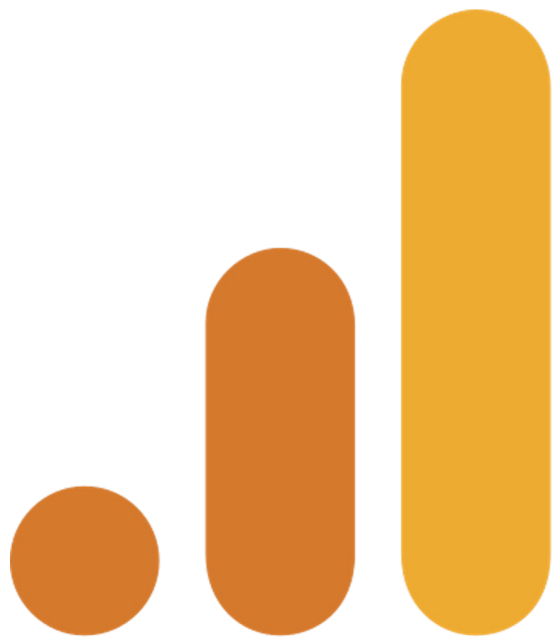




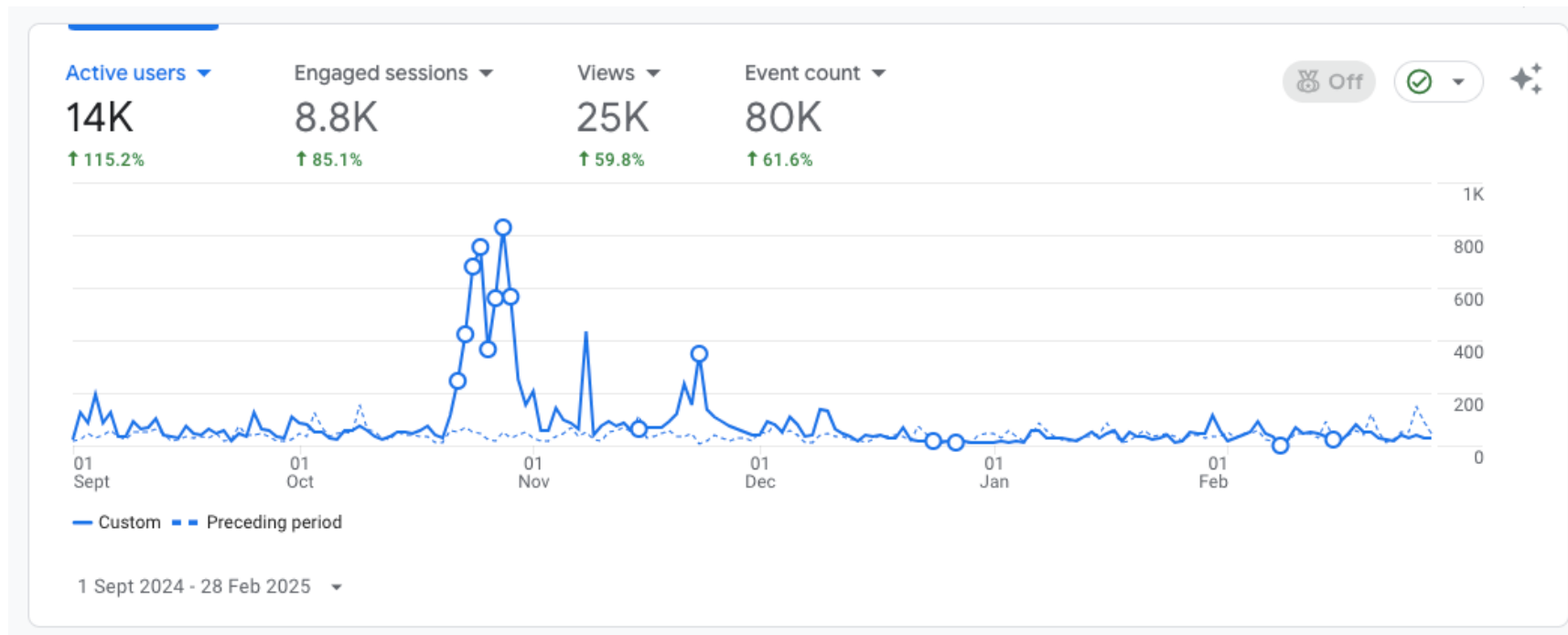
AFRICAN CENTRE
FOR BIODIVERSITY

Social media and website report

September 2024-February 2025



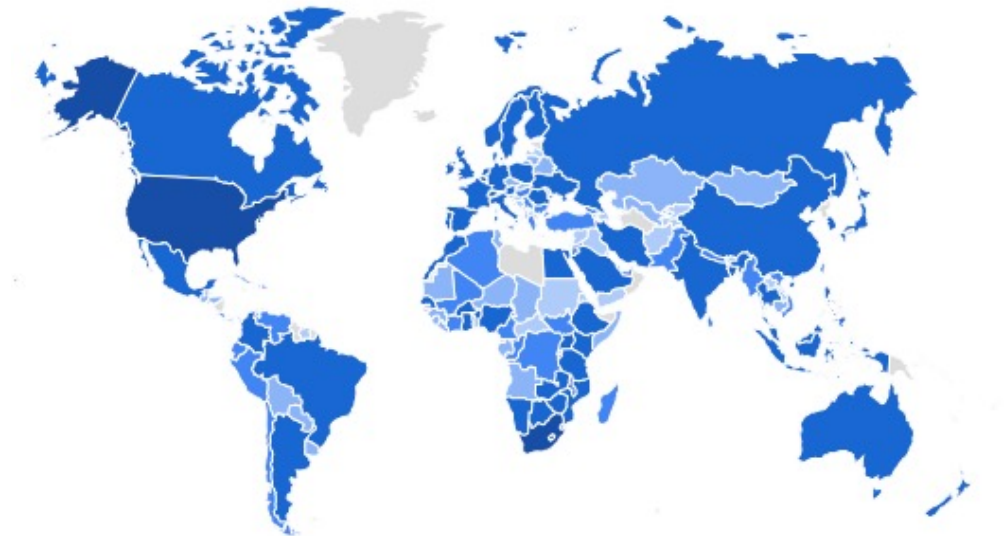
Google
Analytics



***Events:** Specific interactions or actions that users take on a website, including button clicks, form submissions, video views, downloads, and other activities.

User location

Country ▾		↓ Active users
Total		13,613 100% of total
1	South Africa	7,750 (56.93%)
2	United States	1,513 (11.11%)
3	United Kingdom	412 (3.03%)
4	Netherlands	352 (2.59%)
5	Kenya	224 (1.65%)
6	Germany	221 (1.62%)
7	France	216 (1.59%)
8	Ireland	204 (1.5%)
9	Botswana	171 (1.26%)
10	Canada	158 (1.16%)





Mailing lists and subscribers

- The ACB general mailing list currently contains 5426 active subscribers.
- Media segmented as follows: African countries, pan-African, South African, French, and international media.
- Overall subscriptions (mailing lists, media list and specialised lists): 7009.



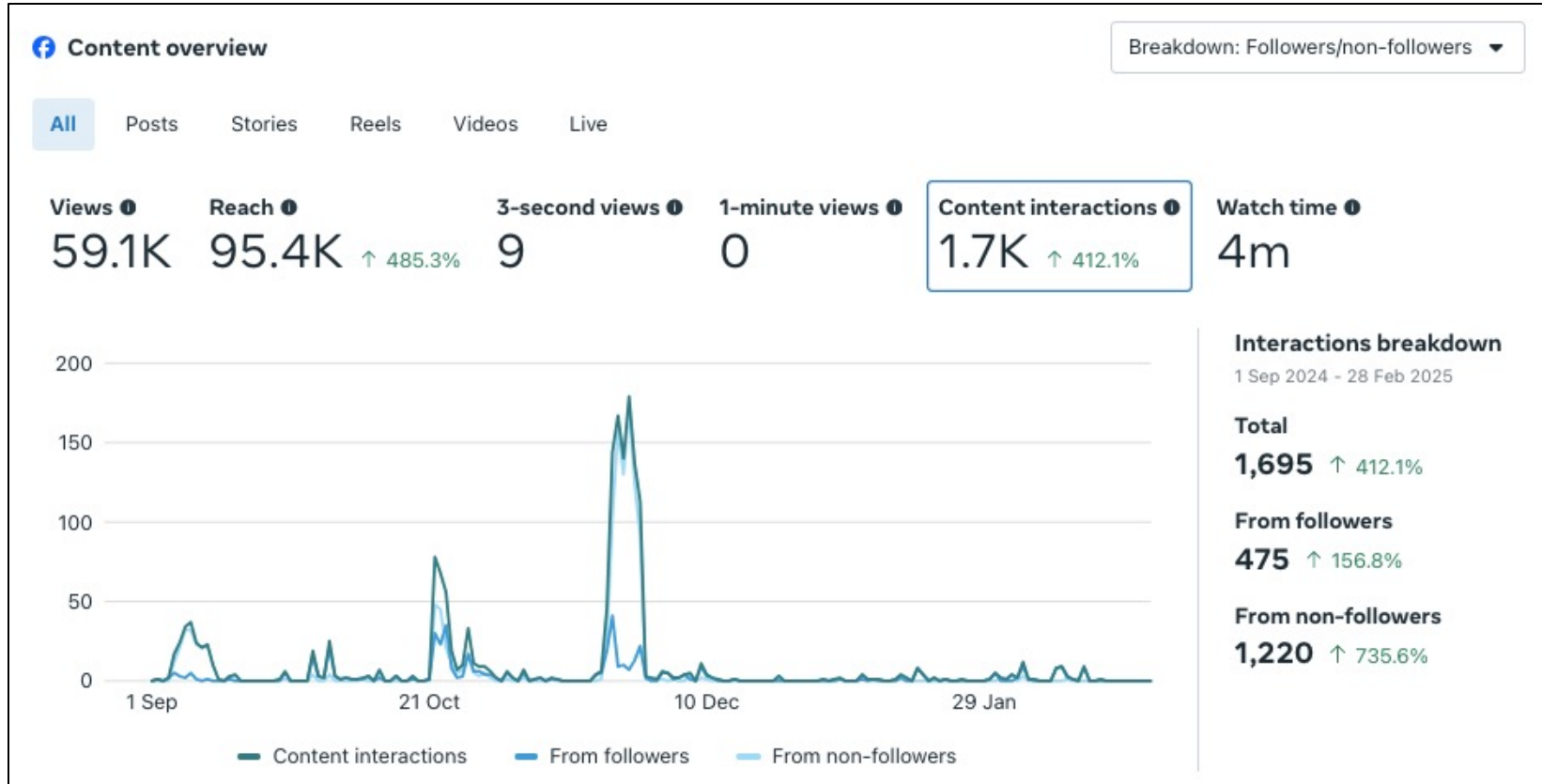
Significant surge in user engagement

ACB's website and social media platforms saw a significant surge in engagement during the reporting period.

- The number of active users on the website grew by 115% year-on-year, while engaged sessions increased by 85%.
- On Facebook, our reach expanded by over 485%, accompanied by a 412% rise in content interactions.
- Instagram content interactions also doubled, reflecting a 100% year-on-year increase.

facebook

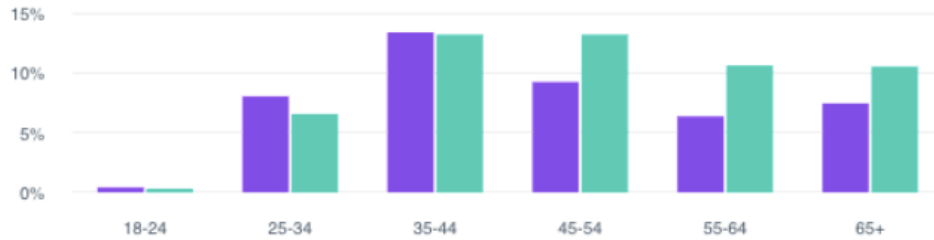
Overview Sep 24-Feb 25



Demographics

Age and gender

Men 45.20%
Women 54.80%



Location

Towns/cities Countries

South Africa	7,529
United States	2,078
United Kingdom	651
Brazil	371
Canada	340
India	306
Kenya	293
Ghana	280
Germany	263
Italy	262





African Centre for Biodiversity

Published by [Deidre May](#)



5 September 2024 · 🌐

Ahead of [#COP16Colombia](#), if you want to find out what is at stake regarding 'generative' artificial intelligence (AI) tools, in their application of generating novel digital sequences for GMOs and proteins, register for our webinar next week:

https://t2m.io/BlackBoxBiotech_WebinarInvite_EN.

There will be interpretation between English, French and Spanish.

In collaboration with Third World Network and ETC Group, we have just brought out a paper to ventilate on the issues aro... [See more](#)



Black Box' Biotech: addressing the risks, hype, and inequities...

[Call now](#)

Overview

Reach ⓘ

59,571

Impressions ⓘ

89,523

Interactions ⓘ

152

Link clicks ⓘ

363

Reach ⓘ

59,571

From ads

59,302

From followers

From organic
309

From non-followers

Impressions ⓘ

89,523

From original post

From shares

91

Interactions ⓘ

152

147 from ads

Reactions ⓘ

147

144 from ads

Comments ⓘ

1

0 from ads

Shares ⓘ

4

3 from ads

Saves ⓘ

0

0 from ads





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

3 October 2024 · 🌍

In September, ACB research and advocacy officer Sabrina Masinjila participated in a multi-stakeholder workshop hosted by the [Seed Savers Network, Kenya](#). The aim of the meeting was to develop a strategy for grassroots organisations to effectively engage in the Convention on Biological Diversity (CBD) and actualise the Global Biodiversity Framework (GBF).

Read more here: <https://acbio.org.za/.../kenya-seed-savers-network-workshop/>



Overview

Views ⓘ

1,643

Reach ⓘ

1,292

Interactions ⓘ

31

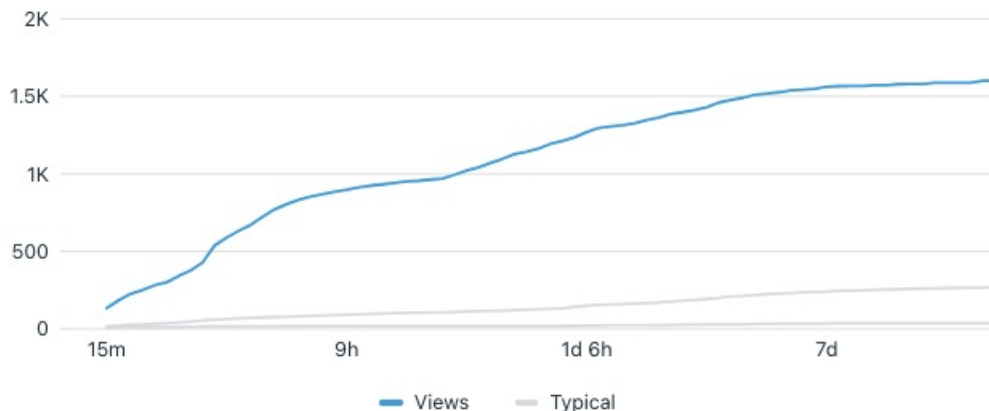
Link clicks ⓘ

2

📈 This post received more views compared to your recent Facebook posts.

Views ⓘ

1,643



From followers

64%

From non-followers

36%





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

· 22 October 2024 · 🌐

A precedent-setting ruling by the South African Supreme Court of Appeal in favour of ACB vs Monsanto/Bayer and the State has set aside the commercial approval of genetically modified (GM) drought-tolerant maize.

This marks the first judicial decision concerning GMO decision-making in South Africa, made by a full bench of five judges of the Supreme Court of Appeal (SCA). It sets aside multiple layers of determinations regarding the approval of the application by Monsanto/Bay... [See more](#)



ACBIO.ORG.ZA

Groundbreaking Judgment Of The Supreme Court Of Appeal In ACB Vs Monsanto/Baye...

Overview

Views ⓘ

3,952

Reach ⓘ

2,184

Interactions ⓘ

63

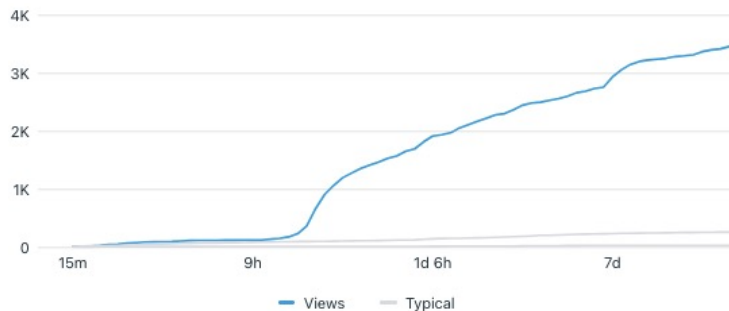
Link clicks ⓘ

54

↗ This post received **more views** compared to your recent Facebook posts.

Views ⓘ

3,952



From followers

16%

From non-followers

84%

↗ This post received **more interactions** compared to your recent Facebook posts.

Interactions ⓘ

63

Reactions ⓘ

29

Comments ⓘ

8

Shares ⓘ

26

Saves ⓘ

0





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

· 22 November 2024 ·

Sign our petition now to have Terbufos banned with immediate effect!

Let's hold the South African government and chemical industry to account for deaths and serious illnesses from toxic pesticides on the farm and in food.

Sign on and spread the word by sharing this petition with others:

https://t2m.io/PesticideTribunal_BanTerbufos ... [See more](#)

PETITION sign on

* Indicates required question

I support this petition to call for a ban on Terbufos, with immediate effect, and the institution of mechanisms for banning all highly hazardous pesticides (HHPs) within three months.



DOCS.GOOGLE.COM

PETITION sign on

Overview

Views ⓘ

15,131

Reach ⓘ

9,099

Interactions ⓘ

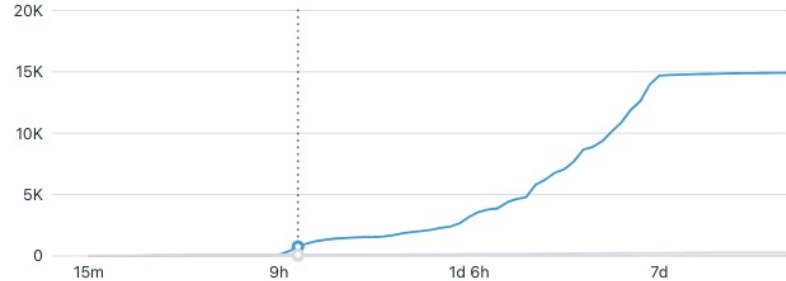
839

Link clicks ⓘ

173

Views ⓘ

15,131



From followers
12%

From non-followers

From ads

From organic

90%

88%

10%

Interactions ⓘ

839

830 from ads

Reactions ⓘ

592

592 from ads

Comments ⓘ

156

154 from ads

Shares ⓘ

88

81 from ads

Saves ⓘ

3

3 from ads





African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

· 30 January ·

"Palesa's Brave Discovery. A guide to why children should not have access to hazardous substances", should be withdrawn because it violates the rights of children and c... [See more](#)



African Centre for Biodiversity

The African Centre for Biodiversity ...

[Call now](#)

Overview

Views ⓘ

21,541

Reach ⓘ

15,608

Interactions ⓘ

9

Link clicks ⓘ

128

Views ⓘ

21,541

30K

20K

10K

0

15m

9h

1d 6h

7d

Views

Typical

From followers

1%

From non-followers

99%

From ads

99%

From organic

1%



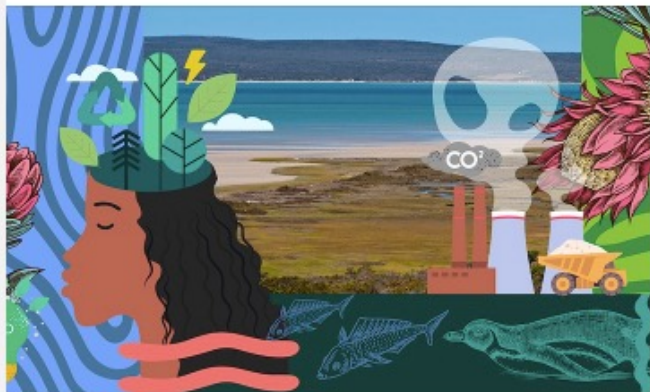


African Centre for Biodiversity

Published by [Sindy Louise Peters](#)

· 5 February · 🌐

Hot off the press is our submission aimed at government, Financing biodiversity in the face of capitalist extractivism and ecocide, where ACB research consultant Dr Ste... [See more](#)



Overview

Views ⓘ

423

Reach ⓘ

255

Interactions ⓘ

11

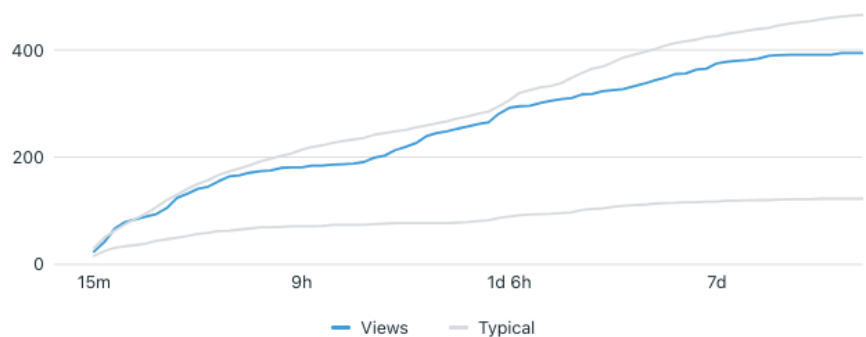
Link clicks ⓘ

2

📈 This post received **more views** compared to your recent Facebook posts.

Views ⓘ

423



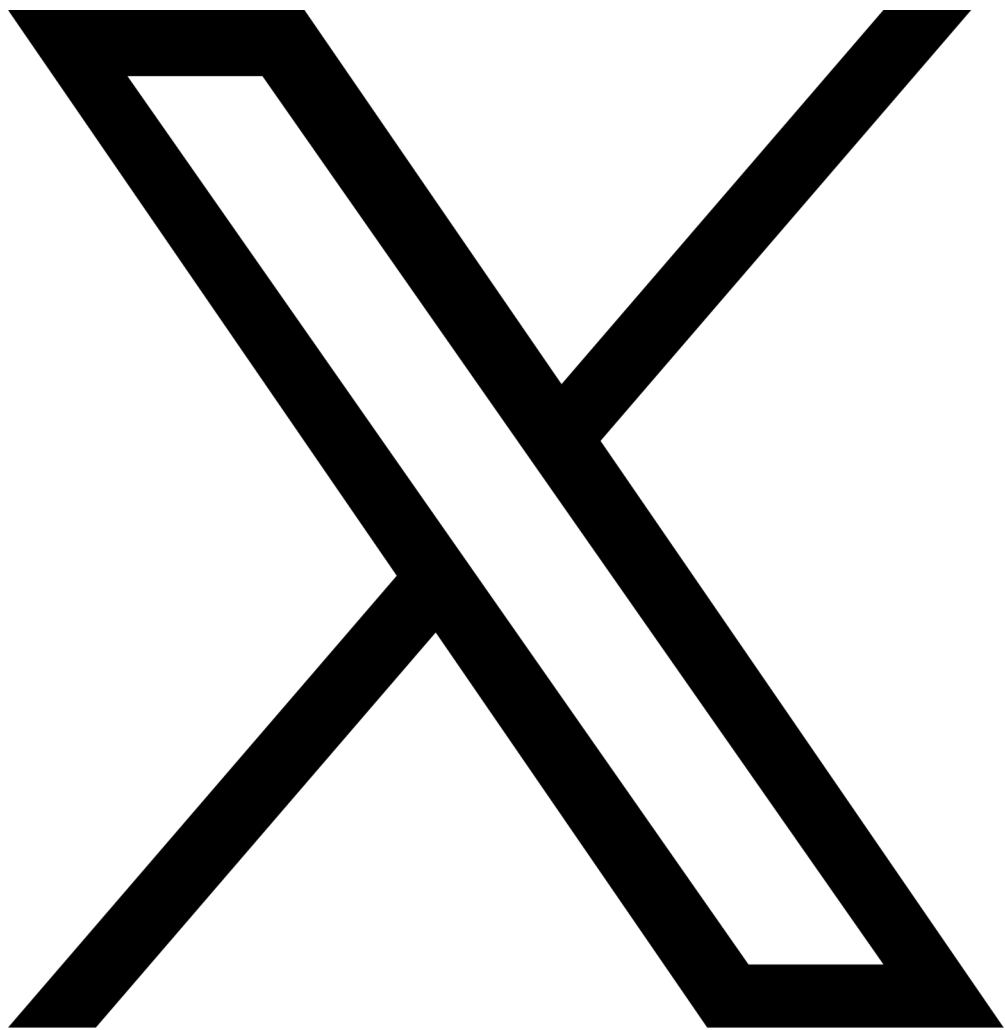
From followers

70%

From non-followers

30%







Top tweets

ACBIO
@_ACBIO

New research highlights glyphosate's extreme toxicity, yet SA's outdated regulations allow even deadlier chemicals like Terbufos to persist in our food system. Sign our petition to [#BanTerbufosNow](#): [t2m.io/PesticideTribu...](#) and help spread the word!



10:40 AM · Nov 26, 2024 · **670** Views

View post engagements

Retweets 8 Likes 16

ACBIO
@_ACBIO

Precedent-setting ruling by SA Supreme Court of Appeal in favour of ACB vs Monsanto/Bayer sets aside commercial approval of GM drought-tolerant maize. [t2m.io/ACBvsMonsantoB...](#)



6:39 PM · Oct 23, 2024 · **393** Views

View post engagements

Comments 1 Retweets 6 Likes 11



Top tweets



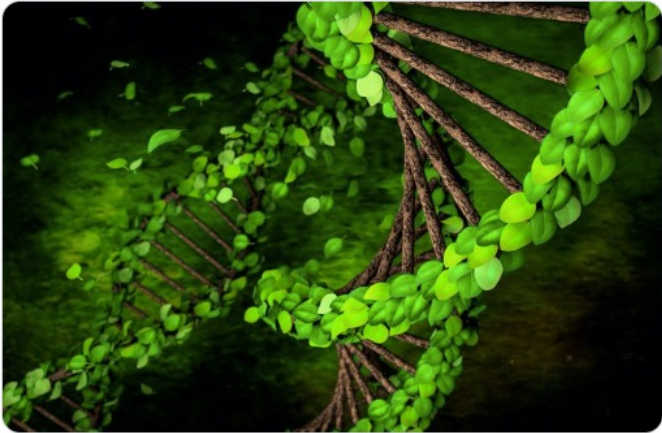
11:14 AM · Sep 4, 2024 · 819 Views

View post engagements

11

ACBIO
@_ACBIO

Yes! SA has upheld Nov 21 decision: risk assessment framework for GMOs will apply to new breeding techniques, despite challenge by Big Ag & Appeal Board decision in their favour. Game-changer for Africa, which faces strong push to adopt novel GM tech: t2m.io/genome-editing



3:42 PM · Feb 5, 2024 · 2,508 Views

View post engagements

18 23



Top tweets



ACBIO
@_ACBIO



In Financing biodiversity in the face of capitalist extractivism and ecocide, Dr Stephen Greenberg critiques SA's Biodiversity Finance Plan & proposes alternatives for open-ended transformative approach for generating resources for biodiversity restoration t2m.io/BiodiversityFi...



5:35 PM · Feb 5, 2025 · 57 Views



ACBIO
@_ACBIO



Palesa's Brave Discovery must be withdrawn by [@foodformzansi](#) & [@CropLifeSA](#). It puts responsibility on children to protect themselves from HHPs. This is a gross violation of children's rights. [@DOAgov_ZA](#) must protect them through regulatory control.



"Palesa's Brave Discovery" Violates Children's And Consumers' Rights

From acbio.org.za

1:20 PM · Feb 11, 2025 · 81 Views



ACB's Mariam Mayet and Sabrina Masinjila earlier this month participated in the fourth edition of the International Farmer Seeds Gathering in France, speaking in three workshops. Find out more about this key knowledge-sharing event here: acbio.org.za/seed-sovereign...



12:23 PM · Oct 30, 2024 · 259 Views



Zimbabwean artist and graphic designer Baynham Goredema is a multidisciplinary creative with over 20 years of experience. Over the past several years he has created iconic covers and layout for many of ACB's publications. View his artwork here:



Artist Gallery: Baynham Goredema

From acbio.org.za

10:18 AM · Dec 2, 2024 · 732 Views

View post engagements

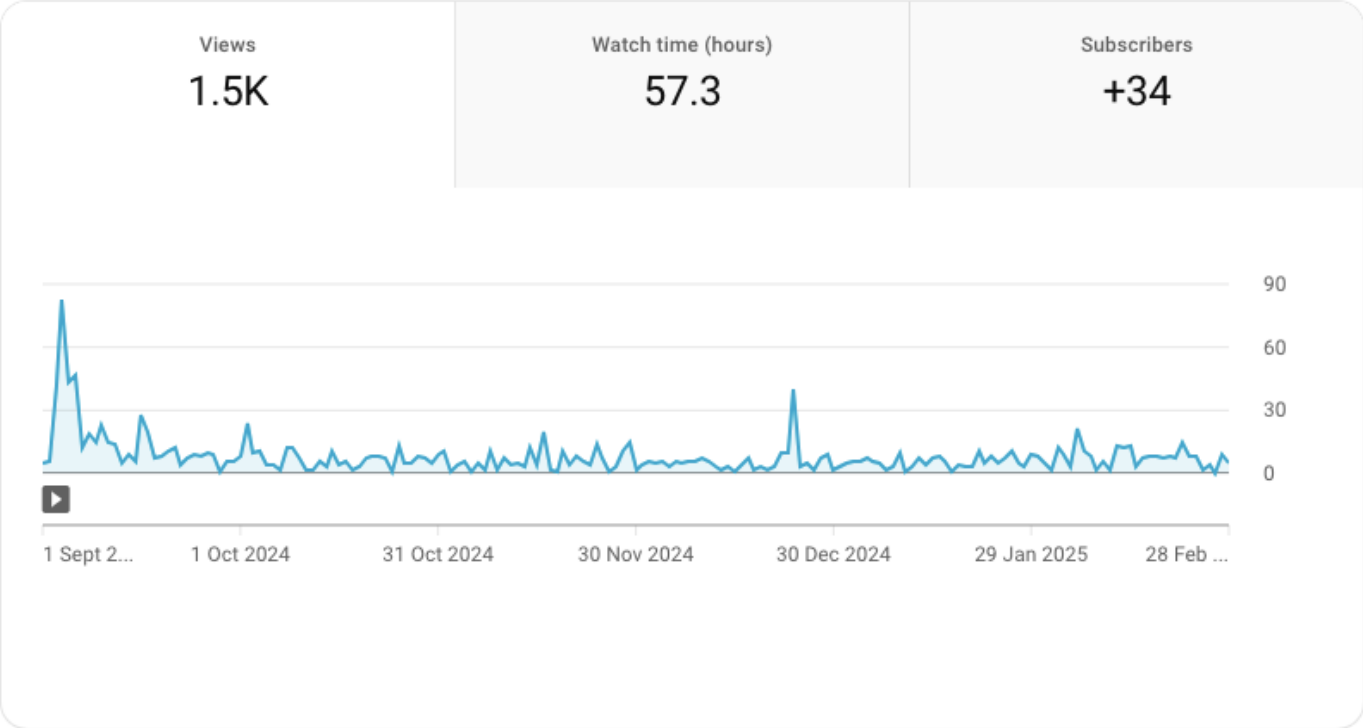











YouTube Analytics: Sep 2024 – Feb 2025

In the selected period, your channel got 1,461 views





Top content

Your top content in this period			
Content		Average view duration	Views
1		Black Box' Biotech: addressing the risks, hype, and inequities un... 3 Sept 2024	3:18 (40.1%) 454
2		Oxitec's failed GM mosquito releases: Forewarnings for Africa an... 29 Apr 2019	2:13 (38.0%) 111
3		Young farmer Lilian Mbapolo talks about farming in Kalulushi, Za... 17 Feb 2020	0:50 (61.1%) 99
4		Visit to Theresa Mutaka's farm, Kalulushi, Zambia 24 Feb 2020	1:50 (35.3%) 70
5		History of Maize Cultivation and Consumption in South Africa 1 15 Oct 2018	1:56 (38.6%) 70



YouTube Analytics: June 2017 – Feb 2025

Your channel has had 42,291 views so far

Views

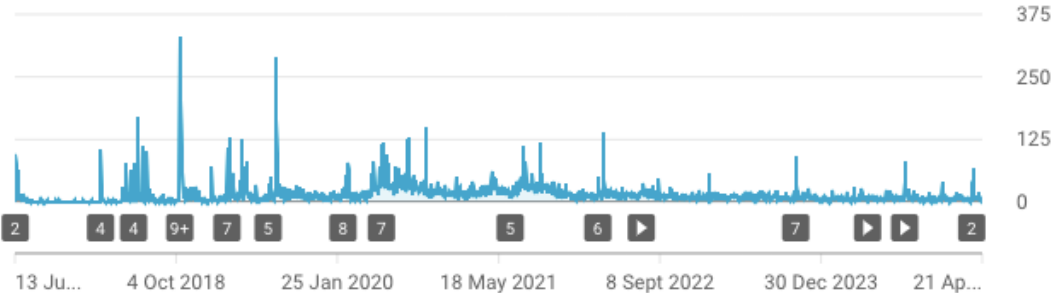
42.3K

Watch time (hours)

1.7K

Subscribers

+477

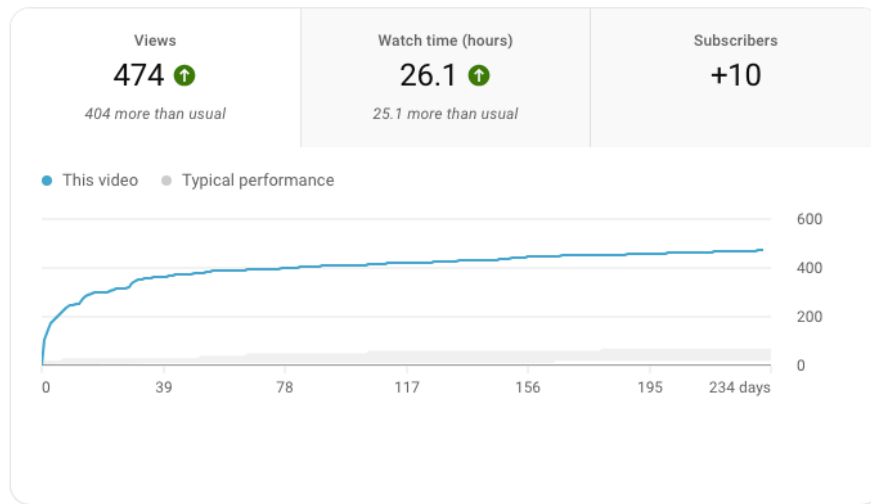


Top content



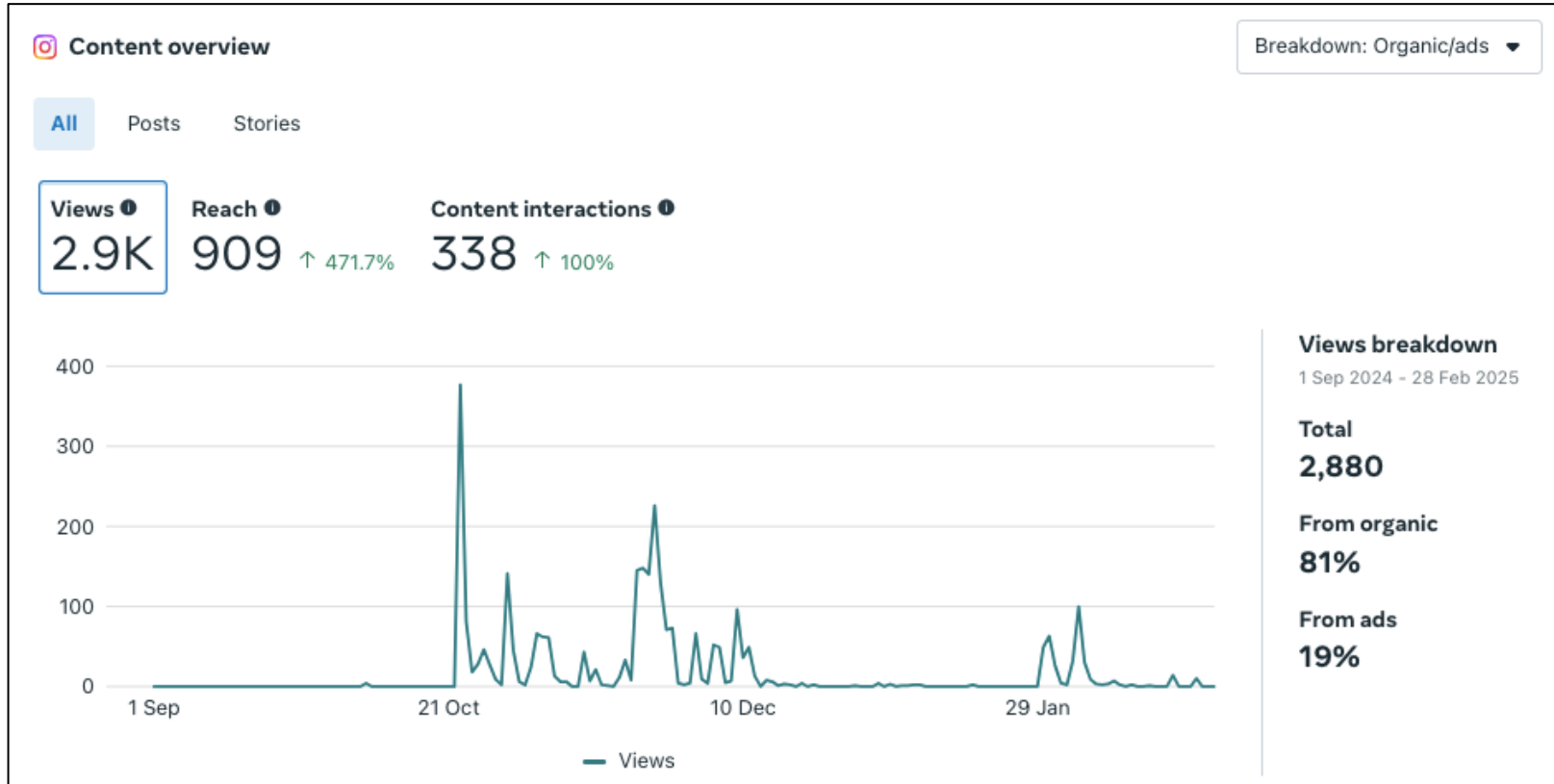
Black Box' Biotech: addressing the risks, hype, and inequities underpinning generative bio

This video has had 474 views since it was published





Overview Sep 24 - Feb 25



Instagram



acbio_



acbio_ A precedent-setting ruling by the South African Supreme Court of Appeal in favour of ACB vs ... [more](#)

Overview

Views ⓘ

315

Reach ⓘ

234

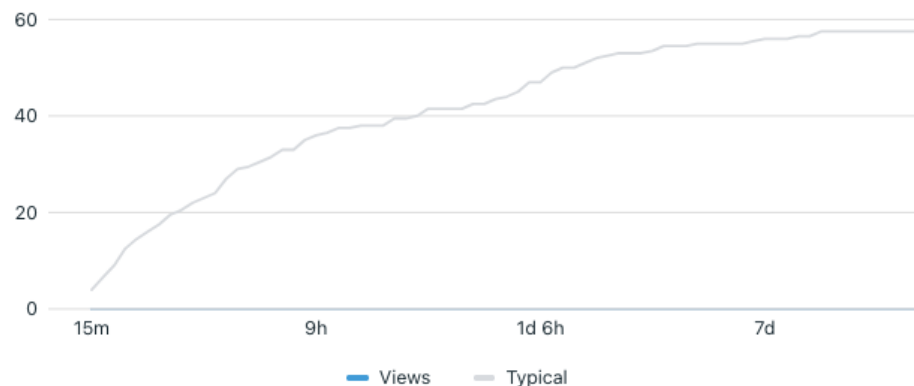
Interactions ⓘ

71

📈 This post received **more views** compared to your recent Instagram posts.

Views ⓘ

315



Followers breakdown

From followers

52%

From non-followers

48%

Views source

From reshares

136

From feed

132

From others

29

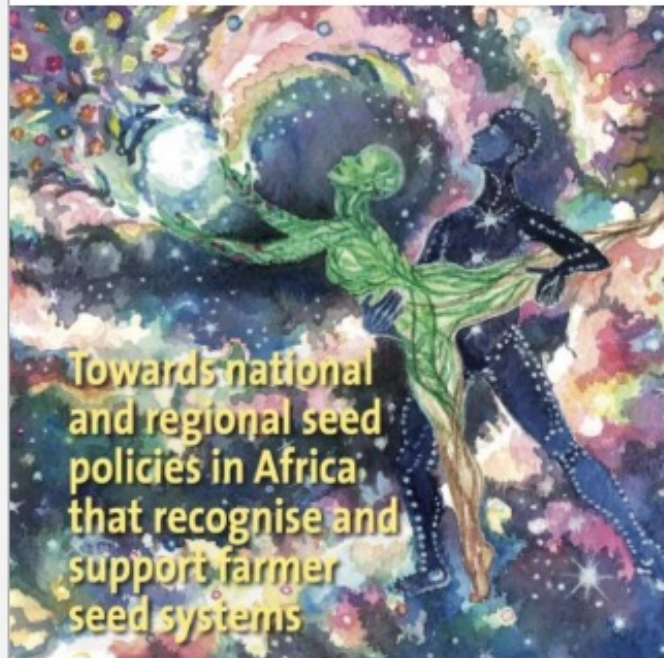
From profile

18



Instagram

acbio_



acbio_ Celebrating our more than 20-year legacy, ACB has collated some of the artistic contributions ... more

Overview

Views ⓘ

200

Reach ⓘ

152

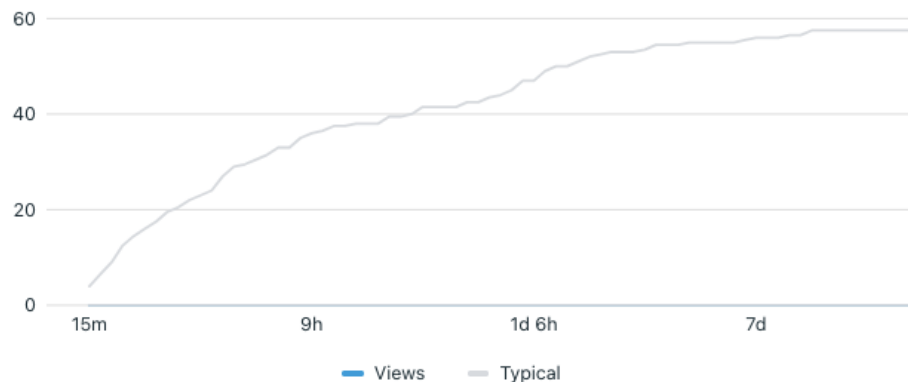
Interactions ⓘ

19

📈 This post received more views compared to your recent Instagram posts.

Views ⓘ

200



Followers breakdown

From followers

56%

From non-followers

45%

Views source

From reshares

94

From feed

90

From others

11

From profile

5



Instagram



Greenhouse gas emissions in the South African food system:

Integrated and transformative responses required



November 2024



acbio_ With climate change predicted to impact South Africa's agri-food system in the coming decade...
more

Overview

Views ⓘ

203

Reach ⓘ

147

Interactions ⓘ

19

📈 This post received **more views** compared to your recent Instagram posts.

Views ⓘ

203



— Views — Typical

Followers breakdown

From followers

52%

From non-followers

48%

Views source

From reshares

98

From feed

93

From others

7

From profile

5



Instagram

acbio_



Harmful subsidies, debt and financing for biodiversity in Africa

Just transition pathways for CBD's COP 16 and beyond

October 2024



acbio_ Our latest briefing paper finds that the harmful subsidies damaging African agriculture cannot ...
more

Overview

Views ⓘ

158

Reach ⓘ

116

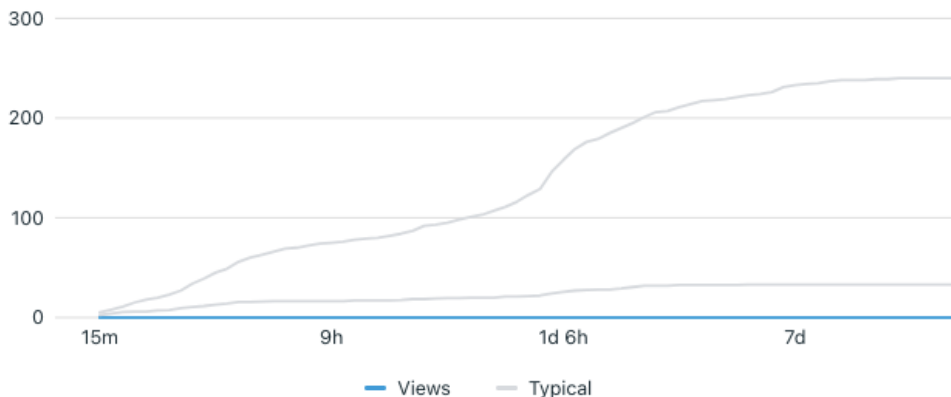
Interactions ⓘ

22

This post's views are typical compared to your recent Instagram posts.

Views ⓘ

158



Followers breakdown

From followers

73%

From non-followers

27%



Instagram



acbio_



acbio_ Sign our petition now to have Terbufos banned with immediate effect! ... [more](#)

Overview

Views ⓘ

174

Reach ⓘ

115

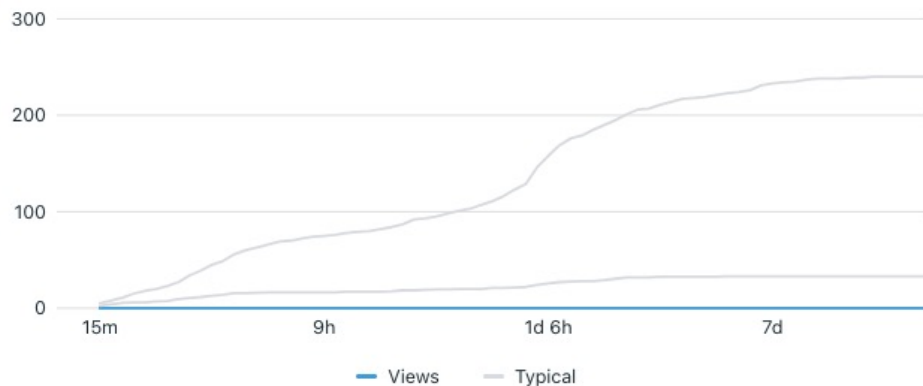
Interactions ⓘ

18

📈 This post received **more views** compared to your recent Instagram posts.

Views ⓘ

174



Followers breakdown

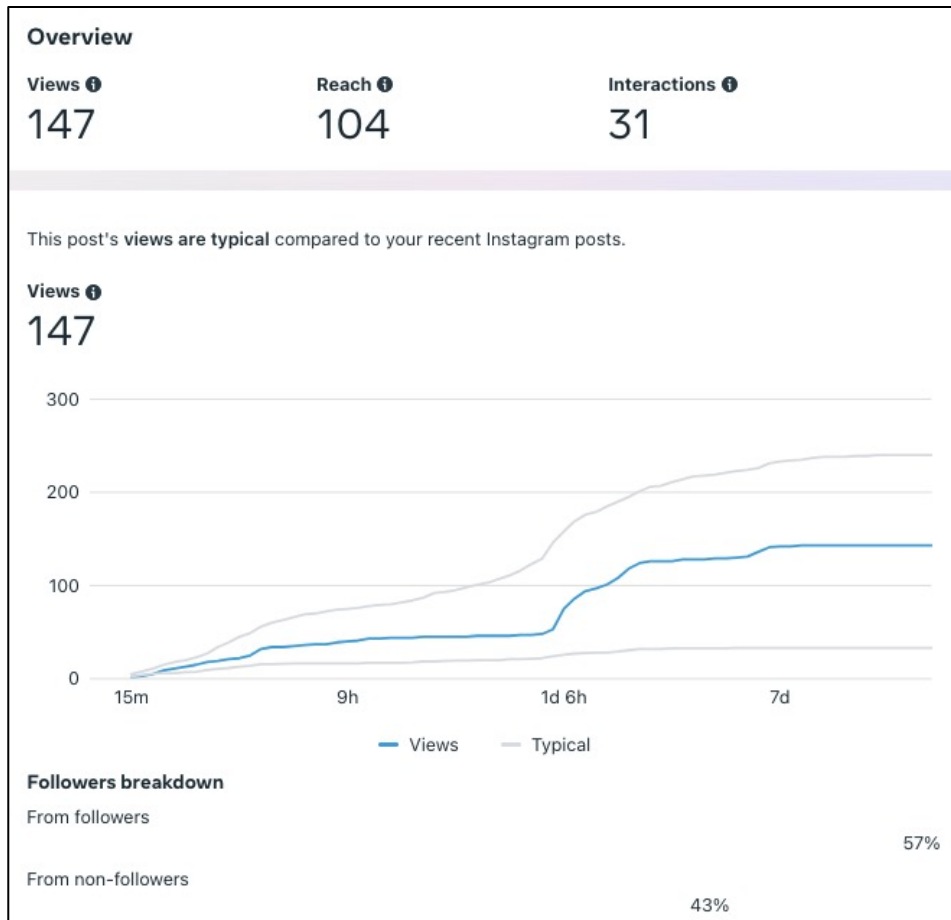
From followers


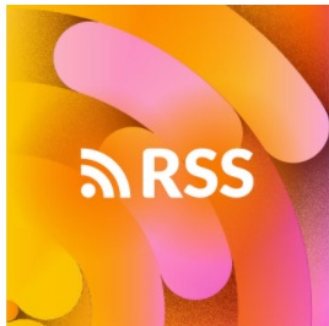
61%

From non-followers

39%







The podcast cover art is a colorful illustration. It depicts a large, ancient tree on the left with a person sitting on a branch. A winding path leads from the bottom left towards the right, where a person is walking. The background shows a landscape with a building and a body of water. The overall style is whimsical and detailed.


ACB's legacy podcast: celebrating 20 years of resistance against GMOs in Africa


ACB's two-decade legacy by African Centre for Biodiversity

S01 E01 | 📅 May 13, 2024 | ⌚ 01:04:01

 Copy RSS feed

 Listen on ...

 Share

 Website

All time

92

This figure reflects only the number of listens recorded via the RSS platform. However, the podcast is also available through a web post, on YouTube, Spotify, and other podcast platforms, so the total number of listens is likely significantly higher.