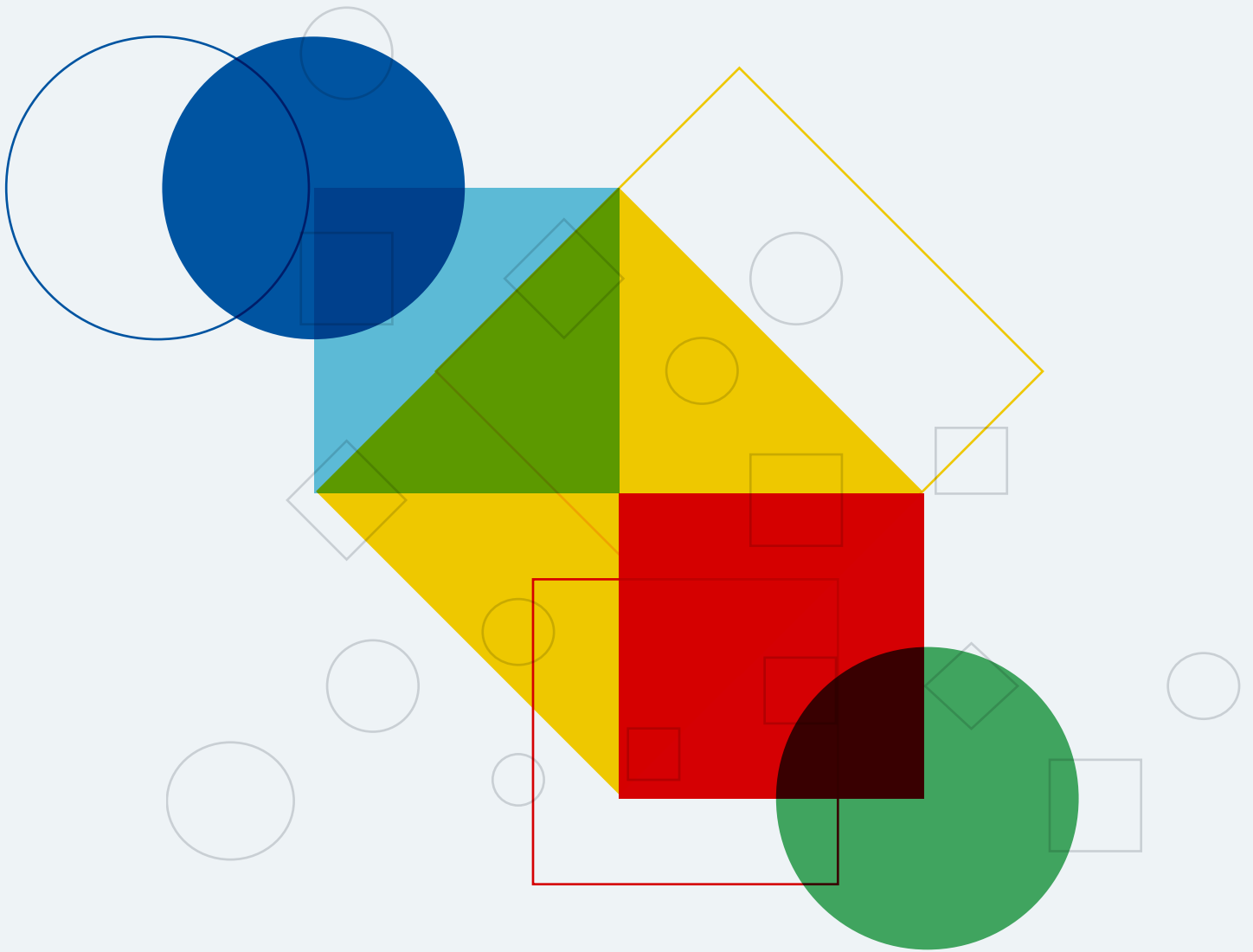


# 8<sup>th</sup> GENEVA ENGAGE

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.<sup>1</sup>

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.

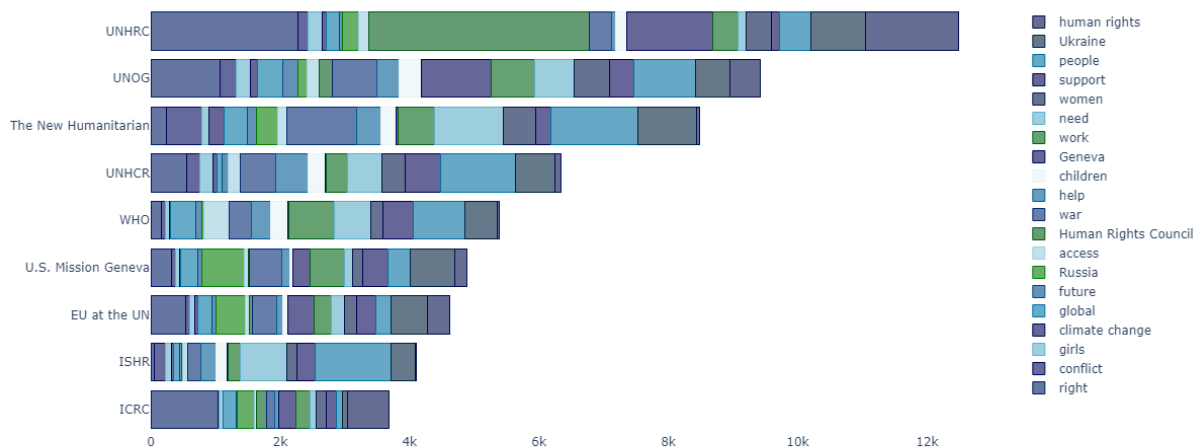
<sup>1</sup>Refer to Annex I, II, and III, below for a complete list of actors in the three categories.

## What does International Geneva tweet about?

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.



Most prominent terms based on Geneva organisations' tweets in 2022



Geneva 'influencers' in 2022

The above research was conducted through the last ten years. To learn more, visit the dedicated [page](#).

# 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<sub>H</sub> and O<sub>L</sub> 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:

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

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

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

Following the tradition introduced in 2020, an additional Geneva Engage award is given for innovative and effective approaches to conducting remote meetings to encourage new developments for the compelling interplay between traditional and online meetings. This year, the award recipient is the [World Meteorological Organization](#) (WMO)!

## 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	<a href="#">The United Nations High Commissioner for Refugees</a> (UNHCR)	584
#2	<a href="#">United Nations Office at Geneva</a> (UNOG)	569
#3	<a href="#">World Health Organization</a> (WHO)	559

## Top 3 of the 'NGOs' category

Rank	Entity	Points
#1	<a href="#">World Council of Churches</a> (WCC)	559
#2	<a href="#">The New Humanitarian</a>	521
#3	<a href="#">World Organization of the Scout Movement</a>	505

## Top 3 of the 'Permanent Representations' category

Rank	Entity	Points
#1	<a href="#">Permanent Mission of the United States of America to the United Nations Office and other international organisations in Geneva</a>	605
#2	<a href="#">Delegation of the European Union to the United Nations and other international organisations in Geneva</a>	552
#3	<a href="#">Permanent Mission of France to the United Nations and other international organisations in Geneva</a>	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](mailto: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

## 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