



Digital Earth
AFRICA

DE Africa Quarter 2 Program Report

July – September 2025

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About Digital Earth Africa



Our vision

Digital Earth Africa (DE Africa) provides reliable Earth observation services, offering decision-ready products to help address social, environmental, and economic challenges while promoting innovation across sectors.

Our mission

DE Africa processes open data to create decision-ready products, addressing Africa's challenges by working with the AfriGEO community and building on existing capacity to use Earth observations effectively.



Livelihood strengthening

Enhance informed decision-making across government and sectors, delivering both direct and indirect benefits to individuals and communities.



Digital transformation is advanced

Drive the evolution of Africa's digital economy by promoting industry uptake and fostering innovations.



Economic development and job creation

Facilitate new business development and employment opportunities by providing access to data for commercial products and services.



Development activities are more effective

Enhance understanding of development challenges and solutions to strengthen collective impact and assess progress toward national priorities, the African Union's Agenda 2063, and the UN SDGs.



Enhance and scale regional activities across Africa.



Empower climate action by developing in-country knowledge and skills.



Serve an audience that meets our diversity and inclusion strategy.



Ensure sustainable governance and deepen key partnerships.



Program Outcomes

OUTCOME 1: Sustainment

DE Africa is on-track to be sustained in Africa (technically, operationally and financially), with key African stakeholders invested to achieve this end-point

Strengthening Governance & Program delivery

Stakeholders maintain confidence in DE Africa's governance, operations, and transparency

Enabling Partnerships

African governments and regional institutions support DE Africa's shift toward financial sustainability, recognizing its value and operational impact

Sustainment and Business Model Development

Developing a cross-sector business model to diversify revenue, sustain operations, and secure funding beyond Phase III

Science and Technology

DE Africa's science and technical platform remains a robust, world-leading capability, responsive to Africa's needs

OUTCOME 2: Uptake and Impact

DE Africa information is consistently used by key stakeholders - governments, communities, private sector and individuals, to drive environmental, social and economic impacts

User needs/in-country engagement

Customizing DE Africa services for in-country needs like food security, connecting with end-users via partners and communities

Capacity Development

Development of tailored training materials to support diverse users, from decision-makers to in-country specialists, in utilizing DE Africa's products

User Engagement/Uptake

Rapid growth in uptake of DE Africa services including the Map and the Sandbox, and direct use of DE Africa services

Demonstrating impact

DE Africa services empower community decision-making, improve lives, and support African governments in using data for policy and action

Cross-Cutting

Diversity and Inclusion

Communications and PR

Monitoring, Evaluation and Learning

Benefits Realisation

Risk Management



Executive Summary



From July to September 2025, implementation of the second quarter of the 2025–2026 Work Plan was characterised by strong governance engagement, expanding science and technology outputs, and deeper in-country collaboration.

Governance structures were reinforced through the successful convening of the 3rd IAB meeting and the 22nd TAC meeting. A dedicated joint session between the IAB and TAC Co-Chairs was also held to identify synergies and ensure continued alignment.

The program's governance maturity continued to advance with the Risk Appetite Statement finalised and submitted for board endorsement, and significant progress achieved on the Business Continuity Plan (BCP), which is now under internal review.

DE Africa formalised **new agreements with GSSTI in Ghana, the SASSCAL in Namibia, HYGEO in Niger, and UGAMA in Rwanda**. These partnerships strengthen regional collaboration and further embed the program's tools and data into operational contexts across the continent.

Science and technology advanced with the operationalisation of a new data pipeline, Sentinel-3 OLCI L2 Land, as well as a new dataset, the ESA WorldCereal, accompanied by publication of technical documentation for each of these.

Over **15 training sessions** were delivered across universities, private institutions, and hackathons in multiple african countries. User engagement showed consistent growth, with **1,518 new Sandbox registrations, 827 online course enrolments, and 422 certificates of completion** issued demonstrating continued interest and uptake of DE Africa's learning resources.

Digital Earth Africa's impact and visibility also grew significantly, **reaching over 700,000 people** through media and social channels. The quarter featured a total of **11 new use case stories, 4 changemaker profiles, and 4 partnership features**, reflecting the tangible outcomes of the program's work and its expanding network of users and collaborators across the continent.

Highlights for the Quarter



Key Updates



OUTCOME 1: Sustainment

DE Africa is on-track to be sustained in Africa (technically, operationally and financially), with key African stakeholders invested to achieve this end-point



Program Delivery

During Q2, Digital Earth Africa strengthened its governance and operational systems to ensure effective oversight, delivery, and sustainability of program outcomes.

Key **governance engagements** included the 3rd Interim Advisory Board (IAB) meeting, the 22nd Technical Advisory Committee (TAC) meeting, and a joint IAB/TAC Co-Chairs session, fostering greater coordination between strategic and technical priorities.

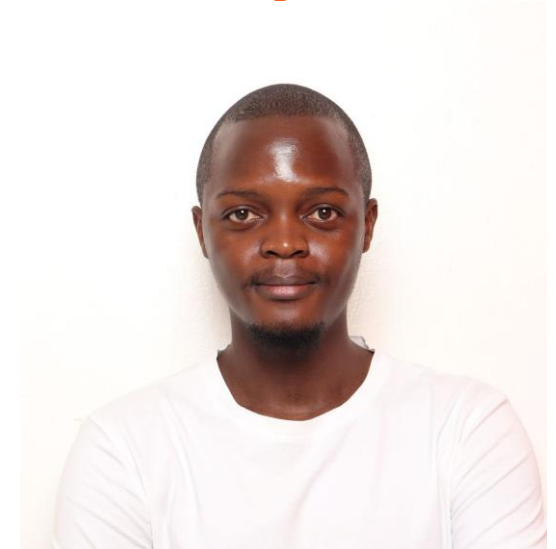
Monitoring, Evaluation and Learning (MEL) advanced with the drafting of the Mid-Term Report covering April–September 2025, which will inform program adjustments and performance tracking in the next quarter.

Diversity and Inclusion (D&I) efforts continued through a dedicated session on *Microaggressions in the workplace*.

Technical capacity was expanded with the recruitment of a Junior Platform Engineer and a short-term Earth Observation (EO) Data Scientist.

In line with the program's focus on **risk management and resilience**, the Risk Appetite Statement was finalised and submitted for Board endorsement, and substantial progress was made on the Business Continuity Plan (BCP), now in internal review.

Operational efficiency was improved through the completion of four new Standard Operating Procedures (SOPs) covering travel booking, agreement drafting, Caspio data capturing, and Sandbox User Assignment Process



Allan Wafula, new Junior Platform Engineer



Leila Maritim, new EO Data Scientist



MEL Quarterly Results

Diversity (gender, age, country, language), operational Interim Advisory Board and Technical Advisory Committee, with meetings occurring regularly

Target = None
Number of women IAB
and TAC members



Q2 Status: On track

IAB - 3 (33%); TAC - 2
(12%)

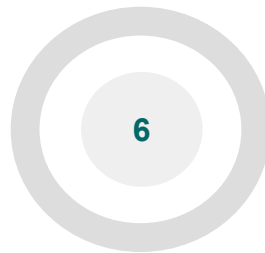
Target = None
Number of African countries
represented at IAB and TAC



Q2 Status: On track

IAB - 6; TAC - 11

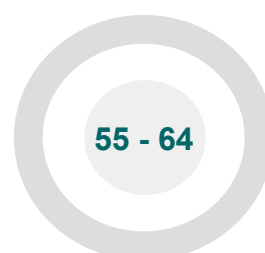
Target = None
Number of languages of
IAB and TAC members



Q2 Status: On track

IAB - 4; TAC - 2

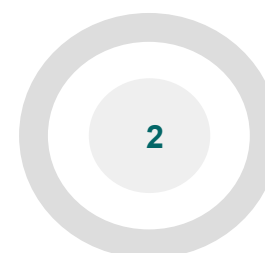
Target = None
Age range of IAB and
TAC members



Q2 Status: On track

GB: 36 - 44 = 20%; 45 - 54 = 20%;
55 - 64 = 40%; unknown = 20%

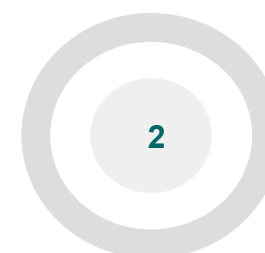
Target = 4
Number of IAB meetings
hosted annually



Q2 Status: On track

2 IAB meetings held

Target = 4
Number of TAC meetings
hosted annually

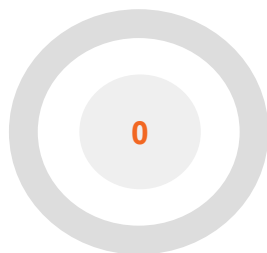


Q2 Status: On track

2 TAC meetings held

PMO leading the effective implementation of DE Africa, including robust planning, reporting, financial management, and administration

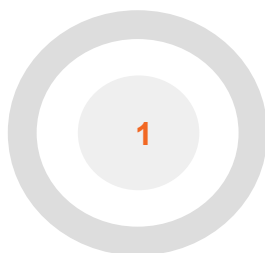
Target = 1 every 5 years
Long-term strategy
implemented



Q2 Status: At risk

Long term strategy under
development

Target = 1
Approved annual
workplan



Q2 Status: Complete

2025/26 workplan
approved

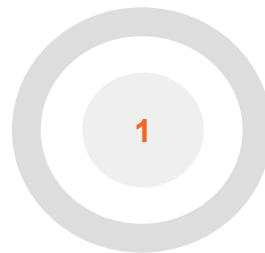
Target = 4
Number of quarterly
reports developed



Q2 Status: On track

Q2 report in draft

Target = 1
Annual report developed
annually



Q2 Status: Complete

2024/25 complete and
published

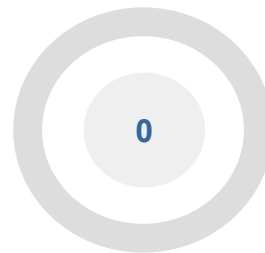
Target = 1
Accurate, timely financial
statements developed
annually



Q2 Status: Complete

2024/25 financial statement
submitted

Target = 1
Cross sector business
model implemented



Q2 Status: Off track

No implementation



MEL Quarterly Results

Development of new products as per Technical Roadmap

Target = None
use cases supported



Q2 Status: On track

11 use cases supported in Q2

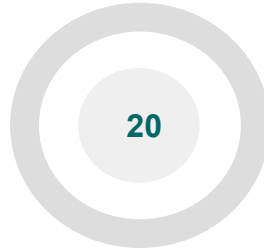
Target = 2
external datasets made available



Q2 Status: Target exceeded

4 datasets made available in Q2

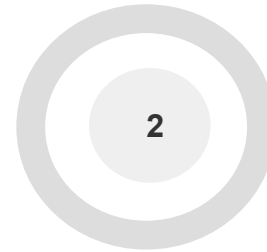
Target = 5
new notebooks developed



Q2 Status: Target exceeded

6 new notebooks developed in Q2

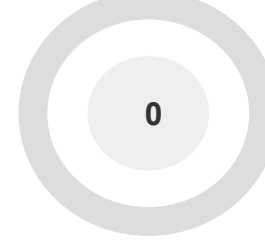
Target = 10
partnerships with key pan African organisations established



Q2 Status: On track

2 established in Q2

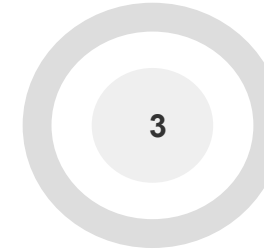
Target = 6
partnerships with African governments formed



Q2 Status: On track

Various MoUs drafted in Q2

Target = 3
partnerships with learning institutions



Q2 Status: On track

1 new MoU signed in Q2

African governments and institutions are utilising DE Africa services and systems

Target = 6
new governmental organisations accessing DE Africa data and services



Q2 Status: On track

2 MoUs shared in Q2

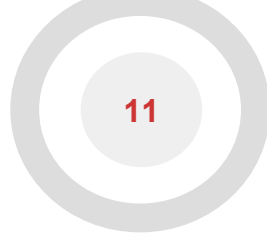
Target = None
use cases supported from African governments and institutions



Q2 Status: On track

Capacity building programs conducted for diverse trainee base

Target = 5+
capacity building programs implemented



Q2 Status: Target exceeded

3 conducted during Q2

Target = None
capacity building program attendees



Q2 Status: On track

538 (336 M; 202 F) attended during Q2

Content showcasing benefit to DE Africa users

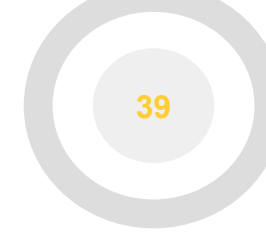
Target = 28
use cases and user profiles developed and published



Q2 Status: Ontrack

11 use cases and user profiles published in Q2

Target = 10+
relevant EO and space events attended



Q2 Status: On track

11 EO and space related events attended in Q2

Partnerships

Formalized partnerships

Ghana Space Science and Technology Institute (GSSTI), is a state institution that aims to advance space science and technology for the socio-economic development of Ghana: a formal engagement has been established to collaborate on initiatives that support GSSTI's efforts to enhance EO capabilities and expand the reach of DE Africa's open-access platform and tools. The collaboration promotes the development of Earth intelligence solutions that address critical issues such as agriculture, climate resilience, and sustainable development through the DE Africa platform and services, to support the Ghana Earth Observation sector.

Southern African Science Service Centre for Climate Change and Adaptive Land Management (SASSCAL), is a regional institution established in 2012 to address climate change in Southern Africa; a formal engagement has been established to collaborate on initiatives that advance SASSCAL's objective of delivering products, services, and information to support evidence-based decision-making, with particular emphasis on agriculture and community engagement in member states, leveraging DE Africa's capabilities in satellite data and analysis.

HYDRO-GEO CONSULTING (HYGEO) is a Niger-based company specializing in geospatial technologies and climate services: a formal intent to collaborate on initiatives related to HYGEO's mandate including environmental protection, water resources and flood risks management, and community engagement in Niger, leveraging DE Africa's capabilities in big data and satellite data analysis has been established.

Umuryango wo Gushyigikira AMAkoperative (UGAMA) is a National Non-Governmental Organization for Supporting to Cooperatives and community-based organisation in Rwanda. A formal collaboration has been established to combine UGAMA's extensive experience in agriculture extension, crop, environment, water resources, flood risk monitoring and community engagement in Rwanda with DE Africa's big data capabilities to strengthen environmental protection through agriculture intensification initiatives across the country.

Key Engagements

- Esri: Ongoing collaboration on preparation of a "ESRI Learn Lesson" on DE Africa Coastlines Monitoring Service
- In-kind contributing partners: Progress meetings held to maintain alignment and leverage support.



Implementing Partner Activities



African Regional Institute for Geospatial Information Science and Technology (AFRIGIST)

- Online training Agriculture and Water data processing: DE Africa platforms and GIS Desktop applications interoperability on 22 July.
- Use case development: Protecting Lake Tikpan in Benin, How satellite data is guiding action.



Agriculture, Hydrology, Meteorology Regional Centre (AGRHYMET)

- Training Face-to-face meeting on GEDSI on 8 July.
- Crop Type Mapping for Niger, Burkina Faso in September.



Centre de Suivi Ecologique (CSE)

- Dissemination workshop on wetland work flow at University of Cheikh Diop in Dakar.



The Sahara and Sahel Observatory (OSS)

- Burkina Faso National Capital Accounting workshop - 10 July.
- 3rd Online Workshop on "Soil Organic Carbon (SOC) Stock Monitoring and Mapping" held on 22 July.
- 4th Online Workshop on "Monitoring Land Productivity Trends" held on 10 September.



Regional Centre For Mapping Of Resources For Development (RCMRD)

- Training on wetland toolkit Kenya on 7 to 10 July.
- Training on wetland toolkit Uganda on 9 - 12 September.

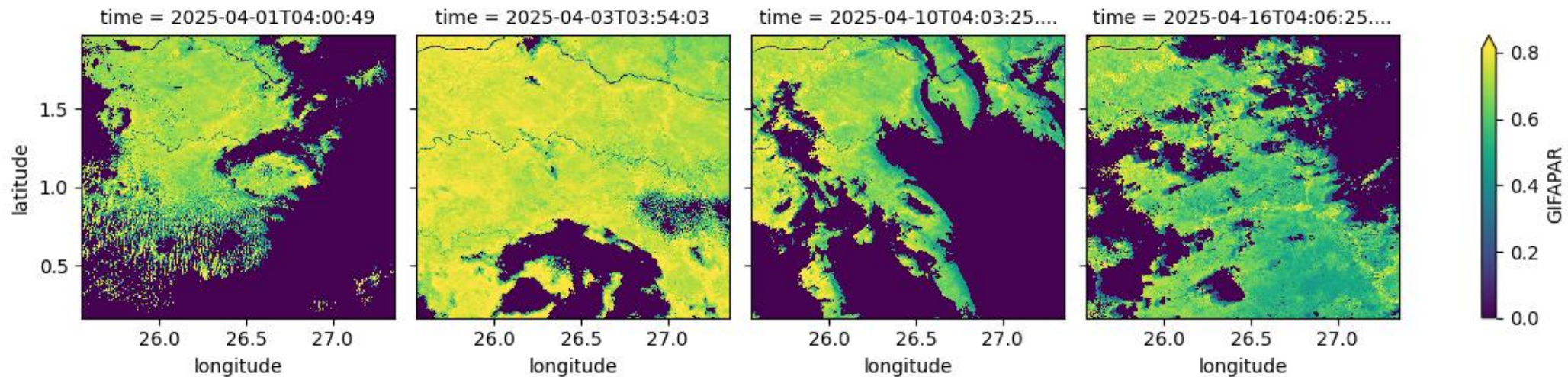


Science and Technology

During Q2, DE Africa advanced several key scientific workflows, expanded its data offerings, and deepened regional collaborations to enhance the delivery of actionable Earth observation services.

New Data and Pipelines

- Sentinel-3 OLCI L2 Land data pipeline indexed and operational on the development environment, enabling analysis of biophysical land and water variables.
- ESA WorldCereal dataset integrated as a new data source, supporting cropland monitoring and agricultural applications across Africa.



Fraction of Absorbed Photosynthetically Active Radiation (green component) for the central Congo Basin belt (evergreen lowland rainforest) in the Democratic Republic of the Congo (DRC), extracted from the Sentinel 3 OLCI Land dataset

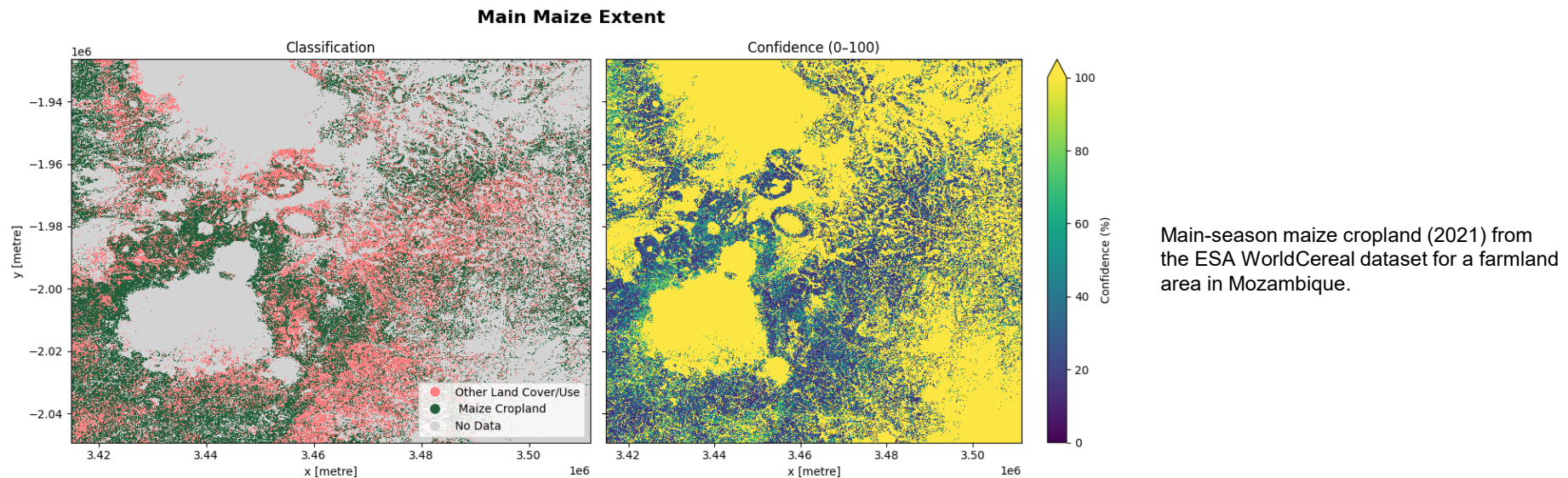


Science and Technology

DE Africa expanded and refined its suite of data and technical resources, improving usability, accessibility, and analytical capabilities across multiple thematic areas. In parallel, strong participation in global scientific forums was maintained, while key technical collaborations that strengthen the program's visibility were undertaken, contributing to continued impact across the continent.

Updated and New Notebooks

- Enhanced Coastal Erosion and Surface Mining notebooks to reflect updated workflows and improved performance.
- Released updates to the deafrica-tools package, enabling easier direct data loading for users.
- Continued development of the [Notebook suite for Urban resilience with SWAC](#)
- Developed and prepared data loading notebooks for the ESA WorldCereal dataset and Sentinel-3 data pipeline, supporting new product integrations and reproducibility.



Science and Technology

International Science Engagements

- Participated in RAMSAR COP15, showcasing updated wetland assessment and monitoring tools and also prepared and provided a video tutorial to the Ramsar Secretariat for inclusion in Module 2 of the Ramsar National Wetland Inventory training course
- Provided a presentation to the AWS Open Data and the Amazon Sustainability Data Initiative session "Measuring Success: Metrics & KPIs for Open Earth Science Data" at the Earth Science Information Partners Meeting.
- Presentations on DE Africa at the IGARSS Conference in Australia, reinforcing the program's leadership in global Earth observation science.

Technical Support and Use Cases

- Collaborated with Northern Rangelands Trust (Kenya) on rangeland health monitoring and related data products.
- Advanced the SASSCAL AgriWatch initiative, contributing technical input toward a formal MoU.
- Updated the Waterbodies Seasonal Animation workflow to support training and capacity building.
- Supported international innovation events including the G20 2025 Hackathon and UNEP Hack for the Environment.
- Delivered technical training to Ghana Space Science and initiated a national-level use case with NEMA.
- Presented on data processing for agriculture and water, showcasing interoperability between DE Africa's platform and GIS desktop applications to an AFRIGIST led workshop in Nigeria,



Mpho Sadiki, DE Africa's EO Data Scientist, participated in RAMSAR COP15, showcasing updated wetland assessment and monitoring tools.

Science and Technology

DE Africa strengthened its technical infrastructure to improve efficiency, security, and data reliability across all environments.

- **Infrastructure Optimisation:** Completed an instance type review to align production and development environments, improving resource allocation and cost efficiency.
- **Security and Stability:** Deployed AWS Web Application Firewall 2 via Terraform and introduced new rules to block bot traffic, enhancing database performance. Upgraded GeoServer across all environments for greater reliability.
- **Sandbox Enhancements:** Implemented temporary and persistent storage options and launched a custom authentication/sign-up interface to improve registration security and user data collection.
- **Data Quality and Availability:** Resolved dataset duplicates, reindexed Sentinel-1 products, filled RTC 2025 data gaps, refreshed the ODC development database, and restored missing Sentinel-2 scenes.

New Datasets and Services

- **Sentinel-3:** Operational land, water, and vegetation products uploaded to production.
- **Sentinel-5p:** Sample atmospheric data introduced in development.
- **Sentinel-2:** Semi-annual Geometric Median runs completed.

New Documentation

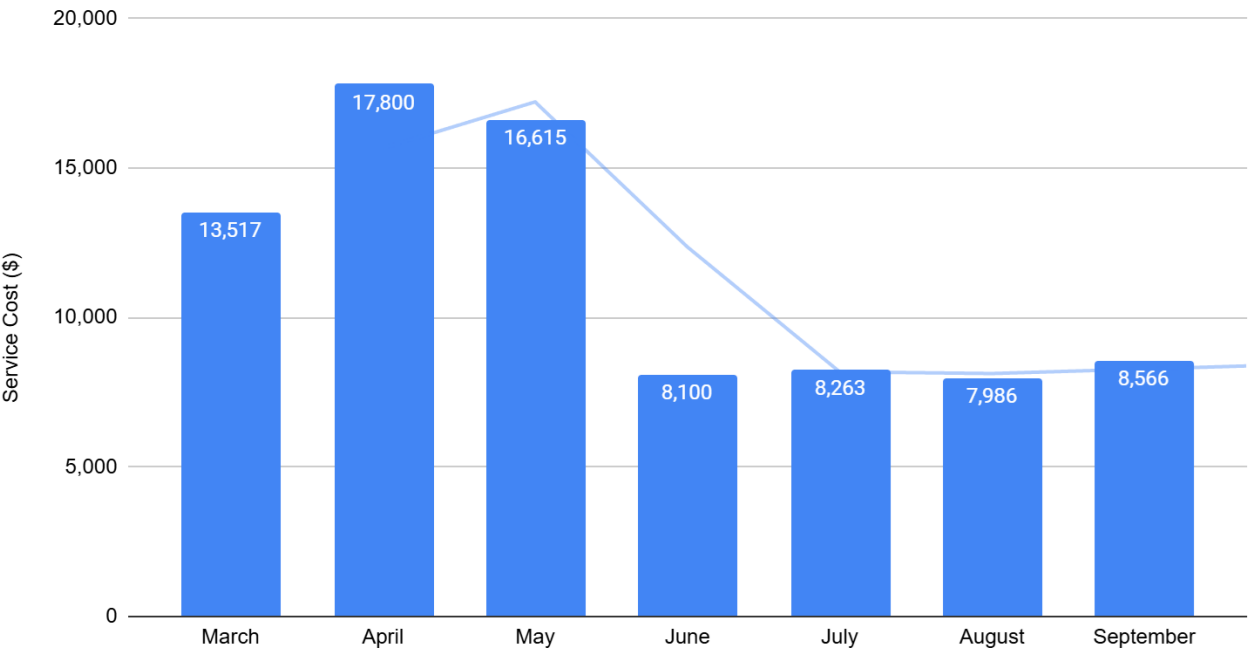
- [FAO Handbook](#) published
- Technical documentation published for [ESA World Cereal](#) and [Sentinel 3 OLCI L2 Land](#)



Science and Technology

Total Cost by Month - 2025

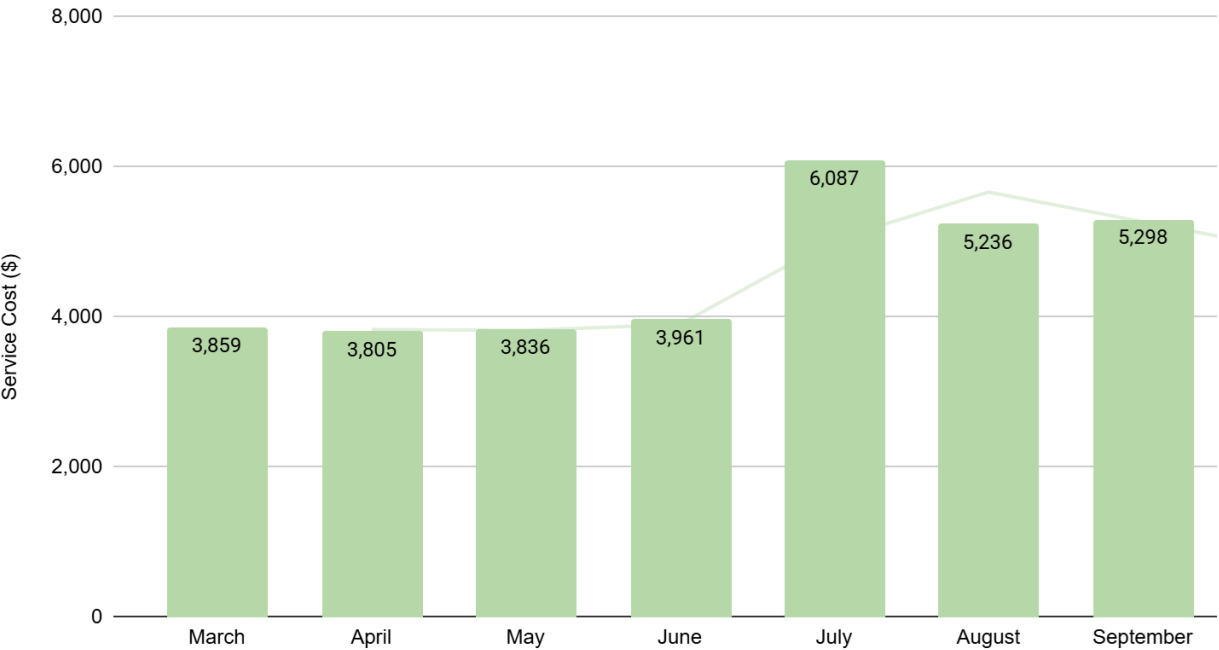
Production



Production Costs: The production service costs have continued to normalise after the continental service updates.

Total Cost by Month - 2025

Development



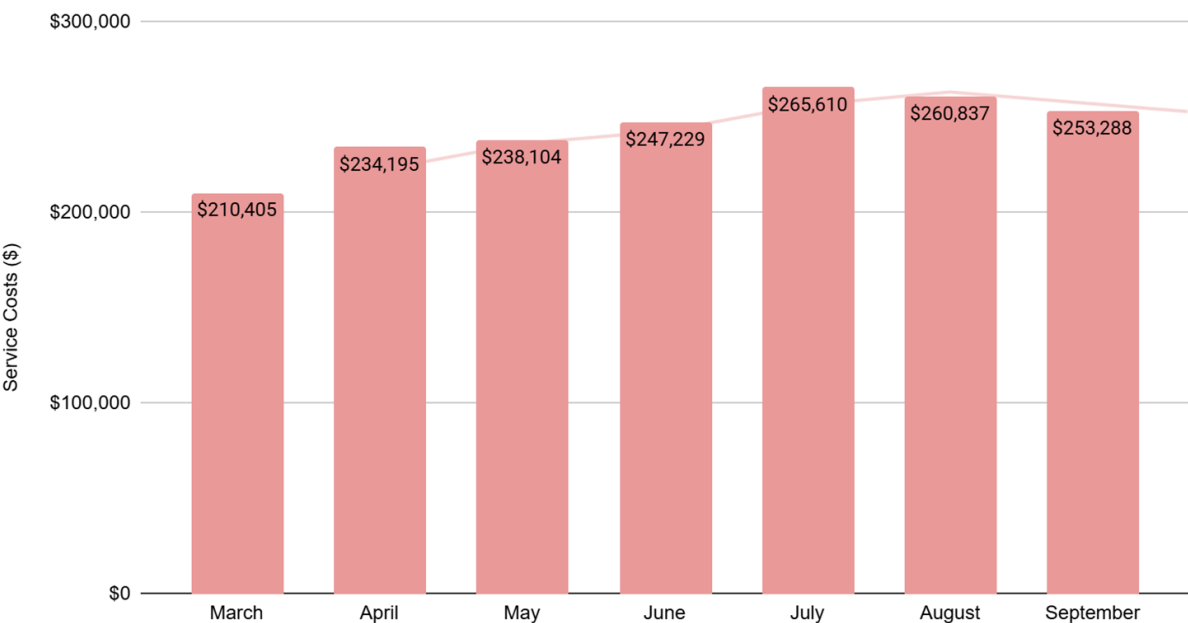
Development Costs: The RDS increase is due to bot traffic causing load on the ODC database. WAF rules have been implemented to block bot traffic.



Science and Technology

Total Cost by Month - 2025

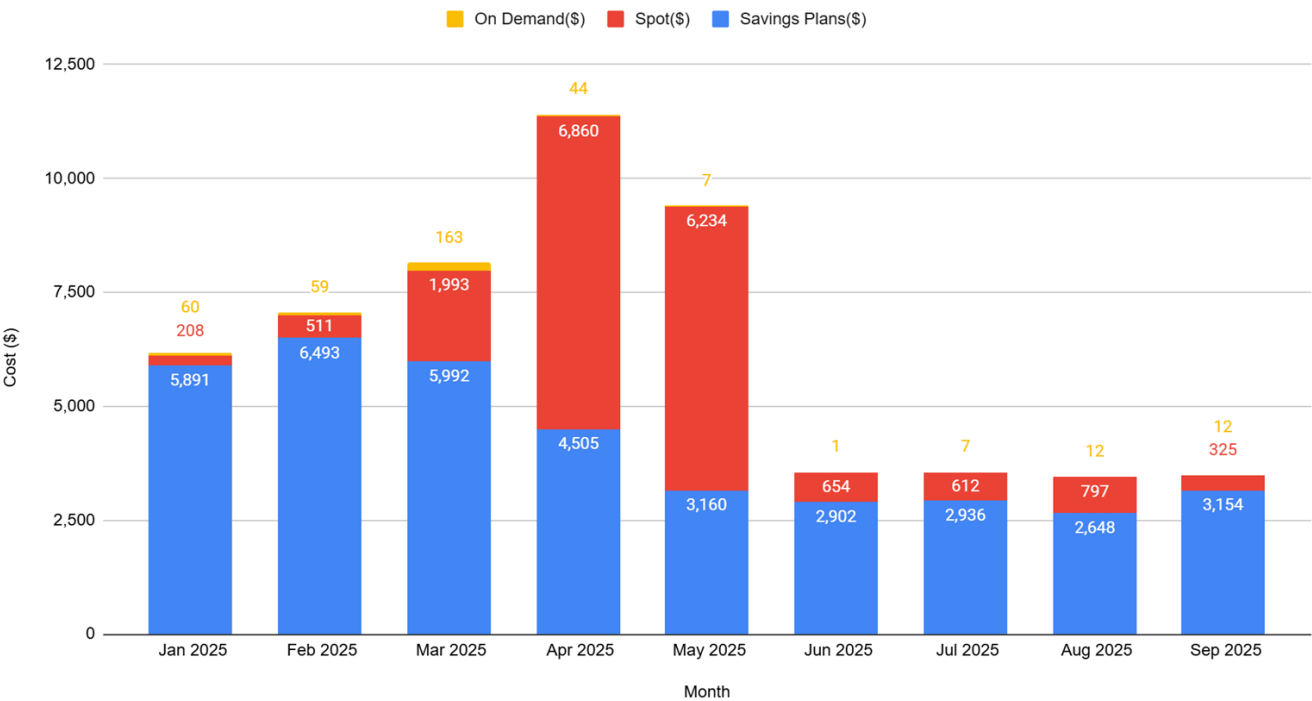
PDS



PDS Costs: PDS costs showed a steady increase, with a slight decrease in the last two months.

Compute Breakdown by Purchase Option (EC2)

Production



EC2 Production Costs: EC2 production costs are stable.



OUTCOME 2: Uptake and Impact

DE Africa is consistently used by key stakeholders - governments, communities, private sector and individuals, to drive environmental, social and economic impacts



In-Country Engagement

During Q2, DE Africa deepened collaboration across Africa and beyond through strategic engagements with governments, research institutions, and international organisations. These discussions focused on integrating DE Africa data and services into national systems, expanding use cases, and co-developing practical applications for sustainable development.

Highlights of Engagements

[1] Kenya: Dalberg Research: Explored a potential use case on the classification and mapping of bamboo forests in Africa. Dalberg will provide validation datasets while DE Africa offers technical expertise and cloud-computing capacity. Northern Rangelands Trust (NRT): Advanced a collaborative use case on rangeland health monitoring to support ecological resilience and community livelihoods.

[2] Nigeria: National Space Research and Development Agency (NASRDA): Reviewed a draft concept note to define collaboration modalities, timelines, and areas for joint capacity building.

[3] Guinea: Cité des Sciences et de l'Innovation de Guinée (CSIG): Planned the establishment of a national data cube and co-development of agricultural, water-monitoring, and land-degradation use cases.

[4] Cameroon: Ministry of Agriculture and Rural Development (MINADER): Continued engagement to co-develop agricultural use cases supporting food-security monitoring and policy development.

[5] Tunisia: National SDG Monitoring Partners (UNSD, UNEP, Tunisia Statistics, Ministry of Agriculture): Convened a joint workshop under the Data for Now initiative to explore using DE Africa datasets to validate Sustainable Development Goal (SDG) 6 indicators. Key challenges identified included limited national in-situ data for calibration. Observatoire du Sahara et du Sahel (OSS): Conducted awareness sessions on the use of DE Africa for environmental data monitoring and analysis.

[6] Namibia: Southern African Science Service Centre for Climate Change and Adaptive Land Management (SASSCAL): Initiated collaboration on the AgriWatch project, which applies DE Africa data to generate crop productivity insights across southern Africa.



In-Country Engagement

[7] Ghana: National Disaster Management Organisation (NADMO): Progressed discussions to formalise collaboration and design training programs on DE Africa's tools for disaster-risk management. Ghana Space Science and Technology Institute (GSSTI): Signed an agreement to strengthen technical collaboration and in-country application of DE Africa data services.

[8] Rwanda: Africa Wildlife Foundation (AWF): Advanced cooperation to support the Volcanoes National Park Master Plan, applying DE Africa's land-cover and land-use datasets for conservation planning.

[9] Ethiopia: Cooperative Bank of Oromia: Conducted an online awareness session demonstrating how DE Africa's data can support agricultural monitoring and financial risk assessment.

[10] Mauritania: Mauritanian Geospatial Network: Delivered an introductory session on the DE Africa platform to support the country's emerging geospatial ecosystem.

[11] Uganda: National Environmental Management Authority (NEMA): Explored national-level applications of DE Africa data for environmental monitoring and policy reporting.

[12] Senegal: Africa21: Collaborated to plan training for environmental journalists in Dakar, promoting science communication and data literacy. PACE: Coordinated sessions for Francophone users and supported planning for national wetland typology development.

[13] Burkina Faso: University Joseph Ki-Zerbo (UJKZ): Partnered on the Annual Climate Hazard Colloquium and explored integrating DE Africa learning modules into university curricula for sustained capacity building.

[14] Global / Cross-Regional: YALI Space: Engaged on the integration of drone imagery within the DE Africa platform to promote youth innovation and enhance data accessibility. Maldives Digital Earth Initiative: Shared DE Africa's operational model to inform regional Earth observation program design.



DE Africa's A/Managing Director and Science Lead Dr Lisa Rebelo and User Engagement Manager Joseph Tuyishimire, met with Africa Wildlife Foundation (AWF) in Rwanda

Capacity Development

DE Africa's capacity-building efforts this quarter focused on empowering institutions, governments, and communities to independently apply Earth observation insights..

Highlights of Training and Capacity-Building Activities

- **University of the Witwatersrand (WITS):** Delivered a hands-on training for Master's students to build geospatial analysis and EO data interpretation skills using DE Africa tools.
- **Regional Centre for Mapping of Resources for Development (RCMRD):** Facilitated a wetland management training program for regional stakeholders, showcasing the integration of DE Africa workflows into environmental monitoring.
- **Farm Conservation Biodiversity NGO:** Conducted an online session on mangrove and coastline change monitoring using DE Africa datasets and visualisation services.
- **University Joseph Ki-Zerbo:** Presented on the Democratisation of EO Data in Africa and led an awareness workshop on the DE Africa platform. Discussions included integrating DE Africa modules into university curricula and co-organising annual colloquia on climate hazards.
- **University of Energy and Natural Resources (UENR):** Provided online training to students at the Dormaa campus, building technical capacity in satellite data interpretation and environmental monitoring.
- **University of Rwanda:** Hosted a virtual training session focused on the practical use of DE Africa's data cube and applications in resource management.



DE Africa training at University of the Witwatersrand (WITS) in South Africa, led by DE Africa's Capacity Development Lead Dr Kenneth Mubea



RCMRD training in Uganda

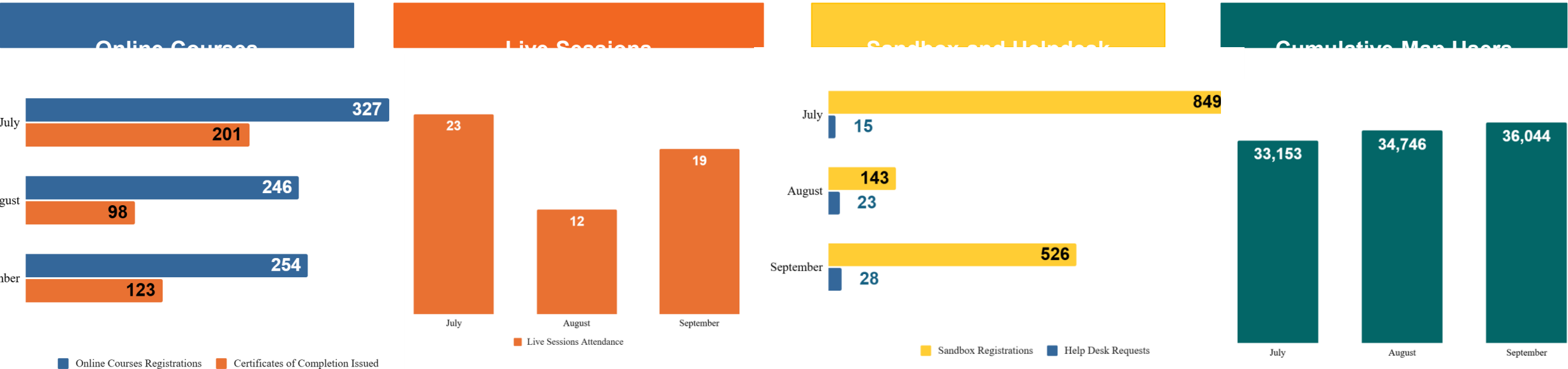
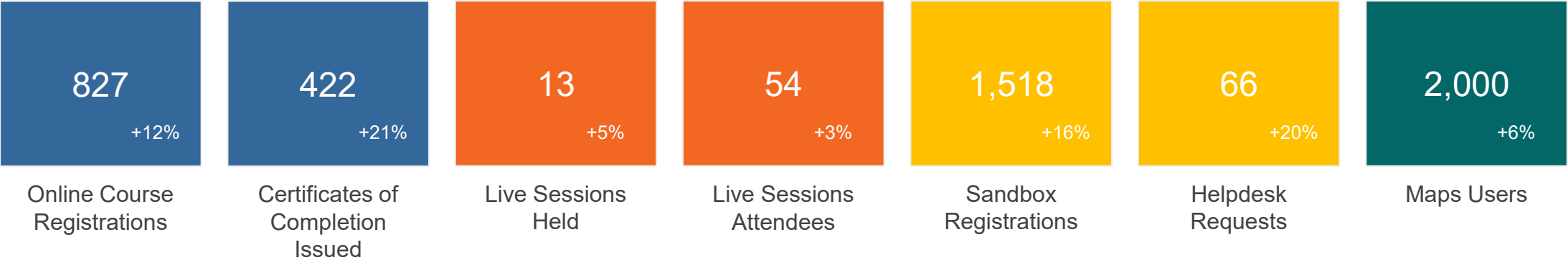
Capacity Development

- **PACE and CSE:** Collaborated on multiple sessions for Francophone stakeholders, including a wetland workflow sharing workshop focused on developing a national wetland typology for Senegal.
- **African Regional Centre for Space Science and Technology (AFRIGIST):** Delivered an online training on agricultural and water resource monitoring using DE Africa's open-source data and analytical tools.
- **Observatoire du Sahara et du Sahel (OSS):** Facilitated two awareness sessions introducing DE Africa's platform and methodologies for monitoring environmental indicators.
- **UNEP Hack for Environment:** Supported the global hackathon with training on how to leverage DE Africa datasets for environmental innovation.
- **G20 Hackathon:** Conducted online training for participants, demonstrating DE Africa's role in driving innovation, climate resilience, and disaster-risk reduction through EO data.
- **Africa Earth Observation Challenge (AEOC 2025):** Delivered a multilingual online training (English, French, Portuguese) to innovators and startups across Africa, demonstrating how DE Africa data can support solution development and entrepreneurship.

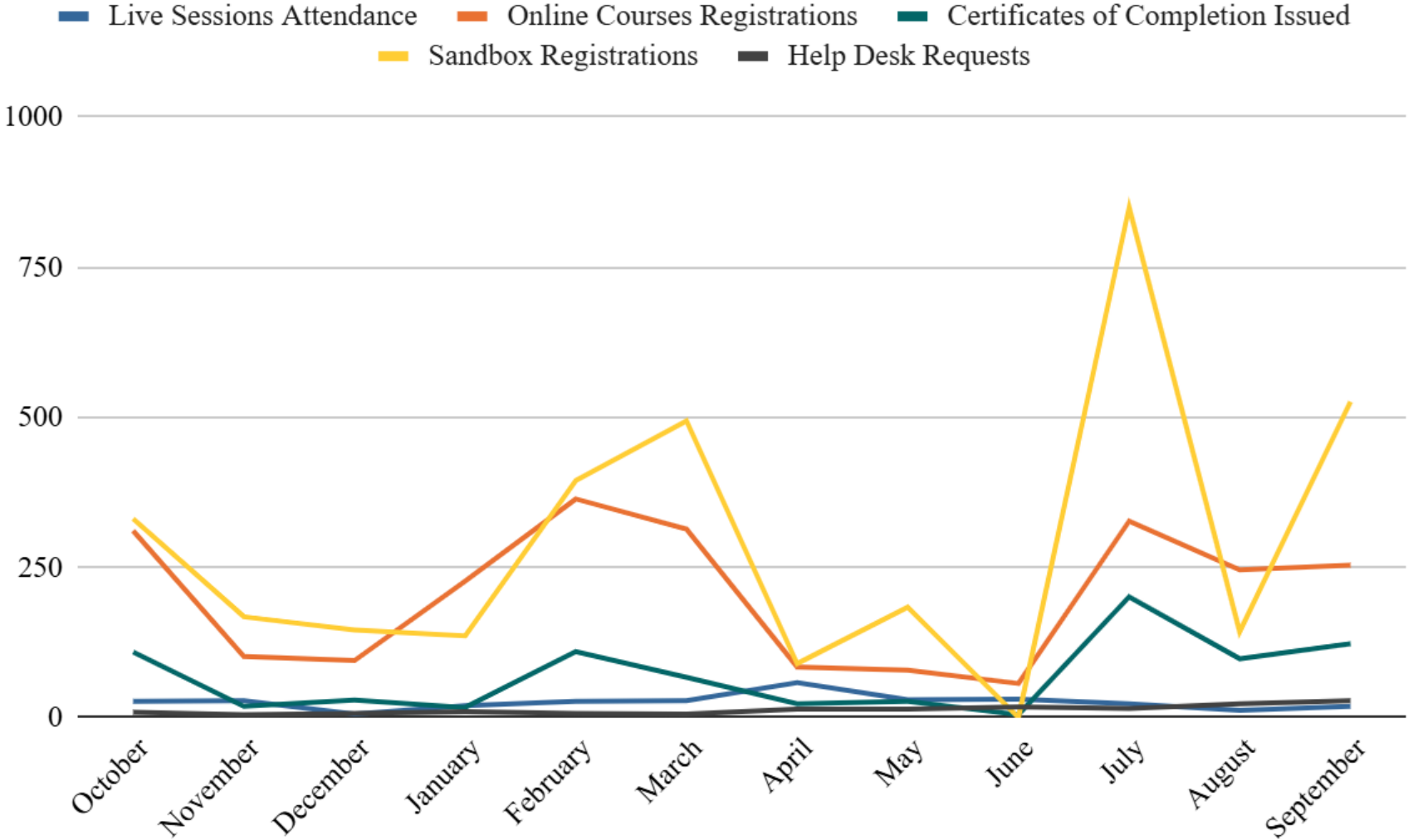


Q2 User engagement in Numbers

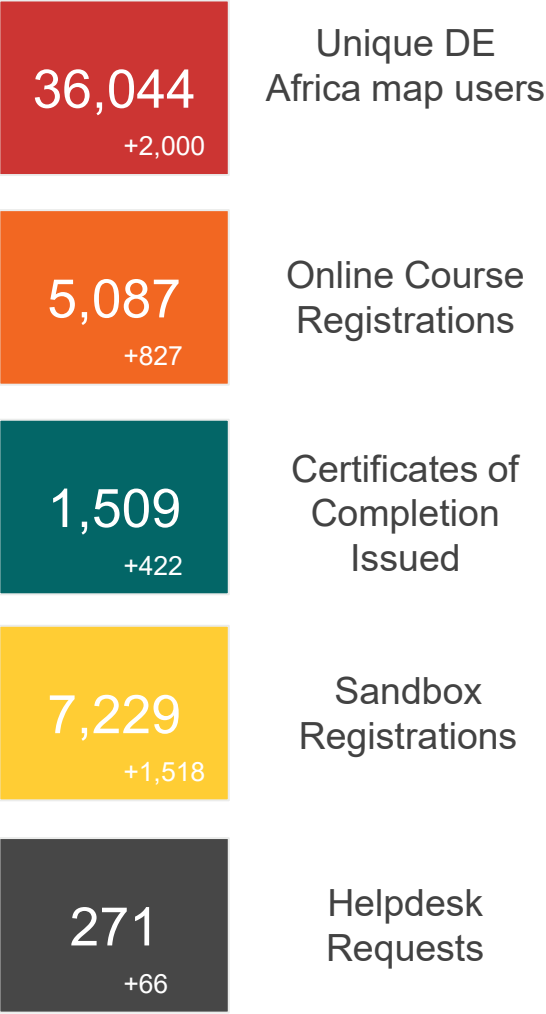
Q2 2025 vs All time user totals



October 2024 to September 2025 User Engagement Trends



All time User Community



Demonstrating Impact

During Q2 2025, Digital Earth Africa continued to demonstrate tangible impact across science, partnerships, and capacity development with communications serving as one of several channels to showcase measurable outcomes. Across the continent, governments, researchers, and communities are increasingly applying DE Africa data and tools to address real development challenges.

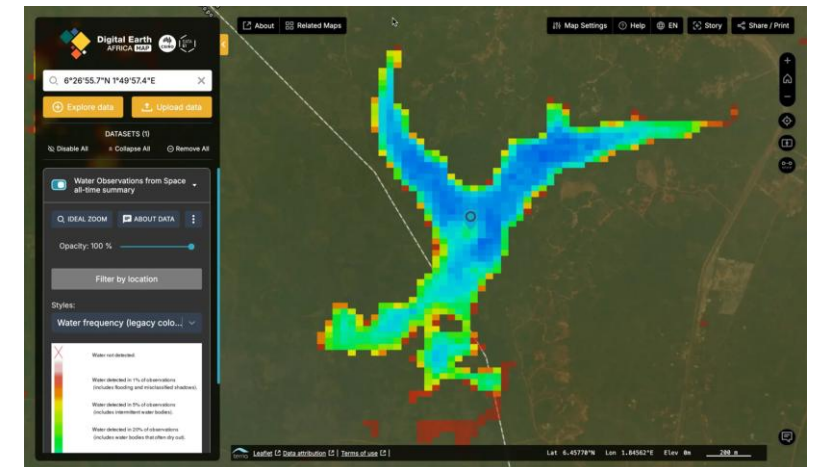
At the same time, strategic communications amplified these achievements, reaching more than 700 000 people and expanding stakeholder engagement across Africa.

Scientific Advancement, Capacity Building, and Partnership Impact

- DE Africa products directly supported policy and research applications, including [wetland monitoring](#), crop productivity analysis, and [rangeland health assessments](#).
- Use cases and changemaker stories illustrated adoption of DE Africa datasets by end users from [smallholder farmers in Botswana](#) and rangeland managers in Kenya to [government agencies in Zanzibar](#) and [Mozambique](#).
- Technical collaborations on [AgriWatch with SASSCAL](#), [environmental management with HYGEO](#), and [geospatial capacity building with PACE in Senegal](#) demonstrated that DE Africa impact extends beyond awareness to skills transfer and operational use within African institutions.



Naivasha training equips environmental experts with new skills for wetland inventory and monitoring.



Protéger le lac Tikpan : comment les données satellitaires orientent l'action



Communicating Impact

Visibility and Knowledge Dissemination

Over 700,000 individuals reached through multiple engagement channels, including feature articles, and the [5th edition of the DE Africa Newsletter](#).

18 publications released this quarter spanning press announcements, changemaker stories, use cases, and partnership features serve as documentation of the program's reach and influence.

Highlights include:

- **Press Announcements:** [Launch of new tools for wetland conservation at Ramsar COP15](#); [celebration of six years of DE Africa](#).
- **Changemaker Stories:** Real-world examples of training impact, EO-driven policy action, and student innovation.
- **Use Cases:** Applications across agriculture, water management, biodiversity, and food security.
- **Partnership Articles:** Collaborations with SASSCAL, HYGEO, PACE, and STG-17 illustrating shared progress on continental EO capacity.



Osbone Antonio Maquival is a mathematician from Mozambique whose journey into Earth Observation began at the Big Data Africa School. Where he was introduced to Digital Earth Africa's tools, which opened the door to using satellite data for real-world challenges.



Ground Truth Analytics translates complex agricultural datasets into practical actions that help smallholder farmers thrive and food systems evolve, both sustainably and at scale.

Social Media Engagement

X (Twitter)

Metric	July 2025	August 2025	September 2025
Total followers	7,454	7,485	7,507
Mentions by others	11	14	16
Retweets	25	46	25
New followers	46	32	25
Engagement rate	6.17%	6.37%	5.95%
Total tweets	18	19	23

LinkedIn

Metric	July 2025	August 2025	September 2025
Total followers	11,233	11,442	11,623
New followers	380	218	181
Page engagements	691	645	708
Page Engagement rate	8.57%	13.11%	8.66%
Total post reactions	55	38	33
Total posts	18	19	24

Website

Metric	July 2025	August 2025	September 2025
Total users	595	765	855
New users	498	621	705
Returning users	228	339	301
Average engagement time	18m 11s	15m 17s	14m 59s
Views	14k	16k	19K

Newsletters

1 delivered to 9,353
recipients

29.4 % open rate
1.4 % click rate

Blog articles

20

articles published

Acknowledgements

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