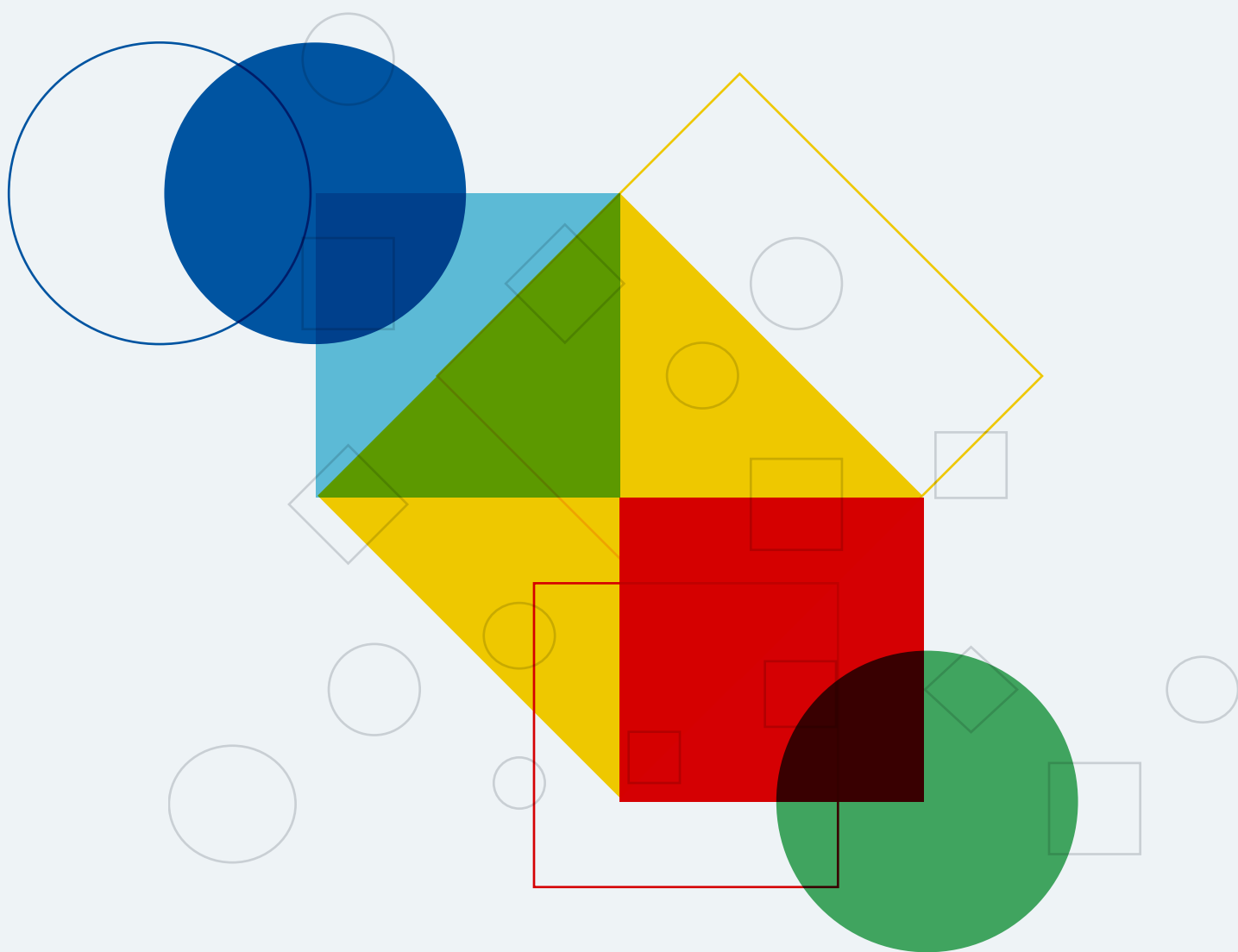


8th GENEVA ENGAGE

A W A R D S



Data Analysis

Data Analysis

The annual [Geneva Engage Awards](#) aim to acknowledge the efforts of actors in International Geneva in social media, outreach and engagement. It assesses the interplay between International Geneva, where many policies are negotiated, and global stakeholders since 2016. The project is run by the [Geneva Internet Platform](#) (GIP) and supported by the [Republic and Canton of Geneva](#) and [Diplo](#).

The Geneva Engage Awards are given to:

- International Organisations (IOs)
- Non-governmental and non-profit organisations (NGOs)
- Permanent Representations (PRs)

To be a nominee for the awards, actors in these three categories need to be based in the Canton of Geneva.¹

Since 2020, the Geneva Engage Awards have recognised efforts in developing effective and innovative approaches to conducting remote and hybrid meetings. With the unfolding of the COVID-19 pandemic and the shift to online conferencing, online and hybrid modes of participation have become even more central to International Geneva in its activities.

In 2022, the 7th edition of the Geneva Engage awards introduced [Geneva's Digital Footprint survey](#), which determines the web relevance of Geneva-based actors. It was generated via a pilot-beta platform developed by Diplo's [AI and Data](#) team. Its purpose is to visualise and analyse the Google search volumes Geneva-based actors for various policy, governance, and diplomatic topics, from more than 50 cities worldwide.

Accessibility awards

The 8th Geneva Engage Awards introduced a new Accessibility Award to encourage and recognise the website accessibility efforts of Geneva actors. A dedicated accessibility session during the awards ceremony recognised that accessibility goes beyond websites and includes language, alt text, and many unseen elements. This requires the will to implement, reach out to, and *engage* everyone.

To measure an organisation's accessibility score, a tool called [Lighthouse](#) was used to assess desktop and website accessibility performance. The program bases its audit on numerous indicators, such as accessible element names, sufficient contrast ratio of background and foreground colours, alt text in image elements, and discernible names of the links, to name a few. The Geneva-based organisations were then ranked according to accessibility indices for desktop and mobile displays.

¹Refer to Annex I, II, and III, below for a complete list of actors in the three categories.



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For the 8th Geneva Engage Awards, Diplo's AI and Data team enhanced the analysis of Geneva's online outreach by identifying the most tweeted terms by Geneva-based organisations in the past year. Based on the tweet analysis, they identified the key 'influencers' in Geneva in 2022.



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Methodology

The analysis of social media outreach for the 8h Geneva Engage Awards was conducted from 1 January to 31 December 2022.

We have considered statistics on Facebook, Instagram, and Twitter accounts as data sources for our analysis. Twitter data was obtained through the Twitter API, whereas statistics from Facebook and Instagram were kindly provided by Matthias Lüfkens of DigiTips. The analysis was conducted for actors with active Twitter accounts from 1 January 2022 onwards. To participate in the analysis, it was not mandatory for the organisation to have Facebook and Instagram accounts. However, additional points were given to organisations with Facebook and/or Instagram presence.

The accounts were measured along the following indicators:

Twitter

- Number of followers and following
- Number of tweets
- Growth and relative growth of followers compared to the previous year
- Growth and relative growth in number of tweets compared to the previous year
- Engagement rate based on average likes and tweets
- Interaction between Geneva-based actors based on retweets and mentions

Facebook

- Number of followers
- Growth and relative growth of followers compared to the previous year
- Total number of posts and the average number of posts daily
- Total interaction rates, i.e. total of all likes, shares, comments, and reactions
- Page likes and reactions
- Page growth and relative page growth.

Instagram

- Total interaction rates, i.e. a total of all likes, shares, comments, and reactions
- Total number of posts and the average number of daily posts
- Number of followers
- Growth and relative growth of followers compared to the previous year

The statistical analysis

We first determined outliers in each category (both in high and low ranges) by applying the interquartile range rule:

$$IQR = Q_3 - Q_1$$

$$O_H = Q_3 + 1.5IQR$$

$$O_L = Q_1 - 1.5IQR$$

Where IQR is interquartile range, Q1 and Q3 are first and third quartile, and O_H and O_L are high and low outliers, respectively.

We used the capping of values to compensate for differences in the raw values (i.e. everything above value X has the maximum number of points). We have used outliers as a capping point in our case. After this step, we used the following formula to calculate the ranking in the main array, which assigns points for each indicator for each organisation:

$$P = \left\lfloor \frac{s_i - \min(S)}{\max(S) - \min(S)} \cdot 24 \right\rfloor, \text{ where } S = \{s_1, s_2, \dots, s_n\} \text{ for } s_i \leq O_H$$

$$P = \begin{cases} P, & \text{if } P < 25, \\ 25, & \text{if } P \geq 25 \end{cases}$$

This way, we have rescaled the remaining values to a predetermined 25-point scale. The final result is the sum of points from each category.

The Geneva Digital Footprint methodology

Google ranking was used to estimate the relevance of Geneva actors' online resources (e.g. websites) for countries and communities worldwide. The team examined the Google search results of 288 Geneva-based actors from various cities, searching for one of [344 topics](#), ranging from trade and healthcare to humanitarian aid. The results had more than 50 cities worldwide. For each actor, points were assigned whenever the actor's domain appeared in Google's top ten search results. Points on a scale from zero to ten were assigned to each actor depending on the actor's domain position. The sum of all points awarded for every city and topic represents the final metric for actor ranking - the total number of points.

You can read about the application and methodology, as well as the data we use, on the Geneva Digital Footprint [page](#).

Winners of the 8th Geneva Engage Awards

Online participation

WMO received the Geneva Engage Award for excellence in online meetings. The award recognises WMO's use of online meetings to engage communities worldwide in critical discussions about weather, water and climate issues. Online meetings allowed more countries and communities worldwide to get involved in addressing the critical issues of climate change and extreme weather.

The World Meteorological Organization ranked highly in all key components of online meetings:

- Technology (use of a wide range of platforms, apps, and other tools);
- Security (preserving the integrity of meetings and data);
- Diplomacy (adjusting meeting procedures for hybrid and online meetings);
- Inclusion (involving all concerned actors via multilingual facility and accessibility);
- Behavioural dynamics (facilitating social and emotional dynamics).

The 2023 Award for effective and innovative online meetings recognises, in particular, WMO's successes in streamlining its use of online and hybrid meetings through adapting procedures, training staff, and raising awareness in WMO constituencies. In addition, WMO has been developing the concept of regional meeting hubs, which will strengthen the participation of stakeholders worldwide.

The Award recognises the WMO's commitment to policy inclusion and its efforts to use technology to foster global collaboration and discussion on critical weather, water and climate issues.

Accessibility

The first-ever Accessibility award was given to the [International AIDS Society](#) (IAS) for its excellent implementation of website accessibility!

Social media engagement

T. The [World Economic Forum](#) (WEF) receives the honourable mention for social media engagement, outperforming other entities in Geneva by a very high margin. Congratulations to WEF for its outstanding effort and the sheer quantity and quality of its social media activity!

Top 3 of the 'International Organisations' category

| Rank | Entity | Points |
|------|---|--------|
| #1 | The United Nations High Commissioner for Refugees (UNHCR) | 584 |
| #2 | United Nations Office at Geneva (UNOG) | 569 |
| #3 | World Health Organization (WHO) | 559 |

Top 3 of the 'NGOs' category

| Rank | Entity | Points |
|------|--|--------|
| #1 | World Council of Churches (WCC) | 559 |
| #2 | The New Humanitarian | 521 |
| #3 | World Organization of the Scout Movement | 505 |

Top 3 of the 'Permanent Representations' category

| Rank | Entity | Points |
|------|--|--------|
| #1 | Permanent Mission of the United States of America to the United Nations Office and other international organisations in Geneva | 605 |
| #2 | Delegation of the European Union to the United Nations and other international organisations in Geneva | 552 |
| #3 | Permanent Mission of France to the United Nations and other international organisations in Geneva | 467 |

About this report

The data analysis was conducted by Diplo's Data Team. The analysis was based on third-party sources; the team, therefore, cannot guarantee the absolute accuracy of the results.

The Geneva Engage Awards consider the online engagement of numerous organisations each year. The annexes below include the ranking of the organisations for each category.

If you have any questions regarding this report/or your organisation's inclusion, please email us at data@diplomacy.edu for inclusion in the next Geneva Engage Awards.

Annex 1 - International Organisations

| Rank | International organisations | Total points |
|------|---|--------------|
| #1 | The United Nations High Commissioner for Refugees - UNHCR | 584 |
| #2 | The United Nations Office at Geneva | 569 |
| #3 | World Health Organisation - WHO | 559 |
| #4 | International Organisation for Migration - IOM | 476 |
| #5 | International Committee of the Red Cross - ICRC | 473 |
| #6 | Office of the United Nations High Commissioner for Human Rights - OHCHR | 456 |
| #7 | International Federation of Red Cross and Red Crescent Societies - IFRC | 436 |
| #8 | European Organization for Nuclear Research - CERN | 436 |
| #9 | World Meteorological Organization - WMO | 416 |
| #10 | World Trade Organization - WTO | 380 |
| #11 | International Trade Centre - ITC | 374 |
| #12 | United Nations Conference on Trade and Development - UNCTAD | 354 |
| #13 | European Broadcasting Union - EBU | 349 |
| #14 | Global Fund to Fight AIDS, Tuberculosis and Malaria | 347 |
| #15 | International Labour Organization - ILO | 328 |
| #16 | International Air Transport Association - IATA | 314 |
| #17 | United Nations Office for Disaster Risk Reduction - UNDRR | 307 |
| #18 | Inter-Parliamentary Union - IPU | 302 |
| #19 | International Lesbian, Gay, Bisexual, Trans and Intersex Association - ILGA | 301 |
| #20 | International Electrotechnical Commission - IEC | 297 |
| #21 | Union for International Cancer Control - UICC | 290 |
| #22 | United Nations Institute for Disarmament Research - UNIDIR | 287 |
| #23 | UNESCO International Bureau of Education | 287 |
| #24 | United Nations Programme on HIV and AIDS - UNAIDS | 284 |
| #25 | Gavi, the Vaccine Alliance | 283 |
| #26 | United Nations Economic Commission for Europe - UNECE | 280 |
| #27 | United Nations Institute for Training and Research - UNITAR | 276 |
| #28 | IndustriALL Global Union | 275 |
| #29 | International Telecommunication Union - ITU | 258 |
| #30 | International Campaign to Abolish Nuclear Weapons - ICAN | 254 |
| #31 | World Intellectual Property Organization - WIPO | 251 |
| #32 | Unitaid | 211 |
| #33 | Internet Governance Forum - IGF | 202 |
| #34 | The South Centre | 200 |
| #35 | International Organisation of Employers - IOE | 194 |
| #36 | International Baccalaureate Organization - IBO | 190 |
| #37 | United Nations Research Institute for Social Development - UNRISD | 170 |
| #38 | UNOG Library | 170 |
| #39 | International Organisation for Standardisation - ISO | 157 |
| #40 | United Nations International Computing Center - UNICC | 149 |



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Annex 2 - Non-Governmental Organisations and Non-Profit Organisations

| Rank | Non-governmental organisations | Total points |
|------|---|--------------|
| #1 | World Council of Churches | 559 |
| #2 | The New Humanitarian | 521 |
| #3 | World Organization of the Scout Movement | 505 |
| #4 | International Disability Alliance | 488 |
| #5 | Lutheran World | 482 |
| #6 | CARE International | 480 |
| #7 | Médecins Sans Frontières - MSF | 479 |
| #8 | Global Initiative Against Transnational Organized Crime | 471 |
| #9 | World Organisation Against Torture - OMCT | 469 |
| #10 | Aga Khan Development Network - AKDN | 468 |
| #11 | International AIDS Society | 466 |
| #12 | International Council of Nurses | 452 |
| #13 | UN Watch | 451 |
| #14 | Graduate Institute of International and Development Studies - IHEID | 443 |
| #15 | World Heart Federation | 441 |
| #16 | Geneva Environment Network | 430 |
| #17 | World Alliance for Citizen Participation - CIVICUS | 428 |
| #18 | International Union for Conservation of Nature | 417 |
| #19 | Young Women's Christian Association | 401 |
| #20 | Geneva Academy | 398 |
| #21 | Geneva Centre for Security Policy - GCSP | 364 |
| #22 | Women's International League for Peace & Freedom | 360 |
| #23 | DiploFoundation | 355 |
| #24 | International Publishers Association | 349 |
| #25 | InterPeace | 345 |
| #26 | ACAPS project | 339 |
| #27 | Cyber Peace Institute | 339 |
| #28 | Kofi Annan Foundation | 337 |
| #29 | Refugee Education Trust - RET International | 337 |
| #30 | Programme for the Endorsement of Forest Certification | 332 |
| #31 | Geneva International Centre for Humanitarian Demining | 331 |
| #32 | International Peace Bureau | 329 |
| #33 | Asian Forum for Human Rights and Development | 328 |
| #34 | International Commission of Jurists | 312 |
| #35 | World Psychiatric Association | 311 |
| #36 | World Dental Federation - FDI | 302 |
| #37 | Geneva Call | 297 |
| #38 | IUFglobal | 272 |
| #39 | International Bridges to Justice | 263 |
| #40 | International Rainwater Harvesting Alliance - IRHA | 263 |
| #41 | Child Rights Connect | 258 |
| #42 | OIDEL | 256 |
| #43 | Association for the Prevention of Torture | 252 |
| #44 | International Catholic Migration Commission | 249 |
| #45 | TRIAL International | 245 |
| #46 | Internal Displacement Monitoring Centre - IDMC | 237 |
| #47 | Defence for Children International - DCI | 234 |
| #48 | ACT Alliance | 233 |
| #49 | Inclusive Peace | 230 |
| #50 | Foraus | 228 |
| #51 | Sexual Rights Initiative - SRI | 225 |
| #52 | Franciscans International advocates at the United Nations | 221 |
| #53 | Quaker UN Office | 216 |
| #54 | International Hospital Federation | 211 |
| #55 | Eduki foundation | 206 |
| #56 | Women's World Summit Foundation | 206 |
| #57 | Geneva Internet Platform | 203 |
| #58 | GenevaWaterHub | 202 |
| #59 | International Association of Conference Interpreters | 201 |
| #60 | ict4peace | 199 |
| #61 | Coginta | 197 |
| #62 | Geneva Centre for Security Sector Governance - DCAF | 196 |
| #63 | Initiatives of Change | 183 |
| #64 | Aide et Action | 170 |
| #65 | International Federation of Inventors Association | 165 |
| #66 | Small Arms Survey | 156 |
| #67 | Health On the Net Foundation | 125 |

Annex 3 - Permanent Representations

| Rank | Permanent representations | Total points |
|------|--|--------------|
| #1 | Permanent Mission of the United States of America to the United Nations Office and other international organizations in Geneva | 605 |
| #2 | Delegation of the European Union to the United Nations Office and other International organizations in Geneva | 552 |
| #3 | Permanent Mission of France to the United Nations Office at Geneva and other international organizations in Switzerland | 467 |
| #4 | Permanent Mission of the Russian Federation to the United Nations Office and other International organizations in Geneva | 457 |
| #5 | Permanent Mission of Norway to the United Nations Office and other International organizations in Geneva | 451 |
| #6 | Permanent Mission of the United Kingdom of Great Britain and Northern Ireland to the United Nations Office and other International organizations in Geneva | 450 |
| #7 | Permanent Mission of Ukraine to the United Nations Office and other International organizations in Geneva | 416 |
| #8 | Permanent Mission of Israel to the United Nations Office and other international organizations in Geneva | 408 |
| #9 | Permanent Mission of the Republic of Cuba to the United Nations Office and other International organizations in Geneva | 361 |
| #10 | Permanent Mission of the Islamic Republic of Pakistan to the United Nations Office and Other International organizations in Geneva | 338 |
| #11 | Permanent Mission of the Philippines to the United Nations Office and other International organizations in Geneva | 337 |
| #12 | Permanent Mission of Japan to the United Nations Office and other international organizations in Geneva | 336 |
| #13 | Permanent Mission of Mexico to the United Nations Office and other International organizations in Geneva | 316 |
| #14 | Permanent Mission of India to the United Nations Office and Other International organizations in Geneva | 286 |
| #15 | Permanent Mission of the Islamic Republic of Afghanistan to the United Nations Office and other International organizations in Geneva | 274 |
| #16 | Permanent Mission of Italy to the United Nations Office and other International organizations in Geneva | 272 |
| #17 | Permanent Mission of the Republic of Armenia to the United Nations Office and other International organizations in Geneva | 265 |
| #18 | Permanent Mission of the Republic of Kazakhstan to the United Nations Office and other International organizations in Geneva | 260 |
| #19 | Permanent Mission of Malta to the United Nations Office and other International organizations in Geneva | 260 |
| #20 | Permanent Mission of the Kingdom of the Netherlands to the United Nations Office and other International organizations in Geneva | 249 |
| #21 | Permanent Mission of the Republic of Indonesia to the United Nations Office and Other International organizations in Geneva | 249 |
| #22 | Permanent Mission of the Republic of Moldova to the United Nations Office and other international organizations in Geneva | 240 |
| #23 | Permanent Mission of Latvia to the United Nations Office and other International organizations in Geneva | 237 |
| #24 | Permanent Mission of Sweden to the United Nations Office and other International organizations in Geneva | 229 |
| #25 | Permanent Mission of the United Arab Emirates to the United Nations Office and other International organizations in Geneva | 229 |
| #26 | Permanent Mission of the Argentine Republic to the United Nations Office and other International organizations in Geneva | 227 |
| #27 | Permanent Mission of Fiji to the United Nations Office and other International organizations in Geneva | 224 |
| #28 | Permanent Mission of Mongolia to the United Nations Office and Other International organizations in Geneva | 214 |
| #29 | Permanent Mission of the Republic of Slovenia to the United Nations Office and other International organizations in Geneva | 203 |
| #30 | Permanent Mission of the Republic of Singapore to the United Nations Office and other International organizations in Geneva | 193 |
| #31 | Permanent Mission of the Republic of Belarus to the United Nations Office and other international organizations in Geneva | 190 |
| #32 | Permanent Mission of the Federal Republic of Germany to the United Nations Office and other international organizations in Geneva | 187 |
| #33 | Permanent Mission of the Republic of Albania to the United Nations Office and other International organizations in Geneva | 186 |
| #34 | Permanent Mission of the Republic of Haiti to the United Nations Office and other International organizations in Geneva | 185 |
| #35 | Permanent Mission of the Republic of Rwanda to the United Nations Office and other International organizations in Geneva | 182 |
| #36 | Permanent Mission of Canada to the United Nations Office and other International organizations in Geneva | 180 |
| #37 | Permanent Mission of Finland to the United Nations Office and other international organizations in Geneva | 179 |
| #38 | Permanent Mission of Chile to the United Nations Office and other International organizations in Geneva | 179 |
| #39 | Permanent Mission of the People's Republic of China to the United Nations Office and other international organizations in Geneva. | 167 |
| #40 | Permanent Observer Mission of the Sovereign Order of Malta to the United Nations and other International organizations in Geneva | 162 |
| #41 | Permanent Mission of the Republic of Maldives to the United Nations Office and other International organizations in Geneva | 162 |
| #42 | Permanent Mission of Ireland to the United Nations Office and other International organizations in Geneva | 162 |
| #43 | Permanent Mission of the Kingdom of Saudi Arabia to the United Nations Office and other International organizations in Geneva | 157 |
| #44 | Permanent Mission of Turkey to the United Nations Office and Other International organizations in Geneva | 154 |
| #45 | Permanent Mission of the Czech Republic to the United Nations Office and other international organizations in Geneva | 144 |
| #46 | Permanent Mission of Georgia to the United Nations Office and other International organizations in Geneva | 143 |
| #47 | Permanent Mission of the Republic of Honduras to the United Nations Office and other International organizations in Geneva | 136 |
| #48 | Permanent Mission of Denmark to the United Nations Office and other International organizations in Geneva | 135 |
| #49 | Permanent Mission of Spain to the United Nations Office and other International organizations in Geneva | 134 |
| #50 | Permanent Mission of the Republic of Azerbaijan to the United Nations Office and other international organizations in Geneva | 131 |
| #51 | Permanent Mission of the Kingdom of Bahrain to the United Nations Office and other international organizations in Geneva | 130 |
| #52 | Permanent Mission of Belgium to the United Nations Office and other International organizations in Geneva | 128 |
| #53 | Permanent Mission of the Republic of Cyprus to the United Nations Office and other International organizations in Geneva | 123 |
| #54 | Permanent Mission of the State of Qatar to the United Nations Office and other International organizations in Geneva | 122 |
| #55 | Permanent Mission of the Republic of Kenya to the United Nations Office and other International organizations in Geneva | 120 |
| #56 | Permanent Mission of the Republic of Poland to the United Nations Office and other International organizations in Geneva | 113 |
| #57 | Permanent Mission of New Zealand to the United Nations Office and other International organizations in Geneva | 103 |
| #58 | Permanent Mission of Iceland to the United Nations Office and other international organizations in Geneva | 94 |
| #59 | Permanent Mission of the Sultanate of Oman to the United Nations Office and other International organizations in Geneva | 84 |