# DiPLO
www.diplomacy.edu

Annual Report
2017

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# 1. Introduction

## 1.1 Message from the Director

Dear friends, colleagues, supporters,

The year 2017 was a special year for DiploFoundation. We celebrated 15 years since our formal birth in November 2002, and 25 years of research and training on Internet and diplomacy, with a two-day conference that brought together high-level officials, diplomats, Diplo alumni, and Diplo's team. This was a time for reflection. Our anniversary gave us the opportunity to look back at our achievements and growth, and to express sincere appreciation for the support of our founders – Malta and Switzerland – as well as partners and colleagues. It was also a unique moment for Diplo's team, as staff from our three offices (Malta, Geneva, and Belgrade), and colleagues working remotely (from the USA to Asia), met in Malta, some for the first time.

Through these discussions, we also looked at future areas of focus and activities. The underlying message emerging from the conference was that diplomacy has to adjust to the accelerating speed of technological development. Artificial intelligence, big data, and other tools will bring major challenges for the future of humanity. Human society will need to strike the right balance between innovation and humanity. The need for diplomacy, as a method for reaching compromise in a highly interdependent world, will grow.

We continued to stabilise our financial situation and strengthen partnerships with our funding partners Malta and Switzerland, and other collaborators.

Diplo's work in Geneva and beyond, through the Geneva Internet Platform (GIP), continued to earn further recognition. The GIP is regarded as a key trusted player in the field of digital policy. The *GIP Digital Watch* observatory is surviving the test of time. Diplo and the GIP participated with a wide range of activities and initiatives in the lead up to and during the 12th Internet Governance Forum, which took place in Geneva in December 2017.

We are thankful for the trust and commitment which our partners have shown us throughout the years, and we look forward to many fruitful years to come.

Prof. Jovan Kurbalija

Director, DiploFoundation and Head, Geneva Internet Platform

## 1.2 Diplo's 15th anniversary


Diplo celebrated its 15th anniversary

On 17-18 November 2017, we celebrated our 15th anniversary, as well as 25 years of research and training on Internet and diplomacy, with a two-day conference *The Future of Diplomacy: Between Continuity and Change*. The conference was held in Malta under the patronage of the Ministry for Foreign Affairs and Trade Promotion of Malta, and the Federal Department of Foreign Affairs of Switzerland.

The anniversary celebrations started in September 2017 with a series of articles on topics later tackled at the conference. Between September and November, Diplo alumni shared messages on social media to mark Diplo's anniversary, talking about their experiences as students of Diplo courses.

In November, Diplo published an interactive timeline, which included the official establishment of the foundation on 20 November 2002, and other important milestones. An anniversary publication, *Diplo turns 15*, complemented this timeline.

The conference brought together over 150 participants from around the world, including high-level officials from the governments of Malta and Switzerland, diplomats and students of diplomacy, practitioners and researchers in Internet governance and digital policy, Diplo alumni, and members of Diplo's team.

Participants discussed the impact of digitalisation and emerging technologies on core diplomatic functions; digital policy issues that appear more and more frequently on the international diplomatic agenda (from cybersecurity and

digital commerce, to big data and blockchain technologies); trends and tools in diplomatic training, from visual elements such as infographics and illustrations, to massive open online courses (MOOCs), webinars, and blended learning; and trends in the practical use of technology in our daily lives.

A high-level panel with the participation of H.E. Ms Marie-Louise Coleiro Preca, President of Malta, addressed artificial intelligence (AI), automation, and robotics, and their potential impact on the core social and ethical pillars of humanity.

Conference participants were awarded blockchain certificates, created by Diplo's Technical Team and CreativeLab.


Hon. Mr Carmelo Abela, Minister for Foreign Affairs and Trade Promotion of Malta, opening the conference

Prime Minister Dr Joseph Muscat receiving a blockchain certificate from Prof. Jovan Kurbalija, director of DiploFoundation, on 20 November 2017.
*Credit: Jeremy Wonnacott, DOI*

Supporters of Diplo received specially designed versions, which were awarded during the anniversary reception on the evening of 18 November, hosted by the Hon. Minister Carmelo Abela and Mrs Abela at the Ministry for Foreign Affairs and Trade Promotion in Valletta.

On the occasion of our anniversary, Diplo's Board of Administrators held a special board meeting with Dr Joseph Muscat, Prime Minister of Malta.
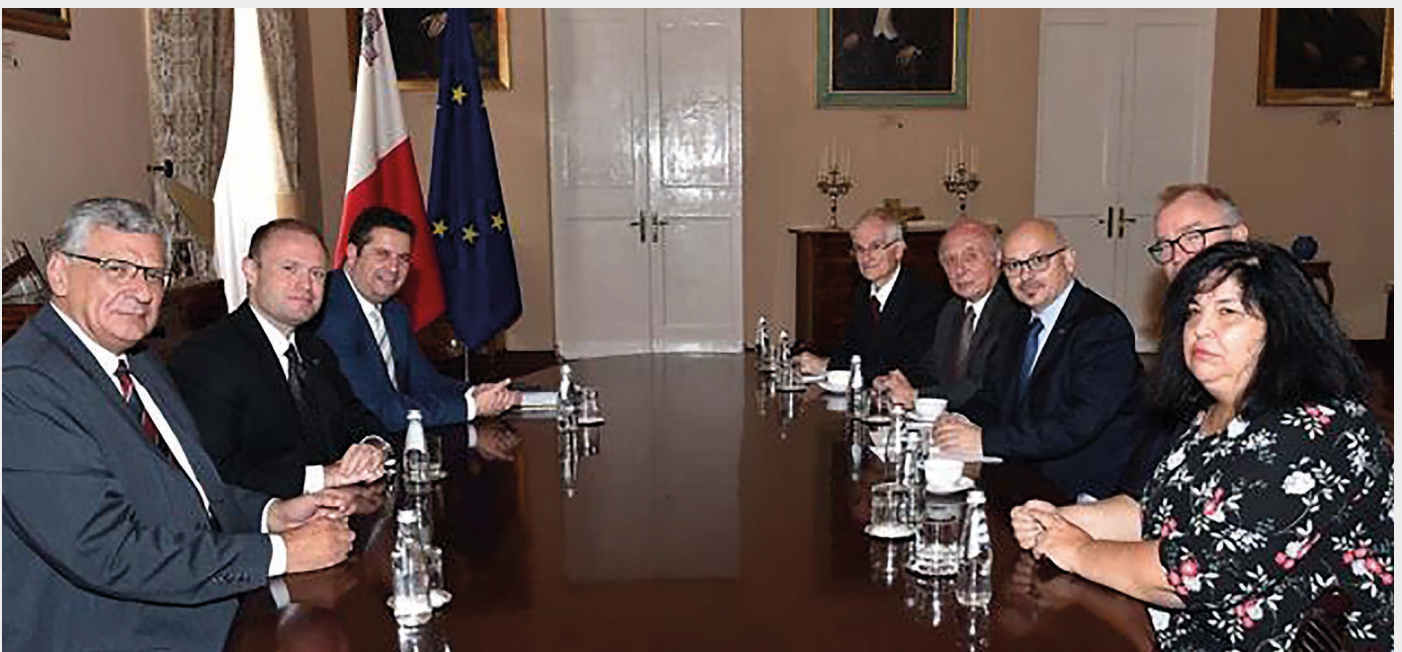


Diplo's Board of Administrators (right) meet Dr Joseph Muscat, Prime Minister of Malta (left, centre) on 20 November 2017.
*Credit: Jeremy Wonnacott, DOI*

Read the conference report and the publication *Diplo turns 15*. View the interactive timeline, and the alumni messages. Other resources are available on the anniversary website.

# 2. Diplo's courses in numbers

**529** 2017
**649** 2016
**504** 2015
Number of participants in online courses

**125** 2017
**125** 2016
**127** 2015
Number of countries represented on online courses

**26** 2017
**28** 2016
**25** 2015
Number of online courses
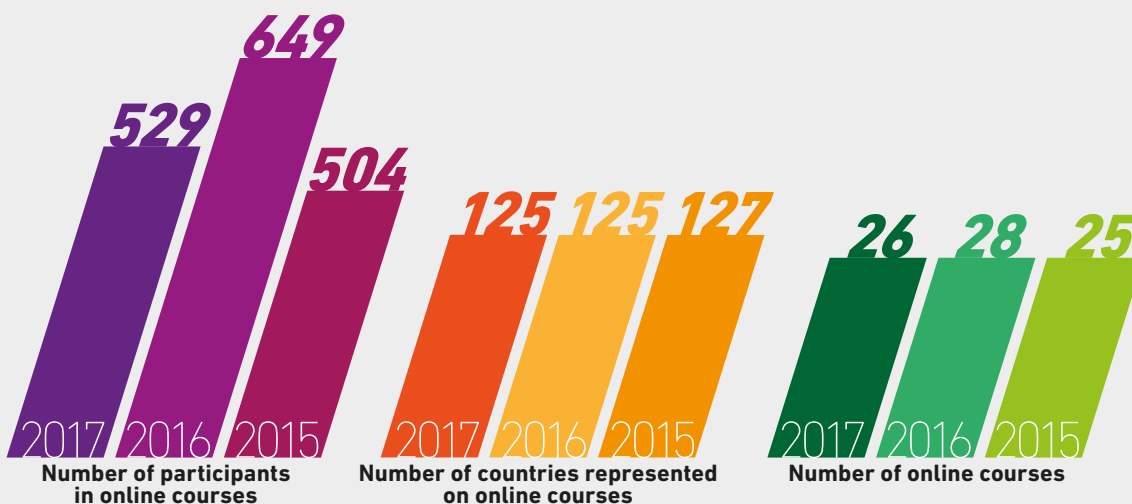
## 529 students worldwide in 2017

North America
21; 4%

Europe
108; 20%

Asia/Middle East
65; 12%

Caribbean/Central America
118; 22%

Africa
145; 28%

South America
46; 9%

Australia/Oceania
26; 5%

*Female 281* 53%
Male 248 47%

**GENDER**

Diplomatic services: 246; 47%
Government: 80; 15%
International organisations: 69; 13%
Civil society: 43; 8%
Business sector: 27; 5%
Academia: 27; 5%
Other: 37; 7%
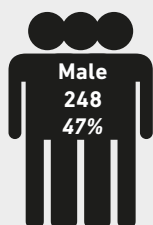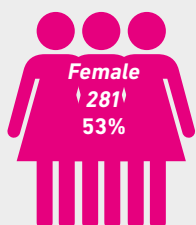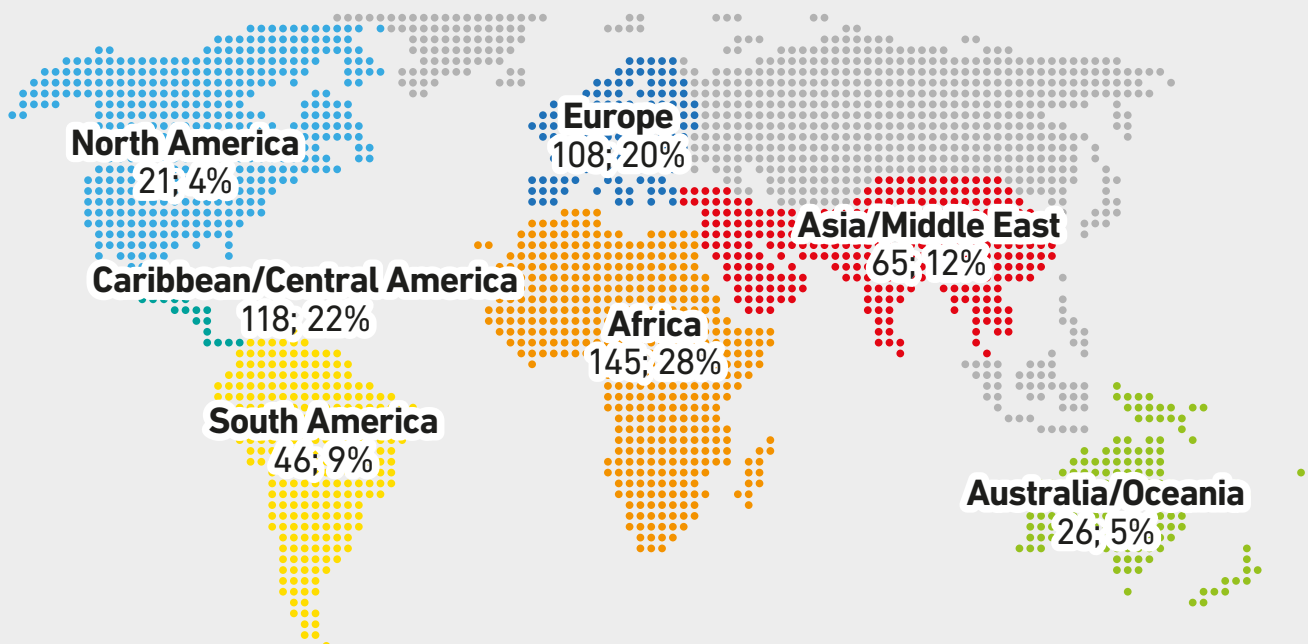
**SECTORS**

Participants made 25 441 hypertext entries
(i.e., comments made by course participants on the texts provided in the online classrooms)

# 3. Capacity development programmes

Diplo's capacity development programmes in 2017 included online courses and the Master in Contemporary Diplomacy programme; the Capacity Development Programme for the Participation of Small and Developing Countries in Global Policy Processes; the Capacity Development Programme in Multilateral Diplomacy for Africa, the Caribbean, and Pacific Islands (CD Multi); as well as other online programmes offered through collaboration with various partners.

## 3.1 Online courses and Master in Contemporary Diplomacy

Diplo offers an extensive range of online courses on diplomacy and Internet governance aimed at diplomats and others working in the field of international relations, including civil servants and government officials, staff of international and non-governmental organisations (NGOs), academics, journalists, businesspeople, and students of diplomacy. Diplo's courses are offered through four different modes of study:

- As certificate courses⬀ (participants enrol with Diplo and receive a certificate from Diplo on successful completion).
- As University of Malta accredited courses⬀ (participants enrol at the University of Malta and receive ECTS credits).
- As part of the Master/Postgraduate Diploma in Contemporary Diplomacy⬀ offered in co-operation with the University of Malta.
- As part of the Advanced Diploma in Internet Governance⬀ (for courses with an Internet governance focus) – offered for the first time in 2016, and continued in 2017.

### 3.1.1 Certificate courses

Participants in Diplo's interactive online courses,⬀ learn in small groups of 12 to 25, led by an expert lecturer or lecturing team. Learning takes place in an online classroom where participants find course readings, learning activities, assignments, and tools for online learning. Each week, participants read and discuss the lecture text for that week, adding comments, questions, arguments, references, and other contributions using hypertext entries. Lecturers and other participants read and respond to these entries, creating interaction based on the text.

During the week, participants complete additional activities (e.g. further discussion via blogs or forums, quizzes, group tasks, simulations, or short assignments). At the end of the week, participants and lecturers meet online in a chat room to discuss the week's topic. Courses require a minimum of five to seven hours of study time per week.

In 2017, Diplo offered 12 certificate courses with a diplomacy focus:

- 21st Century Diplomacy
- Bilateral Diplomacy
- Consular and Diaspora Diplomacy
- Development Diplomacy
- Diplomacy of Small States
- Diplomatic Law: Privileges and Immunities
- Diplomatic Theory and Practice
- E-diplomacy
- Economic Diplomacy
- Language and Diplomacy
- Multilateral Diplomacy
- Public Diplomacy

and 3 with an Internet governance focus:

- Cybersecurity
- Internet Technology and Policy: Challenges and Solutions
- Introduction to Internet Governance.
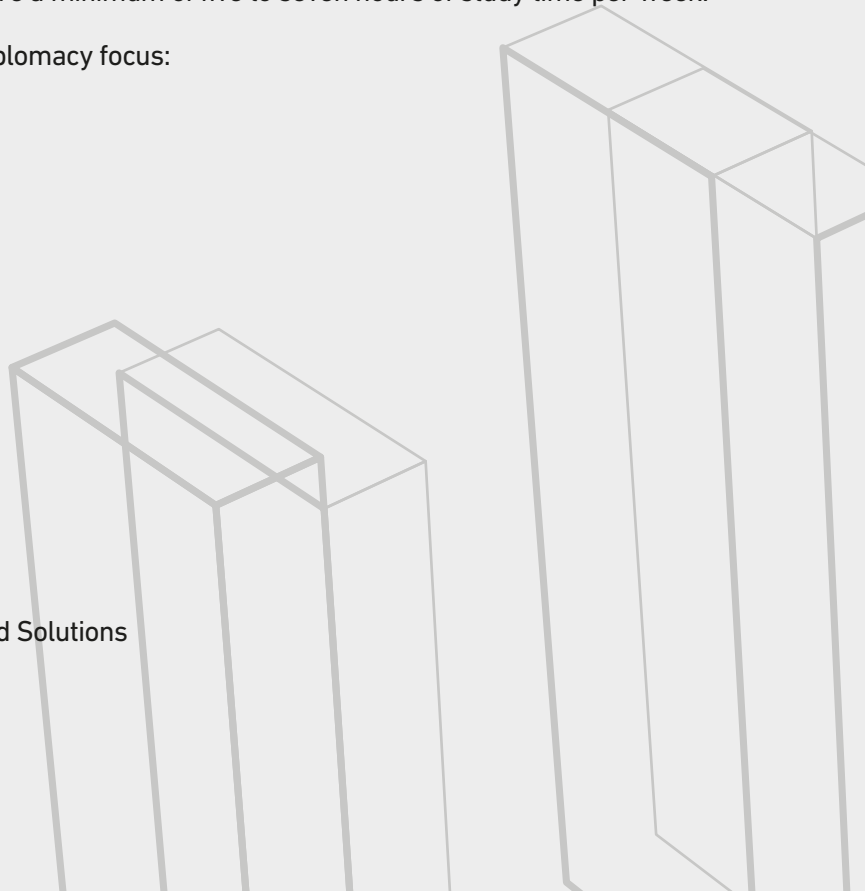
As in previous years, some course participants registered directly, while others were enrolled by their ministries of foreign affairs (MFAs).

Two other courses were co-organised with the Geneva Internet Platform (GIP):

- An Introduction to Internet Governance, offered to staff of Geneva-based permanent missions and civil society organisations.
- Digital Commerce (two iterations), delivered by the GIP in partnership with the International Trade Centre (ITC), the Consumer Unity & Trust Society (CUTS International), the United Nations Conference on Trade and Development (UNCTAD), and DiploFoundation.

These courses, described in more detail in Section 4.5, used a blended learning format combining online learning with weekly face-to-face meetings.

Further online courses and capacity development programmes – such as online courses in Capacity Development, Humanitarian Diplomacy, and Negotiation Skills – were offered as part of specific projects or through co-operation with various partners. These are described in Sections 3.4, 3.5, and 3.6 of this report.

### 3.1.2 Master/Postgraduate Diploma in Contemporary Diplomacy

The Master/Postgraduate Diploma (PGD) in Contemporary Diplomacy, offered in co-operation with the University of Malta, is a 16-20-month blended learning programme involving a residential workshop in Malta, online courses, and a Master's dissertation. Participants in this programme can select a specialisation in Internet governance, by attending several required courses and writing their dissertations on Internet governance-related topics.



In 2017, nine participants – diplomats and other international relations professionals – were accepted to the Master/PGD in Contemporary Diplomacy. These included six participants who selected the Internet governance specialisation. With the support of the government of Malta, Diplo offered partial scholarships (ranging from a 20% to 50% reduction in programme fees) to five participants from developing countries in Africa, Asia, the Caribbean, and the Pacific. Table 1 shows the geographical distribution of participants.

Table 1: Geographical distribution of Master/PGD 2017 participants

| Region | Participants |
|---|---|
| Africa | 4 |
| Asia Pacific | 2 |
| Caribbean | 1 |
| North America | 2 |

Following the blended-learning approach, participants began the programme by attending a 10-day workshop in Malta which focused on building practical skills for diplomacy, in areas such as language and influence, diplomatic protocol and etiquette, Internet governance, e-diplomacy, negotiation, public diplomacy, and public speaking. Participants were also introduced to the online classroom and brushed up on their academic study skills.

Participants during the Master/PGD 2017 workshop, held on 1–10 February 2017, Malta

During the online learning phase, participants selected and completed five courses from Diplo's catalogue. At this point, they were eligible to obtain the PGD in Contemporary Diplomacy or to begin writing their Master's dissertations (in the second year of the programme). Dissertation work involves individual research and writing, in close contact with a supervisor. Candidates are expected to prepare and submit a 25 000-word dissertation over a period of five months (full time) or nine months (part time).

In 2017, 13 participants who had started the Master/PGD programme in 2016 began to write their dissertations.

### Table 2: 2017 Master's degree candidates and research topics

| Name | Country | Dissertation title |
|------|---------|-------------------|
| Anda Valla-Efendija | Kosovo | Impact of Education Diplomacy in Eastern Africa: Case Study of Kenya |
| Asmerom Girma Asmerom | Ethiopia | Cybersecurity Challenges and Readiness of Developing Countries: Case of Ethiopia and Kenya |
| Denison Miller | Cayman Islands | The First Gigabit Nation |
| Diego García Doval | Spain | European Union External Action Structure: Beyond State and Intergovernmental Organisations Diplomacy |
| Eugene Matos | Canada | Tackling the Equitable Scope and Legal Status of Contemporary Diplomatic Espionage vis-à-vis Small State Development. |
| Hanane Boujemi | Morocco | Blockchain Technology: New Governance Models, Opportunities, and Challenges |
| Irina Tsvetkova-Hegeduš | Croatia | The Diplomatic Language and the Role of Translation in Diplomacy |
| Kathleen Nina Tupou | Tonga | The Changing Phases of Diplomacy in a Small Developing Island State: A Case Study of the Kingdom of Tonga |
| Natoya Cassius | Saint Lucia | The Impact of Globalization on Diplomacy: How Intercultural Communication is affected by ICTs |
| Kutloano Pheko | Lesotho | The Birth and the Existence of Lesotho: A Diplomatic Lesson |
| Ryan Johnson | United States | Policy Framework for International Cybersecurity Information Sharing |
| Terry Remy Rose | South Africa | Barriers to Conflict Resolution in Africa: Mediating beyond Ethnicity and Power (in East African and SADC countries) |
| Tichafa Mujuru | Zimbabwe | Motivating Multistakeholder Participation in Internet Governance Issues in Zimbabwe |

Four of the candidates who started writing their dissertation in 2016 submitted their work and graduated in 2017; the remaining candidates are currently finalising their dissertations or waiting for examination results and will graduate in November 2018, if their dissertations are approved.

In November 2017, the University of Malta awarded the Master in Contemporary Diplomacy to six candidates who began dissertation work in 2016 or early 2017.



The graduates who were awarded their Master in Contemporary Diplomacy during the graduation ceremony in Valletta, Malta, 6 December 2017

### 3.1.3   Advanced Diploma in Internet Governance

The Advanced Diploma in Internet Governance⬈ was offered for the first time in 2016 to recognise the achievements of participants who successfully complete three or more online courses on Internet-governance-related topics within a two-year period.

The first diplomas will be awarded in 2018.

## 3.2 Government of Malta scholarships

The Government of Malta is one of Diplo's key partners for online learning. In 2017, the Government of Malta allocated funds to support scholarships for applicants from developing countries to attend Diplo courses:

- Through the *Small States Fellowship* programme, 40 participants from Antigua, Bahamas, Belize, Grenada, Guyana, Jamaica, Lesotho, Maldives, Malta, Vanuatu, Saint Lucia, Samoa, St Kitts and Nevis, and Suriname attended various courses throughout 2017.
- The Malta scholarships offered full or partial support to 51 participants from 30 developing countries to attend online courses.
- Five participants — from Namibia, Nigeria, Papua New Guinea, St Kitts and Nevis, and Tonga — were supported through partial scholarships to attend the Master/Postgraduate Diploma in Contemporary Diplomacy.

The funding from the Government of Malta also supported updates and improvements to online course materials and maintenance of the technology infrastructure to support online learning.
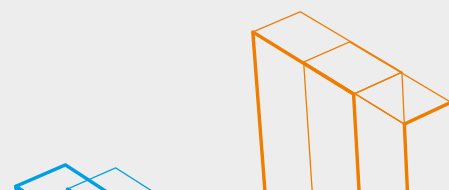
## 3.3 Capacity Development for the Participation of Small and Developing Countries in Global Policy Processes

The Capacity Development for the Participation of Small and Developing Countries in Global Policy Processes is a three-year project supported by the Swiss Agency for Development and Cooperation (SDC). In 2017, the project entered into its second year.

Knowledge management is a cornerstone of the implementation of the 2030 Agenda for Sustainable Development. The project supports innovative practices and tools to facilitate the use of knowledge and experience in the implementation of the 2030 Agenda, including online learning, e-participation, and multimedia reporting.

The activities encompassed in the project are organised around three main themes: online learning, e-participation, and multimedia. Within each thematic area, activities take place on three levels:

1. Core research and development of practices and tools by Diplo's CreativeLab, including Diplo's online classroom. Core research refers to the research Diplo does (in fields like software development, data, pedagogy, etc.) in order to ensure full functionality and maintain our cutting-edge approach.
2. Research, awareness-building, expert updates, and knowledge exchange to support the activities of Diplo, SDC, and partner organisations.
3. Specific activities and projects for SDC (e.g. organising events, developing online courses, multimedia reporting).

In 2017, through the SDC's support, we

- continued our research on best practices in online learning; fostered discussion among Diplo staff and faculty on key topics in online learning; and fed research into the online education section of the *GIP Digital Watch* observatory to provide key updates and a collection of resources.
- improved our online learning platform (Section 3.8).
- entered into new partnerships with MFAs (Section 3.5).
- delivered 26 online and blended courses for hundreds of participants from developing countries to take part in the courses (Section 3.7).
- organised a series of online events and thematic webinars (Sections 4.2).
- produced a range of multimedia content, including data visualisations, videos, publications, infographics, and flyers (Section 6).
- introduced new secure connections and new functionality to all the websites which Diplo operates (Section 7.3).

**Knowledge Lab – Mapping**

In April 2017, the SDC asked Diplo for input to the development of new ideas and activities about knowledge sharing. Considering the SDC's long experience in traditional knowledge management for development activities, Diplo focused on mapping and presenting recent trends and lesser-known areas that could be of interest to the SDC: design and visual thinking, and redefining physical space and face-to-face interactions.

In researching and documenting inspirational models, Diplo took into account many examples of innovation labs outside the traditional developmental framework, of labs and projects that include a social impact dimension but involve actors other than development agencies, and labs that represent a collaboration of different stakeholders in attempting to break silos.

## 3.4 Capacity Development Programme in Multilateral Diplomacy for Africa, the Caribbean, and Pacific Islands (CD Multi)

Small states with limited geographical, human, and financial resources face the challenge of doing more with less. They need to employ all available methods to increase their representation. In addition, diplomats from small and remote states often lack the experience and exposure to Geneva-based institutions and processes that would allow them to ensure that the interests of their nations are well represented.

Small states, especially geographically remote Pacific, Caribbean, and African nations, strongly depend on international law and order. The effective presence of such states in International Geneva is vital for their social and economic development, as Geneva is the main governance hub for issues such as trade, climate change, health, and migration.

The Capacity Development Programme in Multilateral Diplomacy for Africa, the Caribbean, and Pacific Islands (CD Multi), was a 20-month programme supported by the government of Switzerland, which ended in 2017. It strengthened the capacity of small Pacific, Caribbean, and African states to participate more dynamically in multilateral diplomacy in general, and in Geneva-related activities in particular.

The programme built on the success and experience of a previous project – the Capacity Development Programme in Multilateral Diplomacy for Pacific Islands (CD Pacific) – which Diplo implemented in 2013 and 2014. It increased the capacity of the selected states to participate efficiently and effectively in multilateral diplomacy and strengthened functional links between participating states and International Geneva. It also helped participating states to make effective use of e-tools to overcome geographical, financial, and human resource limitations, and made participants from the selected states aware of the importance of the activities and decisions being taken or implemented in Geneva.

Activities included:

1. Follow-up activities for CD Pacific alumni, including a travel fund for preparation of tailored trips to Geneva for UN meetings.
2. New iterations of an online course and policy research on multilateral diplomacy designed for Caribbean countries, and another online course and policy research designed for African countries, with a focus on those without permanent representation to the UN and other international organisations in Geneva. A total of 58 participants from Africa and the Caribbean successfully completed the online course; 43 participants submitted their final policy papers following the research phase.
3. Initiation of a travel fund for successful participants of these programmes, which enabled preparation of tailored trips to Geneva UN events.

In addition to other Geneva-based events, a total of 28 diplomats from small and developing states in Africa, Caribbean, and Pacific Islands participated in a ten-day policy immersion experience in Geneva in June 2017. Most of the participants came from states which either do not have diplomatic representation in Geneva or are represented by small missions with a few diplomats. Their stories, research, and experiences shed light on how small developing states address global problems. The group visited international organisations, had bilateral meetings with officials, and attended workshops and conferences, among other activities. View the photo gallery, and watch the video.



Diplomats from small and developing states in Africa, Caribbean, and Pacific Islands participated in a ten-day policy immersion experience in Geneva in June 2017.
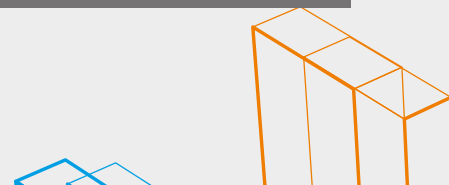
## 3.5 Diplomatic training partnerships with MFAs

**Instituto Matias Romero (IMR) of the Mexican Ministry of Foreign Affairs**

Diplo's co-operation with the *Instituto Matias Romero (IMR)* of the Mexican MFA began in 2004, when the Institute first enrolled participants in Diplo's online courses. In 2009 the co-operation was formalised through a memorandum of understanding between Mexico, Malta, and Switzerland on diplomatic training, renewed in 2013 and 2015. Since 2004, close to 450 diplomats from Mexico have been engaged in Diplo's online training courses, with 58 participants enrolling in 2017. The memorandum allows for a wide range of co-operative activities in the field of diplomatic training.

**National Foreign Service Institute (ISEN) of Argentina**

In 2017, Diplo entered into a new partnership on diplomatic training with the National Foreign Service Institute (ISEN) of Argentina. The two institutions signed a memorandum of understanding to promote and develop mutual co-operation in the field of online diplomatic training. Through the new partnership, ISEN can make use of Diplo's online courses in diplomacy to train their diplomats located in the capital and at diplomatic missions worldwide.

**Ministry of Foreign Affairs and International Cooperation of the United Arab Emirates**

Diplo also entered into an informal partnership with the Ministry of Foreign Affairs and International Cooperation of the United Arab Emirates to start enrolling diplomats in Diplo's scheduled online courses, with seven enrolling in 2017.

**Foreign and Commonwealth Office of the UK government**

In 2017, Diplo cooperated with the Foreign and Commonwealth Office of the UK government on training projects in the areas of public diplomacy and digital commerce. The training programmes are scheduled to run in 2018.

**Other training programmes for MFAs**

Through the close co-operation with the Government of Malta, Diplo was selected to deliver training during the Training Directors' Meeting programme of the 17th European Diplomatic Programme - IV Module, in Malta, on 19 May 2017. This is described in more detail in Section 5.4. Other training events in co-operation with the Swiss Federal Department of Foreign Affairs, and other MFAs, are described in the same section.

## 3.6 Other partnerships for capacity development and online training

### 3.6.1 Negotiation Skills

In 2017, Diplo developed and ran a new online course on Negotiation Skills, in co-operation with the Center for Education Diplomacy (an initiative of the Association for Childhood Education International). The course focuses on equipping participants with the skills to successfully prepare, undertake, and conclude negotiations in formal and informal settings with government and non-government actors. The course consists of four weeks of lectures; the two final weeks are dedicated to a negotiation simulation in which participants engage in a hypothetical negotiation situation which takes place in a development co-operation setting and focuses on improving education. Participants are assigned the roles of government officials from the provider country, government officials from the partner country, and civil society in the partner country. They negotiate in small groups of six participants to reach a basic common understanding about the joint project.

Some 24 participants attended the first session of this course. The second session is planned for spring 2018.

### 3.6.2 Capacity Development

Diplo delivered the online course on Capacity Development, offered in partnership with the Learning Network on Capacity Development (LenCD), to 21 participants in early 2017. The course was facilitated by Jenny Pearson and Carol Kiangura, while a number of high-level guest experts joined class discussions, bringing additional practical experience and expertise into the classroom.

Each week, participants read course materials, discussed them using hypertext entries, and joined a one-hour chat session to further discuss some of the key issues from the week. Participants also completed short assignments which required them to apply course learning to their own working environments (or future plans).

### 3.6.3 Asia-Europe Public Diplomacy Training Initiative

The Asia-Europe Public Diplomacy Training Initiative was established in 2013 by Diplo, the Asia-Europe Foundation (ASEF), and the National Centre for Research on Europe – University of Canterbury to promote and facilitate skills training for diplomats and civil society actors. The aim of the initiative is to improve public diplomacy efforts between the countries of the Asia-Europe Meeting (ASEM) process. The project is supported by the Federal Department of Foreign Affairs of Switzerland and ASEF.

The project brings together a panel of experts on public diplomacy and perceptions, who have developed training modules, sector-specific course materials, and tool-kits. The materials form the basis for an eight-week online course and a three-day face-to-face training module designed for early career diplomats and civil society actors invested in improving Asia-Europe relations.

In 2017, 29 participants benefitted from the online training. In addition, Diplo delivered a training session on e-diplomacy in Jakarta, Indonesia for another 23 participants. To date, four online course sessions and three face-to-face training sessions have been organised.

**Model ASEM Switzerland Spin-Off**

The Model ASEM Switzerland Spin-off 2017 was a one-day political simulation of the Asia-Europe Meeting (ASEM) Summit. On 1 March 2017, some 60 students from Swiss universities took on the roles of national delegates for a round of simulated negotiations hosted by the Swiss Federal Institute of Technology of Lausanne (EPFL).

The event was organised to mark Asia meets Europe/Europe meets Asia Day and was conceptualised by the Federal Department of Foreign Affairs of Switzerland in partnership with Diplo, the EPFL College of Humanities, EPFL Model United Nations, and the Asia-Europe Foundation to give young people the opportunity to experience first-hand how multilateral discussions are carried out and to make practical recommendations to ASEM members.

### 3.6.4 Online Diploma Course in Humanitarian Diplomacy

In 2017, Diplo and the International Federation of Red Cross and Red Crescent Societies (IFRC) continued to run the 12-week Online Diploma Course in Humanitarian Diplomacy twice per year, marking the sixth year of co-operation.

The course consists of an eight-week interactive online learning phase that introduces participants to humanitarian diplomacy concepts, actors, and tools, including persuasion and negotiation; and a four-week research phase during which participants prepare a 5000-word paper on a topic of relevance to their professional development or interests.

In 2017, the course was offered to groups of 24 and 26 participants, starting in February and September, respectively. While the course materials and instruction are in English, participants are given the option to write their research papers in French. Interest in the course remained high and the post-course feedback indicated a high level of satisfaction with the course.

### 3.6.5 Training courses on Diplomatic Protocol and Etiquette

In 2017, Diplo delivered six training seminars on diplomatic protocol and etiquette in Brussels for the European External Action Service (EEAS) and European Parliament officials. The seminars were delivered by Diplo faculty member Olaph Terribile.

### 3.6.6 University of Geneva: Online course on International Water Law

Diplo partnered again with the University of Geneva for their online course on international water law and the law of transboundary aquifers. The course was intended for government officials (including diplomats, technical and scientific specialists working in transboundary water issues), international organisations, NGOs, civil society representatives, academics, and other professionals from different backgrounds including law, international relations, environmental studies, hydrology, engineering, or economics. Participants fostered reflection on the linkages between international water law and other areas of international law, acquired in-depth understanding of the multifaceted aspects related to the governance of water resources, and gained sound knowledge of international water law.

## 3.7 Alumni

Diplo's alumni network continued to grow in 2017, reaching close to 6000 members by the end of the year. We engage with the alumni network regularly, keeping them up-to-date with activities, projects, study opportunities, new publications, and more.



In addition to the alumni hub, which we launched in 2016 to support alumni research, work, and achievements, in 2017 we launched a closed Facebook group for alumni. The group helps alumni share, brainstorm, imagine, and catalyse new ideas in an informal setting, offering a flexible, lighter side to their work.

Meanwhile, the alumni hub continued to feature articles published by alumni on Diplo's blog, based on their research and professional experience, and the interactive alumni map, which encourages networking by allowing alumni to keep their profile and details up-to-date.



Close to 6000 alumni from over 200 countries and territories make up Diplo's alumni base
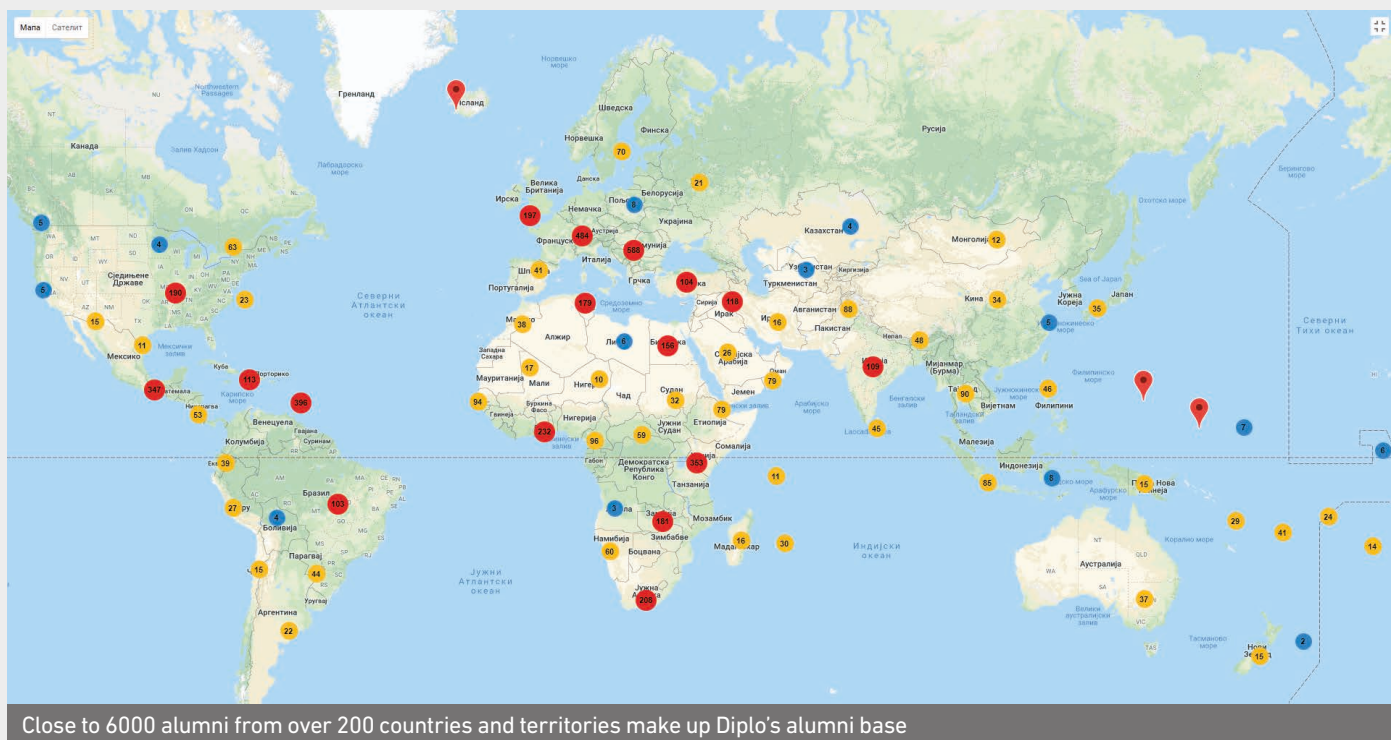
## 3.8 Updated online classroom

Throughout 2016, Diplo's courses and technical team worked intensively on updates to Diplo's online classroom. The upgraded classroom was launched in January 2017. It has better technical functionality, a more up-to-date user interface, and full mobile accessibility. These improvements translate into better functionality for Diplo's participants, greater convenience, and an improved user-experience which should strengthen the learning and knowledge-sharing processes that we encourage through our courses.



Course text and discussion in Diplo's upgraded online classroom

# 4. Geneva Internet Platform

The Geneva Internet Platform (GIP) is an initiative supported by the Swiss authorities and operated by Diplo. In 2017, the members of the Steering Committee include the Swiss Federal Department of Foreign Affairs, the Swiss Federal Office of Communications, the Geneva Centre for the Democratic Control of Armed Forces (DCAF), the University of Geneva, and ETH-Zürich.

The GIP set the following objectives at the beginning of its operations in 2014:

- Provide a neutral and inclusive space for digital policy debates, accepted by the majority of global actors as a place where different views can be voiced.
- Strengthen the participation of small and developing countries in Geneva-based digital policy processes.
- Support activities of Geneva-based Internet governance and information and communication technology (ICT) institutions and initiatives, in particular the Internet Governance Forum (IGF).
- Facilitate research for an evidence-based, multidisciplinary digital policy approach beyond existing policy silos (e.g. technology, security, human rights).
- Provide tools and methods for *in situ* and online engagement that could be used by other policy spaces in International Geneva and worldwide (e.g. health, migration, trade).

Since participating in Internet governance processes presents a challenge due to its decentralised, dynamic, and complex nature, in 2015, Diplo and the GIP launched the *Digital Watch* initiative. With its three pillars (an online observatory, briefings, and newsletters), the initiative provides a solution for practitioners of Internet governance and digital policy, especially diplomats working in the field, and communities from developing countries.

In 2017, the project completed its fourth year of operation. A major focus was the 12th Internet Governance Forum, which in 2017 was held in Geneva. Diplo and the GIP carried out a comprehensive range of activities, from talks dedicated to digital policy, to supporting the remote participation process of the IGF.

In addition, the GIP continued its just-in-time reporting initiatives in 2017, which enhance the initiative's ability to provide the latest information on digital policy discussions, and help promote the work of the GIP and the observatory's reach.

## 4.1 *GIP Digital Watch* observatory

The *GIP Digital Watch* online observatory, launched in September 2015, is a comprehensive Internet governance and digital policy observatory. The platform provides a neutral one-stop shop for live developments, overviews and explanatory texts, events, resources, and other content related to Internet governance and digital policy. It draws from the strengths of its partners' assets: the resources Diplo has developed over the last 15 years, the GIP's international reach, and the Internet Society's network of Chapters that help shape localised content.

The observatory

- maintains a comprehensive live summary of the latest developments and trends in digital policy.
- provides an overview of issues, actors, and ongoing processes.
- maintains an up-to-date calendar of events, with upcoming and past events mapped thoroughly.
- provides access to the latest research and data on Internet policy.
- enriches content by quantitative research (e.g. data-mining of open data, topic profiling, and visualisation of data).
- supports the just-in-time reporting initiatives through dedicated interactive pages

In 2017, several improvements were made to the *GIP Digital Watch* online observatory:

- The website was relaunched with a new URL and a new search engine optimisation (SEO) strategy (Section 7.2).
- Two new spaces were added: a landing page for Trends, which gathers the cross-cutting topics that come into focus over time, and the new Timeline of Internet governance events and developments.
- New research, included references to digital policy in the speeches of world leaders during the 72nd UN General Assembly annual debate; updates to the Mapping Uber study; and a new page dedicated to the policy implications, applications, and developments of Artificial Intelligence.
- New tools and technical improvements were developed: DeadlineR, an inbuilt notification system to remind users of important deadlines; an advanced search to allow users to easily get to the content they need; and interactive tools to access reports from events or from major just-in-time reporting initiatives.



The timeline of Internet governance developments features hundreds of developments. Visit https://dig.watch/timeline
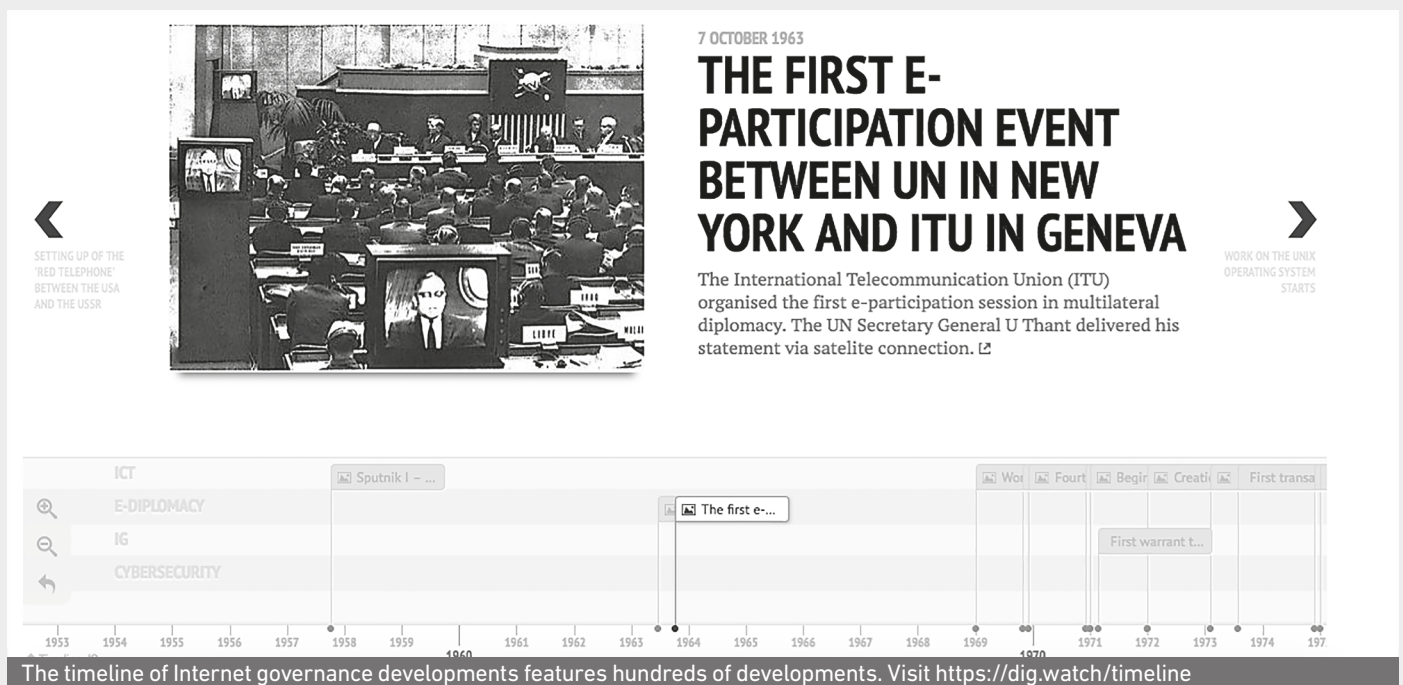
In 2017, one of the most important and popular functions of the observatory was in fact the just-in-time reporting initiatives (Section 4.4).

The team continued to update the Issue and Process pages with the new resources and other relevant content, while reviewing the taxonomy to make sure the observatory is on a par with the latest developments (e.g. Women's rights online was replaced with Gender rights online).

## Expanding the team

To support to increasing number of research and reporting initiatives, the team behind the observatory welcomed another 30 curators – professionals involved in digital policy in their respective regions – who joined the team after successfully completing two months of intensive training. The 50-strong team of curators is involved in research and analysis, and in reporting from digital policy events around the world, taking advantage of their presence at various meetings globally.

## 4.2 Briefings in Internet governance and digital policy

Monthly briefings on Internet governance take place on the last Tuesday of every month. They are delivered live in Geneva, and broadcast online. Recordings and digests for each briefing are then shared with the online digital policy community.

In addition to the briefing, the GIP develops the monthly IG Barometer of Trends, which tracks specific issues in the public policy debate and reveals focal trends by comparing the issues every month.

Towards the end of 2017, the team piloted a new feature: regional developments. Each month, curators were tasked with summarising the developments in their region, and with preparing a 2-minute video to explain the main developments. The videos – 3–5 each month – were broadcast right after the one-hour briefing.

Joining the briefing every month is the hub from South-Eastern Europe (SEE). Participants discuss the major Internet governance and digital policy developments identified across the SEE region during the previous month, and the implications of these developments. Every month, the hub also prepares a summary of developments in the region.

**Other thematic webinars**

Thematic webinars offer a useful way of discussing topical issues with the wider community. In 2017, the following thematic webinars were organised:

- Standardisation: The key to unlocking the sustainable development goals – Video recording – 9 February 2017. Voluntary standards can be a key resource in making progress towards the SDGs. A special webinar with guest speaker Ms Lorenza Jachia, Secretary of the UN Economic Commission for Europe (ECE) Working Party on Regulatory Cooperation and Standardization Policies, explained how standards are developed and how they support the achievement of the SDGs.
- Decrypting the #WannaCry ransomware cyberattack – Video recording – 18 May 2017. In May, the ransomware WannaCry hit countries across the globe, including hospitals and government institutions. It was said to be the biggest ransomware outbreak detected until that time. This special just-in-time webinar analysed the policy aspects and repercussions of the attack, with the participation of six experts from different fields.



The monthly briefings on Internet governance take place on the last Tuesday of every month.

- E-commerce for development: e-Residency for the inclusion of SMEs in global markets⬈ – Video recording⬈ – 4 December 2017. Organised in collaboration with e-Residency⬈, this webinar discussed the inclusion of small businesses from developing countries and least developed countries (LDCs) in global value chains. Among other topics, the webinar focused on how the e-Residency programme in Estonia can facilitate access to global markets by enabling the establishment of an EU company that can be managed online, and by providing access to EU banking and international payment providers through e-Residency. It also touched on related topics, such as discussions on e-commerce at the WTO and the impact of the EU GDPR on businesses.

## 4.3 The *Geneva Digital Watch* newsletter

The *Geneva Digital Watch* newsletter, published by the GIP/Diplo as part of the *GIP Digital Watch*⬈ initiative, includes a round-up of developments and trends for each month, features and articles on various digital policy areas, and a just-for-fun section related to a topical policy issue. The newsletter complements the *GIP Digital Watch* observatory⬈ and the monthly GIP briefings on Internet governance⬈. In 2017, 10 issues⬈ were published.



Starting from August, the issues were translated into French, Spanish, and Bahasa Indonesian. The translations reflect the GIP's mission to engage even more actors in digital policy, through different languages.

## 4.4 Just-in-time reporting initiatives

The *GIP Digital Watch* observatory provides just-in-time reporting from select Internet governance events, to help stakeholders follow the discussions and explore the issues and aspects in depth, and to bridge existing gaps in terms of participation and policy silos. Just-in-time reporting initiatives involve publishing session reports, daily summaries, and final reports.

In 2017, the number of reporting initiatives intensified, thanks to the support of the Swiss Federal Department of Foreign Affairs. For some of the events, additional support by the Internet Society and ICANN was provided.

The GIP organised several major reporting initiatives from the following events in 2017:

- ICANN's 58 Public Meeting⬈ (11–16 March)
- UNCTAD's E-Commerce Week⬈ (24–28 April)
- European Dialogue on Internet Governance (EuroDIG)⬈ (6–7 June)
- WSIS Forum 2017⬈ (12–16 June)
- ICANN59 Policy Forum⬈ (26–29 June)
- World Trade Organization Public Forum⬈ (26–28 September)
- 12th Internet Governance Forum⬈ (18–21 December) – refer to **Section 4.7.4** for more details.

The observatory also provided just-in-time reports from other events, such as national or regional IGFs, and short events.

A selection of reports prepared as part of the just-in-time reporting initiatives.

## 4.5 The GIP's courses on digital policy

**Just-in-time Course on Internet Governance**

In January 2017, the GIP – in partnership with Diplo – launched the fourth Just-in-time Course on Internet Governance. Eleven participants from ten countries, representing Geneva-based permanent missions, civil society, and academia, discussed the course texts on digital policy in an online learning environment, and applied this knowledge to ongoing Internet governance meetings and other events. The course used a blended learning format, combining online learning with weekly face-to-face meetings.

The eight-week course ran between 23 January and 27 March 2017. During the course, participants made over 400 discussion contributions in the online classroom. While improving their knowledge on Internet governance, participants gained practical skills and knowledge to effectively participate in current Internet governance processes. The graduation took place in Geneva on 27 March.


Some of the graduates of the Just-in-time Course on Internet Governance, March 2017.

## Just-in-time Courses on Digital Commerce

Two Just-in-time Courses on Digital Commerce were held in 2017. Thirty-two participants graduated[↗] from the first iteration in 2017, which ran from 26 April to 31 May. The course was delivered by the GIP in partnership with the International Trade Centre (ITC)[↗], the Consumer Unity & Trust Society (CUTS International),[↗] the United Nations Conference on Trade and Development (UNCTAD),[↗] and DiploFoundation.[↗] Graduates of the course included diplomats who were following digital commerce negotiations on multilateral and bilateral levels, and other professionals in the field of trade, representing a total of 28 countries from Africa, the Americas, Asia, Australia, and Europe.

The blended learning course format included online discussions and weekly face-to-face meetings. During the online discussions, participants posted 832 comments that contributed to rich discussion threads on topics including data and money flows on the Internet, the economic policy issues of relevance for trade, Internet governance, and emerging technologies.

Upon graduation, participants were awarded Blockchain certificates, in addition to traditional certificates. This marked a first for an organisation in International Geneva. The certificates are innovative in that they are signed and linked to the Bitcoin blockchain, allowing anyone to verify their authenticity.

A second iteration of the course ran from 29 September to 16 November 2017 for developing country representatives ahead of the 11th Ministerial Conference of the World Trade Organization in Buenos Aires.

The course focused on supporting governments and non-governmental actors to better understand the link between international trade and development and digital policy discussions. They provided the skills necessary for actors to participate more meaningfully in trade-related international forums, to leverage rules for their national benefit, and to understand how global rules can facilitate development.

The partners received almost 150 applications for this course from all regions and stakeholder groups, showing the high level of interest in e-commerce from actors in developing countries and LDCs. A total of 40 participants were selected to attend the course, including 12 participants from LDCs.



The blockchain certificate awarded to graduates of the Just-in-time Course on Digital Commerce (April-May 2017 group).

**Cybersecurity in Practice**

The pilot course on Cybersecurity in Practice⬀ demystified cybersecurity by presenting the issue in a simple and understandable way to diplomats and officials in public administration, permanent missions, and international organisations. This face-to-face one-day course was delivered by Diplo, with the support of the Swiss Federal Department of Foreign Affairs. Two sessions of the same course were offered: the first took place in Geneva on 1 December, and the second in Bern on 7 December.

## 4.6 Data Talks

Questions around data, including big data, have been coming to the forefront of debates in various fields for many years. In 2017, the GIP initiated a series of Data Talks⬀ which focused on how data is shaping our digital future. The outcomes of the first four Data Talks discussions are captured in the short publication, *Data and International Organisations: Navigating cross-sectoral data challenges*,⬀ which maps the main challenges and best practices of data-related issues. The Data Talks covered the following topics:

- Cloud computing and data for the SDGs (session report)⬀
- Data protection and data sharing (session report)⬀
- The General Data Protection Regulation (GDPR) and data immunities (session report)⬀
- Data standardisation and harmonisation (session report)⬀

This process steered a dedicated Open Forum track at the IGF, co-ordinated by the GIP, with the participation of key international organisations based in Geneva (Section 4.7).



**DATA AND INTERNATIONAL ORGANISATIONS:**
*Navigating cross-sectoral data challenges*

Geneva Internet Platform

*February 2018*

## 4.7 Activities related to the 12th IGF

In 2017, many GIP activities provided support for the IGF, in particular in the build-up to the event among the International Geneva community.

The following activities are in addition to workshops Diplo organised during the IGF, our assistance with online participation, and our reporting from the IGF.

### 4.7.1 Geneva Digital Talks

Between October and December 2017, the GIP hosted Geneva Digital Talks (GDTs)⤢ to contribute to the search for cybersecurity solutions by harvesting the experience and expertise in Geneva. The GDTs undertook a multidisciplinary approach, with sessions dedicated to the technological, economic, legal, security, and human rights aspects of digital governance.

The GDT series was co-ordinated in partnership with the Republic and State of Geneva and digitalswitzerland. Its aims included:

- Contributing to finding inclusive and sustainable digital governance solutions.
- Striking the right balance between a broad digital governance approach (which includes trade, technology, and human rights) and a focused discussion on the pressing need for cybersecurity regulation.
- Strengthening participation of Geneva-based organisations in global cyber discussions.
- Overcoming policy silos by facilitating the sharing of knowledge and experience, in particular among Swiss and Geneva-based organisations.

The calendar of events:

- 12 October 2017: What can Geneva offer in global digital governance?⤢ | Read the event report⤢
- 3 November 2017: How can technological solutions advance cybersecurity?⤢ | In partnership with the Geneva Centre for Security Policy | GIP premises | read the event report⤢
- 9 November 2017: Preventing cyber conflicts: Do we need a cyber treaty?⤢ | Within the framework of the Geneva Peace Week | Read the event report⤢
- 9 November 2017: Current Internet governance challenges: What's next?⤢ | In partnership with UNOG | Palais des Nations, Assembly Hall | Read the event report⤢
- 28 November 2017: Where and how to protect legal interests in the digital era⤢ | GIP premises | Read the event report⤢
- 20 December 2017: Geneva's platform for digital governance⤢ | In the framework of the IGF | Palais des Nations | Read the event report⤢

At the last session, the Initiative on Capacity Development in Digital Policy⤢ was launched to focus on institutional capacity development in 2018.



Participants during the Geneva Digital Talk on 'How can technological solutions advance cybersecurity?', on 3 November 2017

Participants during the event on 'Preventing cyber conflicts: Do we need a cyber treaty?', on 9 November 2017

### 4.7.2 Open forums on data governance

The GIP is also co-ordinating a data track at the IGF, consisting of seven data-related open forums,⤴ proposed by international organisations:

- Managing cloud computing in the United Nations system (OF29)⤴ (UN Joint Inspection Unit)
- Data protection and humanitarian action (OF31)⤴ (International Committee of the Red Cross)
- Big data, business, and respect for human rights (OF49)⤴ (European Broadcasting Union, with the Council of Europe and the Ministry of Foreign Affairs of Switzerland)
- Data and trade: Identifying win-win solutions for future digital commerce (OF73)⤴ (International Trade Centre)
- Data for the humanitarian field (OF75)⤴ (International Federation of the Red Cross and Red Crescent Societies)
- Data and the SDGs: From opportunities to impact (OF89)⤴ (UN Office in Geneva – SDG Lab)
- Data in environmental and climate activities (OF93)⤴ (World Meteorological Organization)

In addition, the GIP team was involved in a number of other sessions, as speakers, *in situ* and online moderators, and rapporteurs.

### 4.7.3 Art@IGF: How can digital arts shape our digital future?

This project connected digital policy with art in an interactive and interdisciplinary exhibition of digital issues. The exhibition used a subway map as a journey metaphor to explore different Internet governance issues (infrastructure, security, human rights, etc.), each depicted as a subway line in a different colour on the exhibition floor.

The opening of ART@IGF⤴ took place on Monday, 18th December, at the Palais des Nations. Guided tours were organised every day at lunchtime, to help participants navigate the exhibition.

The publications team prepared an Art@IGF Catalogue, as well as a map, postcards, and roll-ups. The technical team developed a website dedicated to the project.⤴

## 4.7.4 Just-in-time reporting from the IGF

The reporting initiative from the IGF represented the largest reporting initiative of the year. Diplo and the GIP reported from most workshops, and published *IGF Daily* newsletters on each day of the IGF, a final report, data analyses, illustrations, and other content.

The following resources are available:

- IGF Final Report, published on 10 January 2018
- *IGF Daily* newsletters: IGF Daily 1 | IGF Daily 2 | IGF Daily 3 | IGF Daily 4
- Session Reports
- Illustrations



## 4.7.5 Briefing notes for high-level sessions

The GIP prepared two briefing notes for:

- The high-level session on Shaping our future digital global governance.
- The high-level session on The impact of digitisation on politics, public trust, and democracy.

The papers provided background for each of the topics, for a 'setting the scene' exercise. They also provided the context for the policy questions tackled in each high-level session.

## 4.8 Other events and activities

The GIP organised other events and activities throughout the year. These included events organised as part of a series (such as the Geneva Digital Talks, or Data Talks) or events as part of programme co-organised with other partners. These are described in other sections throughout this report.

In addition, Diplo and the GIP organised sessions and workshops during the following main events in digital policy:

- UNCTAD's E-Commerce Week⬈ (24–28 April)
- WSIS Forum 2017⬈ (12–16 June)
- World Trade Organization Public Forum⬈ (26–28 September)
- Geneva Peace Week 2017⬈ (6–10 November)
- 12th Internet Governance Forum⬈ (18–21 December)

Diplo and the GIP also organised many other events and discussions throughout the year, including the following main events (which unless otherwise indicated, were organised at the GIP premises in Geneva):

| | |
|---|---|
| 26 January 2017: | UNOG Executive Briefing on Digital Policy.⬈ Unsettled weather, stormy at times, with sunny spells⬈ was the underlying message delivered by Dr Kurbalija during this briefing, which was attended by representatives of 45 member states and 9 international organisations. |
| 21 February 2017: | Briefing for Heads of Missions: Digital Policy in South Eastern Europe.⬈ |
| 21 March 2017: | Shaping our Digital Future in Europe: Diplomatic, Economic and Security Perspectives on Digital Transformation⬈ – event organised for College of Europe students. |
| 27 March 2017: | Digital Economy panel discussion for students of the School for International Training (SIT) Abroad students. |
| 29–30 March 2017: | Language and Diplomacy workshop, and Implicit Communication in the Digital Era session,⬈ delivered by Dr Biljana Scott. |
| 25 April 2017: | Briefing for Heads of Mission: Digital Policy in Latin America and the Caribbean.⬈ |
| 2 May 2017: | Internet Digitalisation and Youth Employment: Job Creator or Job Disruptor?⬈ – the theme of the 2017 Interns with a Mission event, organised by the United Nations Office at Geneva (UNOG), in collaboration with Diplo, the International Telecommunication Union (ITU), and the GIP. |
| 23 June 2017: | The Geneva Internet L@w Research Colloquium 2017,⬈ to which the GIP is a co-partner. The colloquium is organised as part of the University of Geneva's Internet L@w Summer School.⬈ |
| 30 June 2017: | A session on Geneva Internet Governance Landscape, as part of the Internet L@w Summer School. |
| 3–5 July 2017: | Fifth Conference of the Regulating for Decent Work Network,⬈ in which Diplo's Dr Roxana Radu presented a paper co-written with Dr Stephanie Borg Psaila. |
| 14–16 August 2017: | ITU regional workshop on Strengthening Capacities in International Internet Governance,⬈ organised in partnership with the Telecommunication Development Bureau (BDT) of the ITU (in Brasilia, Brazil) |
| 20 September 2017: | Digital Policies and Trends: Build-up to the Internet Governance Forum was an open discussion (organised by the GIP and Internet Society Switzerland) for civil society. The event discussed the opportunities to strengthen civil society's contributions and participation in the 12th Internet Governance Forum. |
| 22 September 2017: | Digital policy in global governance: Issues and challenges discussed in Geneva⬈ – a background event for press representatives, in which Dr Kurbalija highlighted the main digital policy issues to follow in the next quarter. |
| 25 September 2017: | Governing the Future of the Internet⬈ – in co-operation with New America (Washington DC, USA). |
| 27–28 September 2017: | Crisis Code: Humanitarian Protection in the Digital Age⬈ – in co-operation with swissnex (San Francisco, CA, USA). |
| 2 October 2017: | Briefing for the Permanent Representatives of NY Missions on Current Trends in Digital Policy & the Interplay between New York and Geneva⬈ – in co-operation with the Permanent Missions of Switzerland and Malta, by invitation only (New York, NY, USA). |
| 1 November 2017: | Tweetup: Internet governance, Microsoft's proposal, and digitalisation of modern society.⬈ |
| 16 December 2017: | Joint Civil Society Meeting 2017,⬈ as a Day 0 activity of the 12th Internet Governance Forum. |

# 5. Projects, partnerships, and policy dialogues

In 2017, we continued our collaboration with members of the MAPPING Consortium and partnered with several other organisations and institutions to organise events and discussions on diplomacy and digital policy topics. Diplo also organised the second and third Geneva Engage Awards, as part of a project that recognises social media outreach and engagement.

Diplo also continued to organise webinars, which have now become an established series, and other policy dialogues.

## 5.1 MAPPING project

The MAPPING project⬈ was launched in 2014 to create an all-round and joined-up understanding of the many and varied economic, social, legal, and ethical aspects of the recent developments on the Internet. It also explores the consequences of these developments for the individual and society at large, focusing in particular on three complementary and interlinked problem areas: Intellectual Property Rights, Privacy, and Internet Governance.

**MAPPING**

Managing Alternatives for Privacy, Property and Internet Governance

Diplo is a partner member⬈ of the MAPPING consortium. MAPPING is co-financed by the 7th Framework Programme of the European Commission. The project commenced in March 2014 and is scheduled to run until February 2018.

In 2017, Diplo participated actively in project meetings, and in the May workshop on policy observatories, organised during EuroDIG 2017 in Tallinn, Estonia.

## 5.2 Geneva Engage

Geneva Engage⬈ is an initiative of DiploFoundation and the GIP aimed at fostering effective links between International Geneva and communities worldwide that are affected by the policies discussed and negotiated in Geneva.

As part of this initiative, the Geneva Engage Awards are awarded to actors in recognition of the effectiveness of their social media outreach and engagement. There are three Geneva Engage Award categories: (a) International Organisations, (b) Non-Governmental Organisations and Non-Profits, and (c) Permanent Missions. The selection for the award is based on DiploFoundation's analysis on the innovative and effective use of social media.

In 2017, two Geneva Engage Awards were organised: the first, on 8 February, recognised the most effective actors in social media engagement in 2016. The second, on 11 December, recognised outstanding efforts in social media engagement during 2017. The winners were:

The Geneva Engage Awards are supported by the Republic and State of Geneva.

| | Social media engagement in 2016 | Social media engagement in 2017 |
| --- | --- | --- |
| International Organisations category | World Health Organization | UN Office at Geneva |
| Non-Governmental Organisations and Non-Profits category | World Economic Forum | World Wide Fund for Nature |
| Permanent Missions category | Permanent Mission of the USA to the United Nations in Geneva | Delegation of the EU to the UN in Geneva |

Representatives from the United Nations Office at Geneva (UNOG) picking up the 2017 Geneva Engage Award for the International Organisations category

## 5.3 Data Diplomacy research project

Data science and big data have become common concepts, yet very little is known about the ways in which diplomacy could adjust to the emerging data-driven era. Commissioned by the Ministry for Foreign Affairs of Finland, DiploFoundation initiated a research project on Data Diplomacy to provide an overall analysis of the impact of statistics and big data on diplomacy and international relations, as well as survey the practical uses of data in diplomatic activities.

As part of the project, Diplo also organised and participated in the following activities:

- On 5 April 2017, making use of the expertise available in Geneva, as well as taking the opportunity to bring together diplomats, data scientists, and other professional communities, a brainstorming event on Data Diplomacy: Mapping the Field was organised. The event tackled data as a tool for diplomacy, and data management for diplomacy.
- On 2 May 2017, during a brown-bag lunch on data diplomacy organised by the Swiss Ministry of Foreign Affairs, Dr Kurbalija and Ms Barbara Rosen Jacobson shared the preliminary results of the data diplomacy research project. Participants discussed how to solve the gap between diplomacy and big data, as well as ways of making diplomats more aware of the possibilities and challenges of the data-driven era.
- From 30 August to 1 September 2017, Dr Katharina Höne and Ms Rosen Jacobson participated in the MyData 2017 Conference. As part of the *Our Data Futures*-track, they delivered a presentation on big data's potential in diplomacy, in the context of the Data Diplomacy research project. Focusing on the core functions of diplomacy, they highlighted both opportunities and challenges of big data for diplomacy.
- On 9 October 2017, Diplo and the Finnish Ministry of Foreign Affairs organised an event on Big Data for Diplomacy. Taking place in Helsinki, the event addressed the utility and challenges of using new forms of data for Ministries of Foreign Affairs. It brought together different professional communities to generate insight into the realistic potential of big data's contribution to diplomacy. A summary of the discussions – *Data Diplomacy: Big Data for Foreign Policy* – was prepared after the event.

The project continues in 2018.

## 5.4 Collaboration with IFDT

In 2017, Diplo continued its cooperation with the International Forum on Diplomatic Training, by managing the IFDT's online portal (see Section 7.3.4), and promoting the training programmes and events organised by IFDT members. Diplo has been an active member of the network for several years.

In addition, the series of WebDebates, organised within the IFDT's framework, continued in 2017. The WebDebates discuss key topics related to the future of diplomacy, and bring together diplomats, professionals involved in diplomacy, and researchers from all over the world, to discuss key topics related to the future of diplomacy. They are livestreamed online on the first Tuesday of every month.

In 2017, Diplo organised nine WebDebates:

- Science diplomacy: Approaches and skills for diplomats and scientists to work together effectively⤢ – Video recording⤢ – February 2017
- Diplomats as Writers: Marrying the arts and diplomacy⤢ – Video recording⤢ – March 2017
- Education Diplomacy: A new diplomacy for the SDG era? – Video recording⤢ – April 2017
- Standardisation: Practical solutions for strained negotiations or an arena for realpolitik?⤢ – Video recording⤢ – May 2017
- A New Bilateralism in a Changing World⤢ – Video recording⤢ – June 2017
- Sports diplomacy – new diplomacy and peacemaking tools or propaganda by other means?⤢ – Video recording⤢ – July 2017
- Should we take 'new diplomacies' seriously?⤢ – Video recording⤢ – September 2017
- Exploring digital diplomacy as a 'new diplomacy' – key lessons and skills⤢ – Video recording⤢ – October 2017
- Humanitarian diplomacy and the influence of new actors and new technology⤢ – Video recording⤢ – November 2017

## 5.5 Diplo joins the eTrade for All initiative

In 2017, Diplo became a member of the eTrade for All initiative,⤢ launched during the 2017 UNCTAD E-commerce Week.

The initiative aims to expand the positive impact of e-commerce on development. It provides a hub for actors to find information, offer resources, build partnerships, and receive the support they need to strengthen digital trade. The eTrade for All initiative can also serve as a vehicle for supporting the implementation of the sustainable development goals (SDGs) on decent work and economic growth, the advancement of innovation and infrastructure, and revitalising global partnerships.

The initiative comprises members from the governmental and non-governmental actors, working together to connect donors, partners, and developing countries to leverage the benefits of e-commerce.


Attendees of the Training Directors' Meeting programme, on 19 May 2017.

## 5.6 European Diplomatic Programme

Diplo delivered the Training Directors' Meeting programme, during the 17th European Diplomatic Programme – IV Module,⤢ in Malta, on 19 May 2017.

The fourth module, which ran on 17–19 May, included a training programme for diplomats on various themes. Diplo's programme for the informal Training Directors' Meeting focused on three areas: (a) online diplomatic training, (b) the use of social media in diplomacy, and (c) data diplomacy.

## 5.7 South-Eastern Dialogue on Internet Governance

Diplo supported and participated in the 2nd meeting of the South Eastern European Dialogue on Internet Governance (SEEDIG).

SEEDIG is an initiative that was launched by stakeholders in the region to facilitate multistakeholder discussions, exchanges, and collaboration on Internet-related issues that are of particular concern to the region.

Diplo's experts particularly contributed to organising and delivering the structured dialogue on cybersecurity during the session Discussing cyber(SEE)curity: global issues in regional context⤢ which was held in Belgrade on 22 April.

## 5.8 Diplomacy and the power of the unsaid

Diplo organised two events on language and diplomacy, with a special focus on implicit communication, in Geneva on 29 and 30 March.

Guided by Dr Biljana Scott, a linguist and Diplo lecturer, and associate of the China Centre at the University of Oxford, the 1.5-day workshop on Diplomacy and the power of the unsaid⤢ made participants aware of the power and particularities of implicit communication, which plays an important role not only in diplomacy, but in every communication.

Following this, Dr Scott guided a 1.5 hour discussion on Implicit communication in the digital era⤢, looking at where misunderstandings generated by online communication are most likely to arise and what can be done to avoid them – or conversely, to capitalise upon them.

## 5.9 Workshop on public speaking

Diplo organised a workshop on Public Speaking⤢ in Belgrade on 21–22 April, led by Ms Mary Murphy, a Budapest-based public speaking coach, specialising in communications training for non-native-English speakers. Using presentations as a medium of delivery – impromptu, extemporaneous, manuscript, and memorised – the workshop explored the meaning of good communication, discussed how to provide constructive feedback to other speakers, and focused on finding style and voice. The workshop was exercise-driven and featured active participation of the attendees.

## 5.10 Visit by HEAD students

In April 2017, Diplo's CreativeLab in Belgrade welcomed students from the Geneva University of Art and Design (HEAD), for a discussion – summarised by Diplo's Ms Darija Medic – on the disciplines of digital art and digital policy which deal with the same issues from different perspectives using different methodologies.

The theme of the discussion during the students' visit was on how digital art and digital policy are disciplines that deal with the same issues from different perspectives, using different methodologies.



Students from the Geneva University of Art and Design (HEAD) during their visit to Diplo's CreativeLab in Belgrade, in April 2017.

# 6. Research, publications, and visualisations

Throughout the year, Diplo published reports and studies, including daily newsletters and final reports from major digital policy events, monthly digital policy newsletters, and publications related to Diplo's 15th anniversary. These publications have been mentioned in the preceding sections.

In addition, Diplo produced other publications in 2017.

## 6.1 Re-print of the book *An Introduction to Internet Governance*

The seventh edition of *An Introduction to Internet Governance* by Dr Jovan Kurbalija, launched at the 11th IGF in Mexico in December 2016, was re-published in 2017 for the 12th IGF in Geneva, sponsored by the Republic and State of Geneva.

In December 2017, the book was selected as the #BookoftheMonth for December by the United Nations Library in Geneva. A meet-and-greet with the author was also organised during the 12th IGF.

Now in its seventh edition, the book has been translated into 10 languages and adapted as a textbook for academic courses worldwide.





Users of the book attending the meet-and-greet at the 12th IGF with the book's author, Dr Jovan Kurbalija

## 6.2 Top digital policy developments in 2016

The report *Top Digital Policy Developments of 2016: A Year in Review* identified the top 20 developments that shaped digital policy in 2016, and includes – for each development – a summary of facts, an analysis of the significance of each development, timelines, and resources.

The overview was based on digital policy developments which expert curators followed every month. Throughout the year, the curators looked at hundreds of developments, reporting on them in a neutral way for the *GIP Digital Watch* observatory and monthly newsletters, and analysing them during the GIP's regular Internet governance discussions and other digital policy events.



**Top digital policy developments in 2016:**
A year in review

Geneva Internet Platform
DigitalWatch
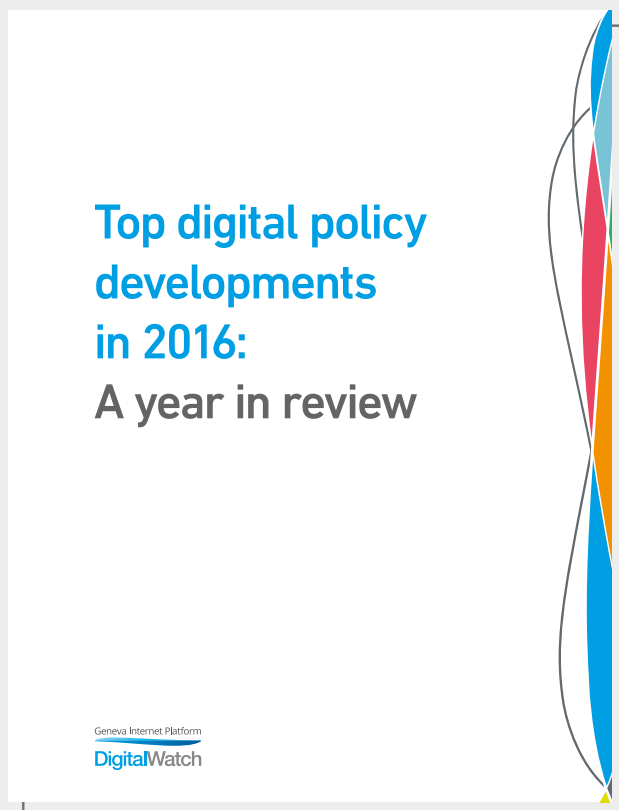
## 6.3 Digital policy predictions for 2017

In *Digital Politics in 2017: Unsettled Weather, Stormy at Times, with Sunny Spells,* Diplo's director Dr Jovan Kurbalija starts his 2017 forecast with an analysis of the general backdrop for digital policy in 2017, representing broad conceptual references for understanding specific digital policy developments. A prediction of ten main digital policy developments for 2017 follows in the second part of this, now annual, crystal ball exercise.



**TOWARDS A SECURE CYBERSPACE VIA REGIONAL CO-OPERATION**

Overview of the main diplomatic instruments

**DiPLO**
www.diplomacy.edu

Geneva Internet Platform

## 6.4 Study: Towards a secure cyberspace via regional co-operation

In response to increasing cyber-armament, diplomatic initiatives have emerged attempting to codify state behaviour in cyberspace and encourage co-operation to reduce the risk of conflicts. The study *Towards a Secure Cyberspace via Regional Co-operation* provides an overview of the international dialogue on establishing norms of state behaviour and confidence-building measures (CBMs) in cyberspace. The study was published by Diplo in partnership with the GIP, with the support of the Swiss Federal Department of Foreign Affairs (FDFA).

It offers a comparative analysis of the leading international and regional political documents outlining cyber-norms, CBMs to reduce conflict stemming from the use of ICT, and capacity development efforts to strengthen co-operation on cybersecurity. It discusses how these elements could further influence each other and notes several specific directions that further developments could take.

## 6.5 ITU study mapping capacity development in Internet Governance

The ITU tasked Diplo with providing a comprehensive study mapping leading Internet governance capacity development activities worldwide. The aim of the research was to enhance understanding of the need for and the supply of capacity development.

In 2014, the World Telecommunication Development Conference (WTDC) acknowledged that enhancing capacity building of the ITU membership in international Internet governance would be one of the priority issues to be addressed by the ITU's capacity building programme over the next four years. This clearly demonstrates an interest on the part of the ITU membership to pay particular attention to capacity development as an integral part of Internet governance discussions. The study was produced in 2017 for internal ITU use.

Strengthening the relations with the ITU, Diplo also co-conceptualised and helped deliver a training workshop for ITU membership in Brasilia, Brazil (see **Section 4.8**).

**Reviewing Global Internet Governance Capacity Development and Identifying Opportunities for Collaboration**

*Final Report*
*Prepared by DiploFoundation researchers led by Ms Marilia Maciel and Mr Alan Finlay*
*March 2017*

## 6.6 GFCE's Global Good Practices report

The Global Forum on Cyber Expertise (GFCE) was launched at the 2015 Global Conference on Cyber Space in The Hague, to strengthen cyber capacity and expertise globally. In preparation for the 2017 conference (GCCS2017) in New Delhi, India, the GFCE prepared a Roadmap to guide the development of a long-term, global, cyber capacity building strategy. The Roadmap defined two documents to be prepared and presented at GCCS2017 as building blocks for this longer-term strategy: a global agenda for cyber capacity building, and a set of global good practices (GGPs) on a variety of cyber topics.

The *Global Good Practices* report, published in November 2017, presents the outcome of this process: a collection of identified GGPs from the GFCE. The collection of GGPs was developed as a practical reference tool for various actors working to build cyber capacity.

**Global Good Practices**
November 2017

## 6.7 Diplo's new series of Policy Papers and Briefs

In 2017, we re-launched our Policy Papers and Briefs series.⬀ In the policy papers, the authors give concrete policy recommendations in areas related to diplomacy and Internet governance. Three previous policy papers were re-published as part of the series. Five new papers were also published:

Promotion methods in foreign ministries – April 2017:⬀ Ambassador Kishan Rana looks at promotion methods in foreign ministries around the world. He introduces the distinction between merit-based, seniority-based, and ad hoc promotions and highlights the different exam methods in foreign ministries.

Leaving no one behind in the data revolution – August 2017:⬀ Ms Barbara Rosen Jacobson analyses data-related discussions of the High-Level Political Forum on Sustainable Development (HLPF) between 2014 and 2017.

Ten theoretical clues to understanding United Nations reform – September 2017:⬀ Dr Petru Dumitriu offers ten theoretical clues to understanding UN reform. Among other issues he discusses the UN mandate, limits of power, and questions of legitimacy.

Digital diplomacy and the ICRC – November 2017:⬀ Ms Alice Maillot discusses the potential of digital diplomacy for the International Committee of the Red Cross (ICRC). She looks at the changing nature of diplomacy, new developments in digital diplomacy, and how the ICRC can implement and adopt some of the current trends.

Lethal autonomous weapons systems: mapping the GGE debate – November 2017:⬀ Ms Barbara Rosen Jacobson analyses the debate of the first meeting of the Group of Governmental Experts (GGE) of the Convention on Certain Conventional Weapons (CCW). The group was established to discuss emerging technologies in the area of lethal autonomous weapons systems (LAWS).

## 6.8 Visualisations

Data visualisations formed a major part of Diplo's research initiatives in 2017. Driven by the need to integrate data into research, the team (including curators and assistant curators of the *GIP Digital Watch* observatory) prepared several qualitative studies which were then visualised and published in an interactive format. There included:
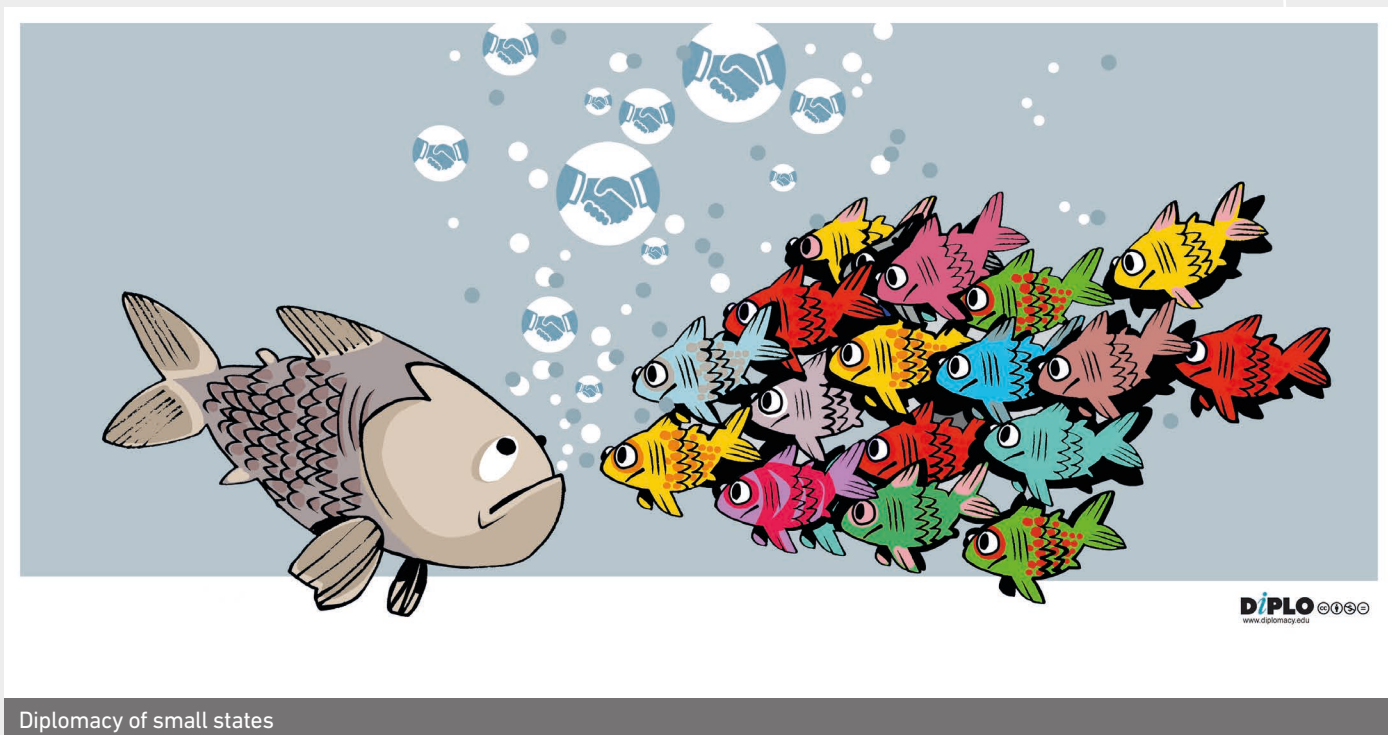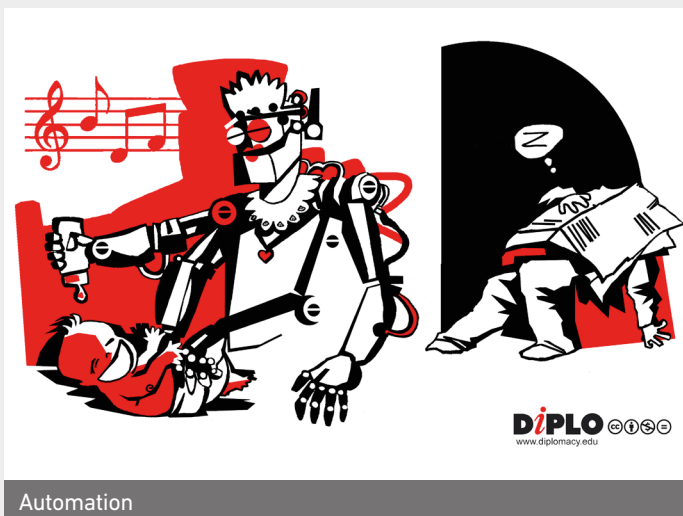
- Mapping Uber:⬀ As the sharing economy experienced a rapid expansion and a rise in legal issues, the team prepared an interactive database of Uber-related court cases and other rulings.
- WannaCry:⬀ After the ransomware WannaCry infected millions of devices worldwide in 2017, the team compiled an interactive database of all the countries attacked, including news sources.
- Digital policy on the agenda of the UN General Assembly:⬀ Leveraging the benefits of new technologies, and combatting cybercrime were among the main issues raised by world leaders during the annual debate to mark the start of the 72nd session of the UN. This interactive database shows who said what.
- Trends in cyber-armament:⬀ There is evidence from official documents and media coverage that countries are increasingly investing in offensive cyber capabilities. This interactive database shows the countries that have built, or are building, their cyber-capabilities.

Other visualisations and data analysis (for example, of prefixes used in IGF transcripts) were published during the year.

# PROMOTION METHODS IN FOREIGN MINISTRIES

*Kishan S Rana*

### Policy recommendations

1. Often, countries that do not have a promotion system are also countries that appoint a large proportion of political ambassadors; this demoralises their career diplomatic personnel, and undermines professionalism. It is thus useful to establish a proper method for promotion.

2. Seniority is a poor basis for promotion, because it neither takes into account performance, nor rewards merit. Countries that rely on seniority often tend not to have a mechanism to monitor performance. While assessment of merit may have flaws, it is vital to shift to performance-based promotions, again to strengthen professionalism.

3. Promotion methods are rooted in the tradition and ethos of each country. Despite this, it is useful for countries to identify best practices, and to look to the experience of other foreign ministries. About a dozen-odd major Western countries hold annual meetings of their heads of human resources management, to share their experiences. It is useful for developing countries to consider such a method. This can also be attempted on a regional basis.

### Context

For any foreign ministry, the primary resource is its personnel whether executives at different levels or support staff. Human resources (HR) management is critical, often determining the ministry's effectiveness. Recruitment and training, selection for assignments, grievances redress, are all important, but within these, the promotion method stands out as a central pillar of HR management. What are the methods applied around the world? What are the best practices?

In many MFAs, ideas borrowed from the corporate world are now applied to the public services. Often performance is measured against set objectives. Some foreign ministries apply 'balanced scorecards' and 'key performance indicators' usually as part of national, public-service-wide management modernisation. Senior officials sign 'contracts' to deliver set objectives. We see this in Western countries and some developing states. A common problem faced is that many key tasks in foreign ministries defy quantification or measurement.

## 6.9 Illustrations

Diplo's CreativeLab embarked on preparing a series of new illustrations and infographics in 2017. These included new hand-drawn icons for the 40+ issues represented on the *GIP Digital Watch* observatory. These images are a sample of the illustrations the team prepared.


Automation


Fake news


Diplomacy of small states


Capacity Development


Humanitarian Diplomacy

# 7. Communications

Communicating Diplo's courses, activities, events, and research is one of our main priorities. Diplo's communication channels include a website, newsletter, social media networks, and alumni networks.

Diplo also operates the communication channels for the GIP and the *GIP Digital Watch*, including the *Digital Watch* observatory. Communication channels for these initiatives are described in the sections on these initiatives.

To inform our communication efforts, and those of the GIP, in May 2017, an internal Design Manual was developed by Diplo's CreativeLab. The manual includes branding guidelines for the GIP and the *Digital Watch* observatory, such as guidelines on logos, colour schemes, and typography – all of which are taken into consideration when designing publications, illustrations, social media campaigns, etc. The manual complements the updated internal Style Guide, which is used extensively by the observatory's curators to ensure consistency on the observatory, in event reports, etc.
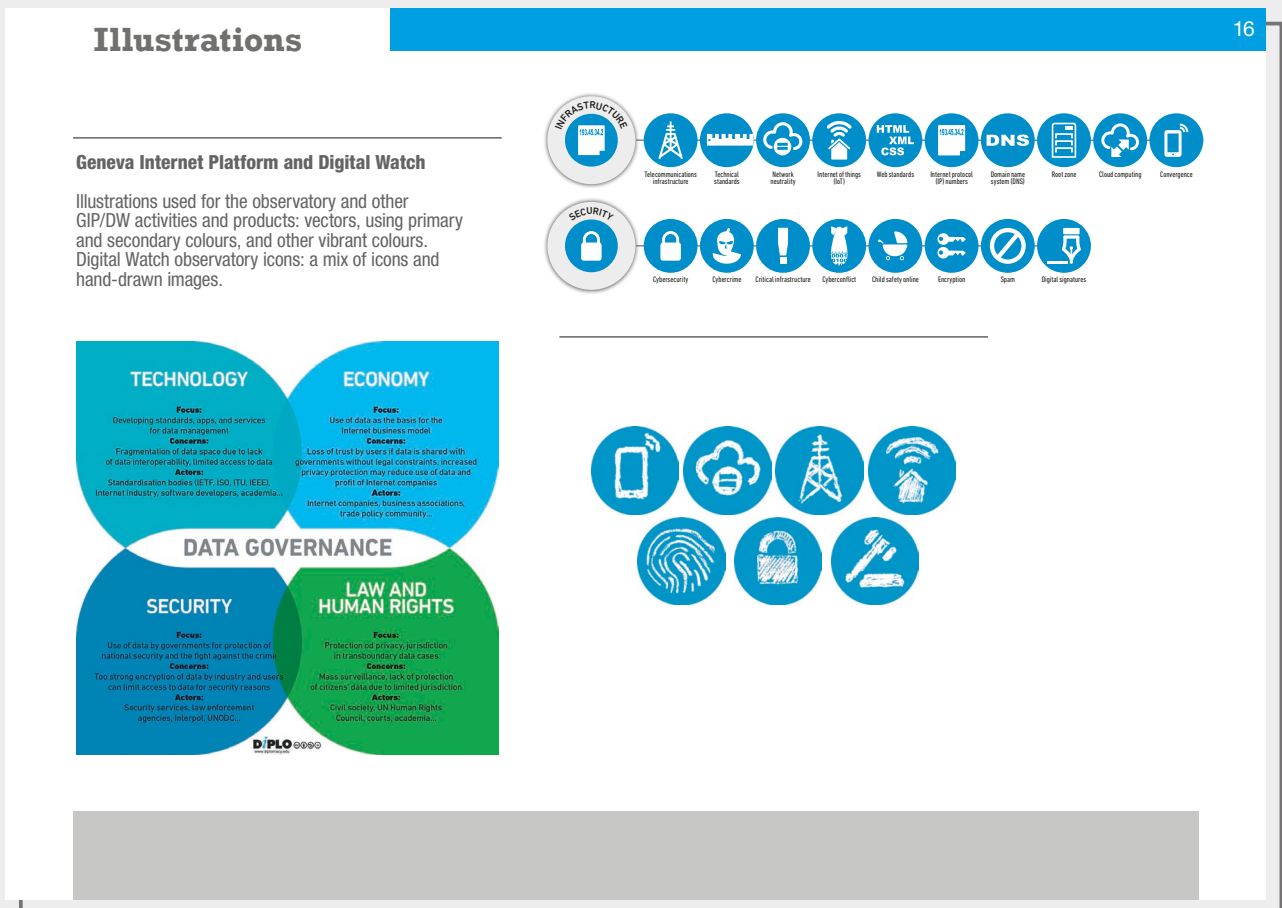


## 7.1 Communicating the GIP's activities

In 2017, Diplo and the GIP used a number of channels to communicate the GIP's activities and initiatives:

- Promoting the GIP at workshops, conferences, and other events where Diplo and the GIP organised activities or were invited to participate. These included Washington DC, Algiers, Copenhagen, Brussels, Seoul, Croatia, Brazil, Finland, Indonesia, and Slovenia, in addition to Malta, Switzerland, and Serbia. Publications, infographics, and flyers were used to promote the GIP's activities.
- The GIP's mailing list continued to be an important bridge between the GIP's activities and the digital policy community. In December 2017, the list had close to 1 500 subscribers, up from just over 1 200 subscribers in December 2016.

- Social media also represented an important tool, both in terms of awareness, communications, and promotion of activities, and in terms of attracting new visitors to the observatory. In December, the GIP's Twitter account (@genevagip) had over 1 700 followers, up from almost 1300 in December 2016. The GIP's Facebook account (www.facebook.com/genevainternetplatform) had over 1200 'likes' in December, compared to just over 700 'likes' in December 2016.
- Details about the GIP's website can be found in Section 7.3.2.





## 7.2 Communicating Diplo's capacity development programmes

To reach Diplo's target audiences, the Master/Postgraduate Diploma in Contemporary Diplomacy and online courses are promoted via multiple channels. It is essential that each course has a sufficient number of participants, from diverse countries and professional groups, to ensure a stimulating and informative exchange of experiences and views.

In 2017, Diplo used paid advertising (online and offline) to reach specific communities and continued to use social media and mailing lists to share information about upcoming courses.

The online and printed leaflets for the Master in Contemporary Diplomacy were updated in 2017; Diplo sent these materials to MFAs worldwide and disseminated them at relevant events.

# 7.3 Websites

Diplo's technical team continued to make improvements to all websites managed by Diplo. In 2017, the websites were moved to an HTTPS secure connection. The team also implemented SEO strategies and undertook ongoing security maintenance, upgrading to the latest software versions for all websites.

In addition to the websites listed, the team created two new websites:

- Diplo's anniversary website (**Section 1.2**).
- The Art@IGF website (**Section 4.7.3**).

## 7.3.1 Diplo's website

In 2017, the following new features were added to Diplo's official website, **www.diplomacy.edu**:

- The Diplomacy hub, a space gathering hundreds of books, academic papers, reports, and other resources, related to diplomacy. Search by title, author, or topic.
- The updated Dissertation library, which gathers dissertations by Diplo's Master in Contemporary Diplomacy graduates. Topics range from international relations, geopolitics, and small state diplomacy, to digital policy, cybersecurity, and Internet governance.
- Topic pages, i.e., thematic pages, linked to Diplo's activities, courses, and research on each subject.

In terms of visibility, almost 250 000 users visited the website in 2017. Visits from Twitter and Facebook's mobile application increased substantially. The following were the top 10 countries visiting the website: USA, India, Philippines, Nigeria, UK, Pakistan, Switzerland, Kenya, Bangladesh, and Ethiopia.

The top content included the MA/PGD course webpage, the language and diplomacy topic page, and the course catalogue.

## 7.3.2 GIP's website

The institutional website of the GIP (**www.giplatform.org**) was redesigned and restructured in May 2017 as a more formal and institutional online space. Since its relaunch, the website continues to serve as the institutional website of the project, with a focus on Geneva-based events and actors, and news related to the GIP. The team updates it to retain its formal and institutional aim, and at the same time, showcase and link to the observatory, newsletters, just-in-time reporting initiatives, and other projects.

In addition, the website underwent SEO of its structure and content for more accurate indexing by Google, to increase its visibility and worldwide accessibility. Following the website relaunch with SEO, the number of new visitors increased exponentially.

### 7.3.3 *GIP Digital Watch* observatory website

The observatory was originally launched under the subdomain http://digitalwatch.giplatform.org. Although the observatory enjoyed a high rate of returning visitors spending considerable time on the observatory, the team noticed that an SEO strategy was required.

In April 2017, the team redesigned and relaunched the observatory under a new dedicated domain name, **https://dig. watch**, with an improved layout, through which users can easily browse the issues represented on the observatory. The site regularly showcases new content available on the observatory.

By the end of the year, the observatory improved in at least two main aspects:

(a)  Visibility on search engines: A number of observatory pages rank extremely well on Google searches (e.g. a search for 'UN GGE' or 'UNGGE' ranks the observatory's dedicated page in the top 5 global search results).
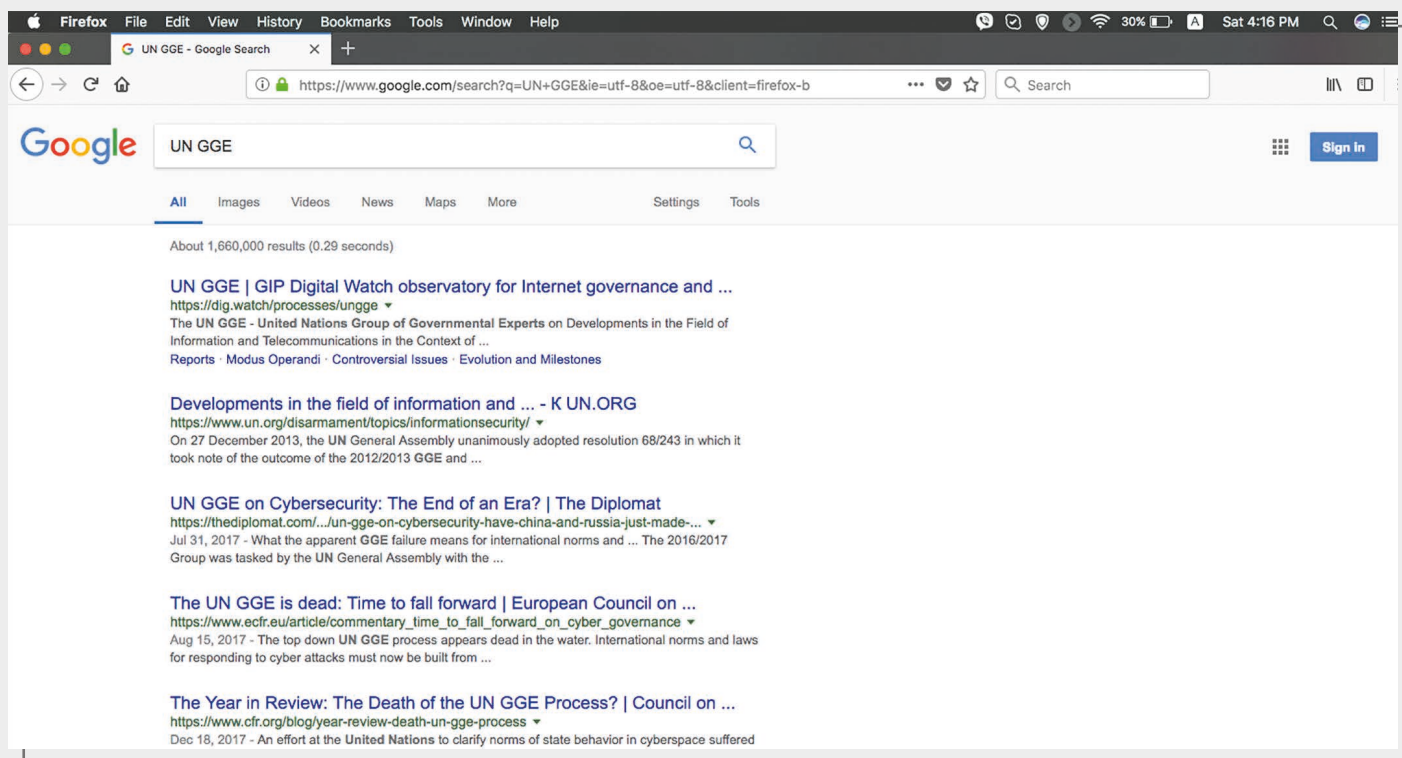


(b)  Increase in visitors: The number of sessions from organic searches (i.e., when a user searches for a term on a search engine and visits the observatory as a result of the search results) increased substantially for 2017, compared to 2016.

As observed since the launch of the observatory, most users are from the biggest Internet countries: USA, India, UK, China, France, Brazil, and Germany. Developing countries were prominent in the Top 25 countries for visitors.
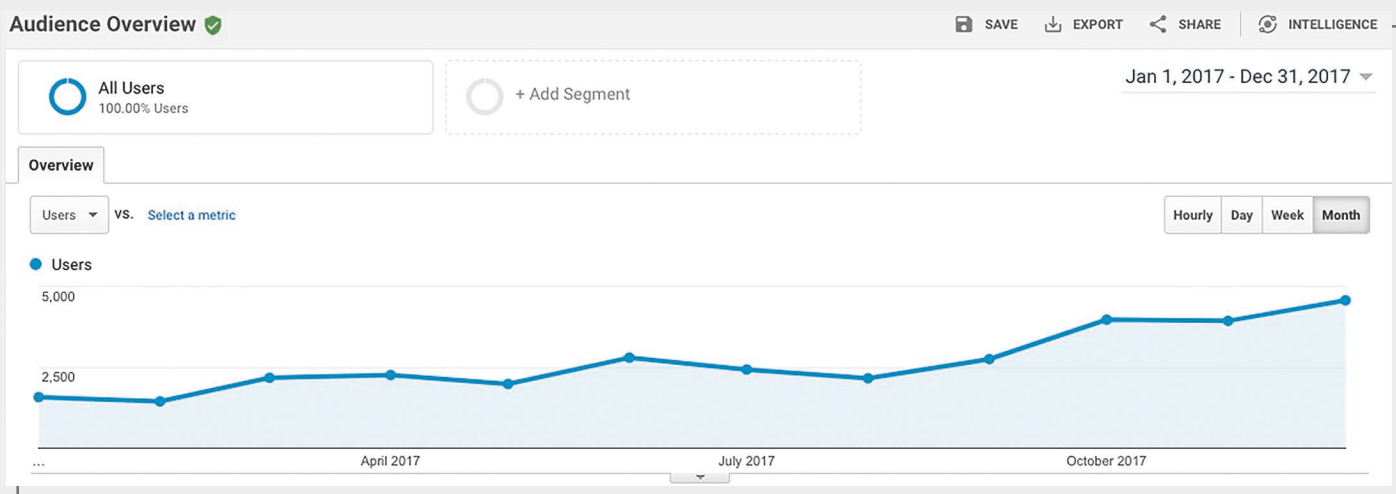
### 7.3.4 IFDT website

Diplo maintains and hosts the website of the International Forum on Diplomatic Training (IFDT), **https://forum.diplomacy.edu/**. The website promotes the yearly Meeting of Deans and Directors of Diplomatic Academies and Institutes of International Relations, as well as training opportunities, events, and other resources. See also **Section 5.4** on Diplo's collaboration with the IFDT.
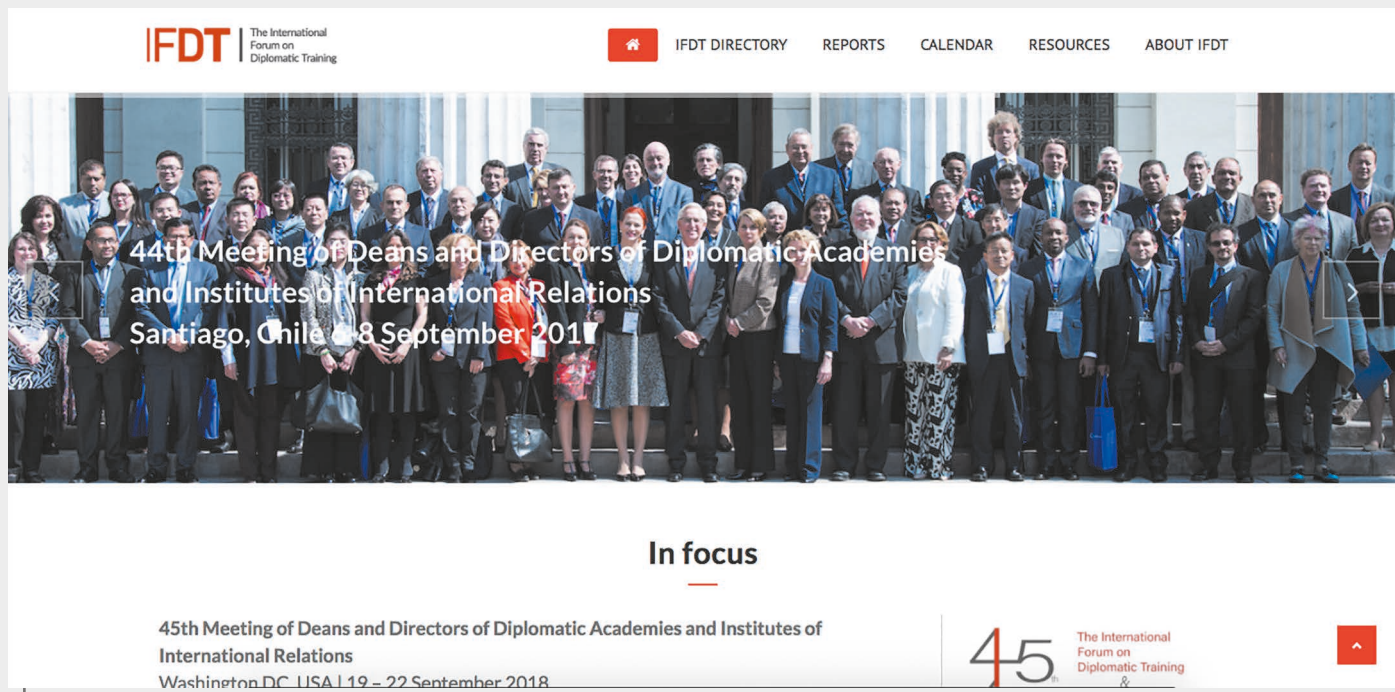
After the launch of the new website in 2016, the team behind the website continued to provide new content and updates in 2017, to keep the website dynamic and up-to-date.



## 7.4 Blogs and mailing lists

Diplo's blogosphere has flourished over the years. In 2017, Diplo published over 90 blog posts on a wide range of topics including digital politics, cybersecurity, capacity development, knowledge management, online learning, and contemporary diplomacy.

Blog posts, written by Diplo's team and several guest authors, provide opportunities for further reflections.

**_DiploNews_ and other mailing lists**

We continued to issue our fortnightly newsletter, _DiploNews_,⬈ which updates readers — including partners, alumni, and faculty — on upcoming and past events, new programmes and activities, courses, and other initiatives. In 2017, we published 23 editions, which were distributed through a dedicated mailing list, shared with funders, and also shared online through social media networks. The newsletter reaches close to 5000 people each issue.

In addition to _DiploNews_, we promote our activities among the alumni network and mailing list (over 4200 members). Other mailing lists for specific content (e.g. a dedicated list for information on courses, with over 3600 subscribers) continued to be maintained in 2017.

## 7.5 Social media networks

In the online space, social media is an important channel for Diplo. In 2017, we continued to make use of and expand on our social media channels, to promote activities with the community, and to complement more traditional methods of communication.

### 7.5.1 Twitter

Twitter remained one of Diplo's most used channels. In 2017, our most popular accounts were @diplomacyedu, with close to 9300 followers by the end of the year – up from around 8000 in 2016; @ediplomat, with over 13 800 followers – up from around 12 500 in 2016, and @igcbp, with over 9500, up from around 8000 the previous year.

### 7.5.2 Facebook

Another widely used tool is Facebook. In 2017, Diplo continued to maintain a number of Facebook pages which increased in popularity over the previous year. Our main channel, **www.facebook.com/diplomacyedu**, closed the year with over 5200 'likes'; the account dedicated to e-diplomacy — **www.facebook.com/ediplomat**, closed with approximately 2300 'likes'; while Diplo's account dedicated to Internet governance issues, **www.facebook.com/igcbp**, had just over 2000 'likes' by the end of the year.

### 7.5.3 LinkedIn

Since LinkedIn has picked up popularity in recent years, Diplo's communication team increased its efforts in using this platform for outreach. In 2017, Diplo's LinkedIn account closed the year with almost 1800 followers, up from just over 1500 the previous year.

In 2018, the team plans to focus more on LinkedIn as a professional networking site by encouraging team members to keep their LinkedIn pages up-to-date.

### 7.5.4 YouTube

Diplo's YouTube channel hosts recordings from webinars, WebDebates, and events with online participation, as well as interviews with Diplo experts, course reviews from alumni members, educational videos and promotional videos. The channel is especially popular with practitioners of digital policy who tune in to view recordings of GIP briefings on Internet governance.

In 2017, Diplo's YouTube channel had close to 500 subscribers, with a total of 89 216 video views since Diplo joined the network in 2007.

Towards the second half of the year, we noticed a rising trend in the use of multimedia, especially video content, among the younger generation. The use of videos for the promotion of Diplo's activities will be a focus area in 2018.

## 7.5.6 Instagram

On 1 August 2017, we launched our channel on Instagram, [↗] the photo-sharing application with increasing popularity among the younger audience.

The campaign to promote the Instagram channel followed right after the launch and asked the community to contribute by sharing photos with the tag @DiploFoundation.
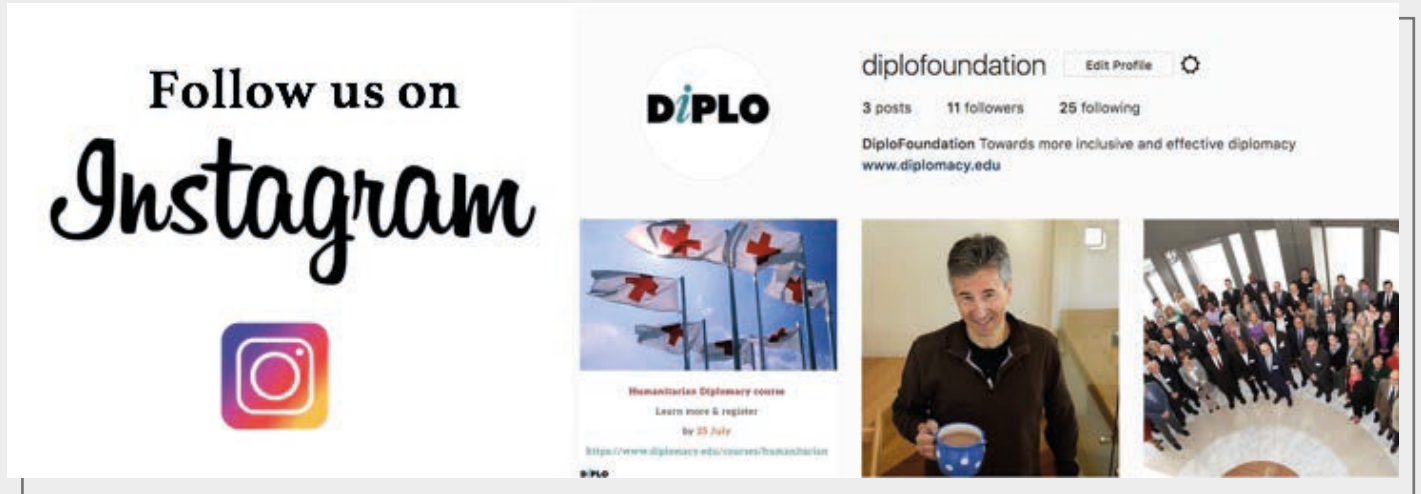
## DiploFoundation
**Statement of Comprehensive Income for the year ended 31st December 2017**

|                             | 2017 Eur  | 2016 Eur  |
|-----------------------------|-----------|-----------|
| Income                      | 2,152,678 | 1,853,719 |
| Direct Costs                | 1,786,264 | 1,399,742 |
| Gross Contribution          | 366,414   | 453,977   |
| Administration expenses     | 268,202   | 236,493   |
| Finance Costs/(Income)      | 21,098    | 12,529    |
| **Surplus before tax**      | **77,114**| **204,955**|
| Income tax expense          | -         | -         |
| **Surplus for the year**    | **77,114**| **204,955**|

# Independent Auditors' report

## Report on the Audit of the Financial Statements

*Opinion*

In our opinion, the accompanying financial statements give a true and fair view of the Foundation as at 31 December 2017, and of its financial performance and its cash flows for the year then ended in accordance with the International Financial Reporting Standards as adopted by the EU.

We have audited the financial statements of DiploFoundation, set out on pages 3 to 11, which comprise the statement of financial position as at 31 December 2017, the statement of comprehensive income, statement of changes in equity and statement of cash-flows and notes to the financial statements, including a summary of significant accounting policies.

*Basis for Opinion*

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for Audit of the Financial Statements section of our report. We are independent of the Foundation in accordance with the International Ethics Standard Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirement that are relevant to our audit of the financial statements in accordance with the Accountancy Professional (Code of Ethics for Warrant Holders) Directive issued in terms of the Accountancy Profession Act (Cap. 281) in Malta, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

*Other Information*

The administrators are responsible for the other information, which comprises the directors' report. Our opinion on the financial statements does not cover the other information, including the directors' report.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

*Responsibilities of the Administrators*

The administrators are responsible for the preparation of the financial statements that give a true and fair view with the International Financial Reporting Standards, and for such internal control as the administrators determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. The administrators are responsible for overseeing the Foundation's financial reporting process.

*Auditor's Responsibilities for the Audit of the Financial Statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.
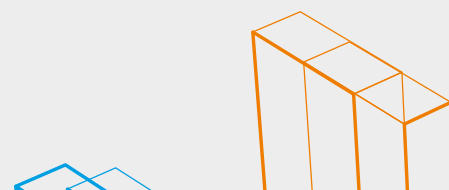
As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional scepticism throughout the audit. we also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Foundation's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the administrators.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

- Obtain sufficient appropriate audit evidence regarding the financial information of the foundation.

We are required communicate with the administrators regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**Griffiths + Associates Ltd**

Certified Public Accountants
Level 1, Casal Naxaro,
Labour Avenue,
Naxxar, NXR 9021, Malta.

Date: 1st June 2018

# 9. People

**BOARD OF ADMINISTRATORS**

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Diplo Senior Fellow and former Director, Mediterranean Academy of Diplomatic Studies, Malta

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Ambassador and Executive Director, Ministry for European Affairs, Malta –
Programming and Training Presidency of the Council of the EU 2017

**Theodor Winkler** – Vice-President
Ambassador and former Director of DCAF

**Saviour F. Borg**
Ambassador and former Permanent Representative of Malta to the UN

**Isabelle Calleja Ragonesi**
Professor, International Relations Department, University of Malta

**Maud Dlomo**
Ambassador of South Africa to Madagascar

**Valentin Zellweger**
Permanent Representative of Switzerland to the United Nations and the other International Organisations in Geneva

**Jovan Kurbalija** – Secretary of the Board
Director of DiploFoundation

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**Hannah Slavik** – Educational Programmes Director
**Tereza Horejsova** – Project Development Director
**Stephanie Borg Psaila** – Digital Policy Director

**SENIOR FELLOWS**

**Geoff Berridge**, Professor Emeritus, University of Leicester
**Petru Dumitriu**, United Nations Joint Inspection Unit
**Liz Galvez**, former senior British diplomat
**Lee Hibbard**, Internet Governance Co-ordinator, Council of Europe
**Christopher Lamb**, former Australian Ambassador and Humanitarian Diplomacy Head, International Federation of Red Cross and Red Crescent Societies (IFRC)
**Aldo Matteucci**, former Deputy Secretary General of EFTA
**Laurence Pope**, former US Ambassador and Political Advisor to C-in-C Central Command
**Kishan Rana**, Professor Emeritus, former Indian Ambassador, and a joint secretary to Prime Minister Indira Gandhi
**Biljana Scott**, Associate of the China Centre, University of Oxford
**Alex Sceberras Trigona**, Special Envoy to the Prime Minister of Malta

## STAFF

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Miodrag Badnjar, Media Developer Online Courses

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Katharina Höne, Project Manager Online Learning and Publications; Research Associate Diplomacy and Global Governance

Jelena Jakovljević, Web Manager and Designer

Arvin Kamberi, Multimedia Co-ordinator

Rade Kotur, Online Programmes Assistant

Nikola Krstić, Chief Information Officer (CIO)

Shita Laksmi, Project Manager, Asia

Marco Lotti, Project Assistant

Marília Maciel, Digital Policy Senior Researcher

Dragana Markovski, Online Programmes Assistant

Darija Medić, Web and Software Programmer

Viktor Mijatović, Publications Designer

Mina Mudrić, Publications Manager

Aleksandar Nedeljkov, DTP assistant

Tanja Nikolić, Course Admissions Co-ordinator

Aye Mya Nyein, Assistant Data Analyst

Virginia (Ginger) Paque, Internet Governance and E-diplomacy Programmes

Roxana Radu, GIP Manager, Internet Governance Associate

Vladimir Radunović, Cybersecurity and E-diplomacy Programmes

Carmelo P. Romano, Clever Solutions Ltd, IT Support

Barbara Rosen Jacobson, Research and Projects Associate

Andrej Škrinjarić, Online Programmes Co-ordinator

Sorina Teleanu, Digital Policy Senior Researcher

Vladimir Veljašević, Illustrator

Milica Virijević Konstantinović, Belgrade Office Head; Travel and Workshop Co-ordinator

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Walid Al Saqaf (Yemen)

Amr Aljowaily (Egypt)

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Graham Lister (Switzerland)
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Dragana Markovski (Serbia)
Morgan Mead (UK)
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Mary Murphy (Ireland)

Virginia Paque (USA)
Jenny Pearson (Cambodia)
Ian Peter (USA)
Roxana Radu (Romania)
Vladimir Radunović (Serbia)
Kishan Rana (India)
Alex Sceberras Trigona (Malta)
Paramjit S. Sahai (India)
Biljana Scott (UK)
Marie Sicat (Switzerland)
Andrej Škrinjarić (Serbia)
Hannah Slavik (Romania)
Jimena Sotelo (Switzerland)
Tore Svenning (Norway)
Sorina Teleanu (Malta)
Olaph Terribile (Malta)
Michaela Told (Switzerland)
Tatiana Tropina (Germany)
Ibrahim Uvais (Malaysia)
Quan Zhao (Switzerland)
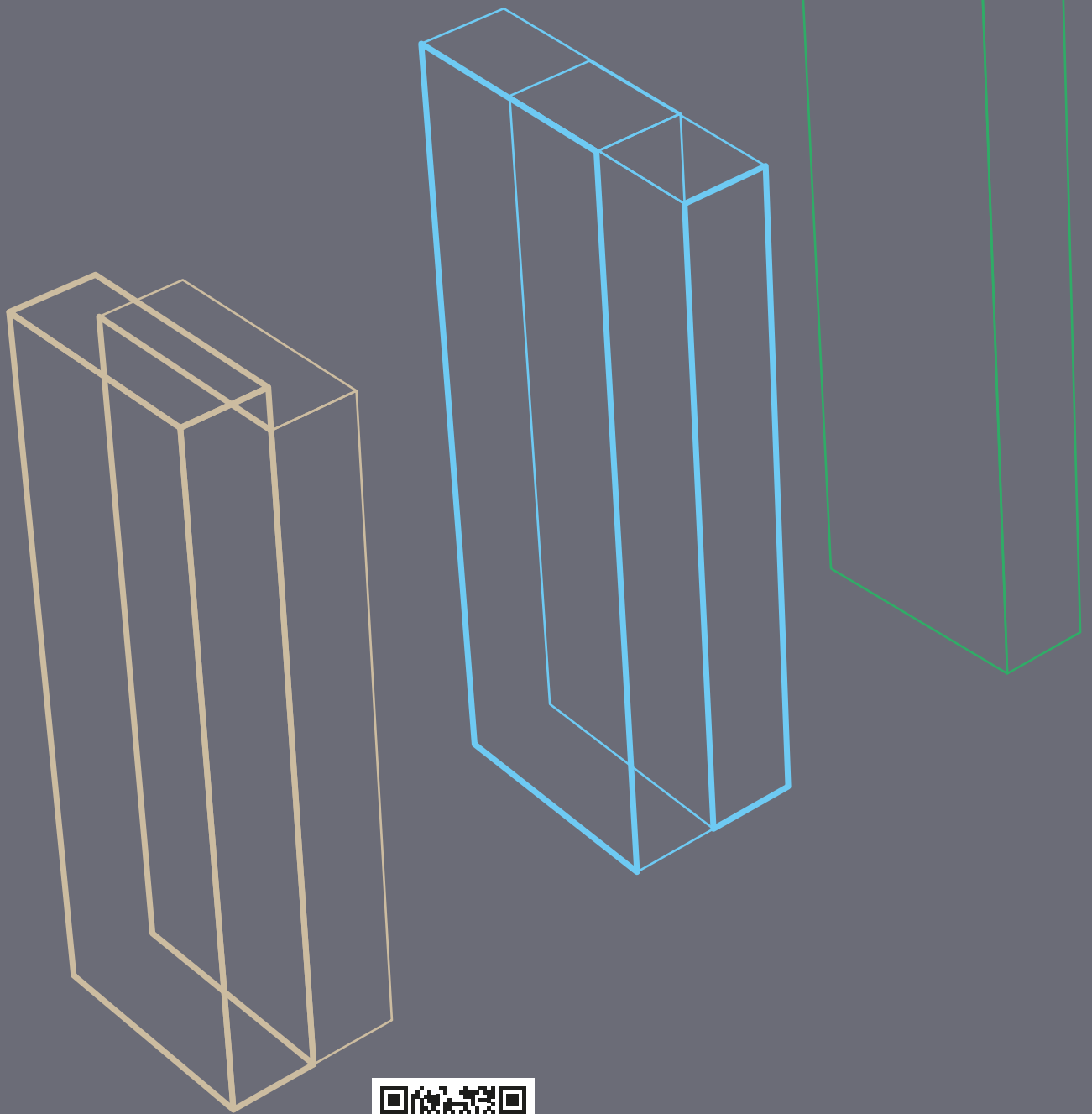
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