9th GENEVA ENGAGE

AWARDS

DATA ANALYSIS

Geneva Internet Platform

REPUBLIQUE ET CANTON DE GENEVE
POST TENEBRAS LUX

Genève internationale
Peace, Rights and Well-Being

DiPLO

About Geneva Engage

The Geneva Engage (GE) initiative, launched in 2016 by the Geneva Internet Platform (GIP) with the support of the Republic and Canton of Geneva, assesses the interplay between International Geneva and stakeholders all over the world. The initiative includes research on how International Geneva actors communicate and create links with communities worldwide that are affected by policy discussions in Geneva. These discussions span various domains, such as development, human rights, health, environment, and digital topics.

In this context, the annual GE Awards acknowledge the efforts of International Geneva actors in digital outreach. The awards evaluate Geneva-based organisations' social media engagement, web relevance and accessibility, and innovative events and fall into three main categories according to stakeholder groups:
- International organisations
- Non-governmental organisations
- Permanent representations

In addition to the main categories, special awards recognise innovative ways actors can create meaningful engagement while adapting to the ever-changing digital ecosystem.

The 9th GE Awards included two special categories:
- Effective and Innovative Events Award
- Accessibility Award

This report details our evaluation methodology in each category of awards.

Data analysis

For an actor to be included in our analysis, they must have an active official X account and have published at least one post since 1 January 2023. To participate in the Awards, while an actor doesn't need to have an active presence on the other platforms we considered, including Facebook and Instagram, or an active website, we highly recommend they expand and maintain their digital presence to maximise outreach.

For the 9th GE Awards, we counted 168 actors.

In the following, we detail the selection criteria and process for each award.

Main categories

In the main categories, we quantitatively analysed three groups of indicators: social media outreach, web accessibility, and web relevancy.

Social media outreach

We collaborated with a third-party social media performance-tracking company, Popsters, to retrieve all social media data for our calculations. As social media trackers have limits, we provide our best estimates.

To more accurately reflect the improvements in the performance of actors and encourage smaller actors, we stopped using several absolute numerical metrics, such as the absolute number of followers over the lifetime of an account. We still included the relative growth of followers, which reflects the account's improvements during the analysis period and reduces the influence of the account's size.

The analysis period of the following indicators spanned 1 January to 15 December 2023.

Platform	Indicators
X/Twitter	- Relative growth of followers** - Relative growth of following accounts** - Total number of tweets* - Total interactions (bookmarks, likes, quotes, replies, retweets) of tweets* - Engagement rate per post*
Facebook^	- Relative growth of page likes** - Total number of posts*** - Relative growth of the number of posts** - Total interactions (likes, shares, comments) of posts - Engagement rate per post
Instagram^`	- Relative growth of followers** - Total number of posts - Relative growth of the number of posts** - Total interactions (likes, comments) of posts - Engagement rate per post

* We only tracked tweets whose original author was the account owner.
** Compared to the previous year.
*** Meta's Application Programming Interface (API) has limitations on the number of downloadable posts at a time; our number is the best estimate.
^ We did not track promoted/paid posts.
` For an Instagram account to be counted, it had to be a business account.

Web accessibility

To measure an organisation's accessibility score, we used Google Chrome's Lighthouse accessibility scoring. For each actor, we started at the main page and took the first 20 URLs directly linked to that page, providing the URL was under the actor's web domain. We ran

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the Lighthouse tool on all links (using the desktop display) and calculated an average score for that actor.

The tool audits 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.

Web relevancy

For web relevancy, we took two metrics from the Geneva Digital Footprint methodology: raw score and average position.

We used Google ranking to estimate the relevance of Geneva actors' online resources (e.g. websites) for countries and communities worldwide. We examined the Google search results of Geneva-based actors from 50 cities worldwide, evaluating their performance in searches for one of 500 topics: trade, healthcare, emerging technologies, humanitarian aid, etc. For each actor, whenever the actor's domain appeared in Google's top 10 search results, we assigned points on a scale from zero to ten, depending on the position. Our first metric, the raw score, is the sum of all points awarded for every city and topic.

Additionally, the second metric represents an actor's web domain's average position whenever the latter appeared in the top 10 Google search results.

You can read about the application, methodology, and data we use on the Geneva Digital Footprint page.

Statistical analysis

For 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 the interquartile range, Q1 and Q3 are the first and third quartiles, and OH and OL are high and low outliers, respectively.

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

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

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

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

Top 3 of each main category

International organisations		
Rank	Actor	Points
#1	International Committee of the Red Cross (ICRC)	263
#2	World Health Organization (WHO)	251
#3	United Nations Conference on Trade and Development (UNCTAD)	247

Non-governmental organisations and associations		
Rank	Actor	Points
#1	World Heart Federation (WHF)	253
#2	World Council of Churches (WCC)	248

Permanent representations		
Rank	Actor	Points
#1	Permanent Mission of Pakistan to the United Nations in Geneva	252
#2	Permanent Mission of the Republic of Kazakhstan to the United Nations Office and other International Organizations in Geneva	250
#3	Delegation of the European Union to the UN and other international organisations in Geneva	240

Annex 1 details the nominees in each category and their scores.

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Honourable mentions

The World Economic Forum (WEF), the United Nations High Commissioner for Refugees (UNHCR), and DiploFoundation received honourable mentions as they outperformed other entities in Geneva by a relatively high margin. We recognise their continuous and outstanding effort in the sheer quantity and quality of engagement activities.

Special categories

Effective and Innovative Events Award

The Geneva event calendar is packed with thousands of activities each year, but it can be challenging to bring the generated discussions, messages, and knowledge to the rest of the world. First introduced in the 6th GE Awards as the Online Participation Award, this special category is dedicated to recognising the various ways actors have innovated to host an abundance of international conferences and meetings and effectively create engagement through digital means.

This year, we chose UNCTAD eWeek 2023 due to its integration of the artificial intelligence (AI) reporting system. During the 5-day eWeek, the AI reporting system brought 127 session reports to a global audience, analysed more than 800 speeches, identified around 7,000 arguments made by experts, and generated over 100 knowledge graphs. UNCTAD eWeek 2023 also provided audiences who couldn't follow the sessions closely with personalised AI-generated newsletters, allowing them to receive automated updates on curated topics. This achievement was both a testament to the potential of human-AI collaboration and an effective way of generating real-time information during massive events.

Accessibility Award

We have enhanced the methodology for the Accessibility Award since its inception at the 8th GE Awards. In choosing this year's winner, we first used the previous quantitative methods – Lighthouse accessibility audits – to find the top scorers. Our experts then examined the top-scoring actors' website code, design decisions, user feedback channels, accessibility declarations, and compliance with existing standards like Web Content Accessibility Guidelines (WCAG) 2.x by the World Wide Web Consortium (W3C).

This year, we honour the efforts of the UK Mission to the WTO, UN and Other International Organisations in Geneva. Our experts highlighted the website's ease of navigation via keyboard, the use of semantic code in development to increase readability, and the proper adoption of Accessible Rich Internet Application (ARIA) roles.

Contact

If you have any questions or suggestions, please contact geneva@diplomacy.edu.

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Annex I - Nominees in the main categories

International Organisations (In alphabetical order)
- European Organization for Nuclear Research (CERN)
- International Committee of the Red Cross (ICRC)
- International Organisation for Migration (IOM)
- Office of the United Nations High Commissioner for Human Rights (OHCHR)
- United Nations Office at Geneva at Geneva, Switzerland (UNOG)
- United Nations Conference on Trade and Development (UNCTAD)
- United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA)
- World Health Organization (WHO)
- World Meteorological Organization (WMO)

Non-Governmental Organisations and Associations (In alphabetical order)
- Lutheran World Foundation
- Médecins Sans Frontières
- The New Humanitarian
- UN Watch
- World Council of Churches
- World Heart Federation

Permanent Representations (In alphabetical order, using the UN Blue Book names)
- Permanent Delegation of the European Union to the United Nations Office and Other International Organizations in Geneva
- Permanent Mission of France to the United Nations Office at Geneva and Other International Organizations in Switzerland
- Permanent Mission of Israel to the United Nations Office and Other International Organizations in Geneva
- Permanent Mission of Italy to the United Nations Office and Other International Organizations in Geneva
- Permanent Mission of Norway to the United Nations Office and Other International Organizations in Geneva
- Permanent Mission of the Islamic Republic of Pakistan to the United Nations Office and Other International Organizations in Geneva
- Permanent Mission of the Republic of Kazakhstan to the United Nations Office and Other International Organizations in Geneva
- Permanent Mission of the Russian Federation to the United Nations Office and Other International Organizations in Geneva
- Permanent Mission of the United Kingdom of Great Britain and Northern Ireland to the United Nations Office and Other International Organizations in Geneva
- Permanent Mission of the United States of America to the United Nations Office and Other International Organizations in Geneva

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