual Work Plan for the Digital Earth Africa Establishment Team (the Plan) for the period January 2021 to December 2021. The 2021 Annual Work Plan has been prepared by the DE Africa Establishment Team for the Digital Earth Africa Governing Board, Technical Advisory Committee, Stakeholder Community Group, funding partners, and other stakeholders. It provides a summary of program outcomes and high level activities for 2021 highlighting strategic context, key challenges and risks, and an activity scheduled overview.

The Plan has been informed and shaped by inputs from the DE Africa Establishment Team and Technical Advisory Committee. Through December 2020, the team took part in a series of rapid reflect-and-review workshops, which allowed for sharing of information and reflections across the different units within the team (technical, capacity development, and management). The strategic priorities and work plan were then shaped through consultation with the Technical Advisory Committee.

Version Date	<i>Apr 2021</i>	Approved by	
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[1] Cover image: Bazaruto Archipelago, Mozambique. Contains modified Copernicus Sentinel data 2020, processed by Digital Earth Africa



# Foreword

## ***A message from the Digital Earth Africa Establishment Team Managing Director***

Just over two years ago, in early March 2019, funding was approved for Digital Earth Africa, so we are now entering the third year of the Establishment phase program. Together, we have achieved a great deal in two years - exceeding expectations in some areas, challenged by circumstances in others. It's no exaggeration to say that our technical handling of data has changed the way in which the world is going to use satellite data - the analysis ready data flows into Africa have catalysed this as a global model. We can all be proud of the incredible achievements to date and, on behalf of DE Africa as a whole, I thank and congratulate everyone who has been involved!

From early 2019 we have envisioned Year 3 as having a focus on “growing the ecosystem” of users and impacts. However we are also an adaptive program, and this year we will be placing emphasis on the transition of capabilities and functions to Africa, and sustainment, in terms of governance, management and resources. We will continue to deliver Earth observation products that meet development needs and to support applications to real world development challenges. The Outcomes and Priorities for 2021 laid out in this Annual Plan will progress us towards these goals.

We are proud of our achievements to date and look forward to what 2021 will bring. We look forward to a safe and productive year where we work together to continue to build a sustainable and operational platform for the African continent.

Best regards,

**Dr Adam Lewis, PSM, GAICD**

**Managing Director, Digital Earth Africa Establishment Team**



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# Executive Summary

Digital Earth Africa (DE Africa) aims to improve the lives of Africans by providing planners and policy makers with tailored Earth observation information to support better decision making and enhance sustainable development outcomes.

The 'Establishment Phase', or 'Phase II' of DE Africa (2019 – 2022) is an AUD\$20 million program which aims to establish DE Africa as an African-based and managed operational platform. Phase II is funded by The Leona M. and Harry B. Helmsley Charitable Trust (The Helmsley Charitable Trust) and the Australian Government.

Through the remaining establishment phase there will be a strategic emphasis on the **transition** of capabilities and functions to Africa, and **sustainment**, in terms of governance, management and resources. There will also be a continued focus on "growing the ecosystem of users" across government, industry, private and community sectors.

To achieve this, DE Africa will continue to deliver Earth observation products that meet development needs and can be applied to real world development challenges. It will also continue capacity development to support and strengthen local networks of users to collaborate and work together to better understand, access and use DE Africa.

This Annual Work Plan is guided by key operational documents, DE Africa's Governing Principles, and long-term program outcomes. Within this overarching program framework, 2021 will see the Establishment Team focus effort and delivery in the following key areas:

- **Achieving a fully operational Governance Framework.** This will see coordination of the first Governing Board meeting to review and provide guidance on strategy, risks, and performance. The Technical Advisory Committee will continue to provide critical advice through the year.
- **Transitioning functions to Africa.** This means establishing the Program Management Office and formalising the roles of Implementing Partners so that they can progress critical engagement, capacity building and uptake with end-users.
- **Establishing and transitioning technical operations.** This includes completing the establishment of an operational platform and operational data pipelines in AWS Cape Town, and transition of significant skills, program knowledge, insights and expertise.
- **Securing additional investment.** Additional funding needs to be secured in a timely manner to ensure ongoing delivery beyond the program's Establishment Phase. The program will pursue a range of strategies to support this priority.
- **Developing capacity across Africa.** A core element of the DE Africa program is to develop sustained capacity which is both based and built in Africa.
- **Deliver and demonstrate impact.** Through 2021 the Establishment Team will work with a growing range of users to apply DE Africa platform data and products to their needs, and collate evidence of use, impact and benefits.
- **Partnerships and community.** DE Africa is built on partnerships to create sustained capability development in Africa. We will continue to strengthen existing partnerships and form new relationships where needed to progress our objectives.
- **Awareness.** Success for DE Africa will depend not only on uptake and impact, but on a broad awareness of the relevance and importance of this capability for Africa. We therefore increased our investment in communications in late 2020, and 2021 will see implementation of the new communications strategy with the objective of building buy-in, engagement and uptake.



The Annual Work Plan sets out, in further detail, the key actions and milestones to be progressed by the Establishment Team in 2021. The Governing Board and Technical Advisory Committee will provide ongoing oversight, and quarterly reports will summarise progress.

## Program Overview

The Vision and Mission of Digital Earth Africa remain un-changed, as developed and endorsed by the Technical Advisory Committee and its predecessors at the inception of the program in 2019. Digital Earth Africa (DE Africa) aims to improve the lives of Africans by providing planners and policy makers with tailored Earth observation information to support better decision making and enhance sustainable development outcomes.

### DE Africa Vision

To provide a routine, reliable and operational service, using Earth observations to deliver decision-ready products enabling policy makers, scientists, the private sector and civil society to address social, environmental and economic changes on the continent and develop an ecosystem for innovation across sectors.

### DE Africa Mission

To process openly accessible and freely available data to produce decision-ready products. Working closely with the AfriGEO community, DE Africa will be responsive to the information needs, challenges, and priorities of the African continent. DE Africa will leverage and build on existing capacity to enable the use of Earth observations to address key challenges across the continent.

## Governance

The [DE Africa Governance Framework](#) sets out terms of reference, roles and responsibilities of DE Africa's governing groups.

### DE Africa Governing Groups

The **Governing Board** will initially comprise 7 members from across 5 African countries, and will provide strategic guidance, oversight and accountability to ensure successful achievement of the mission and vision of DE Africa. This includes policy guidance, alignment and prioritisation, and uptake and use of data products at the national and other levels.

The **Technical Advisory Committee (TAC)** includes 19 Members from across 12 African countries. The TAC provides expert advice and guidance related to: technical and scientific directions; stakeholder engagement at the international, regional, country levels; cross-sectoral engagement; capacity building, and; the latest trends, issues and research relevant to the program.

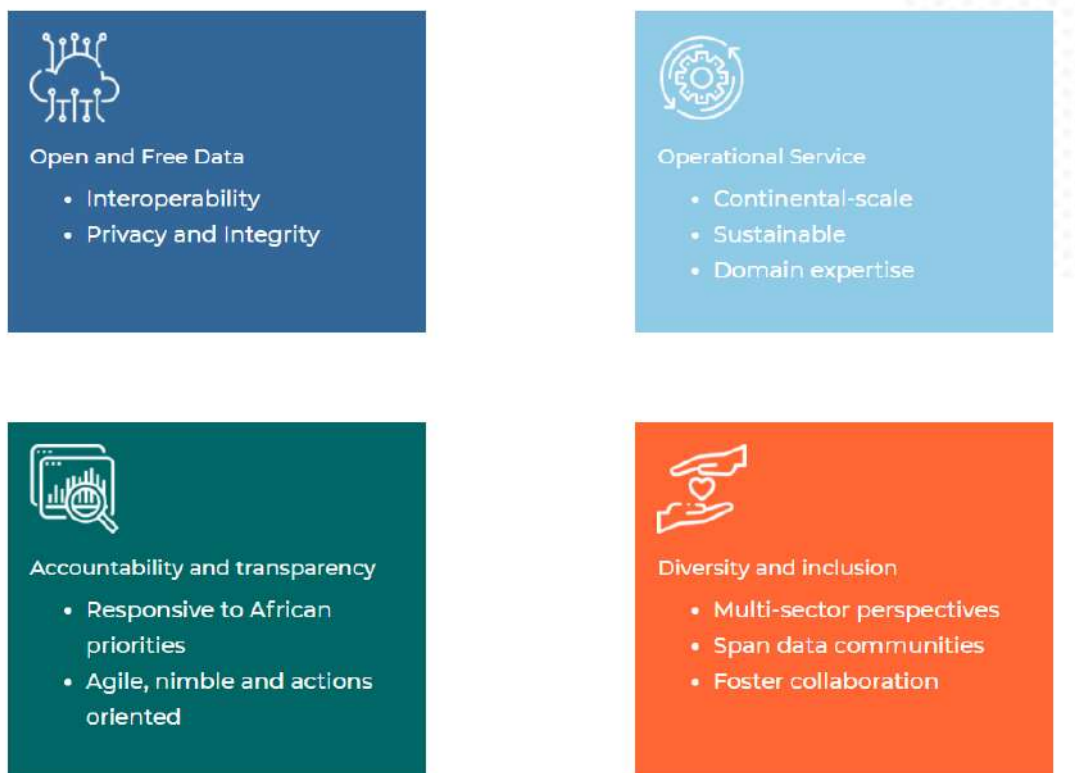
The **Stakeholder Community Group (SCG)** provides opportunities for engagement with a broader range of stakeholders and perspectives, which is necessary to achieve impact and growth and sustainability.



**Figure 1** - DE Africa TAC Meeting, Pretoria, South Africa March 2020

## Governing Principles

The Governing Principles of DE Africa are a fundamental part of the governance framework, informing strategy, planning and delivery.



**Figure 2** - DE Africa's governing principles.

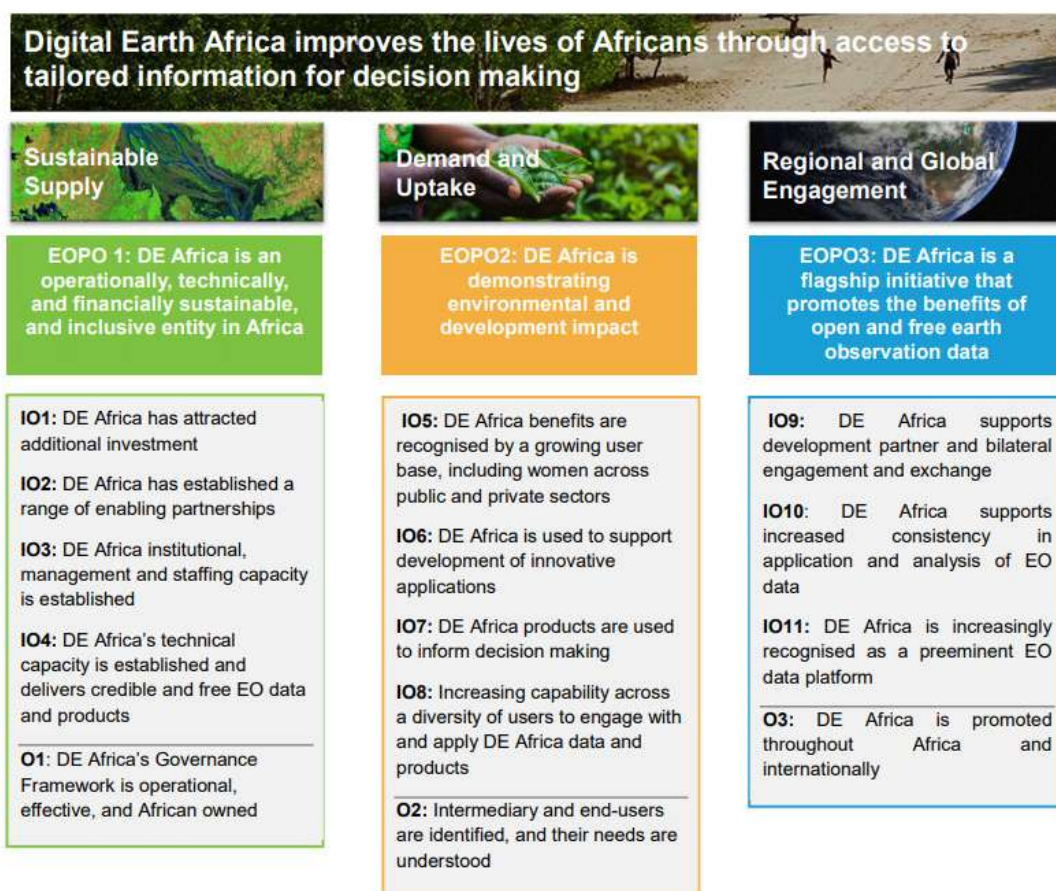


## Program Goals

The long-term DE Africa Goal, or Outcome, is that **DE Africa improves the lives of African people** through access to tailored information for decision making. This encompasses:

- **Livelihood strengthening** – EO data will support more informed decision making at government, sectoral and other levels, contributing to direct and indirect benefits for individuals and communities.
- **Development effectiveness** – DE Africa will support enhanced understanding of development challenges and solutions, and in so doing, strengthen collective impact and ability to assess progress towards national priorities, Agenda2063 and the SDGs.
- **Digital transformation** – through industry uptake and innovations, DE Africa will help fuel ongoing evolution of the digital economy in Africa.
- **Economic development and job creation** – through access to data for commercial products and services development, DE Africa will support new business development and employment opportunities.

The investment logic describes how the Program Goal will be achieved by undertaking a range of activities that link together and lead to the high level outcome. This is a key guide for the program, and all 2021 activities are aligned with the [DE Africa Phase II Investment Logic](#)

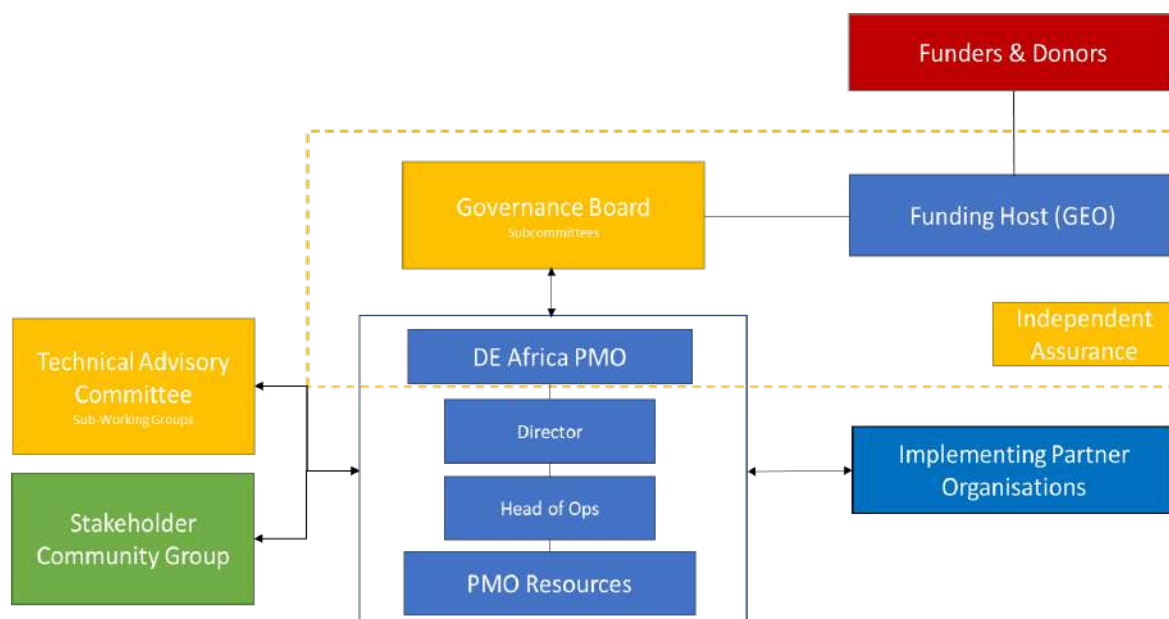


**Figure 3 - DE Africa's investment design**



# Program Delivery Framework

DE Africa is being established with a distributed operational model as agreed in March 2020, as an outcome of the fourth Technical Advisory Committee meeting (TAC-4) in Pretoria, South Africa. The components of the operational model are laid out below.



**Figure 4 - DE Africa Distributed Operational Model**

The distributed delivery model places emphasis on working with and through existing organisations and partners with Earth observation capabilities, and facilitating new networks to allow flow of information and end users (e.g. policy and program decision makers) to be connected to the technical platform and the data and decision support tools that it offers. In 2020, key parts of the model were put in place, including the Funding Host (GEO) and agreements with several Implementing Partner Organisations. A process to select a Program Management Office was also set in-train.

The elements of the model are described in more detail below, along with the areas of focus for 2021.

## Funders

Financial support through our current funding partners, The Helmsley Charitable Trust and the Australian Government, is tied to Phase II of the program. Additional funding needs to be secured in a timely manner to ensure ongoing delivery through Phase II and beyond. The program will pursue a range of strategies to support this priority, framed by an overarching sustainability roadmap to be delivered in early 2021.

## Funding Host

In 2020 a formal agreement was signed with the Group on Earth Observations (GEO). GEO is hosted within the UN World Meteorological Organisation and provides access to UN systems, including the ability to employ staff in Africa. The GEO trust fund is regarded as an interim mechanism whilst the Program Management Office is established.

## **Program Management Office**

Implementation of the three -year DE Africa Establishment Phase (DE Africa Phase II) is currently being guided by Geoscience Australia. Throughout 2021, we will incrementally transition the DE Africa program management and delivery arrangements from Geoscience Australia to an African based Project Management Office (PMO). By the end of 2021, our target is that the PMO will be established with an Africa-based Digital Earth Africa team taking on functions and responsibilities from the GA Establishment Team.

## **Implementing Partners**

DE Africa is currently engaging directly with six national and regional 'Implementing Partners' (IPs), who together represent the interests of 43 African countries, including:

- African Regional Institute for Geospatial Information Science and Technology (AFRIGIST, Nigeria),
- AGRHYMET (Niger),
- Centre de Suivi Ecologique (CSE, Sénégal).
- Regional Centre for Mapping of Resources for Development (RCMRD, Kenya),
- Sahara Sahel Observatory (OSS, Tunisia) and;
- South African National Space Agency (SANSA).

Each of the IPs has been selected based on their existing role in supporting the uptake of Earth observation (EO) in decision making and based on their existing strengths in providing technical support to affiliated countries. IPs themselves will be key users of DE Africa. Further Implementing Partners will be added as the program evolves.



# Strategic Context for 2021

As we continue delivery, DE Africa maintains a focus on supporting African countries to progress national, regional and international sustainable development agendas, including:

- The **UN Sustainable Development Goals** for which Earth observation can play a significant role in supporting implementation and monitoring.<sup>1</sup>
- **Agenda 2063** ‘the Africa We Want’, which also recognises Earth Observation as providing a comprehensive basis to support implementation and monitoring of the development strategy.
- DE Africa also offers potential to support initiatives aligned with and reporting against the **Paris Agreement** and **Sendai Framework for Disaster Risk Reduction**.

In 2021, delivery will also face challenges and opportunities associated with the ongoing COVID-19 pandemic. The economic impact of the pandemic has been especially severe in Africa, plunging the continent into its first continental recession in two decades. This is associated with a lost \$115 billion in output, and 40 million more people pushed into poverty<sup>2</sup>. The International Monetary Fund forecasts a modest recovery in 2021, assuming a sustained health response, collective efforts to boost fiscal stimulus and the pursuit of innovative financing and policy. It also notes that in general Africa’s vibrant underlying growth dynamics remain in place, and there is evidence that long-needed reforms in energy and telecommunications are being accelerated, spurred by the current crisis. According to the World Bank, [25 percent of African firms](#) have accelerated the use of digital technology and increased investments in digital solutions.

DE Africa is positioned to support ongoing recovery efforts and leverage opportunities to partner with governments and the private sector to develop Earth observation-based solutions to pressing development challenges in the agriculture, water, resources, urban development, and other sectors. High level engagement, including through the Governing Board will be pursued, and engagement with private sector innovators will be a focus.

However, at the program delivery level ongoing restrictions associated with the pandemic will continue to pose challenges including in relation to:

- **Buy-in and ownership.** As African countries and leaders grapple with the pandemic and turn their focus to recovery, DE Africa will face challenges in attracting the attention and support that it may otherwise hope for. Building a strong and engaged Governing Board able to advocate and engage at high-level policy and decision making will be a key focus;
- **Technical engagement and logistics.** Establishing and promoting uptake and use of the DE Africa Platform requires significant engagement and relationship building. DE Africa has invested significant time engaging with key organisations and individuals, to build awareness and support engagement. Travel in 2021 will remain limited so the DE Africa team will continue to rely on virtual engagement. Consistent, reliable, responsive, and tailored engagement is needed, and will require accelerated deployment of the Africa-based team who bring local knowledge, language and networks.

Finally, it is important to note that due to technical delays, and implementation set-backs (including due to COVID-19 restrictions and factors), delivery of the Phase II (Establishment Phase) work program will extend beyond the originally intended March 2022 finish date. The Establishment Team is currently seeking ‘no-cost extensions’ to funding agreements with both The Helmsley Charitable Trust and the Australian Government, with a view to extension to 31 December 2022.

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<sup>1</sup> Group on Earth Observations Supporting Official Statistics in Monitoring and Achieving the 2030 Agenda

<sup>2</sup> According to the World Bank



## In Focus: Contribution to Africa's post-COVID recovery

### Economic recovery through a strengthened Earth Observation industry

The World Economic Forum estimates that even under conservative assumptions, the impact of DE Africa for the African EO industry could be greater than \$2 billion a year. This includes improved use of EO data leading to an extra \$500 million (USD) in yearly EO sales along with new job opportunities and increased revenue.

DE Africa is developing an industry engagement project that will support private industry to leverage Earth observations (EO) for existing and new business opportunities. The initial project scope will focus on understanding private sector business opportunities in food and water security across Africa using DE Africa products and services.

### Food security through boosted agricultural productivity

The World Economic Forum estimates that provision of better EO data to Africa could potentially be worth an extra \$900 (USD) million a year, thanks to water savings and productivity gains for farmers, it could also contribute to reduced pesticide usage. DE Africa's Cropland Map product will help address food security issues by providing accurate, high-resolution, and regularly updated cropland area map for African which delineates where agriculture is taking place across the landscape. The team is on track to produce a Beta product ready for use in February-March 2021. The Cropland Map is being co-developed with the following Africa partners: Regional Centre for Mapping of Resources for Development (RCMRD, Kenya); the Group on Earth Observations Global Agricultural Monitoring (GEOGLAM, representative based in Uganda), African Regional Institute for Geospatial Information Science and Technology (AFRIGIST, Nigeria), AGRHYMET (Niger) and the Ghana National Disaster Management Organisation (NADMO).



**Figure 5** – Earth observation data could boost growth by an extra \$900 (USD) million a year, thanks to water savings and productivity gains for farmers.

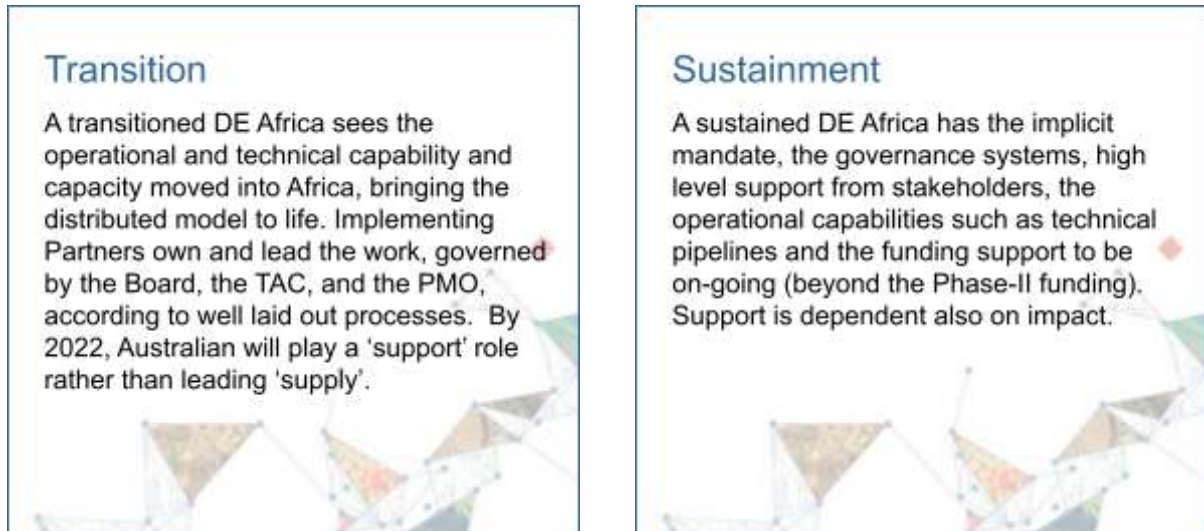
*Source: Unlocking the Potential of Earth Observation to address Africa's critical challenges, World Economic Forum, Insight Report, Jan 2021.*



# 2021 Work Plan

## Transition and Sustainment

Through 2021 there will be a strategic emphasis on the **transition** of capabilities and functions to Africa, and on positioning to ensure that DE Africa will be **sustained**, beyond the establishment phase, in terms of governance, management and resources.



Year three of the Phase II Establishment period will also aim to “grow the ecosystem of users”. This means continuing to deliver EO products that meet development needs and have applications for real world development challenges, it also means supporting local networks of users to collaborate and work together to apply DE Africa.

Aligned with long term program outcomes, the DE Africa Establishment Team will include special focus on the following priorities through 2021:

1. Fully operationalise the governance and program delivery framework
2. Transition functions to an established PMO, and Implementing Partners
3. Establish and transition technical operations
4. Secure further investment to support Phase III delivery
5. Develop user capacity across Africa
6. Drive and demonstrate impact
7. Strength partnerships and community
8. Build awareness

Details of work area follow, including the connection to the investment logic, key milestones, and indicators.

# 2021 Framework Updates

All endorsed DE Africa strategies are available on the [DE Africa website here](#).

Key program documents that we expect will need to be created or updated during 2021 include:

- The [DE Africa Governance Framework](#) (current to July 2019) will be updated current to 2021 to incorporate the agreed distributed operational model framework (see Figure 6).
- An updated [Communications Strategy](#) (current to 2021) has been developed to reflect a distributed communications model.
- The [DE Africa Technical Road Map](#) (current to March 2020) will be updated in early 2021.
- A **Data and Services Roadmap**, will be developed and include a data hosting policy.
- The **Gender Equality Diversity and Social Inclusion (GESDI) Implementation Plan** is now under development to effectively deliver against the [DE Africa GEDSi Strategy](#).
- The **Capacity Development Implementation Plan** is currently being co-designed with partners to deliver against the [DE Africa Capacity Development Strategy](#).
- A **Sustainable Funding Strategy** will be developed in early 2021.
- An **Industry Engagement Plan** will be developed early 2021, setting out short, medium and long-term strategies and actions to ensure that DE Africa is used to support industry innovation and third-party applications.

Other key documentation supporting program delivery, maintained or under development by the DE Africa Establishment Team team include:

- **Risk Management Framework** – the risk management framework has been updated and will be provided to the Governing Board for review.
- **DE Africa Operations Manual** – the Operations Manual will serve as an overarching summary of key technical, management, engagement and other policies and processes as will be applicable to DE Africa beyond Phase II. The Manual will be co-developed with the PMO once established.



## Fully operationalise the governance and program delivery framework

**Phase II Outcome: DE Africa's Governance Framework is operational, effective and African owned.**

Full implementation of the governance framework underpins the 'African owned and led' objective of the establishment phase and will ensure that decision makers and leaders from within the community are guiding and directing DE Africa's future program, and also advocating for its sustainment.

Theme	2021 Activity Area	Milestones/ Indicators 2021
<b>Governance</b>	Fully operationalise the DE Africa governance framework; including activating the Governing Board as a basis to establish high-level buy-in and advocacy for the program, and ensuring continued strong engagement with the TAC.	<ul style="list-style-type: none"> <li>• TAC – Quarterly meetings</li> <li>• GB – Bi-annual meetings</li> <li>• GEO trust fund active and effectively being used for program delivery</li> <li>• Governance Framework documentation updated current to 2021</li> </ul>
<b>Program delivery</b>	Implementation of the program planning and reporting cycle; Operationalise the MEL framework; consolidate and document established processes and approaches.	<ul style="list-style-type: none"> <li>• Delivery of key planning &amp; reporting documents, inc: DE Africa 2020 Annual report, 2021 Annual Work Plan, quarterly reports, financials.</li> <li>• Effective and efficient tracking of program progress against benefits and impacts</li> </ul>
<b>GEDSI</b>	Co-design and deliver against GEDSI implementation plan	<ul style="list-style-type: none"> <li>• Co-design and deliver against GEDSI implementation plan</li> <li>• Formation of a GEDSI working Group</li> <li>• GEDSI outreach activities</li> </ul>
<b>Data governance</b>	Effective use of the technical road map to guide product delivery; Data and product governance processes in place	<ul style="list-style-type: none"> <li>• Technical road map 2021 update complete and endorsed</li> <li>• Data and Services Roadmap developed</li> </ul>



## Transition functions to an established Program Management Office and Implementing Partners

**Phase II Outcome: DE Africa institutional, management and staffing capacity is established/ DE Africa has established a range of enabling partnerships.**

Through 2021, DE Africa will accelerate the transition of operations to Africa, which includes all management and operational functions. This includes transition of significant program knowledge, insights and other capital, as well as establishing key policies, practices, attitudes, and program work culture.

Theme	Activity Area	Target/ milestones
<b>PMO</b>	Select the PMO (program management office) and commence recruitment	<ul style="list-style-type: none"> <li>PMO institutional hosting arrangements in place, operational and fully staffed</li> </ul>
<b>Platform host</b>	Establish the DE Africa platform hosting	<ul style="list-style-type: none"> <li>Platform hosting arrangements in place, operational and fully staffed</li> </ul>
<b>Implementing Partners</b>	Establish the DE Africa distributed operational model; establish effective policy and processes for distributed operational model	<ul style="list-style-type: none"> <li>All Implementing Partner agreements are in place; IPs actively leading DE Africa program delivery against agreed outcomes</li> <li>DE Africa policy and processes operations manual is complete and actively used</li> </ul>
<b>DE Africa Est Team support</b>	In Africa recruitment to support the Est. Team	<ul style="list-style-type: none"> <li>DE Africa Est Team appropriately staffed to support Phase II program establishment</li> </ul>





## Establish and transition technical operations

### Phase II Outcome: DE Africa's technical capacity is established and delivers credible and free EO data and products

Through 2021 DE Africa will also accelerate the establishment and transition of its technical operations into Africa. This includes completing the establishment of platform and data from AWS Cape Town and transition of significant program knowledge, insights and expertise.

Theme	Activity Area	Target/ milestones
<b>Platform</b>	Establish operational cloud infrastructure & data pipelines in Cape Town	<ul style="list-style-type: none"> <li>Infrastructure operational in Cape Town</li> <li>Documentation of DEAfrica Sandbox infrastructure complete</li> </ul>
<b>User interfaces</b>	Future development platform interfaces	<ul style="list-style-type: none"> <li>Terria Map v8 released (English &amp; French) and user research guided upgrades complete</li> <li>Esri geoportal is connected to DE Africa data</li> <li>Platform usage and monitoring established and effective</li> </ul>
<b>Data</b>	Reliably automated and well documented operational input data flows and downstream service production	<ul style="list-style-type: none"> <li>Landsat Collection 2 pipeline operational</li> <li>Sentinel-1 radar backscatter pipeline operational</li> <li>Additional dataflows established</li> </ul>
<b>Product development &amp; validation</b>	Co-design, validate and deliver planned and new continental products and notebooks, with Africa partners, guided by the Technical Road Map.	<ul style="list-style-type: none"> <li>Sentinel-2 Geomedian (GeoMAD) complete</li> <li>WOFS operational</li> <li>Cropped area map operational</li> <li>Fractional cover complete</li> <li>Sentinel-1 annual composite complete</li> <li>Additional continental scale products in development</li> <li>Number and diversity of publically available DE Africa notebooks</li> </ul>
<b>Program delivery team</b>	Product Development & Validation Team	<ul style="list-style-type: none"> <li>Product Development &amp; Validation Working Group formed and actively supporting program delivery</li> </ul>



## Secure additional finances to support Phase III delivery

### Phase II Outcome: DE Africa has attracted additional investment

In 2021, DE Africa will have a clear focus on securing additional funding to support ongoing delivery of the program beyond the Establishment Phase. Building on existing relationships and consolidating messages on value and impact, the Establishment Team will develop and deliver a Sustainability Roadmap that provides a diversity of entry points for interested donors. A program of strategic communications and engagement will also be progressed.

Theme	Activity Area	Target/ milestones
<b>Funding strategy</b>	Develop and implement a sustainable Financing Strategy	<ul style="list-style-type: none"><li>• Sustainable Financing Strategy developed;</li><li>• Contract let to map the funding landscape</li><li>• Other implementation steps</li></ul>
<b>Future funders</b>	Secure additional investment and in-kind support for the Sustainment Phase of DE Africa (i.e. for DE Phase III, Sustainment)	<ul style="list-style-type: none"><li>• Co-investment and further in-kind contribution from additional philanthropic/ aid agencies secured</li></ul>
<b>Existing funders</b>	Ensure strong continued support and engagement from our existing funding partners and governing groups	<ul style="list-style-type: none"><li>• Quarterly reports to funding partners</li><li>• Continued support received from existing funding partners</li></ul>



## Develop user capacity across Africa

**Phase II Outcome: Intermediary and end-users are identified, and their needs are understood**

**Phase II Outcome: Increasing capability across a diversity of users to engage with and apply DE Africa data and products**

DE Africa is built on partnerships to create sustained capability development in Africa. In 2021, the program will work with 'champion users' and implementing partners to empower them to advocate for uptake and in turn drive additional application and benefits. In doing so the program will gain credibility and attract additional in-country support and uptake.

Theme	Activity Area	Target/ milestones
<b>User needs</b>	Understand key needs of partners and end-users	<ul style="list-style-type: none"> <li>User needs understood (number, diversity and scope of needs assessments complete for implementing partners and end-users)</li> </ul>
<b>Capacity development</b>	Co-develop and deliver the Capacity Development Implementation Plan, with our Implementing Partners, providing fit-for-purpose training and support to maximise user ability to use and derive impact from DE Africa products/ services	<ul style="list-style-type: none"> <li>CD task team active/ effective (number of meetings, number; diversity of active participants etc.)</li> <li>Co-designed Capacity Development Implementation Plan complete</li> <li>Train-the-trainers &amp; end-user training materials complete and effective (Number of training courses given; number and diversity of training graduates; user satisfaction metrics)</li> <li>Training material delivered and assessed regularly</li> </ul>
<b>User support and engagement</b>	Support the Africa team to expand and catalogue the number and diversity of use cases, including based on delivery of new products (as per the technical roadmap)	<ul style="list-style-type: none"> <li>Help desk active (Number of help desk requests; average request turn around time; diversity of users requesting help desk support)</li> <li>Evidence of a growing active user community (e.g. number and diversity of live session participant)</li> <li>Communities of practice working group formed</li> <li>Number and diversity of users developing their own use cases</li> </ul>



## Deliver and demonstrate impact

**Phase II Outcome: DE Africa products are used to inform decision making**

**Phase II Outcome: DE Africa is used to support development of innovative applications**

**Phase II Outcome: DE Africa benefits are recognised by a growing user base, including women across public and private sectors**

In 2021 DE Africa will strengthen its focus on supporting the application of DE Africa platform products and data to real-world development challenges. DE Africa will build the evidence base (qualitative and quantitative) demonstrating outcomes and impact for people in Africa. In parallel the program will work with 'champion users' and implementing partners to empower them to advocate for uptake and in turn drive additional application and benefits. In doing so, the program will gain credibility and attract additional support and uptake. Importantly, DE Africa will increase its focus on working with industry and private sector to engage with the platform in a variety of ways.

Theme	Activity Area	Target/ milestones
<b>Use cases</b>	Expand the number of technical and 'downstream' users and beneficiaries, across all sectors including in-country users, governments and industry innovators	<ul style="list-style-type: none"><li>• Number and diversity of beneficiaries</li></ul>
<b>Industry innovation</b>	Support development of innovative applications	<ul style="list-style-type: none"><li>• Develop and deliver against an Industry Engagement Plan to ensure DE Africa is used to support industry innovation</li></ul>
<b>Benefits realisation</b>	Build robust evidence of impact, complimenting the World Economic Forum modelling undertaken in 2020. This will include delivery of targeted research, case study development and economic value evaluation.	<ul style="list-style-type: none"><li>• Undertake, publish and promote Economic Value Studies - in collaboration with key partners including GEO, WEF and others</li></ul>





## Strengthen partnerships and community

**Phase II Outcome: DE Africa is increasingly recognised as a preeminent EO data platform**

**Phase II Outcome: DE Africa supports increased consistency in application and analysis of EO data**

**Phase II Outcome: DE Africa supports development partner and bilateral engagement and exchange**

Throughout 2021, DE Africa will continue to grow our user community, ensuring our partners and aligned programs can effectively engage with our products and services, and will advocate for the program.

Theme	Activity Area	Target/milestones
<b>Governance</b>	Mobilise the Stakeholder Community Group (SCG) more effectively.	<ul style="list-style-type: none"><li>Information can be, and is, disseminated to and captured from the SCG</li></ul>
<b>Global technical community</b>	Regularly engage in national, regional and international fora, including continued advocacy for and alignment with international data standards and ongoing active participation in the Open data cube community.	<ul style="list-style-type: none"><li>Active, regular participation in GEO, CEOS, ODC initiatives</li><li>Adoption and promotion of international data standards</li></ul>
<b>Partnerships &amp; alignment</b>	Support inter-regional collaboration, for example across Implementation Partners and aligned programs, as a means to establish self-sufficient and mutually beneficial capacity support, knowledge sharing and information networks.	<ul style="list-style-type: none"><li>Governments and international development programs engaged</li><li>Foster and grow existing and new enabling partnerships - AWS Public Data Program relationship is promoted, supported and sustained</li><li>Private sector engaged - CEO levels; SMEs; innovators / startups</li></ul>
<b>Aligned programs</b>	Work in synergy with other development initiatives and aligned programs, enabling other groups to leverage our products and services.	<ul style="list-style-type: none"><li>Number and diversity of aligned programs leveraging DE Africa products and services</li></ul>



# Build awareness

## Phase II Outcome: DE Africa is promoted throughout Africa and internationally

We will implement the updated communications strategy with a focus on building awareness, and on informing the community of interested and potential users.

Theme	Activity Area	Target/ milestones
<b>Strategy and brand</b>	Launch the new DE Africa brand and refined messaging, and revise communication collateral to ensure it is effective in engaging stakeholders and providing them the information they need to champion the program. Implement effective analysis to demonstrate reach and impact.	<ul style="list-style-type: none"> <li>• Deliver updated Communications Strategy</li> <li>• Deliver new fit-for-purpose and inclusive DE Africa branded assets</li> </ul>
<b>Comms channels</b>	Continue to build effective communication channels, processes and networks.	<ul style="list-style-type: none"> <li>• Grow social media communities</li> <li>• Continue to develop, adjust and archive content on website</li> <li>• Continue to seek media opportunities</li> <li>• Develop regular stakeholder newsletters</li> <li>• Effective communications monitoring and evaluation systems in place</li> </ul>
<b>Comms network</b>	Implement a distributed communication model, ensuring there is a shared understanding of the communication approach, brand and narrative among our Implementing Partners. Identify and assist addressing capability gaps among Implementing Partners to effectively communicate about and promote the program.	<ul style="list-style-type: none"> <li>• Active and effective communication working group established (e.g. monthly meetings held, number &amp; diversity of active participants)</li> </ul>
<b>Content</b>	Develop, share and amplify stories (including impact stories) aligned to the communication themes through communication channels and with key stakeholders. Communication themes: <ul style="list-style-type: none"> <li>• African owned and run</li> <li>• World leading tech</li> <li>• Africa outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Number and diversity of stories published</li> <li>• Level and diversity of engagement across all channels (as measured by comms metrics)</li> </ul>
<b>Events</b>	Ongoing engagement in national, regional and international events.	<ul style="list-style-type: none"> <li>• Number of events/ joint initiatives supported etc</li> </ul>



## Annex 1: Detailed Work Plan

The DE Africa 2021 Work Plan & Gantt Chart lists the full set of 2021 Activities, Milestones, and Indicators, aligned with the DE Africa Phase II Investment Logic.

## Annex 2: Annual planning and reporting cycle



DE Africa Annual planning and reporting cycle is conceptualised above.

- The Governing Board – will meet two to three times a year with meetings designed to provide strategic direction and support, oversight, and outreach.
- The Technical Advisory Committee – will meet quarterly and will play a key role in advising on the design and delivery of work plan priorities; and
- Annual Reflect and Refocus, and Annual Reporting – are important mechanisms to allow DE Africa to reflect on progress, lessons learned and inform future directions.

The detailed [DE Africa 2021 Work Plan & Gantt Chart](#) will be reviewed on a quarterly basis, as part of this planning cycle.

Progress against each activity will be summarized on a regular basis through our quarterly reports.