



Annual Report 2013

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IMPRESSUM

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People

“ We continued to offer the full complement of online courses. In 2013, we introduced Internet Governance as an area of specialisation within the Master/Postgraduate Diploma in Contemporary Diplomacy and developed and ran two sessions of our new online course on Economic Diplomacy. Committed to ensuring relevant and current content, we also updated our Development Diplomacy course. ”



Introduction

Diplo began the year well by featuring on *Global Magazine's* list of Top 100 NGOs in the world. This was no mean feat considering our constant battle to secure the funds we need to continue to do what we do best – to build capacity so that those involved in diplomacy and Internet governance can converse coherently with other professionals and stakeholders in the search for consensus and viable solutions.

Cooperating with other organisations and institutions is key to Diplo's success in online education. In cooperation with the UNDP, we developed and delivered an interactive tutored online course on **Capacity Development** based on the LenCD (Learning Network on Capacity Development). We continued our cooperation with the Graduate Institute of International and Development Studies, Geneva, to offer an online course on Global Health Diplomacy for World Health Organization (WHO) heads of country offices worldwide. With the International Federation of Red Cross and Red Crescent Societies (IFRC) we continued to run the 12-week online diploma course on **Humanitarian Diplomacy**. Ongoing cooperation with ministries of foreign affairs from Mexico (formal agreement), South Africa, Ethiopia, Guyana, Trinidad and Tobago, and Barbados testify to Diplo's position as a diplomatic training academy for many countries. Two new initiatives – the Asia-Europe Public Diplomacy Training Initiative and the Capacity Development Programme for Pacific Island States (CD Pacific) – aim to strengthen the participation in International-Geneva-related multilateral diplomacy.

We continued to offer the full complement of online courses. In 2013, we introduced **Internet Governance (IG)** as an area of specialisation within the Master/

Postgraduate Diploma in Contemporary Diplomacy and developed and ran two sessions of our new online course on **Economic Diplomacy**. Committed to ensuring relevant and current content, we further developed our **Development Diplomacy** course.

In cooperation with the Diplomatic Institute of the Italian Ministry of Foreign Affairs we developed a series of advanced diplomatic webinars. In these **online diplomacy tutorials** we addressed the challenges of modern diplomacy from two perspectives: the evolution of diplomacy and technology and social media and diplomacy. These Advanced Diplomatic Webinars attracted a total of 835 participants. Our monthly IG webinars focused on specific subjects, often a theme which had raised controversy and debate among the IG community that month and attracted 406 participants.

Concerted efforts to improve our social media presence paid off with visits to our website up 70% on 2012. Our active presence on Twitter is reflected in the following our various channels have attracted (nearly 12 000 followers) and on Facebook with thousands of likes and close to 1000 friends. The numbers following us on LinkedIn doubled to over 600 users in 2013.

Diplo has made huge progress towards sustainability by reducing dependence on core donor funding from 85% (2007) to 33% (2013). Yet, for continuous innovation and delivering online courses for small and developing states, Diplo will need guaranteed public funding. Fundraising will remain a high priority in 2014. We are well positioned as we move in to 2014 and need to continue this momentum, offering training and other services to communities and individuals worldwide.

Highlights of the year



30
JAN

Master/PGD in Contemporary
Diplomacy Workshop



13
MAR

5th Workshop on Modern
Diplomacy for Small States

2013

Persuasion, the essence of
diplomacy – a seminar

03
MAR



Online Learning Day

17
APR

A timeline



28
MAY

Next phase in the Malta – Mexico – Switzerland
online diplomatic training cooperation



21
OCT

Launch of CD Pacific in Vanuatu

E-participation Day: towards a
more open UN?

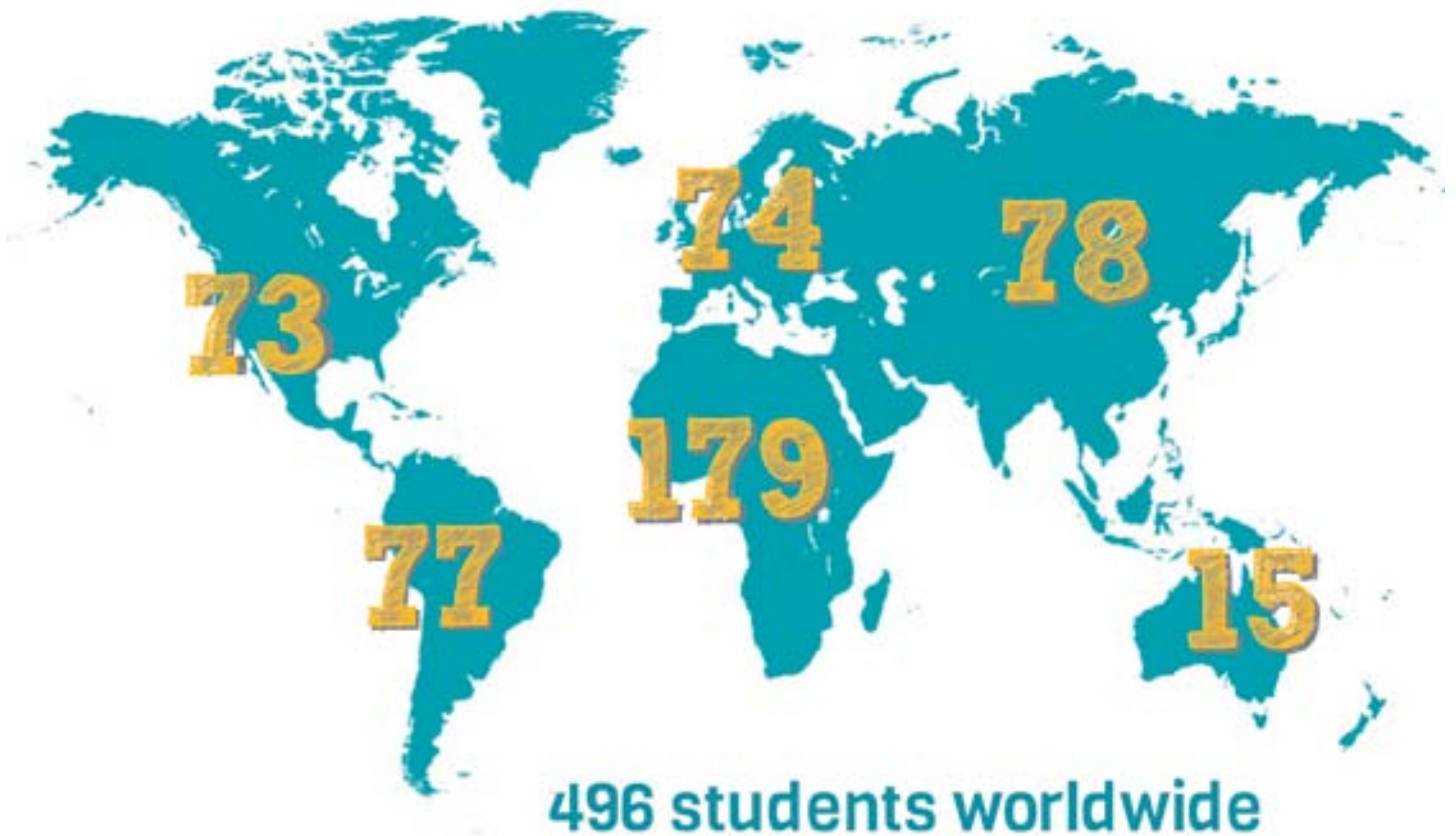
19
JUN

Master in Contemporary
Diplomacy graduation 2013



27
NOV

Diplo in numbers (2013)



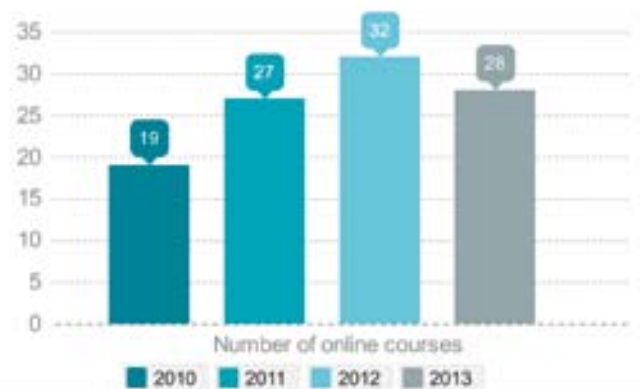
496 students
from **132** countries
28 followed
online courses

1240 people
followed **32** webinars

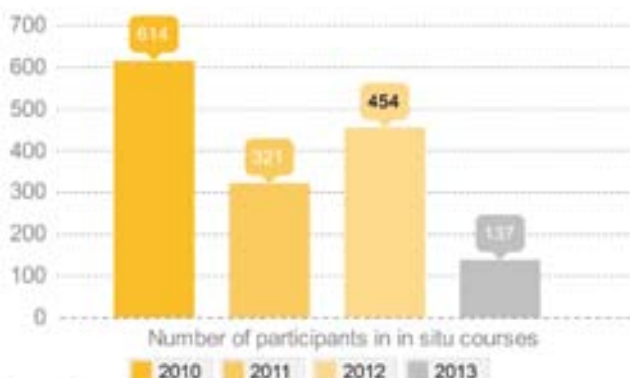
28982 online annotations
were made



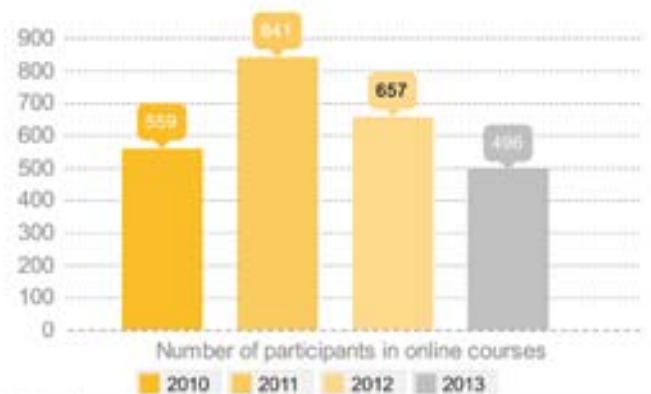
Number of countries in online courses



Number of online courses



Number of participants in *in situ* courses



Number of participants in online courses



I found the entire course to be incredibly valuable in helping me to build my knowledge and skills in applying these practically to my working situation.

Jodie Kane,
Capacity Development Advisor, Pacific-Australia Climate Change Science
and Adaptation Planning Program,
December 2013

Courses

In 2013, Diplo’s online diplomacy courses remained available through three different modes of study:

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

Master/Postgraduate Diploma in Contemporary Diplomacy

In 2013, ten participants registered for the Master/Postgraduate Diploma in Contemporary Diplomacy, a well-established programme offered in cooperation with the University of Malta. Diplo offered partial scholarship

assistance (ranging from a 20 to 45% reduction in fees) to five participants: three from African countries, and two from the Caribbean/Central America region. Table 1 shows the geographical distribution of participants.

Table 1. Geographical distribution of Master/PGD 2013 participants

Africa	5
Europe	2
Caribbean/Central America	2
Asia/Middle East	1

Highlights of our achievements for 2013

➤ Introducing **Internet Governance** as an area of specialisation within the Master/ Postgraduate Diploma in Contemporary Diplomacy.

➤ Developing and running a new online course on **Capacity Development**, in cooperation with the UNDP, the SCD, and the Learning Network on Capacity Development (LenCD).

➤ Establishing a new partnership for online learning with the Ministry of Foreign Affairs of Ethiopia.

Developing and running two sessions of our new online course on **Economic Diplomacy**. ◀

Updating our course on **Development Diplomacy**. ◀

Following a 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, Internet governance, e-diplomacy, development diplomacy, negotiation, public diplomacy, public speaking, and media skills. 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 those on offer. Participation in online courses is via Diplo's online classroom, accessed over the Internet. Participants read lecture texts and make hypertext entries, consult additional resources, take part in asynchronous discussion forums, attend online sessions using chat software, and complete assignments. The following online courses were offered to Master/PGD participants in the 2013 programme:

- **21st Century Diplomacy**
- **Bilateral Diplomacy**
- **Consular and Diaspora Diplomacy**
- **Current Issues in the United Nations (Multilateral Diplomacy II)**

- **Cybersecurity**
- **Development Diplomacy**
- **Diplomacy of Small States**
- **Diplomatic Law: Privileges and Immunities**
- **Diplomatic Theory and Practice**
- **E-diplomacy**
- **Infrastructure and Critical Internet Resources**
- **Introduction to Internet Governance**
- **Language and Diplomacy**
- **Multilateral Diplomacy**
- **Public Diplomacy**

Master's dissertations

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 February 2013, eight of the ten participants who had started the Master/PGD programme in 2012 began to write their dissertations.

Of these eight candidates, three submitted their work and graduated in November 2013 (Abah, Thomas, Siyothula); two submitted the dissertation and are awaiting examination results and will most likely graduate in November 2014 (Darville, Khonja); and three are due to submit their dissertations in June 2014 and graduate in November 2014 (Wahdan-Jarrar, Kalou, Sommer).

After assessment and approval by the University of Malta, completed dissertations are added to Diplo's online **dissertation library** (with the author's permission).

Graduation

In November 2013, the University of Malta awarded the Postgraduate Diploma in Contemporary Diplomacy to two Diplo students who began their studies in 2011 and the Master in Contemporary Diplomacy to eleven Diplo students from eleven countries – Australia, Austria, Dominica, Grenada, Ireland, Malta, Nigeria, Sierra Leone, South Africa, and Uganda – who began dissertation work between February 2011 and February 2013.

Table 2. 2013 Master's degree candidates and research topics

Name	PGD year	Country	Dissertation title
Anthony Darville	2012	Bahamas	<i>Asylum in Ecuador and Latin America</i>
Ene Tammy Abah	2012	Nigeria	<i>The role of diplomacy in the security situation in the north of Nigeria: Case study of Boko Haram</i>
Ezra Zilla Natasha Thomas	2012	Dominica	<i>The evolution of diplomacy in the Caribbean</i>
Fitina Patience Khonje	2012	Malawi	<i>The role of the diplomatic community in influencing social cohesion on topical governance and human rights issues in Malawi 2011–2012</i>
Phakamisa Siyothula	2012	South Africa	<i>The role of civil society in contemporary disarmament diplomacy: A comparative analysis of the campaigns and negotiations to ban landmines and cluster bombs.</i>
Reem Mustafa Wahdan-Jarrar	2012	Palestinian Territory	<i>Palestinian Statehood Diplomacy 2011–2012</i>
Setaita Tupua Kalou	2012	Fiji	<i>Against the odds: Negotiating for a sustainable tuna fishery in the Pacific.</i>
Szilvia Sommer	2012	Hungary	<i>Female leadership as it is perceived in the conflict prevention, diplomacy, and UN peacekeeping sectors.</i>

Expanding the online course catalogue

Economic Diplomacy – first delivery

Diplo's new course on **Economic Diplomacy** was developed by Professor Geoff Berridge and Ambassador Kishan Rana, joined by Mr Bipul Chatterjee (Deputy Executive Director of CUTS International India). The course focuses on the evolution and role of economic diplomacy in international affairs, the role of different state and non-state actors, and how a good diplomatic system works with all the key stakeholders. Participants learned practical skills related to running a commercial or economic section, and to working with commerce chambers of individual enterprises. They also learned about promoting business delegation exchanges, and participation in trade exhibitions. The course was designed to help participants assess current trends in the framework conditions of international trade and other economic exchanges.

The pilot session of this course was delivered starting in May 2013 for a group of 21 participants. Mr Chatterjee taught the course, with the support and participation of Professor Berridge and Ambassador Rana. Results of the post-course questionnaire showed that participants appreciated the course, in particular the experience and expertise of the course lecturers, the clearly written course materials, and the level of interaction with lecturers and other participants. Based on participant feedback, the course was updated and delivered a second time starting in October 2013.

Development Diplomacy – course updates

Diplo's course on **Development Diplomacy** has been running since 2008. In 2013, a new lecturing team, consisting of Ms Dominique Hempel Rodas and Mr Louis J. Currat took responsibility for this course. They thoroughly revised the existing materials with a new focus on the Post-2015 Development Agenda. The course topics, as delivered in 2013, were:

1. Introduction
2. Types, Forms and Instruments of Development Diplomacy
3. Multilateral Development Cooperation and Diplomacy
4. A View from Partner Countries (middle- and low-income countries)
5. The Donor Perspective
6. The Role of Diplomats in International Development Cooperation
7. From the Millennium Development Goals to the Sustainable Development Goals and the Post-2015 Development Agenda
8. Recurrent Criticism of Development Aid and Future Challenges

Face-to-face diplomacy training

In addition to online courses, Diplo faculty members delivered a number of face-to-face diplomacy courses in 2013 (Table 3).

Table 3. Face-to-face training courses and workshops in 2013

Dates	Course/Workshop title	Partner	Venue	No. of participants
13-22 March	Modern Diplomacy for Small States	Commonwealth Secretariat, Ministry of Foreign Affairs Malta	Malta	19
5-7 November	Business Protocol and Etiquette	Azerbaijan Diplomatic Academy	Baku, Azerbaijan	27
3-4 December	Executive training on Conflict Resolution for Heads of Mission Conference	Ministry of Foreign Affairs of the Kingdom of Bahrain	Manama, Bahrain	17
4-6 December	Internet governance and e-diplomacy for ministers and ambassadors of African countries	African Union Commission	Addis Ababa, Ethiopia	
10 December	The latest developments in e-diplomacy	European External Action Service (EEAS)	Brussels, Belgium	

Azerbaijan Diplomatic Academy (ADA)

Diplo has been cooperating with the Azerbaijan Diplomatic Academy (ADA) in Baku since 2008, offering both online and face-to-face training, in particular in the area of protocol and etiquette. In 2013, the ADA

contracted Diplo to run a workshop on business protocol and etiquette in Baku 5-7 November. The workshop was delivered by Diplo faculty member Mr Olaph Terribile.

Ministry of Foreign Affairs of the Kingdom of Bahrain

Since 2010 Diplo has been providing training programmes on diplomacy for the Ministry of Foreign Affairs of Bahrain. In 2013, Diplo was invited to submit a proposal for an executive workshop on conflict resolution

during the ministry's Heads of Mission Conference. The proposal was accepted, and the training course was developed and delivered in December by Diplo faculty members Mrs Liz Galvez and Ambassador Kishan Rana.



Our contribution through this programme to the global Internet Governance Forum (IGF), the World Summit on the Information Society (WSIS), the Internet Governance Caucus, and global policy processes is accomplished by assisting individuals and organisations to expand their outreach in global debates.

Internet Governance

Internet Governance Capacity Building Programme (IGCBP) 2013

Diplo's Internet Governance Capacity Building Programme (IGCBP) is particularly vulnerable to funding variations, as our target group is composed almost exclusively of participants from least developed and developing countries who do not have access to funding, and are generally unable to self-fund. Although a number of project proposals were submitted, funding was not available for the core IGCBP. Previously, the IGCBP had evolved each year to meet the changing needs of the global IG community. 2013 showed the effects of the changes unfolding in 2012, as the needs of the IG community entered a critical phase of controversial discussions, and a lack of new experts gaining experience to offer new voices and viewpoints to the choir of 'usual suspects'. 2013 was again year of emphasising new priorities for the IGCBP, with major emphasis on fundraising, where, previously we had the luxury of focusing primarily on course delivery and learning methodology. 2013 was a year of adaptation to a new pattern of self-funding supported by partial scholarships, and reduced offerings for the developing world.

While we have continued to highlight improving quality, expanding outreach, and increasing flexibility in our programme, we have not seen the results of this investment transferred to an increase in the number of participants. Text updates have emphasised higher precision and accuracy, while a new (6th) edition of *An Introduction to Internet Governance*, Diplo's flagship book

was postponed to 2014. Progress is shown in the gradual success of the new IG route for the Master/Postgraduate Diploma in Contemporary Diplomacy; graduate accreditation for three courses; a more interactive course methodology approach; and a more structured series of IG webinars. The IGCBP continues to be successful, but on a much smaller scale. While we continue to improve quality, increases in quantity have so far eluded us.

The IGCBP has trained well over 1000 professionals from 144 countries worldwide since its inception in 2003. Our contribution through this programme to the global Internet Governance Forum (IGF), the World Summit on the Information Society (WSIS), the Internet Governance Caucus, and global policy processes is accomplished by assisting individuals and organisations to expand their outreach in global debates. It also includes interactions with other international groups – the United Nations (UN), the International Telecommunication Union (ITU), the Internet Society (ISOC) – and with national regulators and governments. At the end of 2013, Diplo was asked to join the Civil Society Coordination Group (CSCG), as one of five organisations attempting to add coherence to the civil input into global IG policy processes, in particular to the improvement of selection processes for civil society representation in policy-shaping environments. This is not without risk: it is a controversial process but allows Diplo to assist and support IG global processes and to raise and fortify Diplo's image as an important organisation on the IG map.

The IGCBP continues to include its core components: the **Introduction to Internet Governance** course; advanced thematic courses in **Infrastructure and Critical Internet Resources, Cybersecurity, E-participation, ICT Policy and Strategic Planning** and others; the **Research Policy Methodology** course; policy immersion fellowships, and other events. We are dynamically engaged in remote participation projects to facilitate greater opportunities for inclusion in global policy processes. While Diplo does not carry out advocacy activities, we do work to foster open discussion in support of the inclusive multistakeholder model for IG, and support involvement in policy-shaping and policy-making by our community members. Two aspects of Diplo's IG programmes underwent significant strategy changes in 2012, laying the foundation for substantive change in 2013. The first was a significant move in the methodological approach to some of the IG courses, in the form of the addition of a University of Malta graduate-level accreditation for two more IG courses (**Infrastructure and Critical Internet Resources** and **Cybersecurity**, besides the previously accredited Introduction to Internet Governance course), and the approval of the specialisation in IG as

part of the Master/PGD in Contemporary Diplomacy. The second continuing development in strategy is economic in nature, responding to the termination of funded programmes, and seeking to create self-sustainability for IG courses and greater ownership by participants. Full scholarships have been reduced to a minimum, applied only when outside funding has been attained (e.g. VeriSign; but we have no current funders). Diplo scholarships have been limited to 20% partial scholarships, and increased assistance will be given to applicants to find funding from other sources, such as their employers, organisations, and universities.

The first course in the IGCBP, the **Introduction to Internet Governance** course, previously designed to follow a 12-week schedule, has been successfully tightened and adapted to a 10-week programme in line with the University of Malta calendar. Each week is assigned a specific learning activity.

Diplo's IG Webinars, now established as a monthly event, have been a successful focus of knowledge sharing.

Table 4. 2013 IG Webinars

Date	Title
29 January	<u>Internet governance forecast for 2013: Cloudy with sunny spells, windy at times</u>
26 February	<u>Remote participation: from principles to practice</u>
26 March	<u>ICANN's new engagement strategy in the developing world</u>
30 April	<u>The threat of cyber-attacks</u>
28 May	<u>The role of governments in IG</u>
26 June	<u>How does the enormous surveillance power affect Internet users worldwide?</u>
30 July	<u>Open government: issues and challenges</u>
29 August	<u>The Arab IGF: discussion amid conflict</u>
26 September	<u>Is Brazil leading a new revolution in global digital policy?</u>
31 October	<u>Global Internet politics after IGF 2013 in Bali: developments and outcomes</u>
4 December	<u>The Internet of Things</u>

Online Introductory course

The Introduction to IG course was offered as a Diplo certificate course, and as a University of Malta accredited course. It is a required course for the Master in Contemporary Diplomacy with a focus on IG. The modules are set up with the first week covering a general introduction by participants and the online classroom team plus an exercise familiarising participants with the learning platform, the methodology used, and the expectations we have of them. Later, an overview of IG policies, processes, and actors is given with an introduction of how the content of the course is divided into five thematic baskets. Each basket focuses on a specific perspective addressing issues related to infrastructure and standardisation, legal aspects, economic perspectives, development issues, and sociocultural issues.

Thematic courses

Several 10-week online advanced thematic courses followed the introductory course, meeting the needs of participants who wish to work in depth on specific global IG and policy issues and to focus more on issues of special concern to them. The objective was to allow participants to move beyond the basics where a broad range of topics was generally introduced down to tackling issues more concretely with the help of qualified experts.

Advanced thematic courses were delivered in **Cybersecurity** and **Critical Internet Infrastructure** (both offered as University of Malta accredited courses, and as part of the Master in Contemporary Diplomacy), **Privacy and Personal Data Protection**, and **ICT Strategy** (these last two were offered as Diplo certificate courses).

Table 5. Summary of course activity for 2013

Course	Duration / # of groups	Number of participants	Number of countries represented	Total number of student HT entries	Total number of student classroom blog and forum posts
Introduction to Internet Governance	10 weeks / 1 group	19 (incl 4 PGD + 1 certificate)	17	834	36
Privacy and Personal Data Protection	10 weeks / 1 group	6	6	286	23
Infrastructure and CIRs	10 weeks / 1 group	11 (incl 4 PGD)	10	498	33
ICT Policy and Strategic Planning	10 weeks / 1 group	10	10	822	50
Cybersecurity	10 weeks / 1 group	(finalising) 17	14	857	61
Hivos IGCBP Foundation Course	10 weeks / 2 groups	30	9	716	124
Hivos IGCBP Advanced Course	10 weeks / 2 groups	(ongoing) (30)	11	(ongoing)	(ongoing)
TOTAL	9	121	77	4013	327

Note: Hypertext (HT) posts are at the core of Diplo's online learning methodology (see illustration below). The closest analogy is the number of questions asked or interventions in a classroom. Even more than posing questions to the lecturer, participants use HT posts to comment on and debate particular issues. If we divide

the total number of annotations/links (4013) by the number of active participants (63), we see an average of 64 hypertext entries or class interventions per student. It is interesting to note that the requirement for full class participation is 32 HT posts per participant.

The screenshot displays a web browser window with the URL learn.diplomacy.edu/texts/text?id=8993&class=474&title=5%20Cyberterrorism%20and%20Cyberwarfare. The page features a navigation bar with links for Courses, Home, Meetings, Assignments, Forums, Messages (13), Calendar, Reports, Admin, Help, and Logout. A user account for VirginiaF@diplomacy.edu is visible in the top right.

The main content area is titled "CYBERSECURITY (IRLS092/IGCBP13) - 5. CYBERTERRORISM AND CYBERWARFARE" and contains a "Hypertext Discussion Tree". The tree shows several posts:

- Creation:** A post stating, "defines. It is not really that Anonymous is a cyberterrorist group, obviously. But that the definition here clearly lacks any recognition of the importance of dissent."
- simple and clear:** A post by Malirey Kresdel (14-11-2013 16:34) titled "simple and clear". The text reads: "This is probably the best definition that has been shared because it is very simple. It allows us to avoid falling into a circular argument because it doesn't try to define terrorism. Definitions that try to also define what terrorism is, like the subsequent example, imply that terrorism is somehow linked to the use of ICT's."
- The Simplicity almost brings complication:** A post by Sam Orling (15-11-2013 8:29) titled "The Simplicity almost brings complication". The text reads: "While I agree that this definition is simple, however I think has provided more complication. The interpretation of this definition simply means that almost all real life terrorists are actually cyberterrorist, since most terrorist use IT one way or the other ranging from computers, phones, pda's, electronic missile launchers, IT based weapon delivery systems etc. So WHO a definition of cyber terrorism that is not clearly related to the cyber space only brings more complication."
- agree:** A post by Waleed Al-Sagoff (15-11-2013 16:32) titled "agree". The text reads: "I agree with Sam on this very point. Terrorists all over the world now use the internet to some degree. I don't think this definition could stand its ground for long because in the future and as ICTs become part and parcel of all terrorist activities, the word cyber before terrorism will become meaningless. Therefore, a more important focus should be on the degree and goal of use. I don't think there is an easy way to setup a threshold above which a person is considered a cyberterrorist, but giving a blanket definition like this dilutes it too much."

The page also includes a "COURSE OUTLINE" on the left and a "CALENDAR" on the right. The "CALENDAR" section features a "TWEET" titled "#IGCBP13 ON TWITTER" with several tweets from users like @backflow, @jreyesa, @peping, and @vileks.

Important progress was made in the area of IG communications, with development in social media, including Twitter, Facebook, networking, the www.diplomacy.edu website, and other activities including active involvement in the process of renovation of the IGF Multistakeholder Advisory Group (MAG). The Twitter feeds into all classrooms have brought current global discussions dynamically into the classes, and have carried class discussion to the attention of a larger group. For more details, see the section on Online presence: website, communities, and social media.

An important component in blended learning training is the *in situ* involvement by selected beneficiaries in various policy immersion activities. This may include participation in or hosting of national, regional, and global policy processes, as funding and sponsorships permit. While lack of funding reduced Diplo's active presence, we added significant value to global processes, in particular the IGF, where we organised several workshops, which again had significant involvement.

Strengthening partnerships

Hivos programme for MENA

The cooperation with Hivos on the Internet governance programme for MENA started with the involvement of a Diplo expert as a lecturer during Internet governance training in Tunis. The training was held from 16 to 19 March 2013, and gathered about 50 youth activists from Iraq, Iran, Egypt, Syria, Tunisia, Libya, Oman, and Lebanon who represented civil society actors, bloggers, journalists, legal advisors, public sector employees, and private sector companies operating in the Internet industry or the technical community.

The cooperation continued in the form of the **Hivos IGMENA 2013** programme, consisting of two main elements:

- A foundation course, an **Introduction to Internet Governance**, delivered in an interactive virtual classroom of 15 participants, with a 10-week online course commitment. This included one week of online orientation before the course content began, and one week for the final assignment. The course content was delivered over eight weeks.
- An advanced thematic course (still ongoing), exploring a selection of topics in more detail, with an emphasis on their relationship to human rights and IGMENA, with the inclusion of human rights experts from Africa, Pacific and the Caribbean (APC). The advanced course is being delivered in an interactive virtual classroom of 15 participants, with a 10-week online course commitment. This includes one week of online orientation before the course content began, and one week for the final assignment. The course content is being delivered over eight weeks, and the course delivery ends on 9 February 2014.

In cooperation with Hivos and the Tunisian Internet Agency, another short onsite training session was organised by Diplo during the Freedom Online Conference in Tunisia. The high level session on Internet governance took place on 16 June, and provided a mapping of global and regional Internet governance challenges to 20 officials and representatives of public institutions from the MENA region.

Diplo at EuroDIG in Lisbon

At the 6th meeting of European Dialogue on Internet Governance (EuroDIG) that took place in Lisbon from 20 to 21 June, Diplo co-organised a session on network neutrality bringing several key experts from major companies and organisations to the table. Diplo also contributed to shaping the overall programme, and especially to a plenary session on cybersecurity.

Diplo at the 2013 IGF in Bali

Diplo organised a number of workshops at the 2013 IGF in Bali, to which Diplo's IG community was invited, either in person or remotely, or to view the recordings after each session:

- DiploFoundation and other stakeholders facilitated an orientation session each morning aimed at mapping the overall IGF and other diplomatic/political processes, main actors and ecosystem, various topics, and to help newcomers understand how they can engage during and after IGF and benefit from it. The sessions were highly interactive, and included group work as well as the participation of volunteer experts in various topics. On Day 3, the session included a **simulation exercise on negotiations**. Participants learned about the roles of different members of a drafting group, and how a text is negotiated.
- Diplo director Dr Jovan Kurbalija spoke on behalf of civil society at the pre-event High Level Leaders Meeting on 'Global multistakeholder collaboration for achieving a safe, secure and tolerant cyberspace: Enabling growth and sustainable development through cyber ethics', organised by the government of Indonesia. View streamed recording at <http://www.youtube.com/watch?v=9dXTfo07Gbl>.
- Diplo director Dr Jovan Kurbalija was one of the **speakers giving brief remarks** at the Opening Ceremony to help kick off the discussions of the 8th IGF. The speakers represented all stakeholder groups. View streamed recording at <http://www.youtube.com/watch?v=9dXTfo07Gbl>.
- Diplo co-organised a workshop on **Making Multistakeholderism more equitable and transparent: From global to local and**

back with the Multilingual Internet Group, aimed at identifying the shortcomings of the multistakeholder model, especially in emerging markets, and the great potential and risks that can be represented unless more equality, equitability, and better transparency are infused in it. View streamed recording at <http://www.youtube.com/watch?v=yZ0WukKhr24>.

- Our workshop on **E-participation in IG processes** focused on ways to improve full year-round participation and inclusion in regional and global IG processes. It started by reviewing the current IGF Remote Participation Working Group (RPWG) draft of e-participation principles, followed by interventions from discussants, who present the most important strengths to emulate, and the weaknesses to address, in current e-participation practices. Focus was on the year-round activities that support *in situ* meetings. The workshop continued with a wider discussion with the option of breaking into two groups: one on principles, and one on practice, depending on audience interest. It built on Diplo's 2011 (e-participation principles) and 2012 (principles, with a discussion focused on overcoming challenges, particularly for persons with disabilities) workshops. View streamed recording at <http://www.youtube.com/watch?v=O-FQi79t8nQ>.
- A flash session on Diplo's **Emerging Language of Internet Diplomacy** project answered the following: What is the most frequently used word in IGFs? Who is most 'talkative' stakeholder? And how often do developing countries actually make their voices heard? The project, which was launched in 2012, focuses on the reference frameworks, concepts, approaches, terminology, and patterns of communication, and answers many thought-provoking questions. The flash session provided an update on the project and demonstrates the ongoing analysis. View streamed recording at <http://www.youtube.com/watch?v=peB9dPSLpv0>.
- Dr Jovan Kurbalija co-moderated the plenary session **Taking Stock/Emerging Issues - Internet Surveillance** which focused on Internet surveillance as an emerging issue. One of the objectives of the session was to figure out how the Internet community and all its stakeholders can play a meaningful role in this debate. View streamed recording at <http://www.youtube.com/watch?v=jlswrxWSiF4>.

Community engagement during the IGF

As usual, a number of Diplo's alumni participated in the IGF. Themes and issues were discussed on **Diplo's Internet governance community**. Every year, the platform serves as a forum for discussions among IGF participants. A dedicated community group, IGF 2013, was created to serve as a virtual meeting place for community members who attended the IGF in person, as well as those who participated remotely, to discuss, share information, and network before, during, and after the IGF.

Social media played an active role in reporting from the forum. We shared content, including content from the community platform, via our social media accounts:

- Twitter: [@igcbp](https://twitter.com/igcbp)
- Diplo's IG Team on Facebook: www.facebook.com/diploig
- Facebook page: www.facebook.com/igcbp
- YouTube: www.youtube.com/DiploFoundation

We also organised a get-together for alumni, friends, and members of **Diplo's online IG community** (<http://www.diplointernetgovernance.org/>), in Bali.

Diplo booth at the IGF Village

Diplo's booth at the IGF Village stocked new publications, while our Diplo team was happy to meet with participants in person.

Belgrade Security Forum

Jovan Kurbalija and Vladimir Radunovic participated in a very successful panel on cybersecurity at the **Belgrade Security Forum** (20 September 2013).

The cybersecurity panel addressed three main aspects of cybersecurity:

- What are the main cybersecurity threats?
- Who are the main players?
- How is cybersecurity performed?

The panel was organised by the DCAF and BSF with support of DiploFoundation. Besides Jovan Kurbalija and Vladimir Radunovic, the speakers included:

- Baroness Pauline Neville-Jones, UK Government Special Representative to Business on Cyber Security.
- Alexander Klimburg, Senior Advisor at the Austrian Institute for International Affairs
- Predrag Tasevski, researcher on cybersecurity from Macedonia

For more information see the [Background note on cybersecurity](#) and [Diplo's cybersecurity website](#).

African Internet/ICT Week

At the [African Internet/ICT Week](#) (4–6 December 2013) Diplo – as the partner organisation – delivered an awareness-building session on Internet governance and e-diplomacy for ministers and ambassadors of African countries. Dr Jovan Kurbalija also moderated the High Level Panel on Internet Governance. We were also asked to prepare a short background paper on IG Issues, Actors and Processes.

A study on Internet Governance for EDA

Responding to a call by the Swiss EDA for a study on Internet governance and a possible Swiss position in this process, Diplo prepared the offer and was afterwards chosen to deliver the study during the summer period. A team of Diplo lecturers and experts worked on preparing and researching the study as needed for three months; after a number of useful communications with EDA on the desired focus, a detailed and well presented final study document was submitted. The study was well received by the EDA.

Cooperation with DCAF

Following the cooperation on a session on cybersecurity at the Belgrade Security Forum of 2012 and subsequent direct contacts and meetings, Diplo was contracted by the Geneva Centre for the Democratic Control of Armed Forces (DCAF) to provide advisory support on cybersecurity for a period of 12 months. Diplo was also contracted to develop a proposal for a Cybersecurity

Observatory – a possible project that may be further developed jointly by DCAF and Diplo.

IGF Language project

The pilot research project on analysing the transcripts from the IGF meetings continued for the IGF in Bali. A new search engine was developed for easier queries by the Diplo IG team, and a real-time feed and analysis of IGF Bali transcripts was implemented, providing brief early reports during the public IGF session organised by Diplo on this occasion. The project was recognised by a Friends of the IGF (FoIGF) coalition of institutions working on improving the visibility of IGF content (especially videos from the sessions) and Diplo joined this work assisting the coalition with a tagging system, also discussing the possible use of IGF Language project results and approaches for future FoIGF work.

The multiplier effect: IG networking in global policy processes

Diplo's **contributions to IG** are significant and lasting, as alumni and associates continue to engage in IG, 'multiplying' the effect of the work done with Diplo. Some examples of the work they are doing can be found in the **IG Directory**. As another example, the **Diplo Internet governance community** reaches 1470 people, who discuss current topics of importance in 93 groups. One of the most significant and visible processes the Diplo community undertakes is a highly successful online nomination and endorsement discussion, which supports the search for qualified IG experts to serve on committees and in positions of responsibility in the global IG policy process.

In 2013, Diplo carried out two complete IG community endorsement processes, for **new IGF Multistakeholder Advisory Group (MAG)** members (see below the list of Diplo alumni and associates currently serving on the MAG), for the **1Net Steering Committee**, and began one more, a call for nominations for **representatives for planning committees** for the Global Multistakeholder Meeting on Internet Governance to be held in Sao Paulo, Brazil, in April 2014.

Partly as a result of this visible, open and transparent community process, Diplo was invited to be a member of the Civil Society Coordination Group, an emerging effort to endow the community processes with a transparent coordination and selection format for IG global policy process engagement. <http://www.diplointernetgovernance.org/profiles/blogs/call-for-nominations-planning-committees-for-ig-meeting-in-brazil>

A sample of Diplo alumni and associates engaged in global IG processes in 2013 follows.

*Diplo alumni and associates as **ICANN Fellows** in 2013*

Selections for fellowships to ICANN's three annual regional meetings is highly competitive. However, Diplo alumni receive a high proportion of these sought-after opportunities for learning, networking and engaging in the ICANN environment.

Beijing (No. 46, 7–11 April 2013, Asia Pacific)

- Vanessa Cravo – Brazil – Gov't
- Fatima Cambronero – Argentina – Civil Society

- Inam Ali – Jordan – Gov't
- Naveed Haq – Pakistan – Gov't
- Adela Elena Danciu – Romania – Academic
- Walid Al-Saqaf – Yemen – Academic
- Grace Githaiga – Kenya – Not for Profit

Durban (No. 47, 14–18 July 2013, Africa)

- Adrian Quesada Rodriguez – Costa Rica – Academic
- Kadian Davis – Jamaica – Academic – member NCSG and NCUC
- Sarah Kiden – Uganda – Academic
- Ulkar Bayramova – Azerbaijan – Academic and At Large
- Adela Elena Danciu – Romania – At Large

Buenos Aires (No. 17–21 November 2013, Latin America and the Caribbean)

- Adrian Quesada Rodriguez – Costa Rica – Academic
- Ahmed Bakhat Masood – Pakistan – Government
- Beatriz Rodriguez – Uruguay – Academic
- Emani Fakaotimanava-Lui – Niue – Not For Profit
- Marilia Maciel – Brazil – Academic
- Noha Fathy – Egypt – Not For Profit
- Roxana Radu – Romania – Academic

*2013 **ISOC ambassadors**: 8 of 20 total ISOC Ambassadors to the Bali IGF*

ISOC provides policy immersion to a select group of applicants, based on motivation, expertise and engagement in IG processes. Diplo alumni are among the outstanding ISOC ambassadors.

- Mr Anupam Agrawal, India
- Ms Natalia Enciso, Paraguay
- Ms Sarah Kiden, Uganda
- Ms Sheba Mohammid, Trinidad & Tobago
- Ms Roxana Radu, Romania
- Ms Cintra Sooknanan, Trinidad & Tobago
- Ms Filiz Yilmaz, Turkey
- Mr Nabil Benamar, Morocco

Diplo Alumni and associates figured as members of the 2013 ICANN Governmental Advisory Committee (GAC)

- Tarfah Mohammed Al-Suleimany – International Representation, Oman
- Mr Adrián Carballo – Ministry of Foreign Affairs of Argentina / Productive Integration Advisor Committee for Mercosur / Technology Commission Coordinator
- Ms Olga Cavalli – Ministry of Foreign Affairs of Argentina
- Shelley-Ann Clarke-Hinds – Ministry of Public Administration / Head, ICT Secretariat, Trinidad & Tobago
- Dr Govind – Advisor / Ministry of Communication and Information Technology, India
- Mr Tracy Hackshaw – Deputy National Chief Information Officer / Ministry of Science and Technology, Trinidad & Tobago – Vice Chair
- Tepua Hunter – Office of the Prime Minister, Cook Islands / ICT Director
- Mr Karim Attoumani Mohamed – Post and Telecom Ministry, Comoros / Telecoms Engineer
- Louise Nasak – Telecommunication and Radiocommunications (TRR) Office / Manager Internet Market and Governance, Vanuatu
- Sorina Teleanu – Parliament of Romania / Parliamentary Assistant, Chamber of Deputies

Diplo Alumni and associates held positions as members of the 2013 IGF Multistakeholder Advisory Group (MAG)

- Ms Carolina Aguerre, Buenos Aires, Argentina – General Manager, Latin America and Caribbean TLD Association (LACTLD)
- Mr Qusai Al Shatti, Kuwait City, Kuwait – Deputy Chairman, Kuwait Information Technology Society
- Mr Kossi Amessinou, Bissau, Benin – Manager for IT, Ministry of Development, Economic Analysis and Prospective
- Ms Fátima Cambronero, Argentina – Lawyer, AGEIA DENSI Argentina – Argentina Study Group & Academic Research Association in Law, Economy and Business at Information Society
- Ms Olga Cavalli, Buenos Aires, Argentina – Adviser for technology, Ministry of Foreign Affairs
- Ms Veronica Cretu, Chisinau, Moldova – President, CMB Training Center
- Ms Angelic del Castilho, Suriname, Diplomat, Ministry of Foreign Affairs of the Republic of Suriname
- Ms Anju Mangal, Suva, Fiji – Information and Knowledge Management Specialist/Coordinator, Secretariat of the Pacific Community (SPC)
- Ms. Judith Okite, Nairobi, Kenya – Internet Governance Coordinator, Free Software and Open Source Foundation for Africa Dynamic Coalitions on Disability and Accessibility
- Mr Vladimir Radunovic, Belgrade, Serbia – Coordinator, Internet Governance Programmes, DiploFoundation
- Mr Felix Samakande, New York, USA – Second Secretary, Permanent Mission of Zimbabwe to the United Nations Office at New York
- Ms Desiree Zachariah, Antigua and Barbuda – Country Based Specialist, Antigua and Barbuda, Organisation of Eastern Caribbean States (OECS)

“

Recognising the growing interest of international organisations and other institutions in establishing remote participation tools for major meetings, we offered to share our knowledge and assist those interested in developing comprehensive e-participation approaches.

”



E-diplomacy

Continuing our efforts to promote e-diplomacy, in 2013 Diplo organised a regular online course and several awareness-raising events, and pursued vivid online communications. The focus shifted to e-participation, creating a Geneva-based community interested in e-diplomacy, and extending the visibility of our knowledge through webinars and social media.

E-participation activities

Recognising the growing interest of international organisations and other institutions in establishing remote participation tools for major meetings, we offered to share our knowledge and assist those interested in developing comprehensive e-participation approaches.

On a practical level, Diplo assisted UNESCO with its complex e-participation endeavour. Within the framework of providing universal access to information for sustainable development, UNESCO organised the WSIS+10 Review Meeting, held at UNESCO Headquarters in Paris, France, 25-27 February 2013. Diplo provided remote consultancy, online training, guidelines, a remote participation website, and *in situ* support for the WSIS+10 meeting, assisting the UNESCO remote participation team with the implementation of the remote participation set-up and troubleshooting during the event.

As the milestone event in this area, Diplo organised an E-Participation Day as part of the Geneva e-diplomacy platform and built on the 2012 e-diplomacy day in Geneva. **The E-participation Day: Towards a more open UN?** was held at the premises of the Geneva Centre for Security Policy (GCSP) within the WMO on 19 June, in partnership with Permanent Missions to the UN of Switzerland and Malta, the International Telecommunication Union (ITU), GCSP, and Media Vision. About 100 diplomats and professionals from

Geneva, alongside many more around the globe who followed the event via remote participation tools, took part in discussions about e-participation trends and opportunities for international organisations and other institutions. WHO, the ITU, ICANN, and UNESCO shared their experiences with remote participation for major events; the break-out sessions focused on the use of social media – and especially Twitter – in and by international organisations, the importance of open data, and diplomatic immunities and protocol in the Internet era. The afternoon session was devoted to the impact of open government, open data, and citizen engagement on the work of international organisations. The event benefited from a number of background blogs prepared by Diplo experts throughout the year, while the participants (and those that were not able to participate) benefited from the video recordings posted on the Web afterwards. To preserve this community interested in e-participation, an e-list was created for follow-up activities.

Training sessions

Training session within the within the 6th Excellence in Diplomacy – Young Leadership Diplomatic Seminar by the Diplomatic Academy of the Ministry of Foreign Affairs of the Republic of Serbia, Belgrade, Serbia, 24–26 April 2013

The 6th **Excellence in Diplomacy – Young Leadership Diplomatic Seminar** was organised by the Diplomatic Academy *Koča Popović* of the Ministry of Foreign Affairs of the Republic of Serbia. The seminar has gathered over 40 of the best students from 15 diplomatic academies in Europe and beyond. Diplo was invited as a guest speaker to address the **Evolution of Diplomacy and Technology**, with a focus on e-diplomacy and digital diplomacy challenges. Our interactive and innovative approach resonated well with young diplomats who were keen to find out more.

E-Diplomacy at the Montenegrin Summer School for Young Diplomats, Kolasin, Montenegro, 30 June 2013

Diplo delivered a two-hour session on e-diplomacy within the 6th Montenegrin Summer School for Young Diplomats *Gavro Vukovic*, which gathered some 50 young representatives of MFA services from over 30 countries. An innovative delivery concept was introduced, combining remote video interventions by Jovan Kurbalija with an *in situ* lecture by Vladimir Radunovic. The session mapped the three key aspects of e-diplomacy: the Internet as a driver for the changing environment of diplomatic activities (multistakeholder environment), the Internet as a topic on the diplomatic agenda (Internet governance), and the Internet as a tool for the delivery of diplomatic activities (e-tools).

High-level Session and Panel at the African Internet/ICT Week, Addis Ababa, 4 December 2013



In context of a celebration of the 50th anniversary of the African Union, the African Union Commission organised **the African Internet/ICT Week** in Addis Ababa 4–6 December. As one of the partner organisations, Diplo was invited to deliver an awareness-building session on Internet governance and e-diplomacy for ministers and ambassadors of African countries. Dr Jovan Kurbalija also moderated the High Level Panel on Internet Governance, with distinguished panellists from the US State Department, the Brazilian MFA, and ISOC.

Training workshop for EEAS, Brussels, Belgium, 10 December 2013

Dr Jovan Kurbalija delivered a session on the latest developments in e-diplomacy at the European External Action Service (EEAS) during a course on Public Diplomacy & Relations with the Media. The course was attended by EEAS staff at headquarters and in delegations, and diplomatic services of member states. The session discussed Internet-driven changes in the global environment of today's diplomacy, and the emergence of new topics on diplomatic agendas (Internet governance, cyber-politics, cyber-war).

Panels, workshops, and discussion sessions

Panel on Diplomacy 2.0, Geneva, Switzerland, 28 February 2013



Dr Jovan Kurbalija spoke about an impact of the Internet on diplomacy, as part of a panel on Diplomacy 2.0 with Ambassador of the United States Laura E. Kennedy and Ambassador Paivi Kairamo of Finland. The panel was organised by the Geneva Center for Security Policy.

Exhibition – History of telecommunications security: from smoke signals to the Internet – Belgrade, Serbia, 21 October 2013

As the part of European Cyber Security Month, the EU Agency for Network and Information Security (ENISA), and the Register of National Internet Domain Names of Serbia (RNIDS) partnered with Diplo to organise an exhibition: **History of telecommunications security; from smoke signals to the Internet**. The exhibition featured the e-diplomacy illustrations produced by Diplo's artist Vladimir Veljasevic, which were also put in the context of cybersecurity. It aimed to show that everything that was once true about smoke signals and carrier pigeons still holds for the networked world of the Internet today, including diplomacy; it is just more complex.



Panel on e-diplomacy at Foraus Seminar 2013, Murten, Switzerland, 2 November 2013

The Foraus 2013 Seminar, under the motto Young Vision for Swiss Foreign Policy, gathered young diplomats, researchers, and others interested in the question of diplomacy and foreign policy. Diplo was invited to participate in a panel on e-diplomacy, which attracted a lot of attention. Together with Matthias Lufkens of

Burson-marsteller and Swiss Ambassador Alexandre Fasel, Dr Jovan Kurbalija mapped the impact of the Internet on diplomacy; he focused on the changing environment for diplomatic activities (the impact of the Internet on the concept of power, legitimacy, and sovereignty), new topics on diplomatic agendas (Internet governance, digital politics) and new tools for diplomats (social media, data mining).



Webinars

In 2013 special efforts were invested in the development of online training delivery and knowledge exchange through webinars.

A webinar on **Remote participation: from principles to practice** was organised on 26 February 2013, offering a webinar podcast for later review. IG experts discussed principles and practical aspects of remote participation in various forums like the Internet Governance Forum (IGF) and UNESCO's WSIS+10 Review Meeting.

The **Wikipedia for diplomats** webinar was organised on 21 June 2013 in the form of quick debates with strong moderation. Pairs of debaters addressed two topics: How reliable is Wikipedia as one of the main sources of information for diplomats? Can Wikipedia be used effectively for public diplomacy? Guest debaters were Bence Damokos from Wikimedia Affiliations Committee and Richard Boly, Director of eDiplomacy of the US State Department, and Stefano Baldi, Director of the Diplomatic Institute of the Italian Ministry of Foreign Affairs and Jovan Kurbalija of DiploFoundation. The cooperation with Wikimedia on this webinar also triggered plans to prepare a short online course **Wikipedia for diplomats**.

A series of 12 **advanced diplomatic webinars on the Evolution of diplomacy and technology** through history were organised and delivered monthly, in cooperation with the Diplomatic Institute of the Italian Ministry of Foreign Affairs. The webinars targeted officials at the Italian Ministry, but accepted other participants as well.

Additionally, a series of seven **webinars on specific e-diplomacy topics**, in the format of a lecture and Q&A, were organised:

- Social Media and Diplomacy – the new normal (February)
- Twitter: the fastest-growing tool for diplomats (March)
- Essential e-tools for diplomats (April)
- E-participation: a new way for making more inclusive diplomacy (May)
- Wikipedia – a new tool for public diplomacy (June)
- Cybersecurity for e-diplomats: hype and reality (July)
- Big data and cyber diplomats: big opportunities or big problems (October)

The thematic coverage encompassed both the evolution of technology and diplomacy through history, and the use of the emerging social media and e-tools in diplomacy.

Online presence and social media

Focusing its activities more and more around Geneva's diplomatic circles, Diplo developed an e-mail broadcasting list with professionals and officials from Geneva missions and international organisations interested in e-diplomacy. The list is also open to diplomats and officials from other countries. At the end of 2013 over 600 professionals were subscribed to the list, which shows the level of interest in the topic. The list serves to inform the community of forthcoming Diplo events and to involve them in our programmes.

As the Internet is increasingly penetrating the everyday life of everyone including diplomats, we continued to explore the smart use of e-tools and to extend our visibility and circles of followers. Regular blogs feature on the e-diplomacy In Focus page on our website – 57 blog posts were uploaded to the e-diplomacy channel, while some interesting ones posted on the Internet governance channel were shared with e-diplomacy visitors as well.

Diplo's @eDiplomat twitter account has exploded to over 5000 followers, including a great number of formal accounts of MFAs (e.g. UK, France, Sweden, Norway, EEAS, Russia, Israel, Azerbaijan, US State Department eDiplomacy), missions, ambassadors, diplomats, and distinguished professionals in the field. This success comes as result of smart tweeting with references, mentioning appropriate hashtags, but particularly due to the high-quality content produced in house – i.e. Diplo blogs, courses, and events. Interesting views and links were continuously shared through Diplo's E-diplomacy Facebook page (www.facebook.com/ediplomacy), with each post outreaching to dozens of followers.



“ Persuasion is much more than the rhetoric it is often associated with. It defines us as humans. It is an essential part of our social fabric’, stressed Dr Jovan Kurbalija, the book’s editor. ‘According to the latest studies, we spend half our time persuading or being persuaded. It happens in our family, at work, in pubs. We try to persuade verbally, tacitly, and increasingly online.”

Other events and programmes

Fifth Workshop on Modern Diplomacy for Small States

13 March 2013, Malta

The 5th workshop on Modern Diplomacy for Small States was hosted in Malta 13–22 March 2013, sponsored by the Commonwealth Secretariat and the Ministry of Foreign Affairs Malta as part of the *Malta Commonwealth Third Country Training Programme and the Commonwealth Fund for Technical Cooperation*.

Attended by 19 participants from 17 different countries from the Pacific, Caribbean, Europe, and Africa, the training consisted of a combination of speakers, participant presentations, and role play/simulations. Content was drawn from current best practices in the areas of negotiations, diplomatic protocol, and language, amongst others.



Persuasion, the Essence of Diplomacy – a seminar

3 April 2013, Geneva, Switzerland

The book *Persuasion, the Essence of Diplomacy*, was presented to Prof. Dietrich Kappeler during a seminar organised in Geneva on 3 April 2013 by DiploFoundation and the Mediterranean Academy of Diplomatic Studies. In a lively debate, academics, diplomats, and journalists discussed the theoretical, practical, and historical aspects of persuasion.

‘Persuasion is much more than the rhetoric it is often associated with. It defines us as humans. It is an essential part of our social fabric’, stressed Dr Jovan Kurbalija, the book’s editor. ‘According to the latest studies, we spend half our time persuading or being persuaded. It happens in our family, at work, in pubs. We try to persuade verbally, tacitly, and increasingly online.’

The seminar discussion centred on two arguments about persuasion: persuasion as an individual skill based on oratory and personal relations, and persuasion as a matter of social context.



Online Learning Day

17 April 2013, Geneva, Switzerland

The Online Learning Day was part of the Geneva E-diplomacy Platform and built on the first Geneva E-diplomacy Day (16 November 2012) when discussion on online learning solutions for diplomatic training sparked much interest in the community.

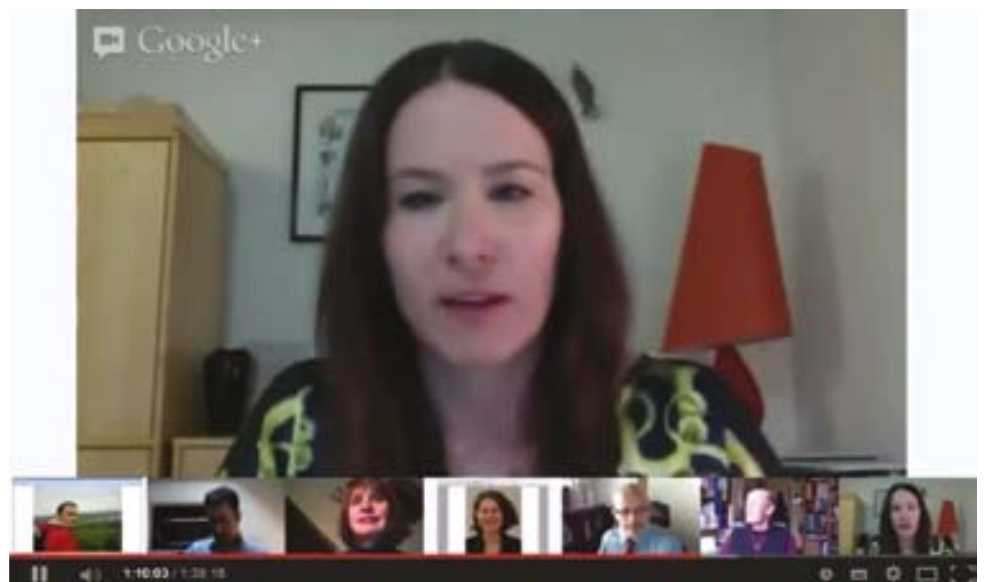
Online learning allows busy professionals to continue training without taking time off from work and family life.

At the same time, online learning is maturing: learning methodologies are improving and new platforms are emerging. Massive Open Online Courses (MOOCs) are reaching thousands of learners worldwide, while the World Economic Forum in Davos signalled that online learning is likely to be one of the main global developments of 2013.

During the evening session, leading Geneva-based providers of online learning briefly presented their training programmes, and participants had the opportunity to

discuss and ask questions in an informal setting. We also heard directly from participants who had attended some Geneva-based online learning courses.

This event was intended for anyone interested in online learning in the domain of diplomacy, international relations and global policy processes.



Next phase in the Malta – Mexico – Switzerland online diplomatic training cooperation

28 May 2013, Geneva, Switzerland

Malta, Switzerland, and Mexico renewed their MoU on cooperation in online diplomatic training. In a very successful cooperation implemented by the Instituto Matias Romero (Mexican Ministry of Foreign Affairs) and DiploFoundation (established by Malta and Switzerland), 350 diplomats have been trained over the last 9 years. The two training institutions also developed and delivered a course on **Migration and Development**.

The renewal of the MoU was signed by H.E. Ambassador Alexandre Fasel, Permanent Representative of Switzerland to the United Nations in Geneva, H.E. Ambassador Juan José Gómez Camacho, Permanent Representative of Mexico to the United Nations in Geneva, and H.E. Ambassador John Paul Grech, Permanent Representative of Malta to the United Nations – Geneva



Launch of CD Pacific in Vanuatu

26 October 2013, Port Vila, Vanuatu

Visiting the Pacific region, Swiss Minister of Foreign Affairs Didier Burkhalter confirmed Switzerland's determination to foster small island states' presence in International Geneva. This will be achieved through CD Pacific, an online and *in situ* multilateral diplomacy capacity development programme implemented by DiploFoundation and launched at the University of South

Pacific in Vanuatu, on 26 October 2013. This project, custom-designed using Diplo's online training expertise, aims to strengthen participation of Pacific Island states in International-Geneva-related multilateral diplomacy. The programme is supported by the Federal Department of Foreign Affairs of Switzerland.



Master in Contemporary Diplomacy graduation 2013

27 November 2013, Malta

In 2013, 11 candidates graduated with a Master in Contemporary Diplomacy from the University of Malta and DiploFoundation. The graduation ceremony took place at the Jesuit's Church in Valletta, Malta.

The graduates and their research topics were: Benjamin Wako Mukabire (Regulation of regional trade agreements: A critical review if the East African Community), Catherine Farrugia (EU-Turkey negotiations: Obstacles to Turkey's application to join the EU), Garry Cronan (Diplomacy and policy development in the Web 2.0 Age and beyond: An analysis of Open Government and Open Data approaches), Virginia Paque (Internet governance (IG) as a diplomatic priority), Kai Sonda Brima (Democracy in

Ghana: Lessons for Africa), Markus Koller (A review of the diplomatic relations between the Islamic Republic of Iran and the USA), Mary Murphy (The impact of the Internet on diplomatic reporting: how diplomacy training needs to be adjusted to keep pace), Roxie K. McLeish-Hutchinson (The diaspora as a resource for sustainable development: A case study of Grenada), Phakamisa Siyothula (The role of civil society in contemporary disarmament diplomacy: A comparative analysis of the campaigns and negotiations to ban landmines and cluster bombs), Ene Tammy Abah (The role of diplomacy in the security situation in the north of Nigeria: Case study of Boko Haram), Ezra Zilla Natasha Thomas (The evolution of diplomacy in the Caribbean).





Publications

Persuasion, the Essence of Diplomacy

Various authors

2013, DiploFoundation and Mediterranean Academy of Diplomatic Studies

Paperback, 135 pages ISBN 978-99932-53-26-6

This journey through persuasion in diplomacy was initiated by Professor Kappeler's long experience in both practicing diplomacy and in training diplomats. When the bells and whistles of diplomacy settle down, what remains, according to Prof. Kappeler, is persuasion. His message that persuasion is the essence of diplomacy has inspired our discussion over the last five years and has led to the publishing of this book. Contributors, all distinguished academics and diplomatic practitioners, discuss persuasion in history, persuasion in theory, and persuasion in practice.



Persuasion the essence of diplomacy

*A publication in honour of
Professor Dietrich Kappeler*

Edited by Jovan Karbalija

Twitter for Diplomats

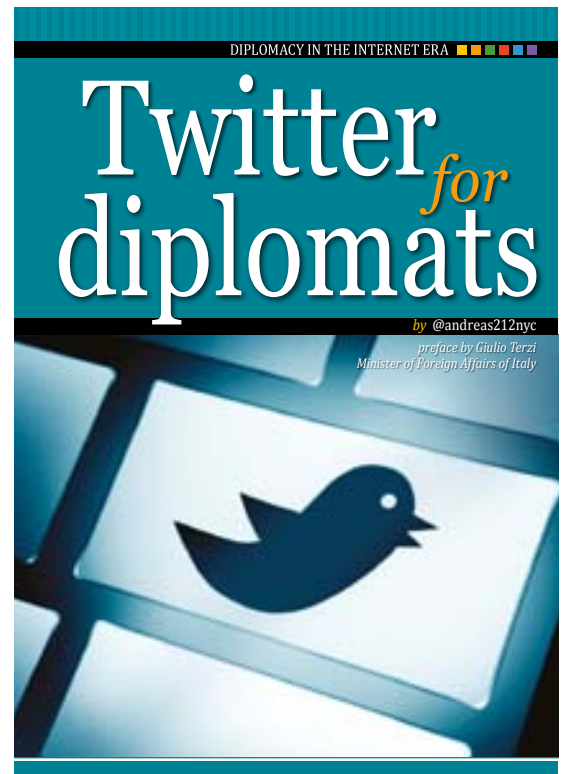
Andreas Sandre

2013, DiploFoundation and Istituto Diplomatico

Paperback, 71 pages ISBN 978-99932-53-27-3

Twitter is not only the fastest growing form of social media around, it is also a veritable initiation to digital diplomacy for most ambassadors around the globe. Indeed, 140 characters have changed the way we see the world. It has changed how foreign policy is shaped to better respond to new international challenges. In ancient Rome, the phenomenon was called *Vox Populi*; today it goes under many different names: from *ediplomacy* to *Twiplomacy*.

Twitter for Diplomats is the first publication to analyse how social media diplomacy helps create – and maintain – a true conversation between policymakers and citizens, between diplomats and foreign publics. The book is not a manual, nor a list of what to do or not to do. It is rather a collection of information, anecdotes, and experiences. It recounts a few episodes involving foreign ministers and ambassadors, as well as their ways of interacting with the tool and exploring its great potential. It wants to inspire ambassadors and diplomats to open and nurture their accounts – and it wants to inspire all of us to use Twitter to better listen and open our minds.

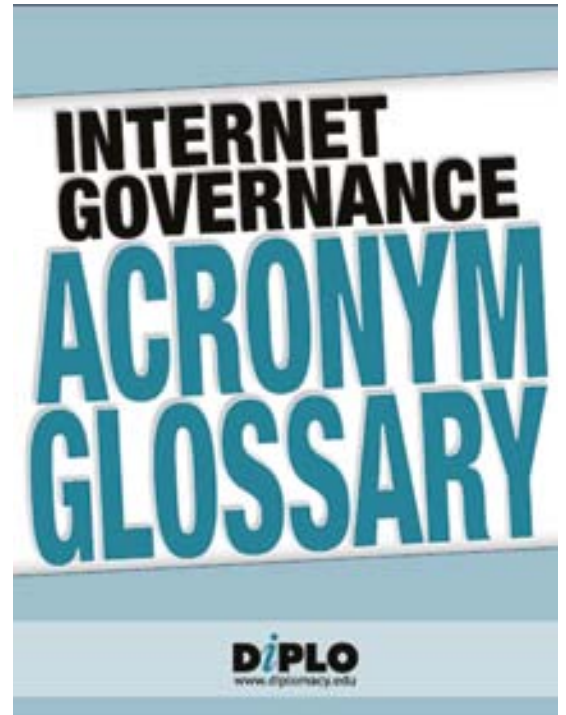


Internet Governance Acronym Glossary

Compiled by DiploFoundation

2013, DiploFoundation

Anyone new to the field of Internet governance may well suffer from an overdose of initialisms and acronyms. From ACTA to XML, newcomers and veterans alike may often be confused. While we might know, in theory, what the abbreviated forms represent, do we know what those individual letters actually stand for? And can we keep this much information in our heads? Is WSIS the World Summit on the Information Society or of the Information Society? Does the A in ICANN stand for association or agency? Why TRIPS and not TRIPR? This IG glossary compiled by DiploFoundation contains explanations of over 130 acronyms, initialisms, and abbreviations used in IG parlance. In addition to the complete term, most entries include a concise explanation and a link for further information. In fact, it has everything you need to spoon through this particular alphabet soup. Launched at the IGF in Bali, hard copies of the glossary are available at cost, in the form of a small booklet, for distribution at conferences and events.



CD Pacific: Capacity Development Programme in Multilateral Diplomacy for Pacific Island States

15 years of capacity building in the Pacific Region

This publication provides a sample of interviews with DiploFoundation's alumni from the Pacific island states. It is presented for the official launch of CD Pacific, the Capacity Development Programme for Pacific Island States, by the Swiss Federal Councillor Mr Didier Burkhalter. CD Pacific, in partnership and with support of the Federal Department of Foreign Affairs of Switzerland, aims to strengthen the participation of these countries in multilateral diplomacy in general, and in Geneva-related activities in particular. The programme combines the convenience of tutored online learning and research for geographically dispersed participants with the immediate benefits of face-to-face coaching and policy immersion in Geneva. It is designed for diplomats and officials from Pacific island states.

CD Pacific:
Capacity Development
Programme in
Multilateral Diplomacy
for Pacific Island States

and 15 years of capacity building in the Pacific Region



DIPLO

With support of Federal Department of Foreign Affairs of Switzerland



My experience of the course was astounding. It surpassed my expectations because I had the opportunity to learn a lot from my tutors, as well as from my course mates' experiences. The program allowed me to advance my methodology, structure, and skills within the diplomatic milieu.

Manuel Herrera Rábago,
Director for Social Affairs at the OAS,
Ministry of Foreign Affairs of Mexico, April 2013

Cooperation in online learning

Diplo has built a number of cooperation agreements specifically focused on online learning with different institutions. The following partnerships were initiated or continued in 2013.

UNDP and LenCD

Capacity Development – course development and first delivery

At the end of 2012 Diplo was awarded a UNDP contract to develop and deliver an interactive tutored online course on **Capacity Development** based on the LenCD (**Learning Network on Capacity Development**). In early 2013, Diplo began work on this project, guided by a steering group from LenCD, the Swiss Agency for Development and Cooperation (SDC), Die Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and the United Nations Development Programme (UNDP). The course was conceptualised for working practitioners in the field of capacity development from both developed and developing countries, and was based on readings, discussions, case studies, and practical assignments. The first course started in September 2013. Diplo received 42 applications for this course, and 21 people were selected to attend, with scholarship support for those from developing countries. The course was facilitated by Jenny Pearson and Hannah Slavik (Diplo),

while discussion was enhanced by the participation of four expert guest lecturers in different weeks. All 21 participants completed the course successfully and obtained the certificate. Participant feedback was very positive, and discussion is underway with LenCD about offering the course again in 2014.

I found the entire course to be incredibly valuable in helping me to build my knowledge and skills and applying these practically to my working situation.

Jodie Kane, Capacity Development Advisor,
Pacific-Australia Climate Change Science and
Adaptation Planning Program, December 2013

Global Health Programme, Graduate Institute of International and Development Studies

Global Health Diplomacy Course – continued delivery

Based on an agreement signed in 2012, Diplo and the **Global Health Programme** at the Graduate Institute of International and Development Studies, Geneva, continued to offer an online course on **Global Health Diplomacy** for World Health Organization (WHO) heads of country offices worldwide. Course materials and

teaching were provided by the Global Health Diplomacy team, while Diplo provided technical support and the online learning environment. The course was offered three times in 2013, and received very positive feedback from participants. Discussion is underway for the course to be offered to a public audience in 2014.

International Federation of Red Cross and Red Crescent Societies (IFRC)

Online Diploma Course in Humanitarian Diplomacy – continued delivery

Based on a June 2011 agreement, in 2013 Diplo and the International Federation of Red Cross and Red Crescent Societies (IFRC) continued to run the 12-week online diploma course on **Humanitarian Diplomacy**. This course is administered by Diplo, which includes admissions, registration, course coordination, technical support, and the online learning environment. Diplo sub-contracts lecturing to experts agreed by both partners. The key resource person for materials development and

lecturing has been Ambassador Christopher Lamb. The course was delivered twice in 2013, starting in February and September. Interest in the course remained high, with at least twice the number of applications being received for each session as the number of places available. Post-course feedback indicated a high level of satisfaction. The course will be offered again in 2014, with a French language class during the autumn session.

This course developed my skills to handle organising workshops, national level meetings, and advocacy with government ministries, international organisations, and donors. All of these things are very important parts of my work. I also organised a humanitarian diplomacy orientation among the staff at my national society. I was able to share what I had learned for the benefit of my colleagues and organisation.

Mohamed Keramot Ali, Field Coordinator,
Community-based Development Initiatives, Bangladesh Red Crescent Society, June 2013.
Read an interview with Mohamed Keramot on [Diplo's blog](#).

Using practical skills gained in this course, I have been able to support my National Society in developing its humanitarian diplomacy work. This process is still on its way but already I have seen staff members taking a more strategic approach to humanitarian diplomacy. This is very rewarding.

Leena-Kaisa Åberg, Special Adviser to the Secretary General, Finnish Red Cross, May 2013. Read an interview with Leena-Kaisa on [Diplo's blog](#).

Instituto Matias Romero (Mexican Diplomatic Academy)

Cooperation in Online Learning

Diplo has been cooperating with the Instituto Matías Romero (IMR) of the Mexican Ministry of Foreign Affairs for many years, most recently under the provisions of the MoU between the Ministry of Foreign Affairs of the United Mexican States, the Federal Department of Foreign Affairs of the Swiss Confederation, and the Ministry of Foreign Affairs of the Republic of Malta, signed in Geneva on 25 June 2009 and **renewed in May 2013**. Over the last nine years, around 350 Mexican diplomats have been trained via Diplo's online courses.

In 2013, the IMR enrolled 49 participants in Diplo's online courses on diplomacy, to supplement its own training programmes. The IMR reports that competition to attend Diplo courses is quite strong, and it receives several applications for each place it offers. Participants from the Mexican MFA tend to take an active and leading role in course discussions, enriching the classes with their varied experienced and professional approach to learning.

Asia-Europe Foundation (ASEF)

The Asia-Europe Public Diplomacy Training Initiative helps 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 initiative will utilise the findings of the existing ASEF dual perceptions studies, **Europe through the Eyes of Asia and Asia in the Eyes of Europe**, to develop toolkits and training modules focused on improving capacity among diplomats. The materials will benefit from the insights

offered from the vast amount of information collected looking at the how the EU is seen across Asia and vice versa. This project, supported by the Federal Department of Foreign Affairs of Switzerland, brings together a panel of experts on public diplomacy and perceptions to develop training modules, sector-specific course materials, and toolkits. The materials will form the basis of an eight-week online course and a three-day face-to-face training module. More information available at <http://www.diplomacy.edu/capacity/asia-europe>.

Federal Swiss Department of Foreign Affairs

The Capacity Development Programme in Multilateral Diplomacy for Pacific Island States (CD Pacific)

The Capacity Development Programme in Multilateral Diplomacy for Pacific Island States (CD Pacific) aims to strengthen the participation of Pacific Island states in International-Geneva-related multilateral diplomacy. The programme combines the convenience of tutored online learning and research for geographically dispersed participants with the immediate benefits of face-to-face coaching and policy immersion in Geneva. The programme is designed for diplomats and officials from Pacific Island states, and has three phases:

- A six-week interactive online learning phase focused on topics governed by Geneva-based institutions of special relevance for Pacific Island nations (trade, health, environment, etc.).

- A four-week policy research phase, where participants investigate and analyse topics of particular relevance for their own countries, under the guidance of research tutors.
- A 10-day policy immersion phase in Geneva focused on building skills for multilateral diplomacy and gaining deeper insight into the workings of Geneva-based institutions.

The programme is supported by the Federal Department of Foreign Affairs of Switzerland.

More information available at <http://www.diplomacy.edu/capacity/asia-europe>

Other ministries of foreign affairs

In 2013, Diplo continued to work with a number of ministries of foreign affairs to provide online diplomacy training, through a variety of partnership arrangements:

- As part of the third year of cooperation with South Africa's Department of International Relations and Cooperation (DIRCO), Diplo provided an eight-week-long online course on Public Diplomacy for 18 South African diplomats posted at home and abroad. One interesting feature of this course was the inclusion of locally employed staff members from several South African embassies.
- A new cooperation was established with the Ministry of Foreign Affairs of Ethiopia, which enrolled some 21 participants in various regularly scheduled Diplo online courses.
- The Ministries of Foreign Affairs of Guyana, Trinidad and Tobago, and Barbados continued to make use of Diplo courses, enrolling (together) close to 50 participants in Diplo's online courses in 2013. This is done through informal agreements – the ministries simply enrol participants in regularly scheduled courses according to their need.

We have found [DiploFoundation courses] to be both relevant and useful in building the capacity of our Ministry. The Ministry welcomes these courses for it uses them both to complement and supplement its ongoing training programmes. The programmes offered by DiploFoundation are affordable, cost effective and beneficial to our training needs.

Elisabeth Harper, Director General, Ministry of Foreign Affairs, Guyana



“ Throughout 2013, Diplo’s influence on social media continued to grow. This was marked by a steady increase in the number of connections. We made excellent use of our accounts across the main social networks to contribute to conversations and engage with other users. ”

DiploInteractive

Online presence: website, communities, and social media

Diplo's website www.diplomacy.edu

In 2013, Diplo's website www.diplomacy.edu attracted 70% more visitors compared to 2012, with more than 1000 visits per day from September till the end of the year. Once again, Diplo's blogroll at www.diplomacy.edu/blog, continued to be a favourite with our audience. The blogroll hosts several channels of interest, including a diplomacy channel, an Internet governance channel, and an e-diplomacy channel. The blog roll features posts by Diplo's faculty, course participants, and guest bloggers.

The increase in the number of visitors in 2013 was partly the result of specific items, such as one or two blogs for example, attracting large audiences. As well as the overall quality and interest of the writing, this finding is influenced by those of our guest bloggers who already have large followings online and also because we have been building connections in social media.

Predictably, Diplo's audience is worldwide, with particular concentrations in the USA, the UK, India, Pakistan, the Philippines, Canada, Indonesia, Australia, and Switzerland. One of the findings from the analysis of 2013 data is that collaborating with other organisations around events is an effective way to concentrate communication interest, as we did for [the Geneva e-participation day](#), for

example. It is gratifying and interesting to see so many visitors from places where Diplo hasn't actually organised or been a partner in events. The pattern must instead reflect the influence of Diplo's alumni and faculty.

Overall, Twitter and Facebook have brought in more and more visitors (73% and 58% more than in 2012, respectively). Yet, like most sites, Google is by far Diplo's largest source of visitors (60%). In terms of the Web, and connecting all strands of Diplo's activities, encouraging traffic back to the site remains a key goal.

[Home](#) → [Blog](#)

Blog



Hierarchy is here to stay

By Jovan Kurbalija on 17 Jan 2014 | From the channel/s: [E-diplomacy](#)

Among various 'endisms' associated with the Internet, the 'end of hierarchy' is one of the most repeated and enduring. Hundreds of articles and books have been written based on two false assumptions:



[Guest post] 140 characters or fewer: simplifying the message

By Editor on 13 Jan 2014 | From the channel/s: [Home](#)

Throughout high school, college, and even at university, a challenge we students faced when writing research papers and essays was using as many multi-syllabled words as possible; the perception was that our ideas would only then be received as 'serious and sophisticated'. The assignments...



Diplo web in 2013 - how was it for you?

By Editor on 13 Jan 2014 | From the channel/s: [E-diplomacy](#)

What would you like to see more of on the Diplo website, and how do you think we can improve it?

IN INTERACTIVE COMMUNITIES

[Blogs](#)

[Webinars](#)

[Diplo in the Media](#)

[Diplo's climate change community](#)

[Diplo's internet governance community](#)

BLOG CHANNELS

[Diplo Blog](#)

[Brussels e-Briefings](#)

[Climate Change](#)

[E-Diplomacy](#)

[Internet Governance](#)

[Looking Sideways](#)

[SUBSCRIBE TO BLOG](#)

Diplo on social media networks

Throughout 2013, Diplo's influence on social media continued to grow. This was marked by a steady increase in the number of connections. We made excellent use of our accounts across the main social networks to contribute to conversations and engage with other users.

On Twitter, @DiplomacyEdu, Diplo's official Twitter channel, hit the 3000 mark of followers, while @ediplomat, the channel for updates on e-diplomacy, hit the 5000 mark. @igcbp, focusing on updates on Internet governance and ICT policy areas, follows with 2700 followers, while @climate_diplo, tweeting updates on climate change and climate diplomacy, is close to having 1000 followers.

On Facebook, Diplo has three pages: the official page with updates from Diplo are shared on www.facebook.com/diplofoundation with over 2300 'likes', while updates on e-diplomacy are posted to www.facebook.com/ediplomat

which has reached the 500 mark. Updates on Internet governance are posted to www.facebook.com/igcbp, with over 1800 'likes', while Diplo's IG Team interacts with students, alumni, community members, and other professionals through the Diplo IG Team profile at www.facebook.com/igcbp, which has close to 1000 Facebook 'friends'.

On LinkedIn, the number of people following Diplo's page updates, at <http://www.linkedin.com/company/diplofoundation>, doubled in 2013: over 600 users are now following Diplo, up from approximately 300 users in December last year.

On YouTube, the number of subscribers to Diplo's channel, at <http://www.youtube.com/diplofoundation>, more than doubled from almost 80 subscribers at the end of 2012, to over 200 subscribers by the end of 2013.

Social media updates in Diplo's classrooms

In 2013, Diplo continued to build on social media engagement from within our classrooms. For the second year, Twitter feeds were added to more classrooms, establishing a link between discussions in the classroom with updates on Twitter related to the course content, through the use of special hashtags. A few examples:

Classrooms for diplomacy courses featured Twitter feeds from the hashtag **#13dip**

Classrooms for courses organised in collaboration with **Hivos**, aimed at MENA participants, featured feeds from **#IGMena**

IGCBP courses featured feeds from **#igcbp13**

The screenshot shows a classroom interface. On the left is a navigation menu with items like 'Tech Forum', 'IG at www.diplomacy.edu', and '0. Orientation Week'. The main area displays 'INTRODUCTION TO SECURITY' with text about ICT tools and their impact. The text includes several highlighted yellow sections. On the right, there are two Twitter feeds. The top one is for '#IGCBP13 ON TWITTER' and the bottom one is for '#CYBERSECURITY13 ON TWITTER'. A large black circle is drawn around the Twitter feeds.

Diplo's community platforms

Diplo's two online communities – the Internet Governance community at www.diplointernetgovernance.org and the Climate Change community at <http://climate.diplomacy.edu> – continued to grow. The platforms now welcome over 2000 members between them.

Members of the IG community include participants and alumni of Diplo's Internet Governance Capacity Building Programme (IGCBP) courses, and professionals working in IG and ICT policy areas. The community includes over 90 groups created to discuss specific themes (cybersecurity, child online protection, IPR, IG process, etc.).

The community platform has continued to serve as ground-central for discussions on IG issues of interest/concern, as a platform for continuing discussions started among course participants, and as a networking platform both for members seeking to collaborate with members from the same country/region and for wider collaboration among members with common interests. In 2013, the platform also hosted nominations and endorsements of candidates for various IG process. For more details, read the section 'The multiplier effect: IG networking in global policy processes' under 'Internet Governance'.

Similarly, the climate change membership base includes former participants of Diplo's **Climate Diplomacy** courses, and other professionals working in, or having

a special interest in the subject. The platform was host to blog posts covering, among other themes, the main climate change events for 2013.

Webinars

We recognise that time is limited. People lead busy lives. And against this time deficit, we also need to stay current with what's happening in the world and take time to reflect on changes and developments. In 2013, we widened our platform for delivering educational programmes and placed special emphasis on our webinar programme, which served as a knowledge-sharing exercise among hosts, presenters, webinar participants, and the wider community. Our webinar programme in 2013 had two strands:

- In cooperation with the Diplomatic Institute of the Italian Ministry of Foreign Affairs we developed a series of advanced diplomatic webinars. In these **online diplomacy tutorials** we addressed the challenges of modern diplomacy from two perspectives: the evolution of diplomacy and technology – which dug into history in order to see what we could use in addressing modern diplomatic problems; and social media and diplomacy – which

focused on the use of modern social media tools in diplomacy (e.g. Twitter, Facebook, blogs, wiki). Around 100 students from the Italian MFA and 120 other participants took part in our one-hour webinars. The feedback we received from students and lecturers has created a great knowledge database. Twenty Advanced Diplomatic Webinars attracted a total of 835 participants.

- Diplo also continued to host Internet governance webinars at the end of each month. Each webinar focused on a specific subject, often a theme which had raised controversy and debate among the IG community that month. Presenters included members of Diplo staff and guest experts. Shortly after each webinar, the audio recording and written digest were made available for those unable to attend. More about Internet Governance webinars can be found here: <http://www.diplomacy.edu/IGwebinars2013>. The 12 IG webinars attracted 406 participants.

Video and YouTube

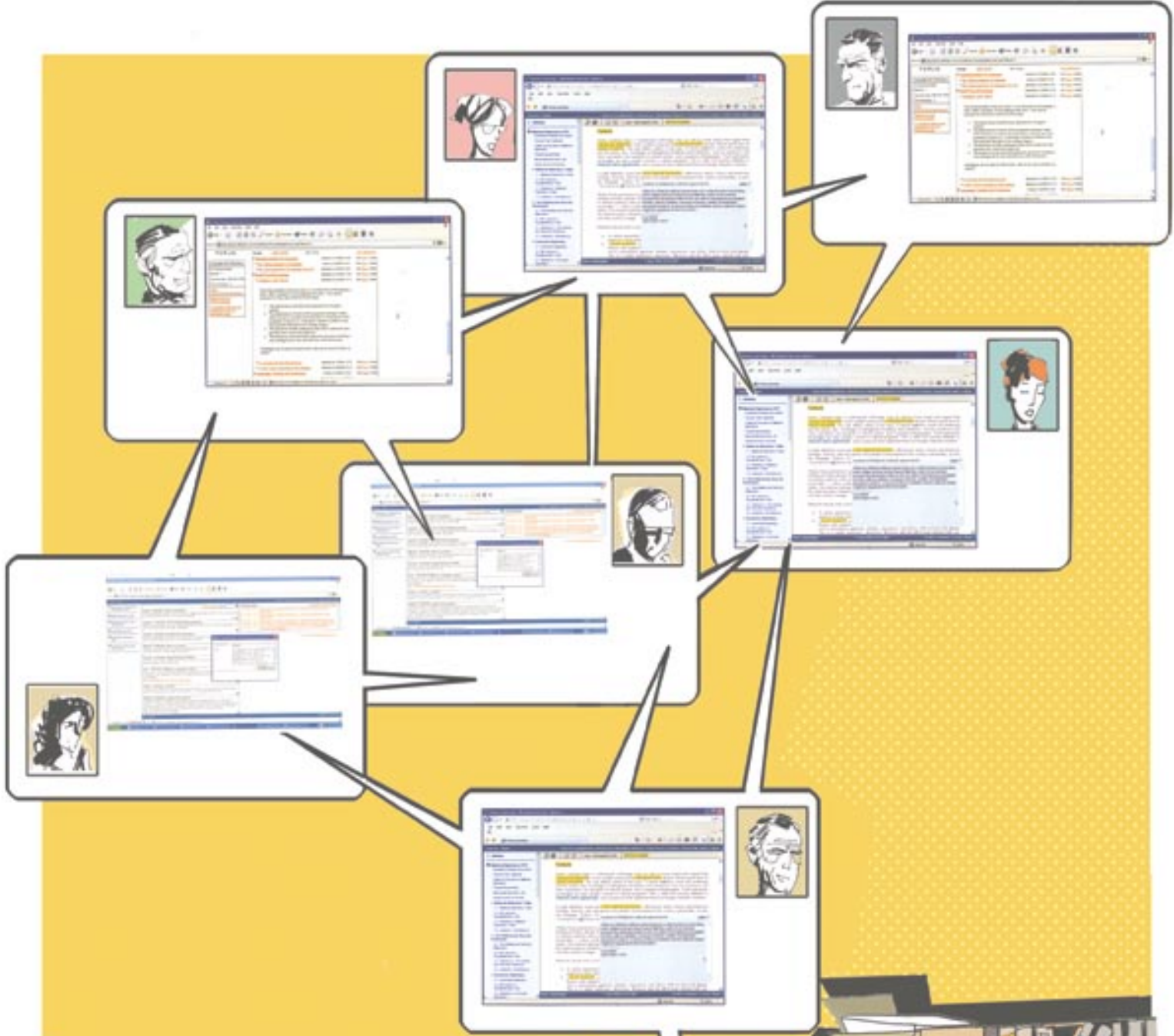
In 2013, Diplo's communications and outreach continued with multimedia development with animations, videos, interviews, and live webinars at the core of our activities. We continued our IG Lite series with a new animation, Deep Packet Inspection, the most viewed video in this year. **Diplo's YouTube channel** hosted 22 new videos and gained 95 new subscribers, hitting more than 10,000

views, and 20,900 minutes watched in 2013. The statistics show that 24% of all traffic was generated from YouTube searches, 22% from direct links, 16% from external embedded players, and 13% from YouTube suggested video features. The top playback locations were YouTube watch page (77%), embedded players on other websites (16%), and mobile devices (6%).

Table 6. Top percentage audience and most viewed videos

Video	Views
Internet Governance Lite - Deep Packet Inspection (DPI) (with caption)	737 (7.4%)
Internet Governance Lite - DNSSEC	718 (7.2%)
Evolution of the Internet Governance	501 (5.0%)
Internet Governance -- Internet Structure	469 (4.7%)

Geography	Views	Estimated minutes watched
United States	1,771 (18%)	3,571 (17%)
United Kingdom	741 (5.4%)	1,066 (5.1%)
Canada	418 (4.2%)	1,018 (4.9%)
Switzerland	376 (3.8%)	1,494 (7.2%)



We delivered more than 30 different courses in 2013. Our platform, based on modern open-source technologies, handled this load smoothly, with space left for future growth in the course volume.



Information Management Tools

Online Learning Environment

In 2013 we successfully improved our Online Learning Environment (OLE). The platform is now more robust and stable. The cloud-based servers solution works fine, and moving in that direction was a good decision. We had students from all around the world during 2013, and it was a good test for our multilingual learning platform.

The OLE was expanded with a few new features. The development and deployment of new features was a relatively easy task because of its robust architecture and flexibility.

We delivered more than 30 different courses in 2013. Our platform, based on modern open-source technologies,

handled this load smoothly, with space left for future growth in the course volume.

Another benefit of the new OLE was a significant reduction in the number of participant requests for technical support during 2013. Most remaining support requests resulted from extremely poor Internet connections some participants still depend on. Support requests were usually quickly resolved, working closely with participants and thanks to the intentional design approach, where we favoured low-bandwidth functionality over some seemingly more attractive and fashionable features.

Online course registrations

The online course registrations were migrated to the new, open-source platform, fully integrated with the OLE in 2013. With this integration, the course registrations are directly connected to the new learning platform and participants' records are linked from the moment they apply for their first course with Diplo to the end of their

studies (including the new feature – a digital certificate, generated on request by the system, as final proof of successful graduation). Also, we have completed the new alumni map, and that module will be deployed at the beginning of 2014.

Other developments

In 2013, we completed migration of all our applications to the cloud-based servers. The outcome consolidated and reduced infrastructure costs. Our main site has continued to develop in different ways. The growing number of posts, comments, and visitors to our main site proved

that we did a good job last year. Also, we remained in top positions at main search engines for keywords important to us and our area of work despite very strong competition.

Financial Report

This Draft Statement will be submitted to the Board of Administrators for approval at the Annual Meeting (July 2014).

STATEMENT OF FINANCIAL POSITION – SUMMARY

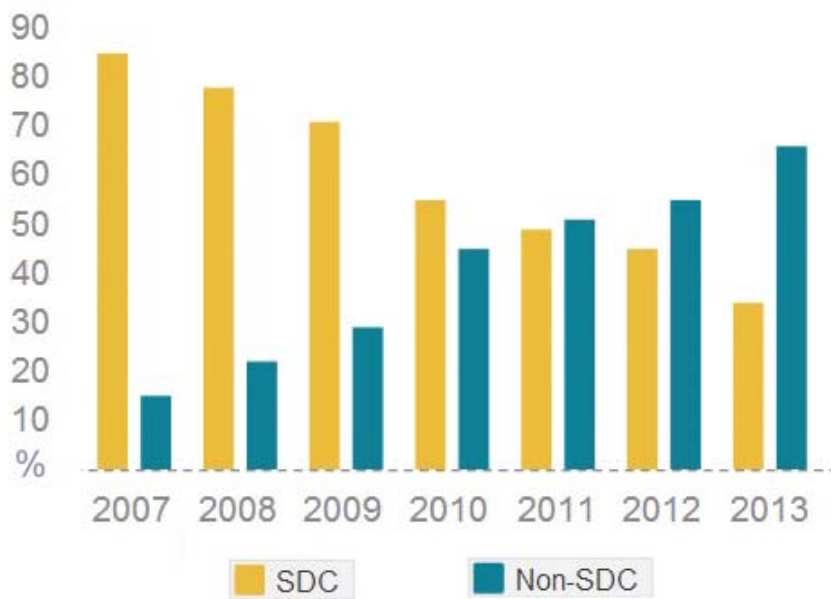
As at 31 December 2013

	2013		2012	
	€	€	€	€
ASSETS				
Fixed assets				
Tangible assets		<u>2,767</u>		<u>3,443</u>
Current assets				
Debtors	71,313		160,504	
Cash and bank balances	<u>555,333</u>		<u>1,142,608</u>	
		<u>626,646</u>		<u>1,303,112</u>
TOTAL ASSETS		<u>629,413</u>		<u>1,306,555</u>
FUNDS AND LIABILITIES				
Funds				
Founders' fund	23,294		23,294	
Capital assets fund	2,767		3,433	
General fund	<u>406,233</u>		<u>673,320</u>	
		<u>432,294</u>		<u>700,057</u>
Current liabilities				
Funds received in advance	127,560		478,598	
Other creditors	<u>69,559</u>		<u>127,900</u>	
		<u>197,119</u>		<u>606,498</u>
TOTAL FUNDS AND LIABILITIES		<u>629,413</u>		<u>1,306,555</u>

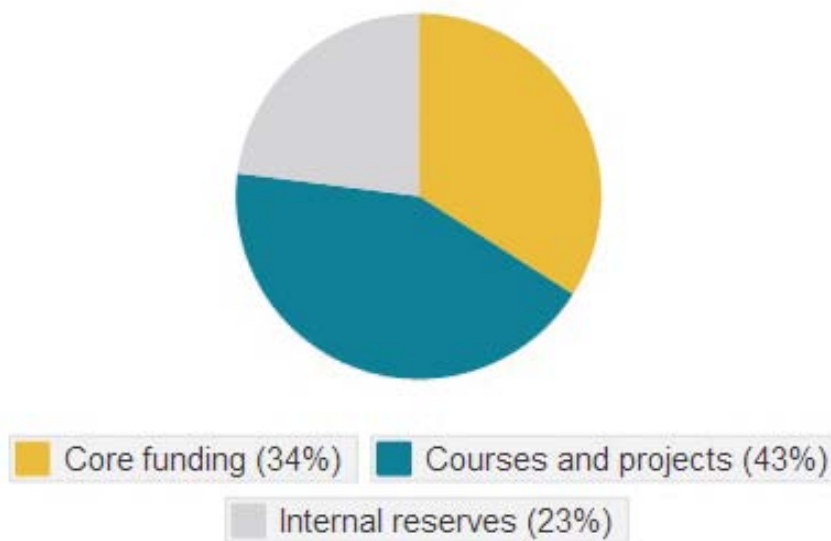
The Summary Financial Report represents an extract from the audited financial statements of DiploFoundation for the year ended 31 December 2013. The auditors' report for these financial statements will be published with the approved financial statements following the Annual Meeting of the Board of Administrators.

INCOME STATEMENT – SUMMARY	
As at 31 December 2013	
	€
Core funding	423,347
Courses, projects and other income	543,683
Total INCOME	967,030
Total EXPENSES	1,238,951
Surplus/Deficit	- 271,291
General fund	406,233

Diversifying funding



Funding sources for 2013 activities



People

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Office Administrator Belgrade, and
Travel and Workshop Coordinator

Carmelo P. Romano

from Clever Solutions Ltd providing IT Support

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Among the top 100 NGOs in the world in 2012

Alumni from 189 countries

Leading provider of Internet governance training

De facto diplomatic academy for small island states

You can find more information about Diplo at

www.diplomacy.edu/ar/2013/

Core support provided by Diplo's founders:

Swiss Agency for Development and Cooperation –
Federal Department of Foreign Affairs

Ministry of Foreign Affairs of Malta

DIPLO
www.diplomacy.edu