

ANDANI.AFRICA RESEARCH NETWORK

Ten years of research across more than 20 African countries taught us something: none of it happened alone. Every study leaned on a respondent willing to share their time, a researcher willing to share their expertise, a collaborator willing to share their network. As we mark our 10th anniversary, we're formalising what's been true all along.

The Andani.Africa Research Network brings together research respondents, independent CCI researchers and research organisations, and Research Associates in one structured, reciprocal community. This document sets out what each tier can expect to receive, what's asked of members in return, as well as what Andani.Africa gains from the network - because the people who make our work possible deserve more than a once-off thank you; they deserve a clear, mutual understanding of the relationship.

This document is complementary to the Andani.Africa Research Network, Community Engagement and Incentive Policy, which sets out further detail on the respondent-influence guardrail, Tier 3 full report access criteria and expectations, the Network Member Listing, and the no-fee/no-exclusivity principles.

Membership tiers

TIER	MEMBER PROFILE
1	Research participants/respondents invited to opt-in by virtue of having participated in Andani research
2	Independent creative industry researchers and research organisations opted-in to this open community of practice
3	Formally associated researchers and Andani priority partners

Benefits to network members

BENEFIT AREA	TIER 1 - RESEARCH RESPONDENTS	TIER 2 - INDUSTRY RESEARCHERS	TIER 3 - RESEARCH ASSOCIATES
KNOWLEDGE AND INFORMATION			
Research findings	Access to summary of key findings from studies participated in, where client permits. Findings (including those shared at validation workshops) will never be shared until client approval is secured.	Access to summary of key findings of select Andani studies, where client permits. Findings (including those shared at validation workshops) will never be shared until client approval is secured.	Tier 2 benefits, plus: select access to full Andani reports, where client permits (automatic where the Associate contributed to the study, otherwise assessed case-by-case).
Sector intelligence	Occasional sector updates – tailored to your field / area of interest.	Bi-annual newsletter with CCI sector insights, data trends, and upcoming research.	Tier 2 benefits, plus: access to select internal research briefs and emerging findings.
Training and learning	Annual internal introduction to research in the CCIs webinar to discuss trends, impacts and value.	Annual webinar; discounted or free access to select Andani-hosted training /knowledge sharing sessions.	Tier 2 benefits, plus: free access to select Andani-hosted training / knowledge-sharing sessions; discounted or free access to select external training opportunities (through partners).
RECOGNITION AND PROFILE			
Acknowledgement	Named acknowledgement in research outputs contributed to (where consent is given and anonymity is not required).	Named acknowledgement in research outputs contributed to.	Tier 2 benefits, plus: formal profile on Andani.Africa website and social platforms as a Research Associate.

BENEFIT AREA	TIER 1 - RESEARCH RESPONDENTS	TIER 2 - INDUSTRY RESEARCHERS	TIER 3 - RESEARCH ASSOCIATES
Professional credibility	-	-	Formal affiliation status; use of Andani.Africa association in own professional materials (within agreed guidelines); reference available on request.
Thought leadership	-	Select opportunities to contribute to blog posts, webinars, or panel discussions on research and sector topics (1-2 closed calls per year).	Tier 2 benefits, plus: priority speaking and thought-leadership opportunities at Andani events (e.g. Economy Through Creativity Africa, Creative Futures Africa); potential co-authorship on publications.
COMMUNITY AND NETWORKING			
Community access	-	Network membership enables connection with peers across Africa working on CCI research through select events and the Research Network Member Listing (see below).	All Tier 2 benefits, plus: direct access to Andani's core team for collaborative projects and associated brainstorming and strategic input.
Research Network Member Listing	-	Inclusion and access is free but strictly opt in. In the spirit of reciprocity, only those who opt in and share their details in the listing will be able to view it and see the details of other network members. The listing includes member name, organisation, country, expertise, research interests, and contact details and preferences. Opt out at any time and your data will be removed.	

BENEFIT AREA	TIER 1 - RESEARCH RESPONDENTS	TIER 2 - INDUSTRY RESEARCHERS	TIER 3 - RESEARCH ASSOCIATES
Events and mixers	Invitations to attend a select group of open Andani and partner events (e.g. public launches, sector convenings).	Invitations to all Andani and select partner events, mixers, and sector engagements.	All Tier 2 benefits, plus: opportunities to participate as speakers, panellists, or contributors at select Andani and partner events; additional guest passes for associate's clients or partners at select events.
Networking opportunities	Organic networking opportunities through events (see above).	Organic networking opportunities through events (see above); peer connection through Network Member Listing (see above); possible recommendation to clients for referrals outside Andani's scope or capacity (at the discretion of the receiving party).	All Tier 2 benefits, plus facilitated introductions to relevant professionals and networks; priority referrals; possible inclusion in steering committees.
WORK AND COLLABORATION			
Research opportunities	-	Considered for Andani consulting opportunities as they arise; referrals to other opportunities in the network.	Priority consideration for Andani research projects and referrals; involvement in proposal development (where appropriate).
Platform and tools	-	Discounted access to Malaika for own projects or client work and/or commission for new client onboarding.	Discounted access to Malaika for own projects or client work and/or commission for new client onboarding; considered for involvement/input in platform testing and development.

BENEFIT AREA	TIER 1 - RESEARCH RESPONDENTS	TIER 2 - INDUSTRY RESEARCHERS	TIER 3 - RESEARCH ASSOCIATES
Contribution opportunities	-	Opportunity to propose or co-host training sessions, and to co-create knowledge products addressing sector research gaps (no obligation and only where capacity and interest align).	All Tier 2 benefits, with priority consideration given active involvement in Andani's work.
Compensation	Non-monetary incentive package (access to knowledge and information, recognition, community and networking) as standard; monetary honoraria considered case-by-case based on research type and budget.	Project-based consulting fees negotiated per engagement (Andani's standard rate guide applies).	All Tier 2 benefits, plus: additional honoraria considered for steering committee or advisory contributions.

Network membership tenure and renewal

TIER 1 - RESEARCH RESPONDENTS	TIER 2 - INDUSTRY RESEARCHERS	TIER 3 - RESEARCH ASSOCIATES
Network membership is ongoing - opt in or out at any time. Study participation is consent-based and per respondent availability.	Network membership is ongoing - opt in or out at any time. Opt-in renewals will be emailed annually to confirm continued interest.	2026 pilot cohort: probationary term to 31 December 2026. From 2027: one-year formal association, renewable annually subject to mutual review - policy in place for early termination grounds.

Expectations of network members

EXPECTATION AREA	TIER 1 RESEARCH RESPONDENTS	TIER 2 INDUSTRY RESEARCHERS	TIER 3 RESEARCH ASSOCIATES
Core expectation	Honest, good-faith participation as a research respondent - engage in surveys, interviews, focus groups, or other interactive creative research formats, as well as select events and training / knowledge- sharing sessions.	Honest, good-faith participation in community activities; professional standards of conduct and quality expected on paid project engagements, and mindfulness of Andani.Africa's reputation when recommended or referred for other opportunities.	Baseline MoU expectations apply for the duration of the affiliation, including: • Minimum one structured check-in with the Research Director per quarter (4 per year), plus ad hoc informal contact as needed. • Participation in the mandatory annual reflection and planning session. • Good-faith, best-effort responsiveness to proposal input requests (no fixed turnaround, given variable notice periods). • Accurate representation of own credentials, experience, and affiliation with Andani.Africa. • Written approval for use of credentials and affiliation when Andani.Africa applies for work in their name, provided within the timeframe requested. • Compliance with privacy policies and the terms of any project-specific contracts signed (confidentiality, data management, intellectual property, etc.). • Updated CV/portfolio provided at least annually or on request • Disclosure to the Research Director of any overlapping opportunity (e.g. bidding for the same work as Andani.Africa), so an approach can be agreed.
Not required	No minimum activity level - participation is optional, based on availability and interest.		No exclusivity with Andani.Africa; no minimum number of projects per year; participation in events, brainstorms and training remains optional, based on capacity and interest.

Benefits to Andani.Africa

BENEFIT AREA	WHAT ANDANI.AFRICA GAINS
Research quality and reach	A diverse, growing respondent panel improves the quality, credibility, and representativeness of Andani's research, informing policy, strategy and investment; faster, easier access to respondents for future studies.
Capacity and expertise	A credible, ready pool of collaborators to draw on; access to specialised expertise not available in-house; ability to expand capacity for specific projects without permanent hiring; fills expertise and geographic gaps as they arise.
Geographic rootedness	Associates in different locations provide local context and access, helping Andani.Africa stay rooted across the continent rather than being country-specific.
Cost efficiency	No ongoing salary, benefits, or overhead commitments associated with permanent staff.
Speed and competitiveness	Formally affiliated associates with credentials already on file streamline tender and proposal development, helping Andani.Africa respond to short-notice opportunities and secure collaborators more quickly; stronger competitive positioning for larger or more specialised contracts, and for expanding into new countries.
Networks and credibility	Access to associates' own professional networks and communities; association with recognised and specialist researchers enhances Andani.Africa's credibility and reputation.
Fresh perspectives and knowledge transfer	Diverse viewpoints and access to projects or opportunities Andani.Africa may not otherwise have known about or been able to bid for; exposure to new methodologies benefits internal teams.
Flexibility and risk management	Ability to scale collaborator capacity up or down in response to changing market conditions and project demand.
Research agenda and knowledge products	Member input sharpens Andani.Africa's sense of sector priorities and research gaps; optional member contributions (training, co-created knowledge products) add to Andani.Africa's knowledge base.