

# Annual Report

2014

**D*i*PLO**  
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# Impressum

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Anytime you see this icon, there is more background material in the online version of the Annual Report.



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# Introduction

Diplo's strength and experience in capacity development in the fields of diplomacy and Internet governance (IG) were recognised through four new partnerships. Working with the Asia-Europe Foundation (ASEF) and the National Centre for Research on Europe – University of Canterbury, Diplo established the **Asia-Europe Public Diplomacy Training Initiative** [\[1\]](#) to promote and facilitate public diplomacy skills training for diplomats and civil society actors. With the support of the Swiss Federal Department of Foreign Affairs, Diplo developed and ran the first **Capacity Development Programme in Multilateral Diplomacy for Pacific Island States** [\[2\]](#). And together with the New Partnership for Africa's Development (NEPAD) and Hivos's Internet Governance Middle East and North Africa (IGMENA) programme we offered capacity development programmes in IG. Co-operation continued with the University of Malta, the *Instituto Matias Romero* (IMR) of the Mexican Ministry of Foreign Affairs, and the South African Department of International Relations and Cooperation (DIRCO).

Our online courses continued to meet the learning requirements of participants. Recognising the need to offer relevant courses that fit the ever-changing worlds of diplomacy and IG, we are constantly reviewing our offer and in 2014, together with the Washington DC-based Association for Childhood Education International (ACEI), we started to develop an online course in Education Diplomacy.

Perhaps the most significant milestone in 2014 was the birth of the **Geneva Internet Platform** [\[3\]](#) (GIP),

an initiative of the Swiss authorities operated by DiploFoundation. In a relatively short time, the GIP has garnered high respect as a platform where diplomatic, academic, business, and other communities in Geneva and beyond can address the critical issues of digital policy in an inclusive, impartial, and informed way. Monthly briefings on IG take place in Diplo's offices in Geneva and are broadcast around the world ensuring that others participating remotely can also benefit from discussions.

The **Geneva Internet Conference** [\[4\]](#), which took place in November 2014, was a showcase of Diplo's innovativeness and the more inclusive and interactive approach we favour. Addressing critical issues, gaps, and future developments in IG and digital politics in an interactive format, blending high-level panels and facilitated workshops, the conference provided a neutral and inclusive space for debates, paving the way to 2015, and building on the main events and developments in 2014. More than 200 people attended in person with over 200 more participating online.

Funding remains a crucial issue. The year was fraught with anxiety about Diplo's financial status with numerous meetings and negotiations with potential partners. The Diplo Team continues to exceed expectations and deliver quality work on a proverbial shoestring. Sustaining this level of activity in the long term is an issue we have to face in 2015, a year which will be even more significant for the future of the organisation.

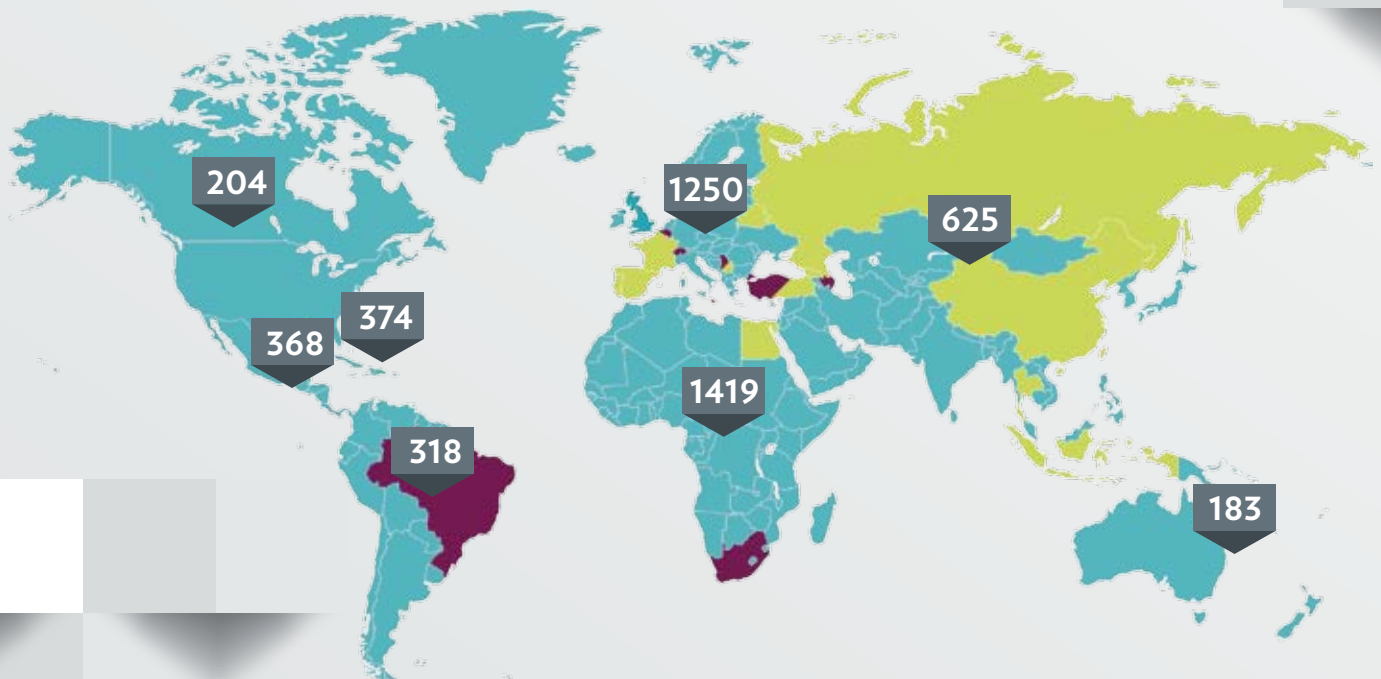
2014 was a significant year for Diplo.

Cooperation with partners grew from strength to strength.

Many existing partnerships were renewed or expanded...



		Core partnership with Malta and Switzerland	4298 alumni from 207 countries and territories
	Partnership with NGOs: HIVOS, ISOC, ACP	Providing online diplomatic training	for diplomatic services of Mexico, South Africa
Partnerships with	African Union, Asia-Europe Foundation,	Commonwealth Secretariat, European Commission,	International Federation of Red Cross and Red Crescent Societies,
			University of Malta, University of Geneva, DCAF, ETH Board





# Partnerships



The President of the Swiss Confederation and Head of the Federal Department of Foreign Affairs (FDFA), Mr Didier Burkhalter, and the Minister for Foreign Affairs of Malta, Dr George W. Vella held a meeting on 4 November 2014 at the von Watteville House in Berne.

A Memorandum of Understanding on cooperation between the FDFA and the Ministry for Foreign Affairs of Malta was signed at the meeting. This will facilitate organised dialogue, particularly on European policy and issues relating to the Mediter-

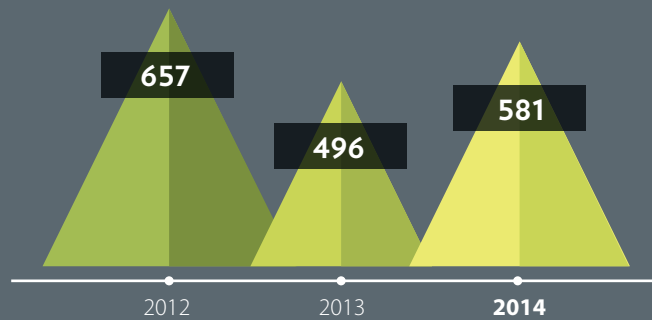
anean region. It is also intended to strengthen cooperation between Malta and regional and international organisations, through regular exchanges.

The activities of DiploFoundation, a long-standing joint project implemented between Malta and Switzerland, featured prominently in the meeting, with a primary aim of consolidating and enhancing the cooperation between these two countries in capacity development and training for global governance and diplomacy.

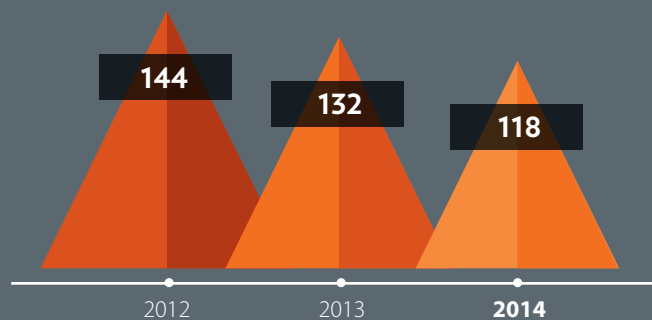
DiploFoundation was established by the governments of Malta and Switzerland on 20 November 2002.

# Diplo in Numbers

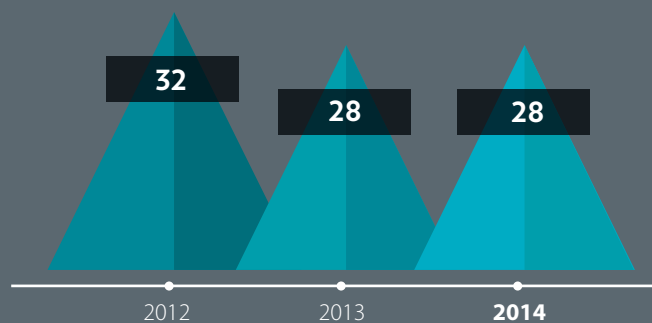
Number of participants  
in online courses



Number of countries  
represented on online  
courses



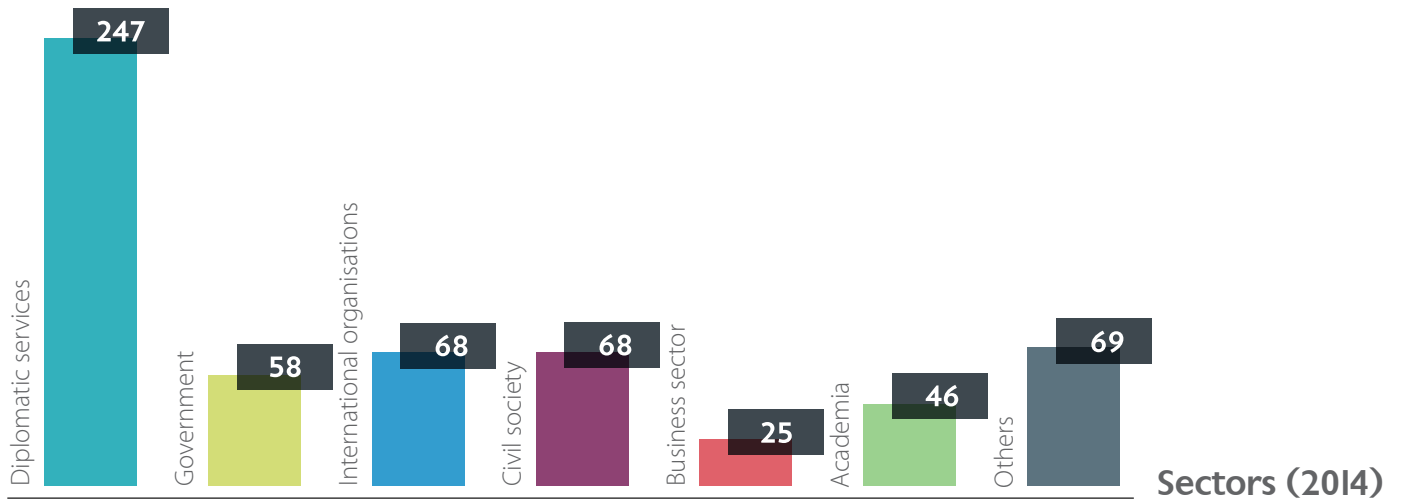
Number  
of online courses



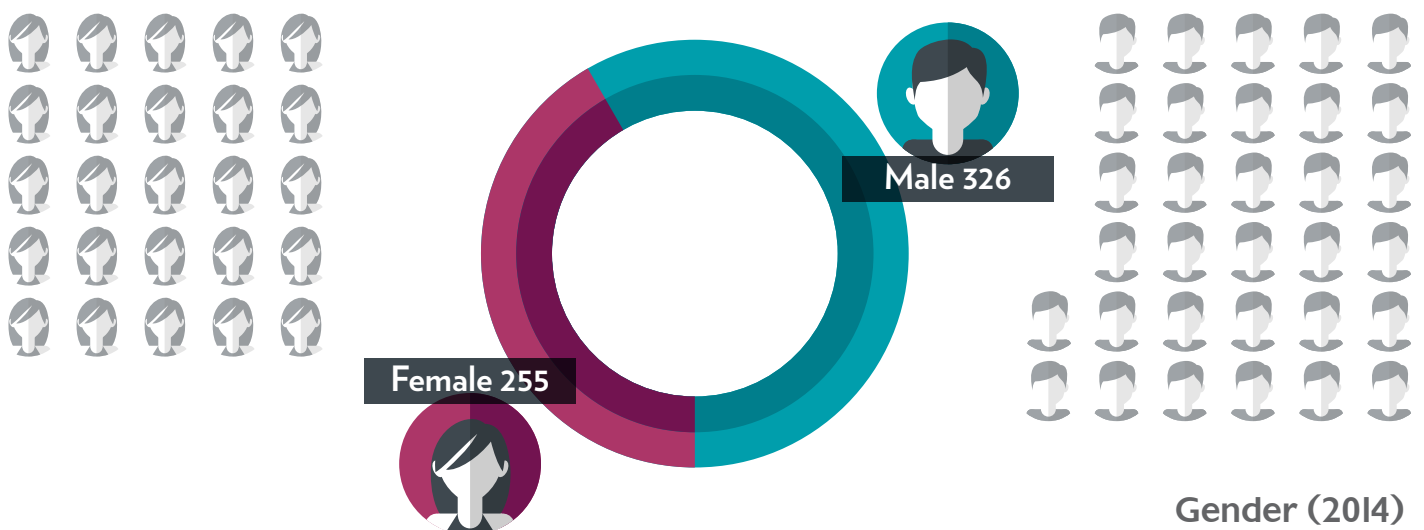




581 students worldwide in 2014



Sectors (2014)



Gender (2014)



Pacific diplomats  
visiting Geneva  
in November 2014  
(see page 10)

# Training and Capacity Development

In 2014, Diplo maintained its established online diplomacy and IG training courses and existing partnerships for capacity development and training. At the same time, training and capacity development activities were expanded through new partnerships. For example, working with the Asia-Europe Foundation (ASEF) and the National Centre for Research on Europe – University of Canterbury, Diplo established the Asia-Europe Public Diplomacy Training Initiative to promote and facilitate public diplomacy skills training for diplomats and civil society actors.

With the support of the Swiss Federal Department of Foreign affairs, Diplo developed and ran the first Capacity Development Programme in Multilateral Diplomacy for Pacific Island States. We offered capacity development programmes in IG together with the New Partnership for Africa's Development (NEPAD) and Hivos's Internet Governance Middle East and North Africa (IGMENA) programme. Many of these and other new partnerships have extended into 2015.

## ■ Diplomacy and Internet governance training

In 2014, Diplo continued to offer an extensive menu of online courses on diplomacy and IG. We ran 15 online courses, 12 of them with a diplomacy focus (Language and Diplomacy – offered twice, Public Diplomacy, Diplomatic Theory and Practice, Bilateral Diplomacy, E-diplomacy, Diplomacy of Small States, Diplomatic Law: Privileges and Immunities, Multilateral Diplomacy, Economic

Diplomacy, Development Diplomacy, and Consular and Diaspora Diplomacy); and three with an IG focus (Introduction to Internet Governance, Infrastructure and Critical Internet Resources, and Cybersecurity). These courses were marketed to the public, with a focus on diplomats and others working in international relations, and offered through three different modes of study:

1. As **certificate courses** [↗](#)  
(participants enrol with Diplo and receive a certificate from Diplo on successful completion).
2. As **University of Malta accredited courses** [↗](#)  
(participants enrol at the University of Malta and receive ECTS credits).
3. As part of the **Master/Postgraduate Diploma in Contemporary Diplomacy** [↗](#)  
offered in cooperation with the University of Malta.



As in previous years, some participants registered directly, while others were enrolled by their ministries of foreign affairs (MFAs). Important MFA partners in 2014 included:

- The *Instituto Matías Romero* (IMR) of the Mexican Ministry of Foreign Affairs (a partner since 2009). In 2014, the IMR enrolled 54 participants in Diplo's online courses in diplomacy, to supplement its own training programmes.
- The South African Department of International Relations and Cooperation (DIRCO) (a partner since 2011). In 2014, Diplo

provided a ten-week-long online course in Public Diplomacy for 22 DIRCO trainees. In addition, 23 participants were enrolled in regularly scheduled Diplo online courses (E-diplomacy, Economic Diplomacy, Cybersecurity, Consular and Economic Diplomacy).

- The MFAs of Guyana, Trinidad and Tobago, and Barbados continued to make use of Diplo courses, enrolling (together) 42 participants in Diplo online courses in 2014. This was done through informal agreements – the ministries simply enrolled participants in regularly scheduled courses as needed.

## Master/Postgraduate Diplomacy in Contemporary Diplomacy

In 2014, 13 participants registered for the Master/Postgraduate Diploma in Contemporary Diplomacy, offered in cooperation with the University of Malta. Diplo offered partial scholarship assistance (ranging from a 20 to a 40% reduction in fees) to four participants from African countries. Table 1 shows the geographical distribution of participants.

**Table 1:** Geographical distribution of Master/PGD 2014 participants

Africa	8
Europe	3
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, IG, e-diplomacy, development diplomacy, negotiation, public diplomacy, and public speaking. Participants were also introduced to the online classroom and learned about study skills specific to online learning.

During the online phase, participants selected five courses from Diplo's catalogue. Participation in online courses is via Diplo's online classroom, accessed over the Internet. Participants read and discussed lecture texts using hypertext entries, consulted additional resources, joined weekly chat sessions, and completed assignments.

After completing the five online courses, participants were eligible to obtain the Postgraduate Diploma 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 (online) 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 2014, ten participants who had started the Master/PGD programme in 2013 or earlier began to write their dissertations (Table 2).

**Table 2:** 2014 Master's degree candidates and research topics

Name	Country	Dissertation title
Désirée Zeljka Miloshevic Evans	Serbia	<i>How is trust defined in Internet governance organisations? (Applied ethics in not-for-profit Internet organisations)</i>
Kevon Swift	Trinidad and Tobago	<i>A small state's engagement in discursive processes for international Internet public policy and implications for its domestic Internet agenda: A case study of Trinidad and Tobago from 2003 to 2013</i>
Desirée Zachariah	Antigua and Barbuda	<i>Transforming the public sector through electronic government: The case of Antigua and Barbuda</i>
Eliot Nsega	Gambia	<i>The use of ICTs in human rights promotion: A case study of the African Commission on Human and Peoples' Rights</i>
Towela Nyirenda Jere	South Africa	<i>Structuring of national and regional Internet Governance Forums/Dialogues in Africa – impact on effectiveness</i>
Lutine F. de Boer	Netherlands	<i>Regional water cooperation in the Arab-Israeli conflict</i>
Talietha Tlhabanello	Namibia	<i>Strengthening the commercial diplomacy of Namibia missions abroad 2011 – 2012</i>
Nada Kanj	Ireland/Lebanon	<i>Diaspora communities in the Republic of Ireland: A part of the community, or apart from the community?</i>
Christian Faure	Seychelles	<i>Graduating from a least developed country (LDC) and falling into the middle-income country (MIC) trap: The case of small island developing states</i>
Vedran Djordjevic	Canada	<i>The illusion of control: Social media's undemocratic promise</i>

One candidate submitted his work and graduated in 2014; eight further candidates are currently awaiting examination results and will graduate in November 2015, if their dissertations are approved.

After assessment and approval by the University of Malta, dissertation authors are invited to add their completed dissertations to Diplo's online dissertation library. [↗](#)

In November 2014, the University of Malta awarded the Postgraduate Diploma in Contemporary Diplomacy to two Diplo students who began studies in 2013 and the Master in Contemporary Diplomacy to seven Diplo students who began dissertation work in 2013 or early 2014.

## Partnerships for capacity development and training

In 2014, existing partnerships for capacity development and training were maintained, and new ones were established.

### Asia-Europe Public Diplomacy Training Initiative with the Asia-Europe Foundation and the National Centre for Research on Europe – University of Canterbury



The Asia-Europe Public Diplomacy Training Initiative was established in 2013 by DiploFoundation, 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 initiative used the findings of two ASEF dual perceptions studies, *EU through the Eyes of Asia*, and *Asia in the Eyes of Europe*, to develop toolkits and training modules focused on improving capacity among diplomats and civil society actors. These studies cover 18 countries in Asia and Europe during a pivotal period for both regions and include the results of public opinion surveys of over 16 000 respondents, the analysis of over 9000 news items, and the insights from face-to-face interviews with over 450 influential figures in Asia and Europe.

Training materials incorporate this rich set of data to provide unique insights for diplomats and professionals to develop a deeper understanding of the current perceptions and help them inform their work in promoting Asia-Europe relations.



The project brought together a panel of experts on public diplomacy and perceptions. The materials developed by this panel formed the basis for a 10-week online course and a 3-day face-to-face training module designed for early career diplomats and civil society actors interested in improving Asia-Europe relations.

The first session of the online course was delivered starting in May 2014 for a group of 24 participants. Results of the post-course questionnaire showed that participants appreciated the course, in particular the experience and expertise of the course lecturers, the clearly written course materials, and the level of interaction with lecturers and other participants. Based on participant feedback, the online course was updated and delivered a second time starting in October 2014 for a group of 31 participants.

The first face-to-face training session took place from 2 to 4 July 2014 in Geneva, Switzerland, involving a group of 21 participants.



*This course confirmed to me that effective diplomacy includes public engagement, digital presence, long-term networked relationships and intercultural learning. All of which are essential constituents of the public diplomacy toolkit as well. By bringing together the latest research, competent practitioners and qualified tutors, this inspiring and professional bi-regional dialogue proved to me again that public diplomacy is an inevitable component of effective contemporary diplomatic practice. This is something that is increasingly in demand when trying to address today's challenges in multilateral governance.*

**Mads Mateusz Jaszczolt Fritzboeger,**  
The Danish Foreign Policy Society & The Royal Institute of International Affairs

## Capacity Development Programme in Multilateral Diplomacy for Pacific Island States

with the Federal Department of Foreign Affairs of Switzerland



The **Capacity Development Programme in Multilateral Diplomacy for Pacific Island States** (CD Pacific), supported by the Federal Department of Foreign Affairs of Switzerland, aimed to strengthen the participation of Pacific Island states in International Geneva-related multilateral diplomacy. It also aimed to strengthen functional links between Pacific Island states and International Geneva.

The programme combined the convenience of tutored online learning and research for geographically dispersed participants with the immediate benefits of face-to-face coaching and policy immersion in Geneva. It was designed for diplomats and officials from Pacific Island states, and consisted of three phases (based on Diplo's well-tested capacity development methodology):

- A six-week interactive **online learning phase** focused on topics governed by Geneva-based institutions of special relevance for Pacific Island states. The topics covered were Environment and Climate Change Diplomacy, Humanitarian Diplomacy, Trade Diplomacy, Human Rights Diplomacy, Health Diplomacy, and Internet Governance Diplomacy.
- A four-week **policy research phase**, where participants investigated and analysed topics of particular relevance for their own countries, under the guidance of research tutors.
- A ten-day **policy immersion phase** in Geneva focused on building skills for multilateral diplomacy and gaining deeper insight into the workings of Geneva-based institutions.

The programme was officially launched by the Swiss Minister of Foreign Affairs Didier Burkhalter in Vanuatu on 26 October 2013 (press release).[\[1\]](#) The online course ran in January and February 2014, followed by the policy research phase in March. Some 23 participants from 10 Pacific Island states took part in the online course and policy research. The policy immersion phase took place in June 2014, bringing 11 of the top participants from the online phase to Geneva.

Following the programme, Diplo published a booklet of research paper abstracts[\[2\]](#) and further information about the programme and participants.

# Internet governance in the Middle East and North Africa region

with Hivos – IGMENA

Diplo cooperated with **Hivos's** (IGMENA) programme for a second year to offer a capacity development programme combining online learning, Hivos fellowships to the Arab Internet Governance Forum (Arab IGF), and community building. The programme offered a solid foundation for IG professionals from the MENA regions to enter the global IG processes with

confidence and competence. Some 40 participants from 16 countries (selected from over 250 applicants) took part in the course. The programme built on the 2013 cooperation, making a number of improvements, in particular in regard to the course completion rate and the availability of fellowships for successful participants.

*The things I liked best about the course were the online platform and the interactive hypertext which made the course more interactive with many inputs. I also liked the professional tutor with great experience, and giving chance for trainees to practice physically by attending the Arab IGF conference.*

*Hypertext is a great way to put comments and interact with others. The fact that the course actually revolves around interactions and discussions is the best thing about it.*

## Feedback from course participants

The main elements of the Hivos IGMENA Introduction to Internet Governance programme were:

- An 8-week-long online course, An Introduction to IG, delivered through two interactive online classrooms. The course covered the history of IG, how the Internet functions, human rights and Internet governance, cybersecurity, mass surveillance and Internet filtering, and practical policy-making.
- A Hivos fellowship to the Arab IGF, offered to the most successful course participants. This element was offered and managed by Hivos IGMENA.

Of the initial 40 participants, 32 completed the course fully and obtained the course certificate. Course participants in the two groups posted well over 1000 hypertext entries (comments, questions, or other annotations to course materials) and made 183 blog posts.

# Internet governance in Africa: An introduction

with the New Partnership for Africa's Development (NEPAD)

Working with the **New Partnership for Africa's Development** (NEPAD), Diplo offered a 10-week-long introductory online course: Internet governance in Africa: An introduction. Some 45 participants attended the course, divided into three groups, each facilitated by a knowledgeable tutor from an African country. The course featured a very high level of interaction among participants, who exchanged knowledge from their respective countries and professional experiences. Across the three groups, some 1500 hypertext entries were posted during the course.

The course incorporated one week of remote participation in the 2014 IGF. The mid-course blogging assignment was designed to build on this

experience, giving participants the opportunity to write on a specific issue of interest (in English or in French). Participants were asked to share their blog postings on Diplo's Internet governance community site. [Many](#) of the postings were of exceptional quality and were highlighted in the 15 October issue of DiploNews. [Many](#)

In order to harness the great potential of the group's energy after the end of the programme, participants were invited to join Diplo's IG community, an online professional and social network. More than 20 course participants have already joined.

*The course text was well written and relevant to IG emerging and critical issues. I liked the remote participation at IGF - Istanbul which greatly enhanced my learning experience and exposed me to the IGF processes and actors. I also enjoyed the weekly chat which was a lot of fun.*

*The tutors were always willing to go the extra mile to ensure everyone was in the loop. I loved the online meet-discuss sessions, not to forget the instant scores for the first few quizzes!*

*I enjoyed the wealth of information and spontaneity in trade. The 'chat' is also an area of rich discussion experience in some countries. It was a good opportunity to deepen knowledge.*

*The fact that topics were locally chosen made the discussions very engaging and fruitful.*

Feedback from course participants



Three course participants were awarded fellowships to attend the GIP's Geneva Internet Conference in November 2014. They were actively involved in moderating remote participation and other conference activities, and one of them spoke on a panel on 19 November as well.

## Online Diploma Course in Humanitarian Diplomacy with the International Federation of Red Cross and Red Crescent Societies

Based on a June 2011 agreement, in 2014 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. This course was developed and is delivered twice per year by Diplo. It consists of an 8-week online course and a 4-week research phase. [🔗](#) In 2014, the course was offered starting in February and September, to groups of

31 and 25 participants, respectively. For the first time, in September 2014, participants were offered the option to write their research papers in French as well as in English. Interest in the course remained high and the post-course feedback indicated a high level of satisfaction. In 2015, Diplo and the IFRC plan to renew the agreement in order to continue to offer the course.



*Both professionally and personally, I now have a broader understanding of the humanitarian world, the fundamental laws and principles, and the different actors who are part of it. This has expanded my thinking about possible partnerships and alliances in order to strengthen my work in the Federation, and the different aspects and steps I need to consider in order to make such partnerships happen.*

Read an interview with Margarita on Diplo's blog. [🔗](#)

**Margarita Griffith**, America Zone Office,  
International Federation of Red Cross and Red Crescent Societies, Panama

## Online course in Global Health Diplomacy

with the Global Health Programme, Graduate Institute of International and Development Studies, Geneva

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Based on an agreement signed in 2012, Diplo and the [Global Health Programme](#) at the Graduate Institute of International and Development Studies, Geneva, developed an online course in Global Health Diplomacy for World Health Organization heads of country offices worldwide. Course materials and teaching were provided by the Global Health Diplomacy team, while Diplo provided course design, the online learning methodology and environment, as well as operational and technical support during course delivery. After the successful delivery of three courses in 2013, the course was adapted and offered to a public audience for the first time in 2014.

## Education Diplomacy Day and Education Diplomacy online course

with the Association for Childhood Education International

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In 2014, Diplo established a new partnership with the Washington DC-based [Association for Childhood Education International \(ACEI\)](#). The partnership was launched with a joint event in Geneva on 7 October, the Education Diplomacy Day. The event brought together educators, diplomats, international and development organisation staff members, and others concerned with education diplomacy issues. Through panel presentations and discussions, it raised awareness of education diplomacy and provided the opportunity to further develop the concept and practice. The ACEI and Diplo have started work on developing an online course in Education Diplomacy, expected to run in late 2015 or early 2016.



Read more about the Education Diplomacy Day in this blog posting by Katharina Höne. [↗](#)



## Training courses in Diplomatic Protocol and Etiquette with the Azerbaijan Diplomatic Academy

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Diplo has been cooperating with the **Azerbaijan Diplomatic Academy (ADA)** in Baku, Azerbaijan, since 2008, offering both online and face-to-face training, in particular in the area of protocol and etiquette. In 2014, the ADA contracted Diplo to run two training workshops on protocol and etiquette in Baku, in late April and in November. The workshops were delivered by Diplo faculty member Mr Olaph Terribile.

## Training courses in Diplomatic Protocol and Etiquette, with the European External Action Service

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In 2014, Diplo delivered two training seminars on diplomatic protocol and etiquette in Brussels for the **European External Action Service (EEAS)**, in July and December. The seminars were delivered by Diplo faculty member Mr Olaph Terribile.

## Modern Diplomacy for Small States with the Commonwealth Secretariat (Malta-Commonwealth Third Country Training Programme)

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The sixth Modern Diplomacy for Small States workshop [\[link\]](#) was held from 19 to 28 March in Malta. The workshop forms part of the Malta-Commonwealth Third Country Training Programme and aims to assist diplomats from small and developing states to meet, interact, and discuss challenges that their ministries/countries face. The 2014 workshop was attended by 20 participants from 15 different countries in the Pacific, Caribbean, Europe, and Africa. Having such a broad spectrum of participants ensured that the

knowledge brought to the workshop was vast. Workshop topics included public speaking, language and influence, negotiations, etiquette and protocol, and consular affairs, among others. All sessions were interactive and included simulations. During each session, expert facilitators encouraged participants to discuss issues relevant to their professional environments. The British High Commissioner to Malta visited the workshop and welcomed the participants.

## Cybersecurity Winter School for Western Balkans and Moldova

with the Geneva Centre for the Democratic Control of Armed Forces

In autumn 2014, the **Geneva Centre for the Democratic Control of Armed Forces** (DCAF) and Diplo, with the support of the Swiss Ministry of Defence, organised a Cybersecurity Winter School for 28 participants from the Western Balkans and Moldova. Participants were junior officials from public institutions related to IT or security (including ministries of interior, defence, telecoms, and the information society, telecom regulatory authorities, etc.) as well as from universities, NGOs, and the corporate sector.

The project was a component of DCAF's Young Faces Network framework, and included an online-learning phase using Diplo's online learning platform; a five-day workshop at the picturesque

Petnica Youth Research Centre, 100 km from Belgrade, focusing on policy issues of cybersecurity; and a policy research component within which the participants delivered short research work focused on specific aspects of cybersecurity relevant for their countries and institutions. The programme aimed to introduce and analyse technical, legal, and political aspects of cybersecurity as well as to critically evaluate policy issues, such as protection of critical infrastructure, cybercrime, and cyber-conflicts. The activities also facilitated the creation of a community of practice in the Western Balkans by identifying, training, and providing networking opportunities for young and upcoming leaders from the region.



## A text-mining research project on the NETmundial process

with the Association for Progressive Communication and Fundação Getúlio Vargas, and the International Development Research Centre

Within the context of its project **Emerging Language of Internet Diplomacy**, Diplo has developed a functional data-mining system (the Diplo Text-Analytics Framework – DTAF) – that can perform custom analyses of single documents, ad hoc collections of documents, or well-specified web content and social media sources. Combined with a thoroughly refined terminological model for IG, developed based on in-house expertise in the field, the DTAF enables sophisticated analysis of specific IG-related corpora of documents, such as contributions or transcripts.

Within the project **Achieving Bottom-up and Multistakeholder Outcomes from Global Internet Governance Policy Discussions: Extracting Lessons from NETmundial**, implemented in cooperation with the Association

for Progressive Communications (APC) and Fundação Getúlio Vargas (FGV), with the support of the International Development Research Centre (IDRC), the DTAF was successfully used for text mining of content contributions by participating parties (states, organisations, and individuals) to the NETmundial multistakeholder process, including the São Paulo Multistakeholder Statement and other related documents. The report provided interesting results, graphics, and visual presentation of data related to the key topics on the agenda, relations between specific thematic angles and terminology, as well as between positions of key players. It represents a solid analytical background for further analysis of the NETmundial process and its strengths and weaknesses.



# Events and Policy Dialogue

Following Diplo's mandate to address pressing and emerging issues in modern diplomacy, Diplo has hosted numerous events and policy dialogue discussions. Their main focus is on the areas where Diplo can provide unique contributions such as the diplomacy of small states, and the interplay between diplomacy and the Internet.

## ■ Small States, Big Challenges A Multilateral Solutions - Malta Experience Geneva, 5 November 2014



The policy dialogue with Hon. Dr. George Vella, Minister of Foreign Affairs of Malta, addressed the challenges of small states in global governance, ranging from climate change to migration and sustainable development. Small states have a voice that needs to be heard, a view to put forward, and a contribution to make to the international community. But it can only find fertile ground if heard within a multilateral context. Minister Vella shared Malta's experience as a small, but very active country in global multilateral diplomacy. [↗](#)

## ■ MIKTA Diplomacy: New dynamism or more of the same? Geneva, 29 August 2014



Permanent  
Mission of  
Mexico  
to the UN  
in Geneva



Permanent  
Mission of  
Indonesia  
to the UN  
in Geneva



Permanent  
Mission of the  
Republic of Korea  
to the UN  
in Geneva



Permanent  
Mission of  
Turkey  
to the UN  
in Geneva



Permanent  
Mission of  
Australia  
to the UN  
in Geneva



Diplo Foundation

The MIKTA countries (Mexico, Indonesia, Republic of Korea, Turkey and Australia) and DiploFoundation convened a seminar to provide the opportunity for the academic and diplomatic communities to share views and perspectives on how MIKTA can influence the agenda of International Geneva in the treatment of diverse issues such as health, humanitarian affairs, trade, and UN reform. [\[link\]](#)



## ■ Asia in the Eyes of Europe, Europe in the eyes of Asia Geneva, 3 July 2014



This event was triggered by the Asia-Europe Foundation's (ASEF) dual perception studies EU through the Eyes of Asia [\[link\]](#) and Asia in the Eyes of Europe. [\[link\]](#) The studies offer feedback from 18 different countries in Asia and Europe, including the results of public opinion surveys of over 16,000 respondents, the analysis of over 9,000 news items,

and the insights from face-to-face interviews with over 450 influential figures in Asia and Europe. The panelists, led by Micheline Calmy-Rey, Former President and Minister of Foreign Affairs of Switzerland, discussed the study, and offered unique insights on the ways and means to develop better understanding between Asia and Europe.

# Geneva Internet Platform

The **Geneva Internet Platform** (GIP), an initiative of the Swiss authorities operated by DiploFoundation, launched in 2014, aims to:

- **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 and information and communication technology (ICT) institutions and initiatives.
- **facilitate a multidisciplinary digital policy approach** beyond existing policy silos (e.g. technology, security, human rights).
- **facilitate research** for an evidence-based digital policy.
- **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).

In its first year of operation, the GIP garnered high respect as a platform where diplomatic, academic, business, and other communities in Geneva and beyond could address the critical issues of digital policy in an inclusive, impartial, and informed way.

The GIP is an initiative of the Swiss authorities.

Members of the Steering Committee are  
FDFA, OFCOM, DCAF, ETH-Board  
and the University of Geneva.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



DCAF  
a centre for security,  
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## Debates

Even before the official launch (8 April 2014), the GIP started with a series of activities. A book launch on 24 February 2014 featured two books by Swiss scholar Professor Rolf Weber and Swiss policy commentator Richard Hill. On 27 February, the GIP organised a digital policy discussion for a group of 90 postgraduate students and professors from the College of Europe. On 14 May, the book *Peacetime Regime for State Activities in Cyberspace* was presented by its editor, German diplomat Katharina Ziolkowski, at an event co-organised with the

NATO Co-operative Cyber Defence Centre of Excellence. The challenge of the **Role of Governments in Internet Governance** was addressed on 12 June at a roundtable co-hosted with the Internet Society. That same week, diplomats and scholars gathered to discuss **The Internet as a Critical Resource for Pacific Island States** (18 June). On 6 November, the GIP and the University of Geneva co-hosted a discussion on **Jurisdiction in the Internet Era** and the day after (7 November) **Privacy and Surveillance: An Update**.



## Geneva Internet Conference

The **Geneva Internet Conference**,[\[1\]](#) 17-19 November, addressed critical issues, gaps, and future developments in IG and digital politics in an interactive format, blending high-level panels and facilitated workshops. The conference provided a neutral and inclusive space for debates, paving the way to 2015, and building on the main events and developments in 2014, including the announcement of the transition of the IANA oversight of Internet functions, NETmundial, and the IGF.

More than 200 people attended in person with over 200 more participating online. The conference benefited from the high-level participation of Fadi Chehadé, President and CEO of ICANN (keynote speech 17 November), two fathers of the Internet (Louis Pouzin and Robert E. Kahn), deputy-heads of IG-relevant organisations in Geneva (ITU, WIPO, WTO, OHCHR), as well as business and civil society representatives.





Online (or remote) participation was a significant part of the preparation and interaction as 15 hubs from 13 countries actively participated in the conference, with 231 remote connections (some, such as hubs, had multiple attendees) to the conference itself, 200 watching the live stream, 32 questions from remote participants addressed by panellists, 1 remote presentation by an online panellist, and 1727 tweets about the conference from 17 to 25 November. In addition, one session included a remote/online breakout discussion group. These activities resulted in global outreach to all continents, connecting Geneva with the world through active antennae, and bringing the world to Geneva in real-time connections. *In situ*

screens showing online activity (text chat, tweets and image) brought the online 'remote' aspects of the meetings into the onsite meetings, effectively extending the reach of meetings from Geneva to the world.

The outcome document of the meeting, *Strengthening Internet Governance – the Message from the Geneva Internet Conference*, was widely distributed and well received in policy, diplomatic, and academic circles. Extensive media coverage of the event (over 15 items in relevant media outlets in English and French, including RTS and *Le Temps*) and the daily press releases helped disseminate the message beyond the regularly targeted circles.



Remote hub in Barbados



Remote hub in Trinidad and Tobago



Remote hub in Nigeria



The format of the conference was dynamic and interactive, featuring live broadcasting, extensive coverage of discussions by multiple rapporteurs, a wiki collaborative space, and Twitter reporting from all sessions. According to Topsy.com, the #IGeneva hashtag had 1727 tweets between 17 and 25 November (with more than 100 photos). The Geneva Digital Landscape IG 360°, launched on 17 November, added a unique visual element to the IG-related work being done in Geneva.

As a build-up to the conference, the GIP organised a number of preparatory activities addressing three of the themes that were discussed over the two days. This build-up process included three webinars, followed by substantive online discussions:

- 16 September: [Webinar] How to overcome IG policy silos on global and national levels
- 6 October: [Webinar] Whom do I contact if I want to raise my IG concern?
- 8 October: [Webinar] Evidence and measurement in IG: What sort of data and numbers are we talking about?



## Engaging facilitation

Conference facilitation started a few months in advance with the organisation of the sessions and the training of moderators. Every detail mattered, including room arrangements, protocol and VIP arrangements, timing, and use (or not) of PPT. The Geneva Internet Conference included a wide range of facilitation from traditional panel discussions to highly interactive brainstorming and breakout sessions. Objective analysis and wrap-up from a public speaking expert, for example, brought different viewpoints into sharper focus at the end of each conference day both highlighting important points from the sessions, and indicating directions for follow-up. Trained remote moderators facilitated the active inclusion of online participants. Roving moderators and panellists stimulated discussions in breakout groups.



## Social media reporting

Twitter and Storify reports were important for the dynamic flow of the Geneva Internet Conference. Real-time Twitter reports fed into meetings as questions and comments from diverse, and often unheard voices reached meetings, and information from the meetings complemented webcast and remote observation, creating interaction and live virtual 'corridor' discussions. Twitter activity at the conference brought the hubs' online communities into the conference through questions, comments, and images.

## Visualisation and infographics



Word clouds, text mining diagrams, and other visual tools opened verbal concepts to visual juxtapositions that invited new interpretations and applications. Posters, maps, and other infographics offered information synthesised at a glance. The Geneva Internet Conference introduced image-based debate. As one example, online collaborators commented on the IG Building under Construction illustration by designing different existing and new elements. Their comments became part of the debate on the mapping of the IG field.

## ■ Briefings and reporting

**The GIP's objectives to strengthen the participation of small and developing countries in Geneva-based digital policy processes, and to facilitate research for an evidence-based digital policy, were achieved by a wide range of reporting, briefing, and consultation activities.**

**Monthly briefings** offered a regular 'zoomed-out' update of the major global IG and digital politics developments of the previous month and looked forward to what was planned for the immediate future. They featured a 30-minute presentation of the monthly updates and allowed for a half-hour discussion with the online and *in situ* audience around lunchtime (thus making it possible for participants from different time zones to join). In this blended approach, the Geneva community interacted closely with active IG participants from across the world connected online. Reports and video recordings from the monthly briefings constitute a valuable record of IG developments. Bilateral and regional briefings for permanent missions were organised on request.

**Just-in-time briefings** were organised on the occasion of major developments and events in IG. Growing interest in Bitcoin and other cryptocurrencies triggered a briefing on 13 June

which was organised in cooperation with the Swiss Bitcoin Association. On 30 September, the GIP hosted the briefing on data protection and the right to be forgotten aimed at providing diplomats and the wider community with in-depth coverage of the outcome of the European Court of Justice Ruling on the Right to be Forgotten and the impact of Internet developments. The ITU's Plenipotentiary Conference in November 2014 was one of the main ICT/Internet policy events in 2014. The GIP hosted a briefing on the outcomes of the event for the online community worldwide.

**Event reporting** provided coverage of the following events: the Global Multistakeholder Meeting on the Future of Internet Governance (NETmundial), WSIS+10 High-Level Event, ICANN 50th meeting in London, the IGF in Istanbul, and the Human Rights Council in September (session on online privacy).

## ■ Training and capacity development



*I thoroughly enjoyed the Introduction to Internet Governance course. The information that I received was eye-opening. The coursework helped me to understand the importance of the Internet and the challenges it presents. I especially enjoyed our chat sessions, where I was able to benefit from your experience and the experiences of the other participants. I can certainly say that I have gained a greater understanding of the world around us.*

**Bernadette Butler,**  
Permanent Mission of the Bahamas in Geneva

**The GIP's objective to strengthen the participation of small and developing countries in Geneva-based digital policy processes was achieved through just-in-time courses, skills training, and online courses.**

A just-in-time IG course (March–May) linked training to just-in-time coverage of policy processes. For 10 weeks, 16 participants from Geneva-based permanent missions and international organisations reviewed basic digital policy concepts, discussed them in an online learning environment at their convenience, and then applied this knowledge to their daily work by following NETmundial preparations (held in São Paulo, Brazil, 23–24 April) and activities of the Commission on Science and Technology for Development (CSTD) Working Group on Enhanced Cooperation (WGEC), among others. The course benefited diplomats who follow IG and other Internet-related policy fields (e.g. telecommunications, human rights, cybersecurity, trade). While improving their knowledge of IG, participants gained practical skills and knowledge required to effectively participate in actual IG processes.

The training workshop on **Diplomatic Reporting in the Internet Era** (15–16 May) provided Geneva-based diplomats with an update on core diplomatic skills needed in the Internet era. The training revisited the importance of reporting for every diplomatic service in the context of digital diplomats. It addressed questions such as: Does the Internet make diplomatic reporting easier? What is a smart interplay between available facts online and value-added commentary provided by diplomats?

An online course in IG (30 June–3 August) was offered for diplomats preparing for a posting to Geneva or those who wanted to use the summer period to familiarise themselves with digital policy issues. During the course, a total of 336 contributions were made on the e-learning platform. The learning programme followed policy discussions and negotiations with a focus on Geneva-based processes. Course participants remained engaged in GIP activities throughout the year and participated regularly in our public events.

## Internship scheme

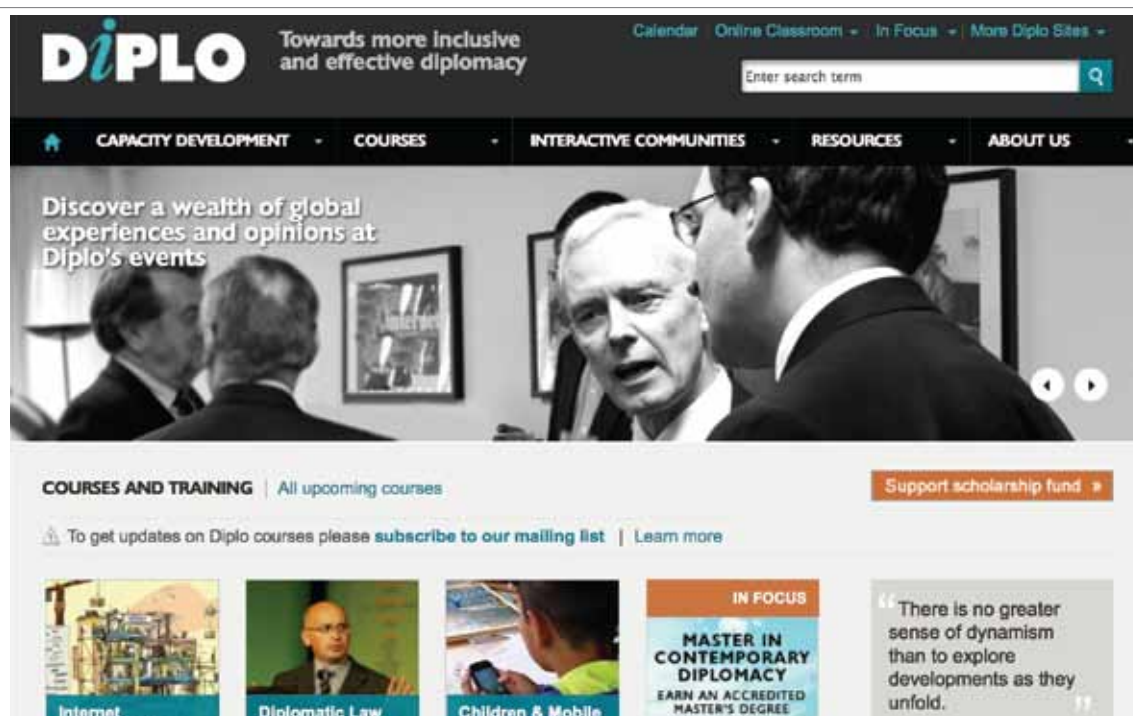
An internship scheme offered training to postgraduate students and young scholars including Joseph Henley (USA, Webster University), David Wing (USA, Webster University), Ann Nguyen (USA, Webster University), Anna Semenova (Russia, University of Geneva), Elizaveta Sazhina (Russia, University of Geneva), Simona Cioroiu (Romania, independent), and Barbara Rosen Jacobson (Netherlands, Graduate Institute).

# Communications

## — Diplo's website

Diplo's website (<http://www.diplomacy.edu>) represents our most important online presence. Site visits increased in 2014, when we registered close to 450 000 page views, of which over 370 000 were unique. The blogroll, the courses catalogue, and the Master/Postgraduate Diploma in Contemporary Diplomacy page were among the most viewed pages on the website. The blogroll hosts several channels of interest, including a diplomacy channel, an IG channel, and an e-diplomacy channel. It features posts by Diplo's faculty, course participants, and guest bloggers.

The website attracts visitors from all over the world with the USA, the UK, India, Switzerland, Austria, Canada, the Philippines, Kenya, Indonesia, and the Netherlands making the Top 10 list of visits by country. In terms of sources, Google continued to bring the largest number of visitors, with a substantial number of direct visits. Social media (Twitter and Facebook) also directed visitors to the site.



## ■ Diplo on social media networks

Diplo's influence on social media continued to grow, both through our own social media networks, and those of the GIP. On Twitter, Diplo's official channel @DiplomacyEdu hit the 5000 mark in number of followers (up from 3000 followers the previous year), while @ediplomat, the channel dedicated to updates on e-diplomacy, hit the 8000 mark (up from 5000 followers the previous year). The channel dedicated to updates on IG and digital policy – @igcbp – doubled its number of followers to 5000, while @climate\_diplo, tweeting updates on climate change and climate diplomacy, passed the 1000 mark.

On Facebook, Diplo's official page led with over 3000 'likes', while the e-diplomacy page passed

the 1000-'likes' mark. The IG page had close to 2000 'likes', while Diplo's IG Team's profile – through which the team interacts with students, alumni, community members, and other professionals – had over 1000 Facebook 'friends'.

LinkedIn has also become an important channel for Diplo, with over 1000 users following our page. In 2014 the YouTube channel doubled its subscribers (over 200).

The GIP began operations in March 2014, and established its own dedicated social media accounts: over 500 followers followed the GIP on Twitter (@GenevaGIP), while the GIP Facebook page had close to 300 'likes'.

## ■ Social media updates in Diplo's classrooms

The screenshot displays a web-based classroom interface. On the left, a 'COURSE OUTLINE' sidebar lists various topics, with '1. Introduction to Internet Governance' selected. The main content area shows a slide titled 'INTRODUCTION TO INTERNET GOVERNANCE 1402 - 1.1 INTRODUCTION TO IG'. The slide text discusses the growing awareness of the Internet's impact on society and the need for a framework of Internet Governance (IG). It defines IG as the development and application of shared principles, norms, rules, decision-making procedures, and programmes that shape the evolution and use of the Internet. The slide also mentions the World Summit on the Information Society (WSIS) and the need for a common understanding of IG. On the right, a 'CALENDAR' sidebar is visible, featuring a section titled '#IGCBP14 ON TWITTER' and another titled '#NETGOV ON TWITTER'. The '#NETGOV ON TWITTER' section includes a list of tweets from various users, such as @Maarten\_Binan, @subichaturvedi, and @igdickeon, discussing the IGCBP14 event and the role of the Internet Governance Forum (IGF) in shaping the future of the Internet.

In 2014, Diplo continued to build on social media engagement among course participants. For the third successive year, Twitter feeds were added to even more classrooms, with the aim of establishing a link between discussions in the classroom and topic-related updates on Twitter through the use of special hashtags.

A few examples; classrooms for diplomacy courses featured Twitter feeds using the hashtag #14dip. IG-related courses featured feeds from #netgov. Specific courses featured course-related fields such as #IGCBP14 or #ICIR14.



## ■ Diplo's community platforms

Diplo's two online communities – the Internet Governance community [\[link\]](#) and the Climate Change community [\[link\]](#) – continued to grow; in 2014, they hosted more than 2100 members.

Members of the IG community include professionals and experts working in IG and digital policy, as well as participants and alumni of Diplo's IG courses. The community hosts over 90 groups created to discuss specific themes, such as cybersecurity, child online protection, and net neutrality. The community space has continued to serve as a platform for discussions on IG topics and

digital policy, and as a networking platform. In 2014, the platform once again hosted nominations and endorsements of candidates for the IGF Multistakeholder Advisory Group (MAG) process, with the aim of strengthening multistakeholder participation particularly from underrepresented groups and regions.

The Climate Change community platform similarly hosts former participants of Diplo's Climate Diplomacy courses, and other professionals working in this sector. The platform hosts discussions on various related themes.

## Webinars

Our followers receive hundreds of pieces of information on digital politics. We receive them, too. We decode, contextualise, and analyse them. Then we summarise them for all concerned. It is against this backdrop of hundreds of pieces of information that Diplo's webinars were developed. Diplo has long been organising monthly thematic webinars on IG. In 2014, through the GLP, Diplo also started holding monthly briefings for Geneva-based diplomats and professionals (*in situ* and online).

Some of the thematic webinars on IG organised in 2014 covered topics like the fight for net neutrality,[\[1\]](#) small island developing states and the IG process,[\[2\]](#) and data protection and the right to be forgotten.[\[3\]](#) A total of 11 thematic webinars were organised in 2014. After each webinar, Diplo provided a video recording and digest so that those who could not attend could listen to the discussion and read about the main issues discussed. The digests and recordings for 2014 are available on the IG webinars archive.[\[4\]](#)

## Video and YouTube

In 2014, Diplo's communications and outreach continued via multimedia development, with animations, videos, interviews, and live webinars at the core of our activities. In 2014 we had 87 new videos on our YouTube channel; many are recordings of our live events, webinars, and online participation. There are also interviews with our students, messages from our lecturers, fundraising support videos, and coverage of the most important Diplo events in 2014.

Our YouTube channel added 65 new subscribers in 2014 and the overall stats are showing an increase in every field: 12 000 views, a 15% increase on previous years. The total time users spent on our YouTube channel (28 000 minutes) is also up by

34% in comparison to the year before and the average time spent on videos increased by 17%. Internet Governance Lite – Deep Packet Inspection[\[5\]](#) was the most viewed video in 2014, followed by the Geneva Internet Conference interview with president and chief officer of ICANN Fadi Chehadé, with third place going to the Evolution of the Internet Governance video animation.

Statistics show that 22% of all traffic was generated from YouTube searches, 22% from direct links, 18% from external embedded players, and 13% from YouTube-suggested video features. The top playback locations were YouTube watch pages (80%) and embedded players on other websites (19%).

## Publications



The sixth edition of **An Introduction to Internet Governance** by Dr Jovan Kurbalija was launched at the IGF in Istanbul in September 2014. Previous editions of the book have been translated into ten languages: Arabic,[\[1\]](#) Armenian,[\[2\]](#) Chinese,[\[3\]](#) French,[\[4\]](#) Indonesian (Bahasa Indonesia),[\[5\]](#) Portuguese,[\[6\]](#) Russian,[\[7\]](#) Serbian/BCS,[\[8\]](#) Spanish,[\[9\]](#) and Turkish. Updates in the 6th edition mainly related to data protection, surveillance and privacy, new economic business models built around data, and protection and management of digital assets. IG is therefore moving gradually from the 'expected' or traditional places, to new forums where Internet-related issues will be discussed. A seventh edition, mostly focusing on the acceleration of IG after the Snowden revelations, is in the pipeline.



# Financial Report

## Statement of financial position - summary

As at 31 December 2014

	2014		2013	
	€	€	€	€
<b>ASSETS</b>				
<b>Fixed assets</b>				
Tangible assets		3,594		2,767
<b>Current assets</b>				
Debtors	182,399		71,313	
Cash and bank balances	392,572		555,333	
		574,971		626,646
<b>TOTAL ASSETS</b>		<b>578,565</b>		<b>629,413</b>
<b>FUNDS AND LIABILITIES</b>				
<b>Funds</b>				
Founders' fund	23,294		23,294	
Capital assets fund	3,594		2,767	
General fund	331,973		406,233	
		358,861		432,294
<b>Current liabilities</b>				
Funds received in advance	133,892		127,560	
Other creditors	85,812		69,559	
		219,704		197,119
<b>TOTAL FUNDS AND LIABILITIES</b>		<b>578,565</b>		<b>629,413</b>

## Income statement - summary

For the year ended 31 December 2014

	2014 €	2013 €
<b>Income</b>		
Main sponsors	341,845	423,347
Courses and other income	<u>1,052,778</u>	<u>547,211</u>
Capital assets fund	<u>(3,627)</u>	<u>(3,528)</u>
<b>Total operating income</b>	<b><u>1,390,997</u></b>	<b><u>967,030</u></b>
	€	€
<b>Expenses</b>		
Courses, conferences and projects	1,360,712	1,111,510
Administration and support expenses	<u>107,345</u>	<u>126,811</u>
<b>Total operating expenditure</b>	<b><u>1,468,057</u></b>	<b><u>1,238,321</u></b>
<b>Net deficit for the year</b>	<b><u>(77,061)</u></b>	<b><u>(271,291)</u></b>

# People

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

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**Dejan Dinčić** – Technical Director

**Hannah Slavik** – Educational Programmes Director

**Mary Murphy** – Operations Director

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**Eduardo Gelbstein**, former Director of the UN Information Centre

**Aldo Matteucci**, former Deputy Secretary General of EFTA

**Laurence Pope**, former US ambassador

**Kishan Rana**, Professor Emeritus and former Indian ambassador

**Alex Sceberras Trigona**, Special Envoy of the Prime Minister and Maltese Ambassador to the WTO in Geneva.

## Staff

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**Martin Aquilina**, Finance Manager

**Miodrag Badnjar**, Media Developer Online Courses

**Patrick Borg**, Master/PGD in Contemporary Diplomacy Co-ordinator

**Stephanie Borg Psaila**, Internet Governance Programmes

**Sylvie Buhagiar**, Accounts Clerk Creditors and HR Assistant

**Matthew Bugeja**, Accounts Clerk Debtors

**Katharina Höne**, Consultant for Online Learning and Publications

**Tereza Horejsova**, Project Development Coordinator/Geneva Office Manager

**Jelena Jakovljevic**, Website Manager

**Arvin Kamberi**, Multimedia Co-ordinator

**Nikola Krstic**, Senior Software Developer and Belgrade Office Manager

**Branislav Kurbalija**, Software Developer

**Dragana Markovski**, Online Programmes Assistant

**Mina Mudric**, Publications Manager

**Tanja Nikolic**, Course Admissions Coordinator

**Virginia (Ginger) Paque**, Internet Governance Programmes Co-ordinator

**Vladimir Radunovic**, E-diplomacy and Cybersecurity Programmes Co-ordinator

**Andrej Skrinjaric**, Online Programmes Co-ordinator

**Vladimir Veljasevic**, Illustrator

**Milica Virijevic Konstantinovic**, Office Administrator Belgrade, and Travel and Workshop Co-ordinator

**Carmelo P. Romano**, from Clever Solutions Ltd providing IT support



## Faculty

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**Amr Aljowaily** (Egypt)  
**Daniel Beaudoin** (Israel)  
**Geoff Berridge** (UK)  
**Stephanie Borg Psaila** (Malta)  
**Victor Camilleri** (Malta)  
**Natalia Chaban** (New Zealand)  
**Bipul Chatterjee** (India)  
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