

FACEBOOK AFRICA 2020 Year in Review: Highlights



Held Facebook's first Francophone **'Focus in Africa'** event bringing together media, creators, influencers and policy makers to celebrate the creators that redefine the image of Africa.



Launched the first **Amber Alerts** tool in Africa, in partnership with the South African Police Service - focused on helping to find missing children by sending AMBER Alerts to the Facebook community in South Africa.

Celebrated **Facebook Accelerator Programme Startups** and student teams in Nigeria raising over \$500,000 in investments and grants within six months.



Delivered an education first in Africa, by partnering with the Edo State Government in Nigeria to **increase access to online training for over 2,000 local teachers** through our Workplace for Good programme and fast, affordable, internet access through Express Wi-Fi.



Supported over 40 African countries by providing **access to accurate information**, and worked with local health authorities to run education campaigns on Facebook and through WhatsApp around COVID-19.



Continued to support SMBs impacted by COVID - through new virtual trainings with local partners, advice and the creation of a Business Resource Hub.

Celebrated **International Women's Day**, by showcasing and honoring women from across the continent making huge strides in their communities and beyond.

In partnership with Pesa Check, announced the expansion of our **third-party fact-checking programme** to cover Ethiopia, Burundi and Mali.



Available in 20 countries to date, the programme is helping assess the accuracy and quality of news people find on Facebook, whilst reducing the spread of misinformation.

Alongside eight global and local partners, announced **2Africa, one of the largest subsea projects in the world**, connecting 23 countries in Africa, the Middle East and Europe, aimed at delivering increased internet capacity and enabling 4G/5G access.



In collaboration with the International Centre for Journalists (ICFJ), announced **\$140,000 in grants to South African publishers and a \$250,000 video training programme** for 10,000 journalists across Africa covering COVID-19.

Launched the region's **first Blood Donations feature in South Africa**. Partnering with the South African National Blood Service (SANBS) and the Western Cape Blood Service (WCBS).

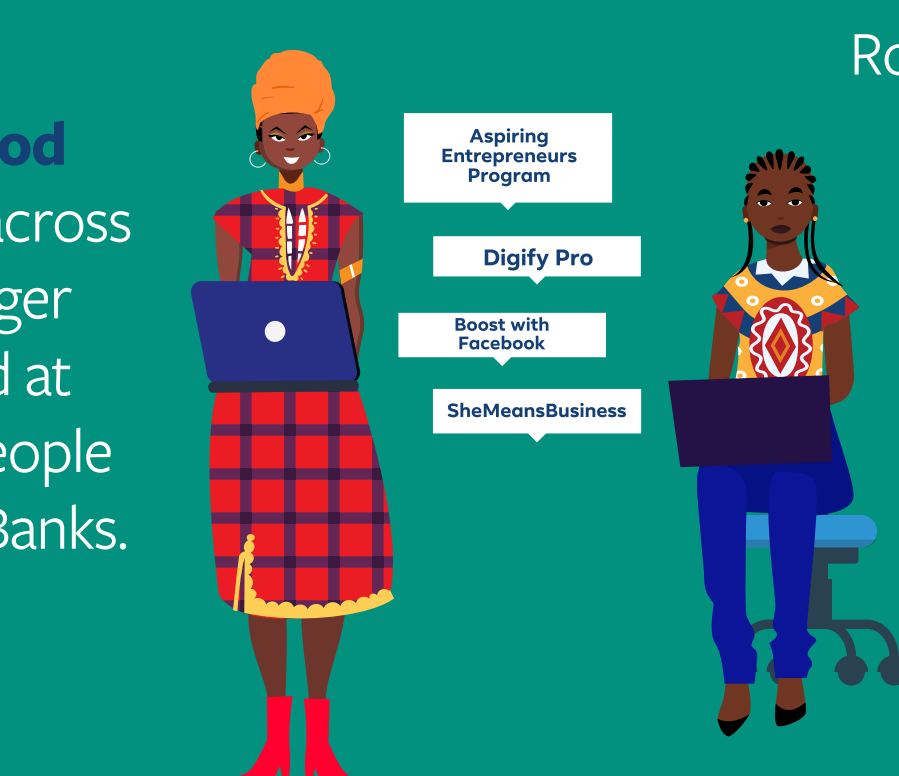
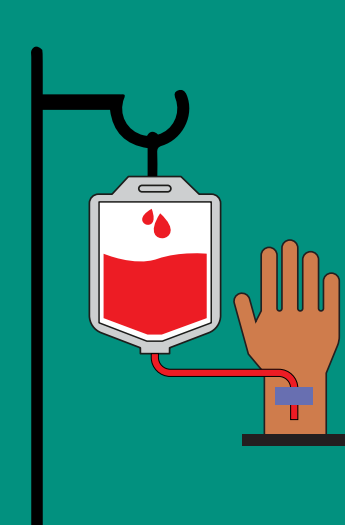
Rollled out a **new gift card feature** for South African businesses on Facebook and Instagram, helping as they navigate their way through the COVID-19 pandemic.

Partnered with the International Committee of the Red Cross to launch **#AfricaTogether - a digital campaign and two-day festival** featuring musicians from Africa, aimed at encouraging vigilance against Covid-19.

Launched **Messenger for Kids** across Sub-Saharan Africa, a video chat and messaging app that helps children connect with friends and family in a fun, parent-controlled space.



Expanded the **Blood Donation feature** across Senegal, Kenya, Niger and Zambia, aimed at connecting more people to their local Blood Banks.



Rollled out **virtual Economic Impact Trainings** across Sub-Saharan Africa, created to equip small businesses with digital marketing skills and connect with new customers.

Introduced **My Digital World** - a programme designed to equip youths and the general public across Sub-Saharan Africa with digital skills.



Released findings from a study by Analysys Mason on **'The Impact of Facebook's Connectivity Initiatives in Sub-Saharan Africa'**. Highlighting how Facebook's investments in infrastructure and connectivity will deliver over \$57 billion in economic benefits over the next five years.



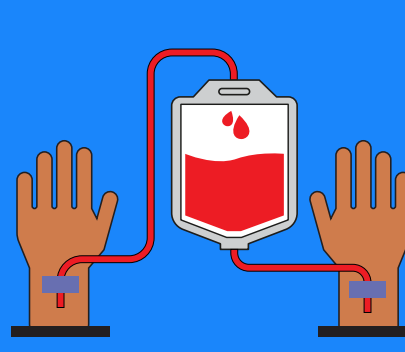
Announced **12 African community leaders from Kenya, Nigeria and South Africa**, who were selected to join Facebook's Community Accelerator, a six-month programme aimed to equip communities with the training, mentorship, and funding to grow.

Announced **an expansion of our third-party fact-checking programme with Pesa Check** in Niger and Central Africa Republic - helping assess the accuracy and quality of news people find on Facebook.

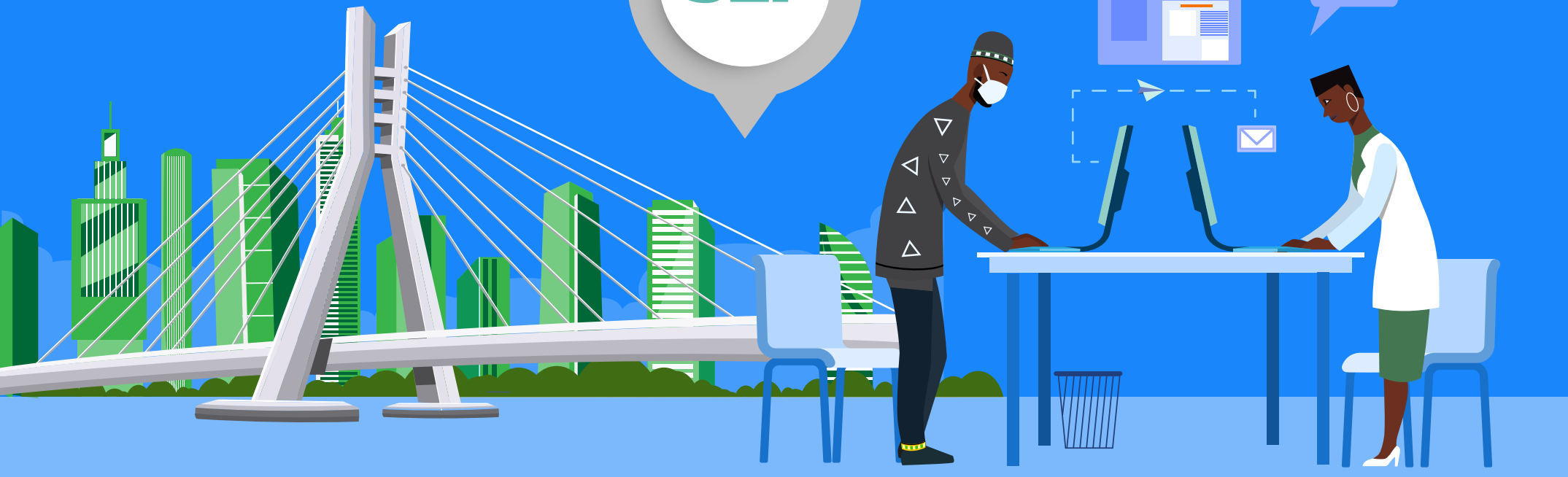


For Women's Month in South Africa, unveiled our first book in the region - **'Inspiring #ChangeMakers, Lessons from Life and Business'**, a collection of short stories and advice from 13 inspiring South African women.

Announced the **opening of our 2nd African office in Lagos, Nigeria** in H2 2021. The first in Africa to include a team of expert engineers building for the future of Africa and beyond.



Launched the **Blood Donation feature** in Uganda and Zimbabwe in partnership with the Ministry of Health.



Launched **#SheMeansBusiness in Senegal**, a training programme aimed at equipping 1,500 female entrepreneurs by the end of 2020 with the skills to grow their businesses.

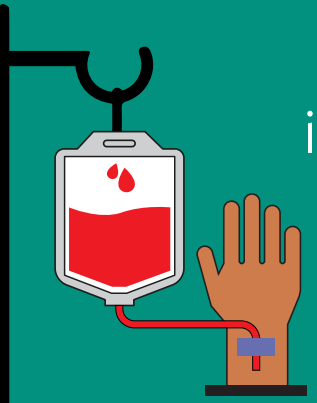


Undertook dedicated events across Cote d'Ivoire, Ghana and Tanzania - showcasing Facebook's work in protecting **election integrity and reducing misinformation**.



Showcased **Nix_Indamix**, a South African hair art and headpiece creative as part of Instagram's global My Black Joy series, a campaign celebrating and showcasing Blackness by creators.

Launched our **Blood Donation feature** in Chad, Mali, Guinea and Namibia in collaboration with local public health authorities.



Launched **#RealPeopleRealStories** campaign showcasing stories of ordinary people using creativity and innovation to inspire their communities.



Partnered with BellaNaija and The Guardian, showcasing stories of six SMBs from Nigeria and Ghana, who are building businesses and thriving on Facebook, Instagram and WhatsApp - **#FBSuccessStories**.

Worked with Andela to deliver **#BuildforSDG Challenge** - a six-week immersive programme with remote teams working to build innovative projects that work toward a sustainable development goal - engaging over 7,500 developers across 2020.



2020 Impact in Numbers

Grew our Developer Circles Programme to over **76k people**, from **45 cities** across **17 countries** in SSA

Invested over **\$460k** to support **x12 Community Leaders** from across **x3 countries** in SSA

Partnered with **x7 network operators** and **providers** from Ghana, Gambia, Nigeria, Uganda, Cameroon and Zimbabwe to launch Express Wifi

Graduated **229 young people** through the Digify Pro programme, with **183 placed in jobs**

Engaged with over **500 human rights stakeholders** from **25 countries** across SSA

55,210 SMBs trained in **14 countries** through our economic impact programmes

Over **26,560 people trained** in digital literacy across **six countries** (Nigeria, South Africa, Kenya, Ethiopia, Senegal, Zambia, and Cote D'Ivoire)