11th GENEVA ENGAGE AWARDS

Data Analysis

Geneva Internet Platform

REPUBLIQUE ET CANTON DE GENEVE
POST TENEBRAS LUX

Genève internationale
Peace, Rights and Well-Being

DiPLO

Introduction

The **11th Geneva Engage Awards** ceremony has successfully concluded, continuing our tradition of recognising excellence in digital outreach and engagement. This year's theme, **'Back to Basics: The Future of Websites in the AI Era,'** addressed the shift from a web where people search for information to one where they receive automated answers.

In this new environment, the awards highlighted the importance of International Geneva as a 'trust anchor', i.e., a source of authority and reliable information. We continued our tradition of honouring the 'outliers,' those organisations that have consistently set the gold standard for digital connectivity over the last decade. A major highlight of the ceremony was the introduction of the **AI Leadership Award**, presented to the **International Telecommunication Union (ITU)** for its outstanding work in AI governance and capacity building. Their efforts reinforce Geneva's role as a trusted source of information amid rapidly changing technology.

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 worldwide. The initiative includes research on how International Geneva actors communicate and build links with communities worldwide affected by policy discussions in Geneva. These discussions span various domains, including development, human rights, health, the 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 (IOs)
● Non-governmental organisations and associations
● Permanent representations (PRs)

Methodology

This report details our evaluation methodology for each award category. 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 2025.

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.

Unfortunately, although a pillar of professional networking, LinkedIn remains a 'black box' for external analysis as the platform restricts data access for pages we do not own.

For the 11th GE Awards, we counted 172 actors. In the following section, we detail the selection criteria and process for each award.

Main categories

In the main categories, we quantitatively analysed two groups of indicators: **social media outreach** 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 improvements in actors' performance and encourage smaller actors, in addition to using several absolute numerical metrics, such as the total number of followers over an account's lifetime, we 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.

Metrics were analyzed based on data collected between 1 January and 31 December 2025.

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.

Insights and key findings from the 11th Geneva Engage Awards

Based on the analysis of the data from over 170 organisations across the three categories, several clear and interesting trends have emerged for 2026.

1. The 'small-but-mighty' effect

Our data continues to show that a massive follower count does not always equal influence. While large organisations like the WHO or UNHCR maintain the highest visibility, smaller,

specialised actors are winning the engagement game. For example, the Permanent Mission of Rwanda and the World Council of Churches see engagement rates that often double or triple those of larger entities. This proves that niche, dedicated audiences are more likely to participate in a conversation than a massive, passive crowd.

2. Digital diplomacy beyond the 'traditional' powers

One of the most striking findings this year is the performance of permanent representations. Digital diplomacy is no longer dominated solely by traditional diplomatic hubs. The Permanent Missions of Indonesia and Rwanda have secured spots in the top three, suggesting that emerging voices are effectively using digital tools to punch above their weight and bring their national priorities to the global stage.

3. Dialogue over distribution

The 'Talk rate', which measures the ratio of comments to followers, is significantly higher in the NGO sector compared to international organisations. For IOs, the numbers are often driven by 'Likes' (broad visibility), whereas the NGOs show much higher activity in the 'Comments' metrics. This supports the idea that NGOs are triggering more active conversations.

4. Instagram as the new 'engagement engine'

Across almost all categories, Instagram delivers higher engagement per post than X or Facebook. While X remains the go-to platform for 'breaking news' and official statements, Instagram has become the place where Geneva-based actors build a more human connection. Visual storytelling is currently the most effective way to turn a complex policy issue into something the public actually wants to interact with.

Web relevancy

For web relevancy, we used two metrics from the Geneva Digital Footprint methodology: the raw score and the average position. We used Google rankings to estimate the relevance of Geneva actors' online resources (e.g., websites) to countries and communities worldwide. We examined Google search results for Geneva-based actors across 50 cities worldwide, evaluating their performance 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 0 to 10 based on the position. Our first metric, the raw score, is the sum of all points awarded across all cities and topics.

Additionally, the second metric represents an actor's web domain's average position when it 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.

However, we know that raw data alone doesn't always reflect the hurdles smaller offices face. To level the playing field, and as part of Diplo's mission to empower small and developing nations to assert their influence in global diplomatic discussions, we included an additional **fairness metric** for the permanent representations category. We awarded 'medium points' (13 points) to permanent missions representing Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs), and Small Island Developing States (SIDS).

Winners of the 11th Geneva Engage Awards

Honourable mentions

World Health Organization (WHO) and the **United Nations High Commissioner for Refugees** (UNHCR) in the IOs category, **World Economic Forum** (WEF) in the NGO category and **EU Delegation to the UN in Geneva** in the PRs category 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.

International organisations

Rank	Entity	Points
#1	**United Nations Conference on Trade and Development - UNCTAD**	**249**
#2	United Nations Office at Geneva - UNOG	246
#3	United Nations Office for the Coordination of Humanitarian Affairs - UNOCHA	234

NGOs and associations

Rank	Entity	Points
#1	**International AIDS Society**	**554**
#2	International Union for Conservation of Nature	550
#3	Aga Khan Development Network	518

Permanent representations

Rank	Entity	Points
#1	**Permanent Mission of the Republic of Indonesia to the UN Office and Other International organizations in Geneva**	**175**
#2	Permanent Mission of the Republic of Rwanda to the UN Office and other International organizations in Geneva	162
#3	Permanent Mission of France to the UN Office at Geneva and other international organizations in Switzerland	160

Special awards

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 11th GE Awards included two special categories:

- Web Accessibility Award
- AI Leadership Award

Web Accessibility Award

To measure an organisation's accessibility score, we applied a three-phase funnel approach to move from a broad sector overview to detailed technical findings.

Phase 1: Automated shortlisting

We used Google Lighthouse to screen organisations, evaluating performance, structure, and basic ARIA usage to select 18 (with a Lighthouse score of over 95) for further testing.

Phase 2: Technical code audit

We manually inspected the front-end source code of the 18 shortlisted organisations, verifying semantic HTML, ARIA labels, and form associations.

Phase 3: Manual usability testing

Auditors performed keyboard-only and screen reader tests to verify WCAG 2.4.1 (Bypass Blocks) and WCAG 1.1.1 (Non-text Content).

Winner: Permanent Mission of Canada to the UN Office and other international organizations in Geneva

The Permanent Mission of Canada in Geneva is recognised for its leadership in digital accessibility, moving beyond mere compliance toward a model of proactive inclusion. By utilising the Web Experience Toolkit (WET), the Mission's website sets a high technical benchmark, adhering strictly to WCAG 2.1 Level AA guidelines. This commitment is underpinned

by legal accountability through the [Accessible Canada Act](#), which ensures transparent and trackable progress reports.

The site features sophisticated adaptive logic; [WET 4.0](#) elements, such as the 'Topics Menu' and granular skip-links, automatically adjust to user behaviour to provide a seamless, destination-based experience. Behind the scenes, the Mission employs deep semantic tagging via [Dublin Core](#) and [Schema.org](#) metadata, allowing assistive tools to identify the page's purpose and authority before a user even begins to read.

Furthermore, the site maintains exceptional structural parity between English and French. In manual testing, this bilingual integrity prevented 'language drift,' ensuring that screen readers maintain the correct pronunciation and structural logic across both languages. Through this rigorous technical and legal framework, the Permanent Mission of Canada exemplifies how digital diplomacy can be made truly accessible to every citizen.

AI Leadership Award

The Geneva AI Leadership Award was introduced this year to recognise outstanding contributions to AI that advance global understanding, governance, development, or deployment of AI technologies. It is based on the insights from the 2025 edition of the Digital Geneva Atlas. This award celebrates organisations based in Geneva that demonstrate exceptional leadership in shaping how AI serves humanity, whether by convening global dialogue, developing standards and frameworks, building capacity, deploying innovative solutions, or establishing ethical guidelines.

Winner: International Telecommunications Union (ITU)

ITU received the inaugural Geneva AI Leadership Award for its unparalleled role in establishing Geneva as a premier hub for AI governance and innovation. Through its flagship [AI for Good](#) platform, ITU has created the world's most comprehensive multistakeholder forum, bringing together over 40 UN agencies alongside the private sector and civil society to advance the Sustainable Development Goals.

ITU's leadership provides the technical foundation for trustworthy AI, having already developed 34 [international AI standards](#) in collaboration with ISO and IEC, with dozens more in progress. The organisation also pioneered vital sector-specific initiatives, such as the [Focus Group on AI for Natural Disaster Management](#) and the [AI/ML in 5G Challenge](#).

Recognising environmental impacts, ITU co-initiated the [Coalition for Sustainable AI](#) to ensure technological growth aligns with climate goals. Furthermore, the [ITU Academy](#) democratises knowledge by offering training that builds digital capacity worldwide, particularly in developing nations.

By making 'AI the talk of the town in Geneva', as highlighted in the [Digital Geneva Atlas](#), ITU exemplifies the multidimensional leadership required to ensure that emerging technologies serve all of humanity and leave no one behind.

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

Annex I - Nominees in the main categories

International organisations

Rank	Entity	Points
Honorary mention	World Health Organisation - WHO	287
Honorary mention	United Nations High Commissioner for Refugees - UNHCR	255
#1	United Nations Conference on Trade and Development - UNCTAD	249
#2	The United Nations Office at Geneva in Geneva, Switzerland	246
#3	United Nations Office for the Coordination of Humanitarian Affairs - UNOCHA	234
#4	Office of the United Nations High Commissioner for Human Rights	225
#5	International Organisation for Migration - IOM	221
#6	International Committee of the Red Cross - ICRC	219
#7	World Meteorolgical Organization - WMO	214
#8	International Labour Organization - ILO	212
#9	United Nations Institute for Training and Research - UNITAR	193
#10	International Federation of Red Cross and Red Crescent Societies - IFRC	190

NGOs and associations

Rank	Entity	Points
Honorary mention	World Economic Forum - WEF	598
#1	International AIDS Society	554
#2	International Union for Conservation of Nature	550
#3	Aga Khan Development Network - AKDN	518
#4	UN Watch	514
#5	World Alliance for Citizen Participation - CIVICUS	456

	World Council of Churches	452
#6	World Council of Churches	452
#7	Médecins Sans Frontières - MSF	432
#8	CARE International	430
#9	World Organisation Against Torture - OMCT	424
#10	Geneva International Centre for Humanitarian Demining	420

Permanent representations

Rank	Entity	Points
Honorary mention	Permanent Delegation of the European Union to the United Nations Office and other International organizations in Geneva	220
#1	Permanent Mission of the Republic of Indonesia to the United Nations Office and Other International organizations in Geneva	175
#2	Permanent Mission of the Republic of Rwanda to the United Nations Office and other International organizations in Geneva	162
#3	Permanent Mission of France to the United Nations Office at Geneva and other international organizations in Switzerland	160
#4	Permanent Mission of Israel to the United Nations Office and other international organizations in Geneva	159
#5	Permanent Mission of the Republic of Kazakhstan to the United Nations Office and other International organizations in Geneva	151
#6	Permanent Mission of the Republic of Cuba to the United Nations Office and other International organizations in Geneva	139
#7	Permanent Mission of the United Kingdom of Great Britain and Northern Ireland to the United Nations Office and other International organizations in Geneva	136
#8	Permanent Mission of Italy to the United Nations Office and other International organizations in Geneva	133
#9	Permanent Mission of the Russian Federation to the United Nations Office and other International organizations in Geneva	127
#10	Permanent Mission of the Philippines to the United Nations Office and other International organizations in Geneva	124