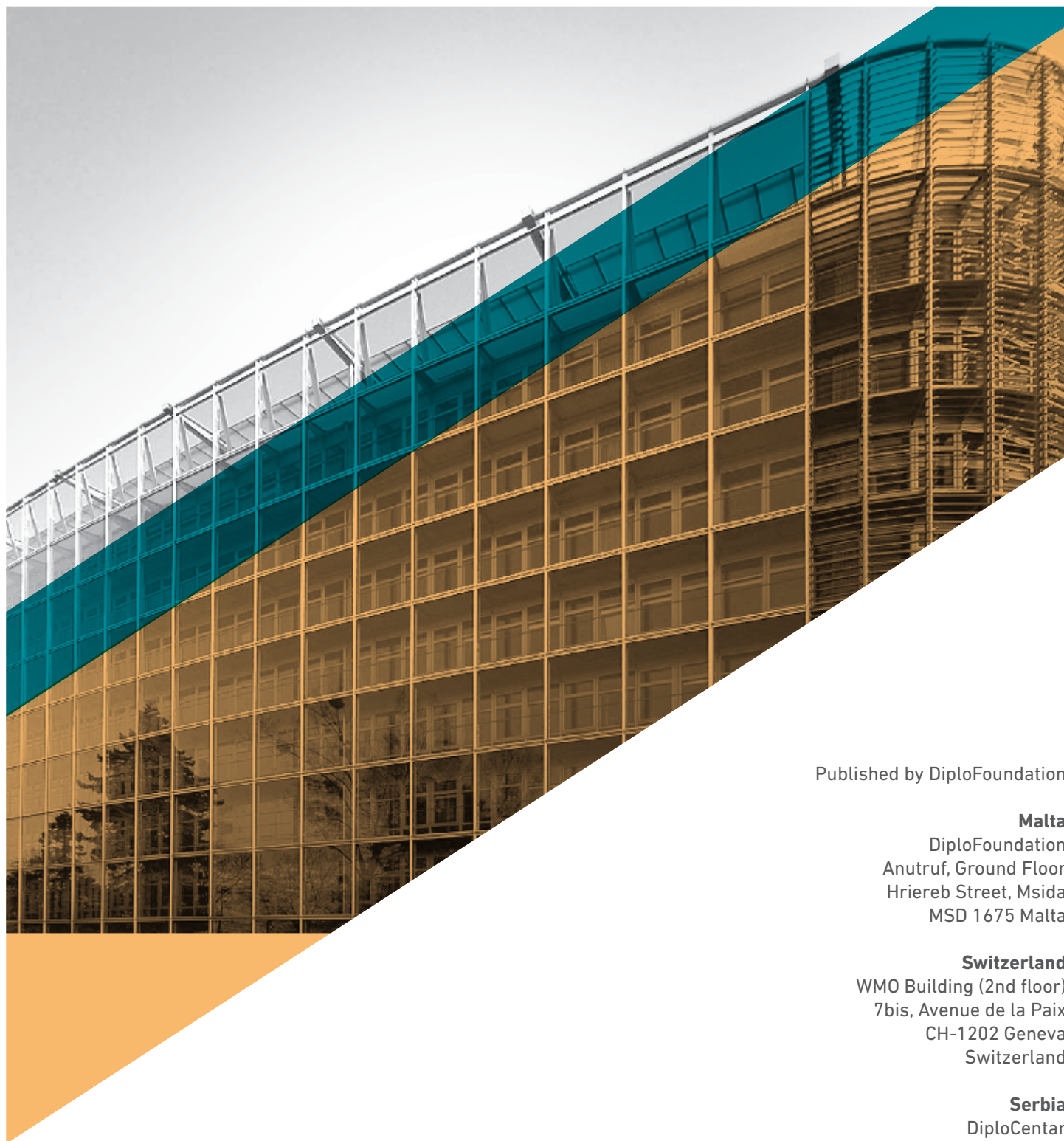




# ANNUAL REPORT 2015



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2015 was an important year for DiploFoundation as we stabilised core activities and strengthened key partnerships, including cooperation with our funding partners Malta and Switzerland. Our International-Geneva-related activities were especially dynamic. We continued to build Diplo's role as a leading capacity development provider in the field of international policy and diplomacy.

2015 was also remarkable because of strategic discussions and fundraising. The focus and energy we dedicated to building the sustainability of the organisation has resulted in a number of newly strengthened partnerships that continue beyond the end of the year.

A total of 504 participants attended our online capacity development and training courses, increasing our alumni community to 5022 members, coming from 208 countries and territories worldwide. We ran 25 online courses during the year, one of which was newly developed. We ran face-to-face training activities in Belgrade, Berne, Brussels, Geneva, Jakarta, Kuala Lumpur, Malta, New York, Pretoria, Singapore, and other places.

In Geneva, the Geneva Internet Platform (GIP), an initiative supported by the Swiss authorities and operated by Diplo, built its reputation both in Geneva and beyond. One of the highlights of

the year was the launch of *GIP Digital Watch* online observatory, a one-stop shop for diplomats and other stakeholders on digital policy issues. The observatory is complemented by monthly briefings on Internet governance and the monthly *Geneva Digital Watch* newsletter. A second highlight was the development of a 'just-in-time' reporting format from major Internet governance events, which we implemented at the Internet Governance Forum in Brazil and the High-Level Meeting of the WSIS+10 Review Process in New York, among other events.

We are proud of a strategic partnership initiated with the Internet Society to provide the *GIP Digital Watch* observatory. We are also proud of our continuing GIP partnership with leading institutions in Switzerland: DCAF (Geneva Centre for the Democratic Control of Armed Forces), ETH Board (Swiss Federal Institute of Technology, Zurich), and the University of Geneva.

Diplo also moved in an innovative direction through the CreativeLab. In 2015 we added a strong focus on data-mining to the Lab's fresh designs, visualisations, and illustrations, and on active multimedia solutions for events. The data-mining produced many exciting analyses that complemented our core activities.



Dr Jovan Kurbalija  
Director, DiploFoundation

Geneva, 1 March 2016

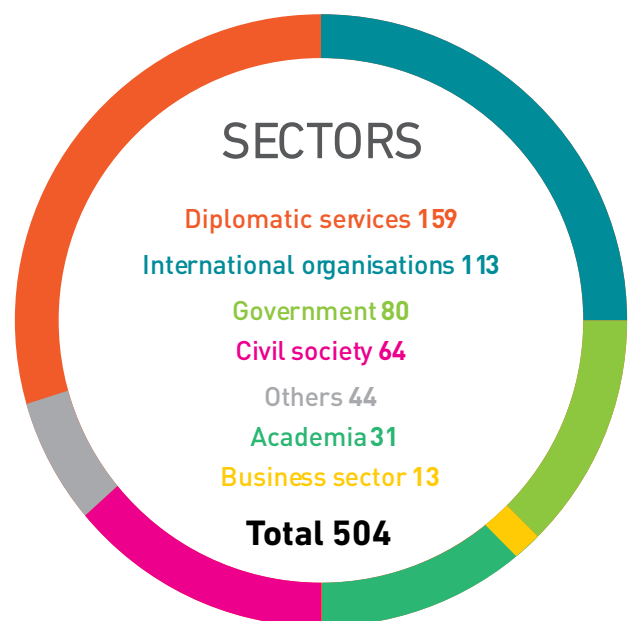
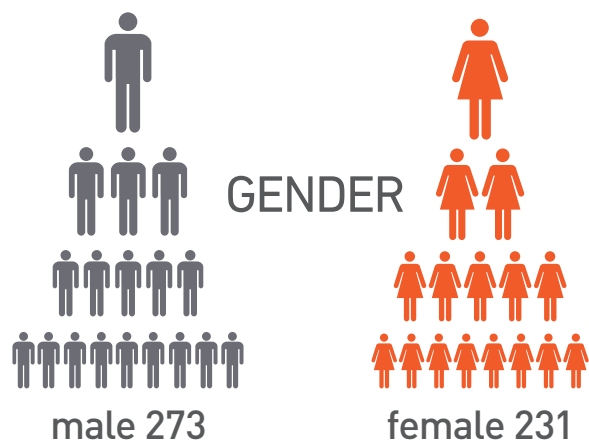
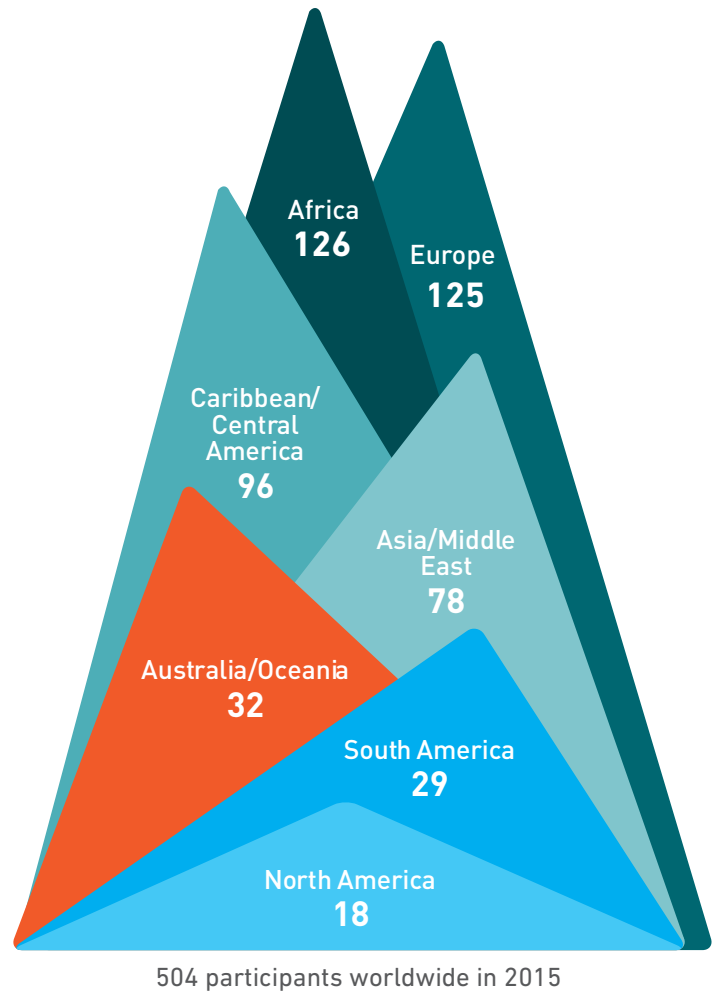
## Number of participants in online courses



## Number of countries represented in online courses



## Number of online courses





# Training and Capacity Development

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The focus of training and capacity development in 2015 was on partnerships: both strengthening and expanding existing ones, and building new ones. Online courses and capacity development programmes were delivered with a number of existing partners, including the Learning Network for Capacity Development (LenCD), the Asia-Europe Foundation (ASEF), the International Federation of Red Cross and Red Crescent Societies (IFRC), Hivos, and the Graduate Institute in Geneva. Diplo also started to work with new partners. For example, working with the GSMA's Capacity Building in Mobile Sector initiative, Diplo developed and delivered an online course on Children and Mobile Technology aimed primarily at staff and management of national telecommunications regulatory au-

thorities. We worked with two new partners – the Association for Childhood Education International (ACEI) and the African Capacity Building Foundation (ACBF) – to develop new online courses on Education Diplomacy and Capacity Development in Africa, respectively. Both courses are scheduled to be delivered for the first time in early 2016.

*In addition to the training initiatives indicated here, other training programmes were developed by DiploFoundation as part of the GIP (section 5)*

## 3.1 Diplomacy and Internet Governance Training

In 2015, Diplo continued to offer an extensive menu of online courses on diplomacy and Internet governance. We ran 14 online courses, 12 of them with a diplomacy focus (Language and Diplomacy, Public Diplomacy, Diplomatic Theory and Practice, Bilateral Diplomacy, E-diplomacy, Diplomacy of Small States, Diplomatic Law: Privileges and Immunities, Multilateral Diplomacy, 21st Century Diplomacy, Economic Diplomacy, Development Diplomacy, and Consular and Diaspora Diplomacy); and 2 with an Internet governance focus (Introduction to Internet Governance, 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:

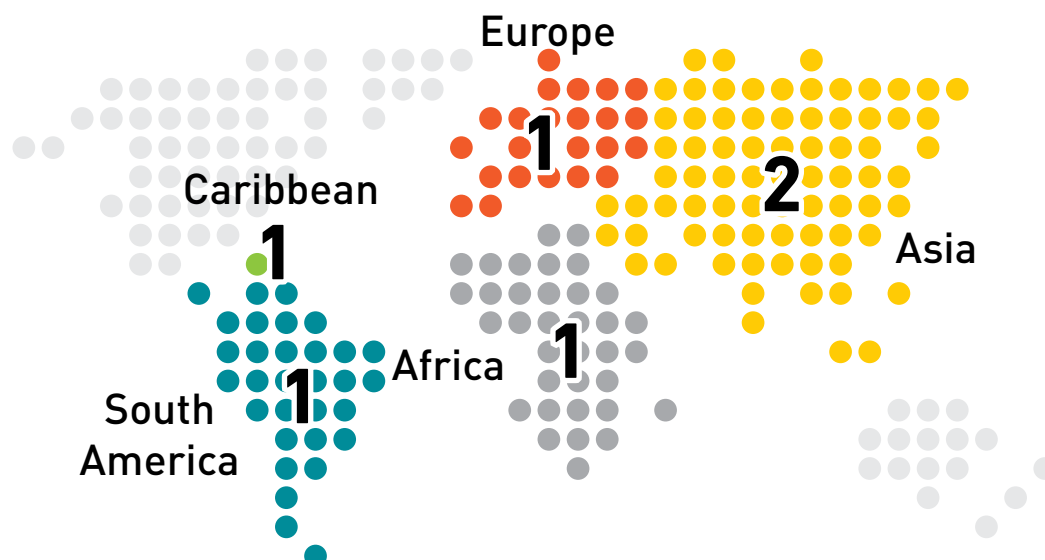
- As certificate courses [\[link\]](#) (participants enrol with Diplo and receive a certificate from Diplo on successful completion).
- As University of Malta accredited courses [\[link\]](#) (participants enrol at the University of Malta and receive ECTS credits).
- As part of the Master/Postgraduate Diploma in Contemporary Diplomacy [\[link\]](#) 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 2015 included the Instituto Matías Romero (IMR) of the Mexican Ministry of Foreign Affairs and the MFAs of Guyana, Trinidad and Tobago, and Barbados.

## Master/Postgraduate Diploma in Contemporary Diplomacy

In 2015, six participants were accepted to the Master/Postgraduate Diploma in Contemporary Diplomacy, offered in cooperation with the University of Malta. Through financial support offered by the government of Malta, Diplo offered partial

scholarship assistance (ranging from a 30% to a 40% reduction in fees) to three participants from countries in Africa, Asia, and South America. The graph below shows the geographical distribution of participants.



## Training and Capacity Development

3

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 learned about study skills specific to online learning.

During the online phase, participants selected five courses from Diplo's catalogue. Participation in online courses takes place via Diplo's online classroom, accessed over the Internet. Participants read and discuss lecture texts using hyper-text entries, consult additional resources, join weekly online meetings, and complete assignments.

After completing the five online courses, participants are 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 2015, 12 participants who had started the Master/PGD programme in 2014 or earlier began to write their dissertations.

Table 1: 2015 Master's degree candidates and research topics

Name	PGD year	Country	Dissertation title
Alex Henderson	2014	Seychelles	<i>The role of small states in the maintenance of international peace and security</i>
Ana Maria Vella	2014	Malta	<i>Syria and the spill-over tensions between the US and Russia: exploring Syria's conflict and alternative diplomatic solutions</i>
Fauzia Nkunyngi	2014	Uganda	<i>The geopolitics of access to oil resources: The case of Uganda</i>
Felix Samakande	2014	Zimbabwe	<i>Prospects for unlocking sustainable human development potential using the Internet as a sovereign space under global common good: a case among stakeholders</i>
Grace Njeri Mutung'u	2014	Kenya	<i>Stakeholderism in African IG: The case of the .africa gTLD</i>
Keith Powell	2014	USA	<i>An examination of the effects of digital diplomacy initiatives on the perception and reputation of international organisations</i>
Matthew Sultana	2014	Malta	<i>The impact of non-state actors in public diplomacy</i>
Isabelle M. M. Lemba	2014	Zambia	<i>The effects of overlapping membership to regional bodies in conflict prevention and management: The SADC vs ICGLR with the DRC conflict as an example</i>
Zakhele Samson Mnisi	2014	South Africa	<i>Italy from recession to recovery: a critical reflection of Italy during the Eurozone financial crisis</i>
Alexander Bandipo	2014	Nigeria	<i>The role of the new media in the electioneering process of developing nations: a case study of the Nigeria 2015 elections</i>
Francella Strickland	2008	Samoa	<i>Partnerships and the sustainable development of Small Island Developing States (SIDS): The road to the Post 2015 Agenda for Pacific SIDS</i>
Eliphas John Chinyonga	2011	Zambia	<i>The structural challenges for SADC: diplomatic cooperation for regional integration</i>

Four of the candidates who started writing their dissertations in 2015 submitted their work and graduated in 2015; the remaining seven are currently finalising their dissertation or waiting for examination results and will graduate in November 2016.

In November 2015, the University of Malta awarded the Post-graduate Diploma in Contemporary Diplomacy to three Diplo students who began studies in 2014 and the Master in Contemporary Diplomacy to thirteen Diplo students who began dissertation work in 2014 or early 2015.

## 3.2 Partnerships for Capacity Development and Online Training

### Asia-Europe Public Diplomacy Training Initiative with the Asia-Europe Foundation (ASEF) 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 involves a 10-week online training course and 3-day face-to-face training workshops. Training materials were developed by a panel of experts of public diplomacy and perceptions, drawn from the three partner institutions. Each event (course or workshop) gathers early-career diplomats and civil society actors from Asian and European countries to

learn together, facilitated by experts on public diplomacy and perceptions.

From 7 May to 15 July 2015 Diplo delivered the third session of the online course to 27 participants from 9 European and 12 Asian countries. Each week participants worked through course materials consisting of a text covering the weekly topic, and in some cases, optional supplementary readings. The module texts served as a basis for weekly discussion and were complemented by participants' comments, questions, experiences, and examples from their practice that added depth and relevance to the learning process. The texts included links to relevant resources and reflection questions to help participants understand and apply their knowledge. The reflection questions also provided the basis for short weekly writing assignments.



*This course gave me tremendous insights into public diplomacy and how to conduct a PD campaign in a receiving country. It is as comprehensive and extensive an online course as I have ever joined; it lets me explore opportunities to engage with high professional diplomats, professors, researchers, and other vigilant colleagues from both Asia and Europe. It is very a pro-active way of building intercontinental diplomatic network.*

Samnang Un, ASEM desk official, Europe Department, Ministry of Foreign Affairs and International Cooperation Cambodia

In 2015 DiploFoundation delivered two face-to-face training workshops as part of this initiative. The first face-to-face training of 2015 was delivered in Kuala Lumpur, from 10 to 12 March 2015, to a group of 33 participants from 21 countries (9 European and 12 Asian), and was hosted by the Malaysian Institute of Diplomacy and Foreign Relations (IFDR). The official welcome was delivered by H.E. Dato' Hussin Nayan, Director General of Institute of Diplomacy and Foreign Relations; Mr Rolf Ott from the Swiss Embassy in Malaysia; Mr Thierry Schwarz, Director of Political and Economic Department at Asia-Europe Foundation (ASEF); and Dr Jovan Kurbalija, Director of DiploFoundation. All participants successfully completed the training and were granted certificates.

The second face-to-face training workshop of 2015 was held in Bangkok, Thailand from 24 to 27 August 2015. The programme attracted huge interest and a record number of applications. In the end, a total of 38 participants from 28 countries (14 European, 14 Asian) were accepted after a careful selection process. The workshop featured interactive discussions about cultural diplomacy, diaspora exchanges, and the

conduct of prominent events like festivals or exhibitions. The training was hosted by the Devawongse Varopakarn Institute of Foreign Affairs. The official welcome was delivered by Mr Dhiravat Bhumichitr and Ms Pannabha Chandaramya from Thailand's MFA; Ambassador Johannes Matyassy, Assistant State Secretary for Asia/Pacific in Switzerland's Federal Department of Foreign Affairs; and Dr Darmp Sukontasap, Asia-Europe Foundation (ASEF) Governor for Thailand.





## Internet Governance in the Middle East and North Africa (MENA) region with Hivos – IGMENA

Following successful cooperation in offering the online course Internet Governance in the MENA Region in 2013 and 2014, Diplo worked with Hivos IGMENA for a third year to offer this capacity development programme combining online learning, Hivos fellowships to the Arab IGF, and community building. The programme offers a solid foundation for Internet governance professionals from the MENA region to enter the global Internet governance processes with confidence and competence. In 2015, the programme was expanded to 4 classes of 21–22 participants each. A total of 81 participants from 16 countries (selected from over 300 applicants) took part in the course.

Based on feedback from participants and tutors after the 2014 course, the following updates and improvements were made to the 2015 course:

- Partners started communication early, and adhered to a firm timetable for preparation. This greatly facilitated the cooperation and led to a very smooth implementation of preparatory and course activities.
- The course team updated the course strategy, including a recommendation for shifting the format of the final assignment away from academic questions towards more practical ones. This allowed participants to apply what

they learned in the course to the context of their own country or environment.

- Diplo identified and trained new tutors and coordinators to facilitate expansion to four classes. Training was done through a special session of Diplo's four-week tutor training programme, customised for the course. Some eight participants attended the tutor training programme. At the end, two of them were selected to tutor the 2015 course while the rest received course certificates and may eventually be engaged for other Diplo course tutoring.
- Senior course tutors prepared a set of additional case studies with a focus on the MENA region.
- Class group sizes were kept small to ensure a good level of interaction among participants and tutors.
- The course team encouraged communication between the four classes by introducing the 'IG MENA Café Blog'.

Of the 81 participants, some 57 were active in the course (the remaining 24 either never logged into the classroom or did not participate in course activities). Of the 57 active participants, 52 completed the course fully and obtained the course certificate. During the online training, course participants shared over 2,400 hypertext entries, and close to 200 discussion posts in course blogs.



*Although I have participated in many online courses before, my experience with the Internet governance in the MENA region course is quite unique! Thus I consider it one of the richest opportunities for me in year 2015 so far. The comprehensive tutored materials and interactive course design make it really irresistible, and made me, in spite of my thorough engagements with my work and other commitments, strive to find time to discuss the most relevant issues related to IG situations in MENA region countries. Also, the wide variety of knowledge, environments, and cultural background upon which the colourful lace of participants is made, enhances the gain of maximum benefit from the sessions and expands my perspective about IG in the MENA region which promotes me to establish an initiative for raising awareness regarding IG in my country.*

Nawras Maher Farhan, Attending Physician and Director of AL-Zahraa Al-Um Humanitarian Foundation, Iraq

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

In 2015 Diplo and the IFRC continued to run the 12-week Online Diploma Course in Humanitarian Diplomacy. 2015 marked the 4th year of this cooperation. The course consists of an 8-week interactive online learning phase that introduces participants to humanitarian diplomacy concepts, actors, and tools, including persuasion and negotiation; and a 4-week research phase during which participants prepare a 5000-word paper on a topic of relevance to their professional development or interests.

In 2015, the course was offered to groups of 28 and 38 participants, starting in February and September, respectively.

While the course materials and instruction were in English, participants were 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.

In September 2015, Diplo and the IFRC concluded a new partnership agreement to replace the initial agreement, which had expired. Under the terms of the new agreement, Diplo takes a higher level of responsibility for course administration, while maintaining cooperation for course advertising and enrolment.



*I'm really glad I did the course and have found it very valuable for my day-to-day work, particularly as, working for a small National Society, I'm the only person here focusing on advocacy. It was a great way to build networks of people doing similar things – I visited British Red Cross when I was in London recently and also spoke to my counterpart at NorCross which was incredibly helpful for a similar humanitarian diplomacy campaign we are doing here.*

Rachel Banfield, Advocacy, Policy and Research Advisor, New Zealand Red Cross

## Online course on Capacity Development with the Learning Network for Capacity Development (LenCD)

Following the 2013 pilot session of the interactive online course on Capacity Development, in August 2014 Diplo and LenCD signed a Memorandum of Understanding (MoU) to facilitate co-operation for delivering further sessions of the course. The second session of the course started in mid-January 2015 and was delivered to a group of 23 participants from all over the world. Thanks to funds reserved from tuition fees paid during the first course session, Diplo and LenCD were able to offer partial scholarships to eight participants from developing countries, and smaller alumni discounts to a further six participants.

The course was delivered using Diplo's interactive online methodology. 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).

Due to the varied experiences of participants in different capacity development settings, course discussion was always lively and interesting. One illustration is the volume of discussion on course texts, using hypertext entries. Over the eight weeks of the course, participants, facilitators, and guest ex-

perts made in total **1610 hypertext entries on course texts – an average of about 200 entries each week.**

The course was facilitated by faculty member Jenny Pearson and Diplo Educational Programmes Director Hannah Slavik. During three weeks of the course, guest experts were invited to join class discussions. The contributions of the guest experts were significant as they brought additional practical experience and expertise into the classroom.

All 23 participants completed the course successfully and received course certificates issued by Diplo and LenCD, as well as electronic certificates which they can share with others via a permanent link. Feedback on the course was very positive, with participants appreciating the course methodology, materials, and facilitation.

In mid-2015 Diplo and LenCD approached one of the main capacity development institutions working in Africa – the African Capacity Building Foundation (ACBF) – to explore ideas for cooperation in delivering the online course. Following discussions, the ACBF invited Diplo to adapt and deliver two sessions of the course for ACBF staff members, scheduled for 2016. The two organisations signed an MoU to facilitate this and further cooperation in January 2016.



*The most practical learning for me is that capacity development should provide an opportunity for people to engage. This same principle was evident in the course and I came out learning more than in a course where I would have read materials, but not engage and be engaged. I recognise that I have to create a better platform in my work for people to engage. Owing to what I was learning in the course, I organised a series of debriefing and consultation sessions with groups of stakeholders over the last week. I was amazed at the results, and how willing people were to build up the systems. I used forms for people to input information and action as a way of sealing commitments and I plan to use this information for the next step of engagements... that is building on what exists, rather than trying to jump to where we want to go without recognising the steps that exist in the path to get there (incremental approach). I think I now have a better chance of ownership and success in the project.*

Lindonne Glasgow, Community Liaison Officer, Basic Needs Trust Fund, Caribbean Development Bank and Government of Grenada

## Online course on Children and Mobile Technology with the GSMA's Capacity Building in Mobile Sector initiative

In early 2015, GSMA Capacity Building engaged Diplo to develop and run an interactive online course on Children and Mobile Technology. The initiative aimed to bring GSMA's capacity building materials and expertise on child online protection to staff and management of national telecommunications regulatory authorities worldwide, especially in developing countries.

Diplo developed the course based on its interactive online learning methodology which is tailored for adult professionals, who bring knowledge and experience to the online classroom and need to link what they learn to their working environments. Course materials combine GSMA's child online protection slides for face-to-face capacity development with Diplo's own research on the topic. The course consists of six modules, each including reading materials with case studies and examples from around the world (the basis for discussion) and a short quiz. A short written final assignment asks participants to apply the knowledge gained during the course to their own working environments.

The first course session was offered in June and July 2015 to a group of 28 participants from 21 countries across the world. Participants mainly came from national telecommunications

regulatory authorities, with a few coming from other relevant government ministries or offices. The course was tutored by Diplo staff member Dr Stephanie Borg Psaila.

Each week of the course, participants read course materials and discussed them using hypertext entries. During the course, participants and tutors made a total of 1102 hypertext entries on course readings. Participants also attended weekly online one-hour chat sessions, moderated by the course tutor, at the end of each course week to discuss open issues and current events in real-time.

Of the 28 participants who started the course, 22 completed the course fully and were awarded the course certificate by DiploFoundation and GSMA. By the end of the course, the team observed that participants felt motivated and capable to start taking practical steps in the field of child online protection. Participants also expressed a sense of responsibility and commitment to child online protection based on their increased understanding of the issues and solutions.

Following these positive results, GSMA has engaged Diplo to deliver the course again in early 2016.



*This course provided me with some necessary tools to address COP; furthermore it established appropriate networks. I really appreciate the fact that some of my colleagues on this online course are willing to provide pointers and support in some of the initiatives that we intend to progress. The most practical thing that I can take away from this course is the sample strategy, this will be the basis on which a COP initiative or even Cybersecurity can be founded.*

Cecily Faasau, Legal Counsel, Office of the Regulator, Samoa

## Online course on Global Health Diplomacy with the Global Health Programme, Graduate Institute of International and Development Studies, Geneva

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 on Global Health Diplomacy for World Health Organization heads of country offices worldwide. The Global Health Diplomacy team provides course materials and teach-

ing, while Diplo provides course design, the online learning methodology and environment, as well as operational and technical support during course delivery. The course ran twice in 2015: starting in mid-April, for a group of 23 participants, and starting at the end of August, for a group of 17 participants.

## Education Diplomacy Online Course with the Association for Childhood Education International (ACEI)

In 2014, Diplo established a new partnership with the Center for Education Diplomacy of the Association for Childhood Education International (ACEI), based in Washington, DC. Following a joint event held in Geneva, the Education Diplomacy Day, the two organisations started working together to develop an online course on Education Diplomacy.

The course was planned as an interactive online course, based on Diplo's online learning methodology. The part-

ners developed weekly reading modules and short weekly assignments to help participants apply course concepts to their own environments. Diplo associate Dr Katharina Höne was engaged as the lead course author, while ACEI and Diplo staff members provided feedback and suggestions on the content and pedagogical approach of the course materials. The first session of the course is scheduled to start in February 2016.

## Maltese Government

In 2015, the government of Malta allocated funds to support scholarships for applicants from developing countries to attend DiploFoundation courses:

- Through the Small States Fellowship programme, some 24 participants from Belize, Botswana, Cyprus, Dominican Republic, Fiji, Jamaica, Lesotho, Malawi, Maldives, Mauritius, Namibia, Nauru, Saint Lucia, Samoa, Seychelles, and Trinidad and Tobago attended various courses throughout 2015.
- The Malta scholarships offered full or partial support to 29 participants from 26 developing countries to attend various online courses.
- Five developing country participants were supported through partial scholarships to attend the Humanitarian Diplomacy diploma course, offered in partnership with the IFRC.
- Three participants – from the Philippines, Swaziland, and Paraguay – were supported through partial scholarships to attend the Master/Postgraduate Diploma in Contemporary Diplomacy.

## Memorandum of Understanding on Diplomatic Training (Mexico, Malta, Switzerland)

On 9 December 2015, Mexico, Malta, and Switzerland renewed their memorandum of understanding on diplomatic training. The renewal was signed by H.E. Jorge Lomónaco, Permanent Representative of Mexico to the UN, H.E. Alexandre Fasel, Permanent Representative of Switzerland to the UN, and H.E. John-Paul Grech, Permanent Representative of Malta to the UN in a ceremony in Geneva.

This cooperation was initiated by the Instituto Matias Romero (IMR – Mexican Ministry of Foreign Affairs) and DiploFoundation (established by Malta and Switzerland) some 11 years ago. Since that time, more than 350 diplomats have been engaged in diplomatic training. The two institutions also developed and delivered a course on Migration and Development. In 2015 the IMR enrolled 60 participants in Diplo's online courses to supplement its own training programmes.



### 3.3 Partnerships for Face-to-Face Diplomatic Training

#### Training courses on Diplomatic Protocol and Etiquette with the Azerbaijan Diplomatic Academy (ADA)

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 2015, the ADA contracted Diplo to

run two training workshops on protocol and etiquette in Baku, in November. The workshops were delivered by Diplo faculty member Mr Olaph Terribile.

#### Training courses on Diplomatic Protocol and Etiquette with the European External Action Service (EEAS)

In 2015, 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)

The seventh Modern Diplomacy for Small States [workshop](#) was held from 30 September to 9 October 2015 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 2015 workshop was attended by 15 participants from 8 different countries from the Pacific, Caribbean, Asia, 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. Participants were also invited to the Maltese Ministry of Foreign Affairs where they were addressed by Malta's Foreign Minister the Hon. Dr George W Vella.



### Legal Instruments for the Internet Economy with the Commonwealth Secretariat (Malta-Commonwealth Third Country Training Programme)

The ninth Legal Instruments for the Internet Economy workshop [workshop](#), a Malta-Commonwealth Third Country Training Programme, was organised for the first time by DiploFoundation, on 14–19 September 2015 in Malta. A total of 19 delegates from 13 Commonwealth countries were officially welcomed [by](#) the Hon. Dr George W Vella, Malta's Minister for Foreign Affairs; Mr Anthony Ming, from the Commonwealth Secretariat; and Dr Jovan Kurbalija, Director of DiploFoundation.

The workshop, sponsored by the government of Malta and the Commonwealth Fund for Technical Cooperation (CFTC), addressed Internet-related issues affecting both developing and developed countries, spanning areas such as the commercial environment, data-protection and freedom of information, the regulation of the telecommunications sector and competition law, Internet governance, and cybercrime and cybersecurity.



### **Training course on Economic Diplomacy with the International Institute of Finance and Investment**

In October 2015 Diplo worked with a new partner, the International Institute of Finance and Investment (IIFI), based in Dubai, to prepare and deliver a training course on Economic Diplomacy to government officials from the United Arab Emir-

ates. Following this course, the two organisations opened discussion of further cooperation for diplomatic training initiatives in the Gulf region.

### **DiploFoundation at the Global Conference on Cyberspace 2015, The Hague, Netherlands, 16–17 April 2015**

DiploFoundation took active part at the Global Conference on Cyberspace (GCCS) held in The Hague, from 16 to 17 April. Director of Cybersecurity Programmes at Diplo, Vladimir Radunović, one of the members of the Advisory Board of the GCCS, took part in delivering a set of webinars and face-to-face training sessions for representatives of civil society organisations from all over the world. A gathering of over 30 Diplo alumni took place at The Hague, all of whom attended the

event on behalf of their organisations and institutions, which was a particularly visible outcome of Diplo's capacity building efforts in previous years. Diplo alumni, as well as representatives of the civil society organisations that took part in the training sessions prior to GCCS, were encouraged to use Diplo's cybersecurity-themed postcards (hard-copy as well as online versions) to send their own message to others during the conference, in order to share thoughts and concerns.

# Policy Dialogue, Research, and Publications

# 4

Following Diplo's mandate to address issues in contemporary diplomacy and digital policy, Diplo hosted several **policy dialogue** discussions in 2015.

Diplo committed to providing necessary support in field of **cyber-diplomacy** and **cybersecurity policy**, especially to stakeholders from developing countries. In addition, Diplo has assisted with facilitating cross-professional communica-

tion, to enable a holistic view over increasingly complex and relevant international discussions about **cyberspace**. In 2015, Diplo continued to build upon its research with more **publications**.

In addition to the dialogues and initiatives indicated in this section, other debates were organised as part of the Geneva Internet Platform (section 5).

## 4.1 Policy Dialogue

The project titled 'Towards a national cybersecurity framework in Serbia: Building a multistakeholder platform' was implemented by Diplo Centar, with support of the OSCE Mission to Serbia and DiploFoundation, from February to June 2015. The project served to support the institutions of the Republic of Serbia towards developing an efficient multistakeholder national framework for cybersecurity, in order to harness the full potential that the overall digitalisation of society can bring. The objective of the project was to gather representatives of the relevant national institutions, companies, and or-

ganisations, in order to discuss and agree basic principles and recommendations for developing a strategic framework, and primarily a national centre of response to cyber-incidence (CERT) and a national multistakeholder body for cybersecurity issues.

The project was a blend of online and *in situ* activities, bringing together representatives of government, corporate, academic, and civil society sectors to develop their capacities related to cybersecurity.

### Digital Diplomacy Day in Malta (2 February 2015)

The **Digital Diplomacy Day** [\[1\]](#) was organised by Malta's Ministry for Foreign Affairs and DiploFoundation on the occasion of the start of the **2015 PGD/Master in Contemporary Diplomacy** [\[2\]](#) workshop. The Internet poses a wide range of challenges for modern diplomacy, including: How to protect national cybersecurity? How to govern the Internet on the global level? Which social media tools are useful for diplomats? How can

diplomats use Twitter effectively? These and other questions were addressed by DiploFoundation director Dr Jovan Kurbalija. The Hon. Dr George Vella, Minister for Foreign Affairs of Malta, delivered a keynote address on Diplo's contribution to capacity-building in the field of diplomacy, and the uniqueness of Diplo's courses in bringing together traditional and modern methods of learning.

### Diplo at CONNECTing the Dots (3–4 March 2015)

Diplo participated in UNESCO's **CONNECTing the Dots conference in Paris** [\[3\]](#), whose aim was to discuss the first draft of the UNESCO Internet Study, **Keystones to Foster Inclusive Knowledge Societies** [\[4\]](#), on Internet-related issues. In one of the sessions, on Options for Future Action, Diplo director Dr

Jovan Kurbalija offered concrete suggestions on UNESCO's role with regards to issues concerning online access to information and knowledge, freedom of expression, privacy and ethical dimensions of information and knowledge societies.

### Round table on Open Innovation in the Proprietary World (18 March 2015)

The correlations between the IPR protection regime on one side, and innovation and growth on the other, were the main topics explored on 19 March at a roundtable held in Geneva on **Open Innovation in the Proprietary World** [\[5\]](#). The event was organised within the framework of **MAPPING project** [\[6\]](#),

in collaboration with DiploFoundation as a consortium member, funded by the European Commission within the FP7 programme. Stakeholders reflected on the impact of the current EU IPR protection regime on innovation and economic growth and the future of Open Innovation in the proprietary world.

### Discussion on a Digital Magna Carta (26 March 2015)

Diplo director Dr Jovan Kurbalija was one of the main speakers of a New America NYC event on [A digital magna carta: Internet governance and a new social contract](#), held in New York in March. The talk explored suggestions to create a digi-

tal social contract to resolve open issues related to technology. Dr Kurbalija drew parallels from the concept of open doors, which stakeholders should avoid closing without a very good reason.

### MIKTA: Current developments and visions for the future (24 April 2015)

Mexico, Indonesia, the Republic of Korea, Turkey, and Australia have developed a cooperation scheme within a framework called MIKTA. This is based on a mutual interest in strengthening multilateralism by supporting worldwide efforts in stability and prosperity, facilitating pragmatic and creative solutions to regional and international challenges, and implementing needed reforms in global governance structures.

Increasing the visibility of the MIKTA framework and briefing the Geneva policy community on progress with MIKTA developments were among the aims of a [seminar held in Geneva](#) in April. The seminar was a follow-up to a [previous seminar in 2014](#) which explored how MIKTA can influence the agenda of International Geneva in the diverse issues addressed such as health, humanitarian affairs, trade and UN reform.

### Conference on the Internet as a Global Public Resource (29–30 April 2015)

The Internet is vital for the functioning of modern society. Much of the world's current economic growth comes from the Internet. While users, business, governments, and civil society have different roles in the development and use of the Internet, they share the common concern of preserving a functional and safe Internet as a global public resource.

The Internet as a global public resource was the subject of an international conference organised in Malta by DiploFoundation, with support from the Government of Malta. The conference capitalised on both Malta as a vibrant digital society, and its long tradition of promoting global public resources and related concepts.

## 4.2 Cybersecurity Research and Initiatives

### 'Towards a national cybersecurity framework in Serbia: Building a multistakeholder platform', with support of the OSCE Mission to Serbia, implemented in Serbia, February to June 2015

The project titled 'Towards a national cybersecurity framework in Serbia: Building a multistakeholder platform' was implemented by Diplo Centar, with support of the OSCE Mission to Serbia and DiploFoundation, from February to June 2015. The project served to support the institutions of the Republic of Serbia towards developing an efficient multistakeholder national framework for cybersecurity, in order to harness the full potential that the overall digitalisation of society can bring. The objective of the project was to gather representatives of the relevant national institutions, companies, and organisations, in order to discuss and agree basic principles and recommendations for developing a strategic framework, and primarily a national centre of response to cyber-incidence (CERT) and a national multistakeholder body for cybersecurity issues.

The project was a blend of online and *in situ* activities, bringing together representatives of government, corporate, academic, and civil society sectors to develop their capacities related to cybersecurity, to share their knowledge and concerns, to discuss the strategic steps that need to be taken, and to jointly work on recommendations for establishing a national mechanisms for quick response to cyber-incidents, taking into account successful models from other countries.

During the first phase, an expert meeting was organised from 10 to 12 May in the Petnica Science Centre near Valjevo, gathering 25 participants from public institutions, authorities, the corporate sector, and civil society and creating space for the exchange of knowledge among themselves and with experts from Slovenia and Finland. An online phase followed, during which the group, extended by several more participants,



discussed the key messages from the meeting and possible guidelines for cybersecurity in Serbia. Two webinars were also organised, allowing the group to learn about and discuss additional experience from European countries – namely from Iceland, Finland, and Switzerland. In the third phase, a high-level event was organised to gather several State Secretaries and Chiefs of key public institutions, as well as high representatives of the private and non-government sectors, and a number of experts. The resulting project publication, [a nicely illustrated summary of key messages from the project](#), was printed and disseminated among the key institutions and organisations.



### Addressing the public hearing on cybersecurity at the Parliament of Republic of Serbia, Belgrade, Serbia, 10 September 2015

A public hearing on cybersecurity, organised by the Defence and Internal Affairs Committee of the National Assembly of the Republic of Serbia, with support of the Geneva Centre for the Democratic Control of Armed Forces (DCAF), aimed to establish the state of affairs in the area of cybersecurity in Serbia, as well as to get insight into the policies and endeavours of the government in that area. The sessions focused on the notion of the importance of cybersecurity, the state of affairs in Serbia, and suggestions for a way forward.

Director of Cybersecurity Programmes at DiploFoundation, Vladimir Radunović, addressed the hearing presenting the achievements of the project 'Towards a national cyberse-

curity framework in Serbia: Building a multistakeholder platform' and discussing ways forward for Serbia and international best practices, along with Arto Rätty, Permanent Secretary of Finland's Ministry of Defence; Branko Stamenković, Special Prosecutor for Cyber-crime in Serbia; Goran Matić, Director, Office of the National Security Council/National Security Authority; Goražd Božić, Head of Slovenian CERT and member of ENISA management board; and Sava Savić, Assistant Minister, Ministry of Trade, Tourism and Telecommunication. The event gathered dozen of parliamentarians as well as a number of representatives of various stakeholders active in the field of cybersecurity in Serbia and the region.

### Scenario exercise within the OSCE Chairmanship Event on Effective Strategies to Cyber/ICT Security Threats, Belgrade, Serbia, 30 October 2015

DiploFoundation organised a scenario exercise within the OSCE Chairmanship Event on Effective Strategies to Cyber/ICT Security Threats, on 30 October 2015 in Belgrade, Serbia. The event was a part of the formal programme of the Chairmanship Event, and involved over 80 representatives from participating OSCE states and the private and civil sector based in those states.

The exercise provided a hands-on understanding of the practical aspects of OSCE Confidence Building Measures (contained in PC.DEC/1106), and helped explore the different competences of stakeholders from the public and private sectors, both on policy and on technical levels. The exercise also allowed for exchanging experiences about national, regional, and international communication lines between relevant stakeholders to

reduce the risks of misperception or tension between states that may stem from the use of ICTs, and identifying potential obstacles and communication gaps that could hinder co-ordination and cross-border cooperation in case of cyber incidents.

The exercise included a simulation supported by an animated video [\[link\]](#) of the imaginary scenario where participants were asked to explore, review, and discuss communication lines which would normally be taken into consideration when responding to a cyber incident. Additionally, a CyberLab was organised throughout the Chairmanship Event to give workshop participants the opportunity of gaining a deeper understanding of how the Internet works and what some of the emerging trends are. The CyberLab presentation includes 3D printing, BitCoin, DarkWeb, and Denial of Service (DOS) attacks.





## The 'Cybersecurity Competence Building Trends', report of the research mandated and supported by the Federal Department of Foreign Affairs of Switzerland, June–November 2015

The report – Cybersecurity Competence Building Trends [\[1\]](#) – was prepared as a result of a research work conducted by the Diplo team between June and November 2015. The report was produced in response to an enquiry by the Federal Department of Foreign Affairs (FDFA) of Switzerland – 'Promote cybersecurity competence building in Switzerland through lessons learned abroad' – to conduct a research project on cybersecurity competence building in Switzerland.

The enquiry collected experiences from ten OECD states – Austria, Estonia, Finland, France, Germany, Israel, the Netherlands, the Republic of Korea, the United Kingdom, and the United States – that have systematically advanced cyber com-

petence building, evaluating their experiences and outlining those that could feed into the ongoing implementation process of the National Strategy for the Protection of Switzerland against Cyber Risks (NCS). Several specific trends were identified by the report, such as the university programmes supported by the government, regional development initiatives, state personnel training options, collaboration with professional certification bodies as a specific model of public-private partnership, improving the competences of the private sector, especially small and medium enterprises and the critical infrastructure, manager and decision-making level training, and knowledge frameworks, job descriptions and professionalisation activities.

## CyberLab during the OSCE Ministerial Council, Belgrade, Serbia, 1–2 December 2015

A CyberLab corner was organised by Diplo during the preparatory days of the 22nd OSCE Ministerial Council, 3–4 December in Belgrade, Serbia.

The CyberLab was held on 1–2 December during the preparatory days of the OSCE Ministerial Council. It provided an opportunity for the delegations to gain an understanding of how the Internet works and what some of the emerging trends of

cyber-diplomacy and cybersecurity are, such as 3D-Printing, Internet of Things, Bitcoin and crypto-currencies, Dark Web and cybercrime activities, cyberattacks and cyber-weapons such as the botnets and distributed denial of service (DDoS) attacks, etc. The CyberLab follows the similar model developed by Diplo in numerous diplomatic settings, including at the [October OSCE Chairmanship Event](#) [\[2\]](#) on Effective Strategies to Cyber/ICT Security Threats.



### Geneva Cybersecurity Days, implemented by the Geneva Internet Platform: 'Cybersecurity: a Strategic View', 15 January 2015 and 'Fighting cybercrime through closer international cooperation', 30 March 2015, Geneva, Switzerland

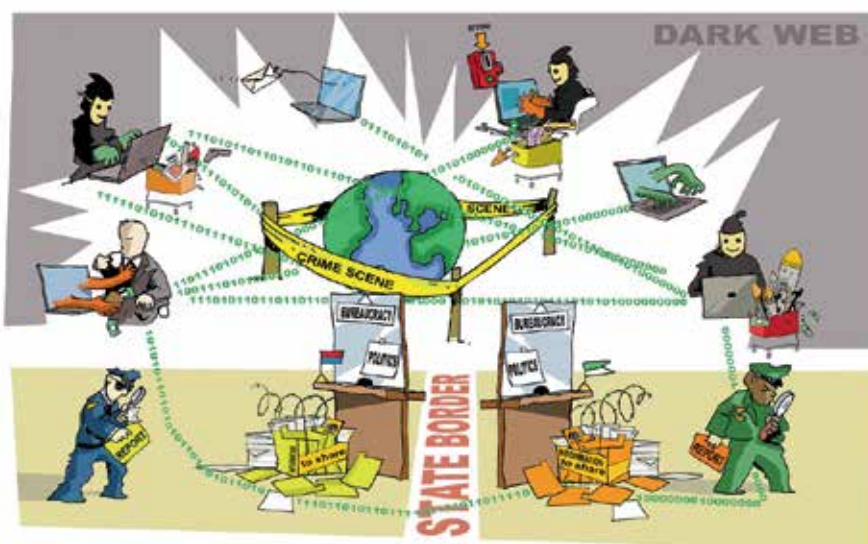
The GIP, in co-operation with the Permanent Mission of Finland to the UN, DCAF, the GCSP, DiploFoundation, ICT4Peace, and other partners, organised two events entitled *Geneva Cybersecurity Days*. The events brought together representatives of states; international organisations; experts; the corporate, academic, and technical sectors; and civil society, to discuss various challenges at national, regional, and global levels related to cybersecurity. They aimed at increasing awareness and further developing a global response to cybersecurity challenges along the lines of the Geneva Message on Strengthening Internet Governance.[\[4\]](#)

'Cybersecurity: a Strategic View' took place on 15 January at the premises of the GIP. The event aimed at discussing how

to approach cyber-risks comprehensively and systematically through the cooperation of all stakeholders. Most countries do not have institutional mechanisms – operational or legislative – for cybersecurity (such as risk assessment, information sharing, prevention, and quick incident response, capacity building). Geneva, being a hub for political discussions about Internet and digital policies, was recognised as a good place to discuss a comprehensive approach to better global cybersecurity. Panelists from DiploFoundation, Permanent Mission of Finland to UN, ITU, DCAF, and Swiss FDFA touched on cybersecurity challenges, while experts from Finland, including the Finnish Cyber ambassador and the Chairman of the Security Committee of Finland, presented the Finnish model of cybersecurity as one example of a successful comprehensive approach.



'Fighting cybercrime through closer international cooperation' took place on 30 March, allowing participants to learn how cybercrime is committed, combated, and prevented. Together with experts, including representatives of the Council of Europe, participants discussed international cooperation in the fight against cybercrime in the context of preparations for the 13th UN Congress on Crime Prevention and Criminal Justice held soon after the event – in Doha, 12–19 April 2015. At the CyberLab, participants had the possibility to learn the skills needed to increase security in cyberspace.



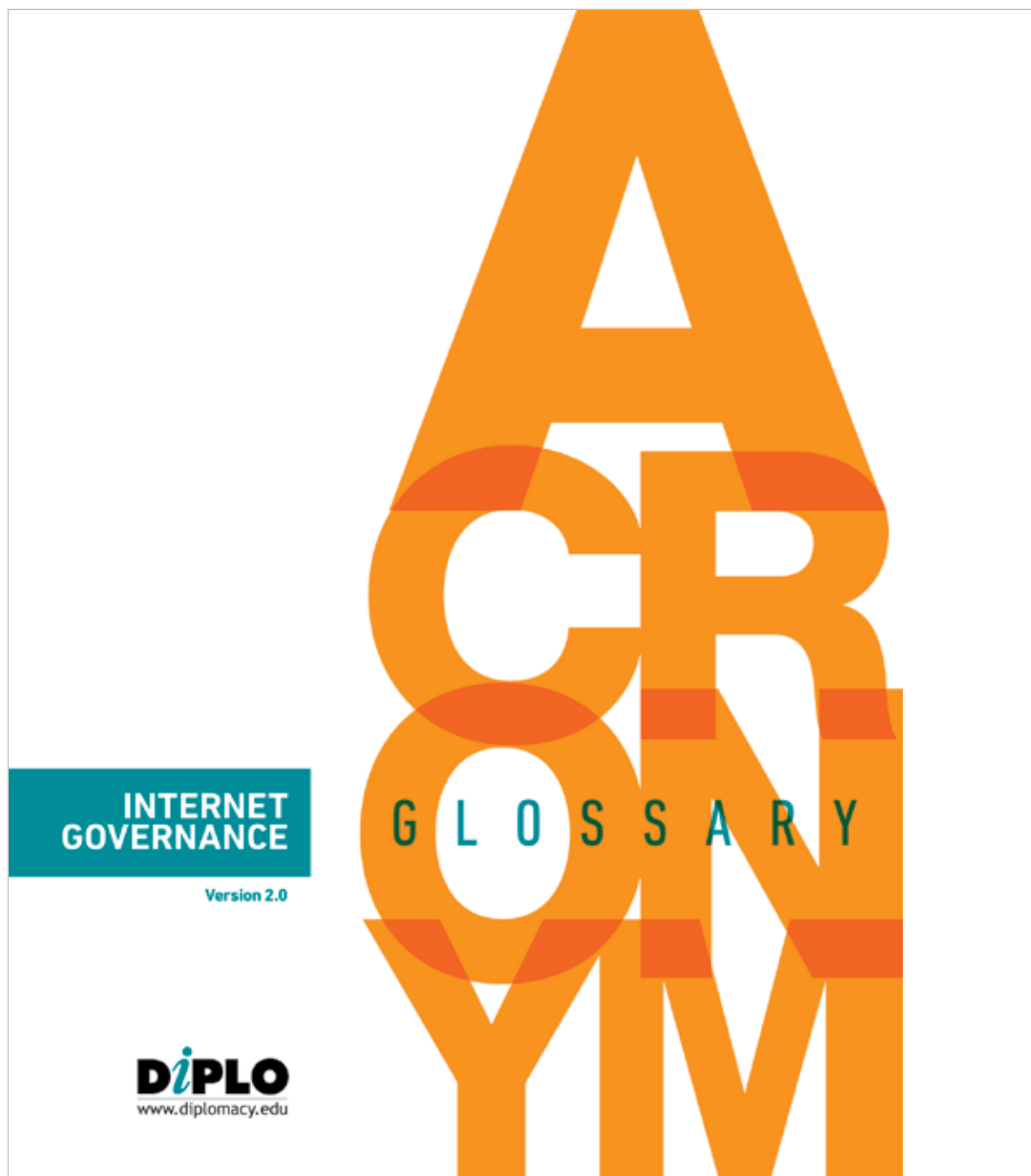


## 4.3 Publications

In addition to the *Cybersecurity Competence Building Trends* study, in 2015 Diplo published the second edition of the *Internet Governance Acronyms Glossary*. [↗](#)

The latest edition contains explanations of over 130 acronyms used in IG parlance. In addition to the complete term, most entries include a concise explanation and a link for further information.

Diplo also created a set of [postcards](#) [↗](#), illustrating main challenges related to cybersecurity, aimed at raising awareness about main challenges and issues. The postcards were designed by Diplo's CreativeLab, and distributed at various training programmes and events.



# Geneva Internet Platform 5

The Geneva Internet Platform (GIP) is an initiative supported by the Swiss authorities and operated by DiploFoundation. The project, initiated in January 2014, has the following objectives:

- 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.
- To strengthen the participation of small and developing countries in Geneva-based digital policy processes.
- To support activities of Geneva-based IG and information and communication technology (ICT) institutions and initiatives, in particular the Internet Governance Forum (IGF).
- To 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).

The Steering Committee of the GIP comprises:

- DCAF
- ETH Board
- Federal Department of Foreign Affairs of Switzerland
- Federal Office of Communications of Switzerland
- University of Geneva



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



**DCAF**  
a centre for security,  
development and  
the rule of law



**ETH DOMAIN**



**UNIVERSITÉ  
DE GENÈVE**

Learn more about the GIP and our activities at <http://giplatform.org/>

## 5.1 Highlights of the Geneva Internet Platform in 2015

In the spring of 2015, the GIP team started working on a new project – *GIP Digital Watch*. Included under this initiative are the *GIP Digital Watch* online observatory, which was launched in September 2015, GIP monthly webinar briefings, and the *Geneva Digital Watch* newsletter.

The GIP continued to keep its position, with great relevance

for diplomatic, professional, academic, and other communities in Geneva. It responded to high demand and interest by delivering more activities than envisaged.

The GIP has become one of the most visible and recognisable aspects of International Geneva and Switzerland.

Table 2: Quantifiable overview of activities in 2015.

Activity	Description	Number of events, January–December 2015
Public events with online participation	Events organised by the GIP with outreach to online audiences (list below)	9
Public events without online participation	Events organised by the GIP in Geneva ( list below)	8
Invitation-only events	Various events that were not promoted publicly (list below)	3
GIP webinars	Online events (with an in situ option for Geneva-based audiences)	7
Invitation-only events	Various events that were not promoted publicly (for specific groups)	3
Regional briefings	Briefings for missions or regional groups	2
Individual briefings and meetings with permanent missions, IOs, and academia	Individual briefings and meetings include: presentations of GIP, briefings on IG in general and specific issues (e.g. cybersecurity, net neutrality). This number does not include project/operational meetings.	28
GIP speakers at partner events in Geneva and abroad	J. Kurbalija, T. Horejsova, R. Radu, V. Radunović speakers at partner events	20 (est.)
Events abroad (co-organised with partners)	Includes events out of Geneva	7
Travel and reporting from major IG events	Observatory function of the GIP through reporting from leading IG events	5
Exhibition booths at events	Set-up of manned exhibition booth with promotional materials at leading IG events	4
Online courses	Three-month online / in situ courses, capacity-development track of the GIP, training for permanent missions	1
Half-day just-in-time courses	Ad hoc courses for permanent missions on demand	1

## In situ events

The engagement track of the GIP continued to create a discussion and networking space for all Internet stakeholders. A high number of innovative, public events served this purpose:

- 15 January: [Cybersecurity: A Strategic View](#) (Geneva Cybersecurity Days – section 4)
- 12–17 March: [GIP Head Dr Jovan Kurbalija on a Lecture Tour in Asia](#)
- 19 March: [Roundtable on Open Innovation in the Proprietary World](#)
- 20 March: [Geneva Internet Platform: Successful Start and Future Developments](#)
- 31 March: [Fighting Cybercrime through Closer International Cooperation](#) (Geneva Cybersecurity Days – section 4)
- 25 May: [GIP session at the WSIS Forum 2015](#)
- 28 May: [The Way Forward for the WSIS+10 Review Process](#)
- 19 June: [Law of the Sea, Law of the Internet. An Inspiring Analogy](#)
- 26 June: [Vienna Cyber Diplomacy Day](#)
- 31 August: [Public Lecture on Internet Governance in Bangkok](#)
- 28 September: [Navigating through the Complex Field of Digital Politics: Launch of GIP Digital Watch](#)
- 14 November: [GIP Digital Watch Open Forum at Internet Governance Forum](#)

- 16 November: [GIP Open Forum at Internet Governance Forum](#)
- 19 November: [Contemporary Challenges to Peace and Security in Cyberspace](#)
- 8 December: [Briefing on WSIS Intergovernmental Negotiations of the Outcome Document](#)
- 16 December: [WSIS Side event: GIP Digital Watch – A Practical Tool for Navigating Digital Policy](#)

The GIP partnered with the University of Geneva, a member of the GIP Steering Committee, to organise the following events:

- 18 June: [Jurisdiction and Dispute Resolution in the Internet Era: Governance and Good Practices](#)
- 27 November: [Internet Governance – International Legal Challenges](#)

Closed events between January and June 2015

- March – GIP presentation and discussion on IG with College of Europe students (Geneva)
- GIP presentation and discussion on IG with Internet Freedom Fellows, in co-operation with the Permanent Mission of the United States
- June – Discussion and meeting on IG in Switzerland with French think-tank Renaissance Numérique

## Online training course on IG

An online training course for diplomats, the [just-in-time course on Internet governance](#), was conducted between April and June with 14 active participants from 9 different country missions: Afghanistan, Bahrain, Cuba, Hungary, Kenya, Mexico, Moldova, Netherlands, Pakistan, Paraguay, Peru, Romania, Serbia, and Spain. The course was tailored to the needs of diplomats who follow IG and other Internet-related policy fields (e.g. telecommunications, hu-

man rights, cybersecurity, and trade). While improving their IG knowledge, participants gained the practical skills and know-how necessary to effectively participate in actual IG processes.

The course participants remained engaged in GIP activities throughout the year and participated regularly in our public events.

## Other in situ courses on demand

Based on requests from the diplomatic community in Geneva, the GIP organised a half-day course in preparation for the World Radio Communications conference (WRC15).

The course [A survival guide for radio-frequency diplomacy](#) ran on 27 October. Geneva-based diplomats and other professionals working in the field of radio-frequency diplomacy attended the course.



## Reporting from various IG meetings

The GIP strives to provide coverage of important global IG meetings. Throughout the year, the GIP team was involved in extensive reporting from several events, including: the [GSMA Mobile World Congress](#) (2–5 March), UNESCO's [CONNECTing the Dots conference](#) (3–4 March), the [CSTD's 18th Session](#) (4–8 May), the [WSIS Forum](#) (25–29 May), the [10th Internet Governance Forum](#) (9–13 November; thanks to an additional finan-

cial contribution from the Internet Society), and the [WSIS+10 High-Level Meeting](#) (14–16 December; thanks to additional financial contribution from the Internet Society and ICANN).

Social media reporting by the GIP team increased both the meetings' visibility and strengthened the GIP as a resource for IG current IG events.

## 5.2 GIP Digital Watch

Alongside the physical pillar of the GIP (concentrating on capacity development activities, events and briefings), an online pillar involves the development of [GIP Digital Watch](#). This

includes the *GIP Digital Watch* observatory, which is complemented by GIP briefings on IG and a monthly newsletter, in line with its integrated approach.

### GIP Digital Watch observatory

The *GIP Digital Watch* observatory is a neutral one-stop shop dedicated to IG and digital policy. It provides live updates, overviews and explanatory texts, events, actors, resources, instruments, and other IG-related content. It was [launched on 28 September](#), and builds extensively on [DiploFoundation's](#) resources developed over the last 15 years and its in-house data-mining software system. The *GIP Digital Watch* observatory is run in partnership with the [Internet Society](#).

The online observatory maintains a comprehensive summary of Internet developments and provides access to the latest research and data on Internet policy. The online observatory is

enriched by quantitative research (e.g. data-mining of open data, topic profiling).

At the time of launch, the *GIP Digital Watch* observatory featured:

- 42 issues
- 158 organisations and entities
- 335 policy instruments such as treaties and documents
- 291 events
- 1638 crosslinks among issues/actors/instruments/ events
- 28862 articles and documents gathered for analysis

### GIP webinar briefings on IG (with *in situ* option)

The monthly GIP webinar briefings offer a regular zoomed-out update of the major global IG and digital policy developments of that month, and a look at what to expect in subsequent weeks. The briefings have been running for several years, and have become an established appointment on the last Tuesday of every month.

In 2015, the briefings continued to benefit from the direct inputs of *in situ* participants following the briefing from Geneva. An average of 30 participants *in situ* and 40 online participants attend each briefing.

The *GIP Digital Watch* observatory is a comprehensive platform dedicated to Internet governance and digital policy, developed in partnership with the Internet Society. Visit: [digitalwatch.giplatform.org](https://digitalwatch.giplatform.org)

The *GIP Digital Watch* newsletter, published every last day of the month, rounds up the latest in digital policy. Download the latest issue: [digitalwatch.giplatform.org/newsletter](https://digitalwatch.giplatform.org/newsletter)



## Geneva Internet Platform DigitalWatch



The Internet governance briefings take place every last Tuesday of the month, in Geneva, online, and via hubs worldwide. Join us: [digitalwatch.giplatform.org/briefings](https://digitalwatch.giplatform.org/briefings)

The IG Barometer tracks the relevance of IG issues every month. Download the latest barometer: [digitalwatch.giplatform.org/briefings](https://digitalwatch.giplatform.org/briefings)

*The scheme of GIP Digital Watch integrated approach*

## Geneva Digital Watch newsletter

The Geneva Digital Watch newsletter was launched in 2015, with the first edition published in June. Rounding up the main developments of the month, the newsletter also includes up-

dates from events held in Geneva, interviews with IG experts and leaders, in-depth features on specific topics which are relevant during the month, and a just-for-fun section.



The newsletter archive is available at <http://digitalwatch.giplatform.org/newsletter>

## 5.3 Communication

The communication part of the GIP played a significant role in 2015, especially with the launch of the *GIP Digital Watch* initiative and the observatory.

Until the second quarter of the year, the GIP's website served the dual purpose of promoting updates and resources related to the GIP, and maintaining a current list of events and actors involved in digital policy, including those specifically taking place or active in Geneva.

The latter function was absorbed by the *GIP Digital Watch* observatory, which has established itself as the one-stop shop for up-to-date information on digital policy, including latest

developments, actors, events, resources, and instruments. Both websites attracted a significant number of visitors in different phases of the year.

The GIP also has dedicated profiles on social media. On Twitter, @genevagip had over 800 followers by the end of year and the GIP's Facebook page had close to 500 'likes'.

The GIP's activities and events, including the observatory, briefings, public events, newsletters, and resources, were promoted widely through social media, as well as through a dedicated GIP mailing site.

# Communications 6

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

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

## 6.1 Website: [www.diplomacy.edu](http://www.diplomacy.edu)

As Diplo's outreach continued to increase in 2015, our website experienced a similar increase in site activity during specific periods of the year. An interesting development was the increase in the number of users accessing the website from a mobile device.

The calendar of events, [course catalogue](#), and the webpage dedicated to the Master/Postgraduate Diploma programme were among the most visited sections on the website. Diplo's

blog roll, which includes blog posts on diplomacy, Internet governance, and e-diplomacy, as well as press releases, also continued to attract a substantial number of readers to the website.

In terms of global reach, the top 10 most-frequent visitors to the website were from the USA, India, the UK, Kenya, Australia, the Philippines, Indonesia, Switzerland, Canada, and Pakistan.

## 6.2 Newsletter: DiploNews

Diplo has been publishing a bi-monthly newsletter for many years. The newsletter features open call for applications for Diplo courses and training programmes, announcements related to upcoming and past activities and events, and summaries from Diplo's blog roll.

By the end of 2015, the number of users subscribed to receive DiploNews was close to 4,000.

## 6.3 Social media: Twitter, Facebook, LinkedIn, YouTube

### Twitter

Diplo's four main Twitter accounts continued to experience an increase in the number of followers. The number of followers for Diplo's official Twitter account @diplomacyedu reached almost 6,500, and the account with the most followers – @ediploamat – surpassed the 10,000 mark. Diplo's Twitter account dedicated to Internet governance, @igcbp, reached 6,500 followers, while @climate\_change retained its follower base of around 1,000 followers.

Twitter was widely utilised by Diplo to share announcements about courses, activities, research, and events, and to engage

in conversations on particular subjects. In addition, some of Diplo's activities – particularly conferences and webinars – also included live tweeting for the benefit of viewers who could not join the specific events.

Among the most popular hashtags used on Diplo's Twitter channels in 2015 were [#diplomacy](#) [#ediplomacy](#) [#internet-governance](#) [#netgov](#) and [#theGIP](#)



## Facebook

Similarly, Diplo's Facebook channels also experienced an increase in viewers. Diplo's [official Facebook page](#), had over 3,500 'likes' by the end of the year, followed by the [page dedicated to Internet governance](#), with close to 2,000 'likes', and that [dedicated to e-diplomacy](#), with over 1,700 'likes'.

## LinkedIn

As part of its communication outreach, Diplo increased its visibility on LinkedIn in 2015. This was due to the fact that LinkedIn is widely used by diplomatic organisations, but also because the number of followers on Diplo's LinkedIn page

The pages were also used widely to enhance communication campaigns around courses, activities, research, and events.

## YouTube

Diplo's communications and outreach continued via multimedia development, with animations, videos, interviews, and live webinars at the core of our activities. Diplo's YouTube channels hosts much of Diplo's multimedia content, including recordings of Geneva Internet Platform briefings, webinar recordings on other subjects, interviews with our students, messages from Diplo's lecturers, and coverage of the most important Diplo events.

In 2015, Diplo's YouTube channel attracted close to 10,000 views, with users spending an average of 26 minutes watching Diplo's videos. The channel gained 45 new subscribers in 2015 and the overall stats are showing an increase in viewership. The most popular video (based on the number of views) remains the Internet Governance video on Deep Packet Inspection (DPI), which was viewed more than 1,200 times in 2015.

Strong concerns about security and the core Internet infrastructure is a widely searched topic, as can be clearly seen from the list of the most viewed videos on Diplo's YouTube channel. The list includes the following videos:

- Evolution of Internet Governance
- Cybersecurity: A strategic view – the Finnish approach
- Internet Governance DNSSEC
- Internet Governance – Internet Structure videos

The global trend of accessing the Internet through mobile devices also influenced how users accessed Diplo's YouTube channel: 52% of viewers accessed Diplo's videos through phones and tablets.

As for demographics, among Diplo's main audience are viewers from developing countries. The Internet Governance Lite series of explanatory videos was viewed mostly by users from Benin, Namibia, Sierra Leone, and Barbados. Statistics show that 27% of all traffic was generated from YouTube searches, 17% from direct links, 20% from external embedded players, and 27% from YouTube-suggested video feature. The top playback locations were YouTube watch pages (42%) and embedded players on other websites (22%).

## 6.4 Alumni networks

Over the years, Diplo's online communities have continued to grow. The online communities dedicated to Internet governance, (which also welcomes alumni from Diplo's IG courses), and to climate change had over 2,100 members in 2015. Both platforms support the creation of groups for discussion on specific topics.

A feature of these networks is a dedicated space for blog posts, written by members of the community. Participants of Diplo's IG courses are also encouraged to post their blog posts on the community platform, as a way of contributing to discussions on digital policy.

## 6.5 Diplo in the Media

The public media often promotes Diplo activities, or features interviews with, or articles by Diplo lecturers and staff. As part of its communication efforts, Diplo hosts a repository of

articles appearing the public media, at [www.diplomacy.edu/interactive/media](http://www.diplomacy.edu/interactive/media)

## Income statement

	Note	2015 €	2015 €	2014 €
<b>Revenue</b>				
Contributions and other income	3		1,522,454	1,390,997
Direct costs - Courses, conferences and other events.				
Salaries and professional costs		870,027		855,481
Lecture and other fees		173,286		177,018
Accommodation and travel costs		147,166		128,160
Equipment and related costs		4,976		11,461
Ancillary costs		49,936		60,243
Telecommunication costs		10,171		31,385
Promotion expenses		30,986		61,316
Other course expenses		11,712		37,550
			1,298,260	1,362,613
<b>Indirect costs - Administration and support.</b>				
Salaries and professional costs		67,862		41,395
Accommodation and travel costs		4,637		2,023
Printing, books and stationery		6,554		2,932
Maintenance costs		8,125		12,251
Rent and other office costs		83,487		18,982
Water and electricity		2,335		976
Telecommunications		17,311		5,525
Accountancy fees		13,867		5,846
Other professional fees		3,750		950
Audit fees		3,000		2,950
Insurance		766		337
<b>Depreciation:</b>				
Office furniture and equipment		167		172
Computer hardware and software		2,383		2,628
			214,244	96,966
<b>Surplus/(deficit) for the year</b>			9,950	(68,583)
(Increase)/decrease in provision for uncollected VAT			(427)	(8,478)
Profit on exchange			17,675	1,904
Bank interest and charges			(4,642)	(1,904)
<b>Net surplus/(deficit) for the year</b>			22,556	(77,061)

## REPORT OF THE AUDITORS

### To the Board of Administrators of the DiploFoundation.

We have audited the accompanying financial statements of the DiploFoundation, which comprise the statement of affairs as at 31 December 2015 and the income statement, statement of changes in equity and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory notes.

#### *Director's responsibility for the financial statements*

The director is responsible for the preparation and fair presentation of these financial statements. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

#### *Auditors' responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

#### *Director's responsibility for the financial statements*

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement in the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### *Opinion*

Subject to the availability of funding being made available for the ongoing operations of the DiploFoundation as and when required and as explained in detail in the director's report, In our opinion, the financial statements give a true and fair view of the financial position of the DiploFoundation as at 31 December 2015, and of its financial performance and its cash flow for the year then ended and have been properly prepared in accordance with accepted accounting principles in conformity with International Financial Reporting Standards as adopted by the EU.

#### **Mr. Peter V. Degiorgio**

Peter Degiorgio & Associates  
Certified Public Accountants  
Triq tal - Hrireb,  
Msida, Malta

## BOARD OF ADMINISTRATORS

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*Director of DiploFoundation*

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**Dejan Dincic** – Technical Director

**Hannah Slavik** – Educational Programmes Director

**Tereza Horejsova** – Project Development Director; Geneva Office Head

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Aldo Matteucci, former Deputy Secretary General of EFTA

Laurence Pope, former US ambassador

Kishan S. Rana, Professor Emeritus and former Indian ambassador

Alex Sceberras Trigona, former Minister of Foreign Affairs, Malta



## STAFF

Martin Aquilina, Finance Manager  
 Robert Aquilina, Finance Consultant  
 Miodrag Badnjar, Media Developer Online Courses  
 Patrick Borg, Master/PGD in Contemporary Diplomacy Coordinator; Malta Office Head  
 Stephanie Borg Psaila, Internet Governance programmes  
 Matthew Bugeja, Accounts Clerk  
 Katharina Höne, Consultant for Online Learning and Publications  
 Jelena Jakovljević, Web manager and designer  
 Arvin Kamberi, Multimedia Coordinator  
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 Dragana Markovski, Online Programmes Assistant  
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 Mina Mudrić, Publications Manager  
 Aleksandar Nedeljkov, DTP assistant  
 Tanja Nikolić, Course Admissions Coordinator  
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 Roxana Radu, Internet governance programmes consultant  
 Vladimir Radunović, Cybersecurity and E-diplomacy programmes  
 Barbara Rosen Jacobson, Research consultant  
 Andrej Skrinjaric, Online Programmes Coordinator  
 Eva Tanner, Finance Manager  
 Sorina Teleanu, Internet governance programmes consultant  
 Vladimir Veljasević, Illustrator  
 Milica Virijević Konstantinović, Office Administrator Belgrade, and Travel and Workshop Coordinator  
 Carmelo P. Romano, from Clever Solutions Ltd, providing IT Support

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