



Data Analysis

Introduction

Another Geneva Engage Awards ceremony is over, and this one was particularly special because it marked the 10th anniversary of the awards ceremony, which recognises excellence in digital engagement and outreach under the theme *Engage2Connect*.

This milestone gave us a moment to reflect on the past decade—celebrating achievements, revisiting memorable moments, and highlighting how we've built a dynamic community of digital diplomacy and collaboration.

We also had the honour of recognising two organisations that have demonstrated consistent excellence and remained at the top throughout the past 10 years: the **United Nations High Commissioner for Refugees (UNHCR)** and the **Permanent Delegation of the European Union to the UN Office in Geneva**. Their dedication to meaningful digital engagement continues to set a high standard in the field.

About Geneva Engage

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

The awards evaluate Geneva-based organisations' social media engagement, web relevance and accessibility, and innovative events and fall into three main categories according to stakeholder groups:

- International organisations
- Non-governmental organisations and associations
- Permanent representations

Methodology

This report details our evaluation methodology in each category of awards. For an actor to be included in our analysis, they must have an active official X account and have published at least one post since 1 January 2024.

To participate in the Awards, while an actor doesn't need to have an active presence on the other platforms we considered, including Facebook and Instagram, or an active website, we highly recommend they expand and maintain their digital presence to maximise outreach.

For the 10th GE Awards, we counted 170 actors. In the following, we detail the selection criteria and process for each award.

Main categories

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

Social media outreach

We collaborated with a third-party social media performance-tracking company, Popsters, to retrieve all social media data for our calculations. As social media trackers have limits, we provide our best estimates. To more accurately reflect the improvements in the performance of actors and encourage smaller actors, we stopped using several absolute numerical metrics, such as the absolute number of followers over the lifetime of an account. We still included the relative growth of followers, which reflects the account's improvements during the analysis period and reduces the influence of the account's size—the analysis period of the following indicators spanned 1 January to 15 December 2024.

Platform Indicators

X/Twitter

- Relative growth of followers**
- Relative growth of following accounts**
- Total number of tweets*
- Total interactions (bookmarks, likes, quotes, replies, retweets) of tweets*

- Engagement rate per post*

Facebook[^]

- Relative growth of page likes**
- Total number of posts***
- Relative growth of the number of posts**
- Total interactions (likes, shares, comments) of posts
- Engagement rate per post

Instagram^{^`}

- Relative growth of followers**
- Total number of posts
- Relative growth of the number of posts**
- Total interactions (likes, comments) of posts
- Engagement rate per post

* We only tracked tweets whose original author was the account owner.

** Compared to the previous year.

*** Meta's Application Programming Interface (API) has limitations on the number of downloadable posts at a time; our number is the best estimate.

[^] We did not track promoted/paid posts.

[`] For an Instagram account to be counted, it had to be a business account.

Web relevancy

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

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

You can read about the application, methodology, and data we use on the Geneva Digital Footprint [page](#).

Statistical analysis

For the statistical analysis, we first determined outliers in each category (both in high and low ranges) by applying the interquartile range rule:

$$\begin{aligned}IQR &= Q_3 - Q_1 \\O_H &= Q_3 + 1.5IQR \\O_L &= Q_1 - 1.5IQR\end{aligned}$$

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

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

$$P = \left\lceil \frac{s_i - \min(S)}{\max(S) - \min(S)} \cdot 24 \right\rceil, \text{ where } S = \{s_1, s_2, \dots, s_n\} \text{ for } s_i \leq O_H$$
$$P = \begin{cases} P, & \text{if } P < 25, \\ 25, & \text{if } P \geq 25 \end{cases}$$

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

In addition to the main categories, special awards recognise innovative ways actors can create meaningful engagement while adapting to the ever-changing digital ecosystem. The 10th GE Awards included two special categories:

- Effective and Innovative Events Award
- Web Accessibility Award

Effective and Innovative Events

In 2020, ahead of the COVID-induced remote working, we foresaw the value of online conferencing and introduced the new **Online Participation Award** (now **Effective and Innovative Events Award**). This special category is dedicated to recognising the various ways actors have innovated to host an abundance of international conferences and meetings and effectively create engagement through digital means.

Web Accessibility

To measure an organisation's accessibility score, we used the following:

1. **Google Chrome's Lighthouse accessibility scoring** tool for desktop displays audits numerous indicators, such as accessible element names, sufficient contrast ratio of background and foreground colours, alt text in image elements, and discernible link names.
2. **Manual expert analysis:** A detailed review of the shortlisted nominees, i.e. organisations with a Lighthouse score of 90 and above, assessing real-world usability and accessibility features beyond automated scoring. Our experts examined the top-scoring actors' website code, design decisions, user feedback channels, accessibility declarations, and compliance with existing standards like Web Content Accessibility Guidelines (WCAG) 2.1 by the World Wide Web Consortium (W3C).

Positive findings (frequently appearing)

- **Keyboard navigation:** Most websites allow full interaction via keyboard, including logical tab order and the presence of a "skip to main content" link.
- **Focus indicators:** Interactive elements typically have a visible focus indicator.
- **Visual accessibility:** No colour contrast errors in most cases.
- **Descriptive texts:** All images generally have alternative text (though some are too long or redundant).
- **Logical structure:** Clear heading hierarchy and structured content (although H1 missing in most cases)
- **Screen reader compatibility:** Websites correctly scale, and reflow at different zoom levels, and are compatible with screen readers.
- **No disruptive content:** No moving, blinking, or scrolling content.

Negative findings (common issues)

- **Headings & labels:** Missing or incorrect use of H1 headers; some skipped heading levels.
- **Colour contrast:** Some elements fail to meet the recommended contrast ratio (4.5:1).
- **Alternative text issues:** Some images have missing, redundant, or overly long alternative text.
- **Form accessibility:** Missing or improperly associated form labels.
- **Navigation gaps:** Some websites require multiple tabs to access menus or lack a "skip to main content" link.
- **Empty or unclear links:** Some links are labelled as "Read more" without descriptive context; some empty links are present.

- **Cluttered design:** Some sites have a dense layout that could be streamlined for better usability.
- **Mobile optimisation:** Some websites need better optimisation for mobile browsing.
- **No accessibility statement:** Most websites don't have accessibility statements.

Winners of the 10th Geneva Engage Awards

International Organisations

Rank	Entity	Points
#1	International Committee of the Red Cross - ICRC	
#2	European Organization for Nuclear Research - CERN	
#3	United Nations Office at Geneva - UNOG	

NGOs and Associations

Rank	Entity	Points
#1	World Alliance for Citizen Participation - CIVICUS	
#2	Médecins Sans Frontières - MSF	
#3	International AIDS Society	

Rank	Entity	Points
#1	Permanent Mission of France to the United Nations Office in Geneva	

#2	Permanent Mission of the Republic of Kazakhstan to the United Nations Office in Geneva	
#3	Permanent Delegation of the European Union to the United Nations Office in Geneva	

Honourable mentions

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

Effective and Innovative Events Award

World Intellectual Property Organization - WIPO

Web Accessibility Award

Geneva Environment Network

Contact

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

Annex I - Nominees in the main categories

International organisations

International Committee of the Red Cross - ICRC	207
European Organization for Nuclear Research - CERN	200
The United Nations Office at Geneva - UNOG	194
United Nations Office for the Coordination of Humanitarian Affairs - UNOCHA	192
World Health Organization - WHO	184
World Meteorological Organization - WMO	182
Office of the United Nations High Commissioner for Human Rights	179
International Organisation for Migration - IOM	178
World Trade Organization - WTO	176
International Labour Organization - ILO	175

NGOs and associations

World Alliance for Citizen Participation - CIVICUS	241
Médecins Sans Frontières - MSF	237
International AIDS Society	234
UN Watch	230
World Council of Churches	220
Women's International League for Peace & Freedom	221
DiploFoundation	212
Graduate Institute of International and Development Studies - IHEID	207
Geneva Environment Network	196
Lutheran World	194

Permanent representations

Permanent Mission of France to the United Nations Office at Geneva and other international organizations in Switzerland	217
Permanent Delegation of the European Union to the United Nations Office and other International organizations in Geneva	205
Permanent Mission of the Republic of Kazakhstan to the United Nations Office and other International organizations in Geneva	206
Permanent Mission of the Republic of Cuba to the United Nations Office and other International organizations in Geneva	187
Permanent Mission of Norway to the United Nations Office and other International organizations in Geneva	170
Permanent Mission of Israel to the United Nations Office and other international organizations in Geneva	174
Permanent Mission of the Russian Federation to the United Nations Office and other International organizations in Geneva	171
Permanent Mission of the United Kingdom of Great Britain and Northern Ireland to the United Nations Office and other International organizations in Geneva	163
Permanent Mission of the Republic of Indonesia to the United Nations Office and Other International organizations in Geneva	161
Permanent Mission of the United States of America to the United Nations Office and other international organizations in Geneva	148