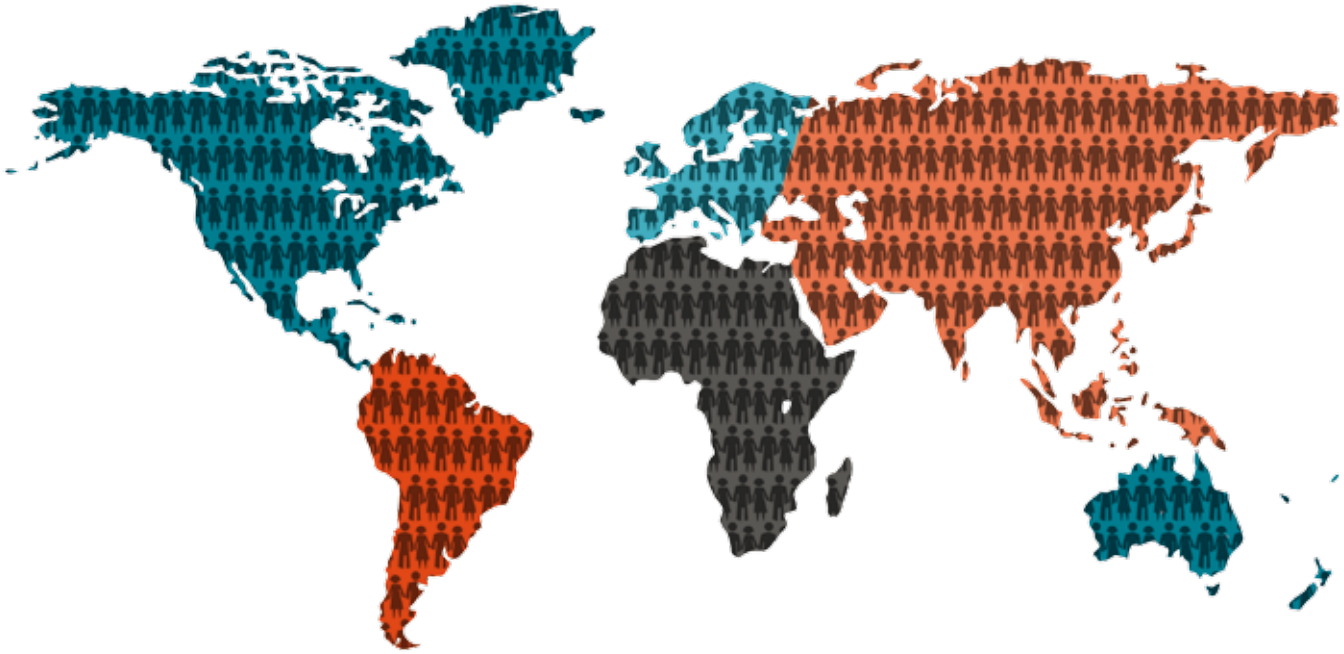

Annual Report 2012

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IMPRESSUM

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1 Introduction

For Diplo, 2012 was indeed a year of change. Our core funding from the Swiss Development Corporation was reduced and our funding from ACP expired. Our Internet Governance Capacity Development Programme was faced with a difficult transition from being able to offer multiple complete scholarships, thanks to ACP funding, to being able to offer much fewer, partial scholarships from our core funding. This, obviously, has had an effect and our student numbers are down. While many want to learn and to increase their knowledge, few have the funds to pay for what is still a privilege as opposed to a right. And yet, on the flip side, work was completed to ensure the continuance of Internet governance as an important part of Diplo's agenda by adding an Internet Governance stream to our Master's in Contemproary Diplomacy and to seek out corporate sponsorship for key students. The release of the fifth edition of our flagship publication An introduction to Internet governance and its subsequent launch at the 2012 Internet Governance Forum in Baku, helped to cement our place in the field.

Diplo is a living organisation – one that is constantly evolving to meet new challenges and striving to stay one step ahead of the posse. Our successful series of Internet-governance-related webinars in 2012 is testament to our ability to adapt, innovate, and move forward. Our course on Consular Diplomacy was adapted to include the increasingly important element of disaporas. Likewise, the addition of new courses – Diplomatic Protocol, Cybersecurity, and Economic Diplomacy – increased our offer and ensured that we continue to occupy our niche in the world of diplomacy training.

Our key resources are our people – both staff and faculty and indeed our alumni work tirelessly to promote our message and to ensure that we move towards more inclusive diplomacy. This was evident at our 10th anniversary celebration in Malta where we marked the occasion with an international conference on innovations in diplomacy. The conference focused both on new innovation areas such as e-diplomacy and on innovation in traditional diplomatic functions (e.g. protocol, consular affairs). Leading innovators in diplomacy, alongside practitioners and researchers provided a reality check of the promises, successes, and failures of innovation in diplomacy over the last 20 years.

This was on the back of a series of very successful e-diplomacy days and events which will lay for the foundation for a monthly series of advanced webinars in 2013 on the evolution of diplomacy where reflections on the history of diplomacy will act as a search for guidelines for the future of diplomacy in the Internet era. Focusing on the interplay between continuity and change, the stage has been set in 2012 for Diplo's continued advancement in 2013.

We thank you for your continued interest in and support of Diplo's activities.

Jovan Kurbalija
Director
DiploFoundation

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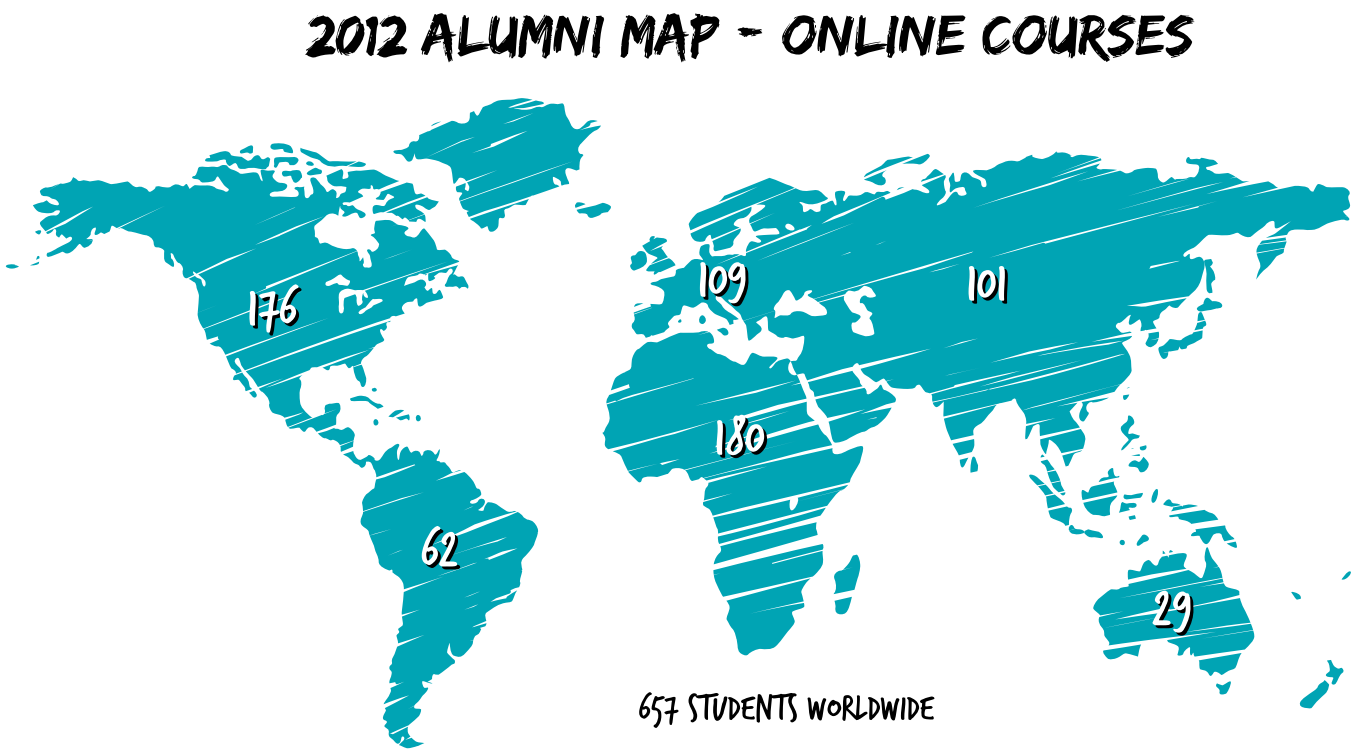
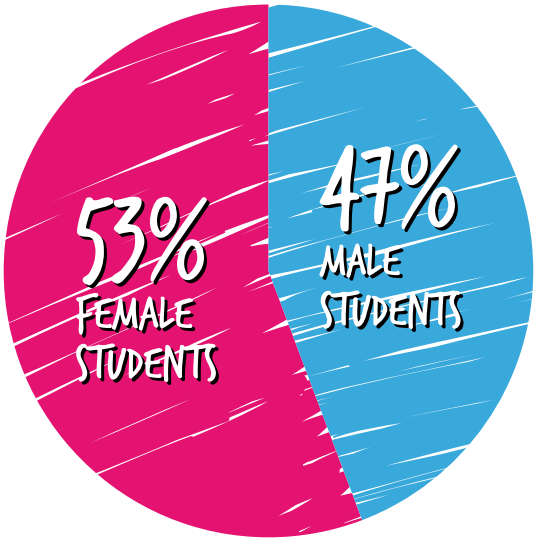
Diplo in numbers







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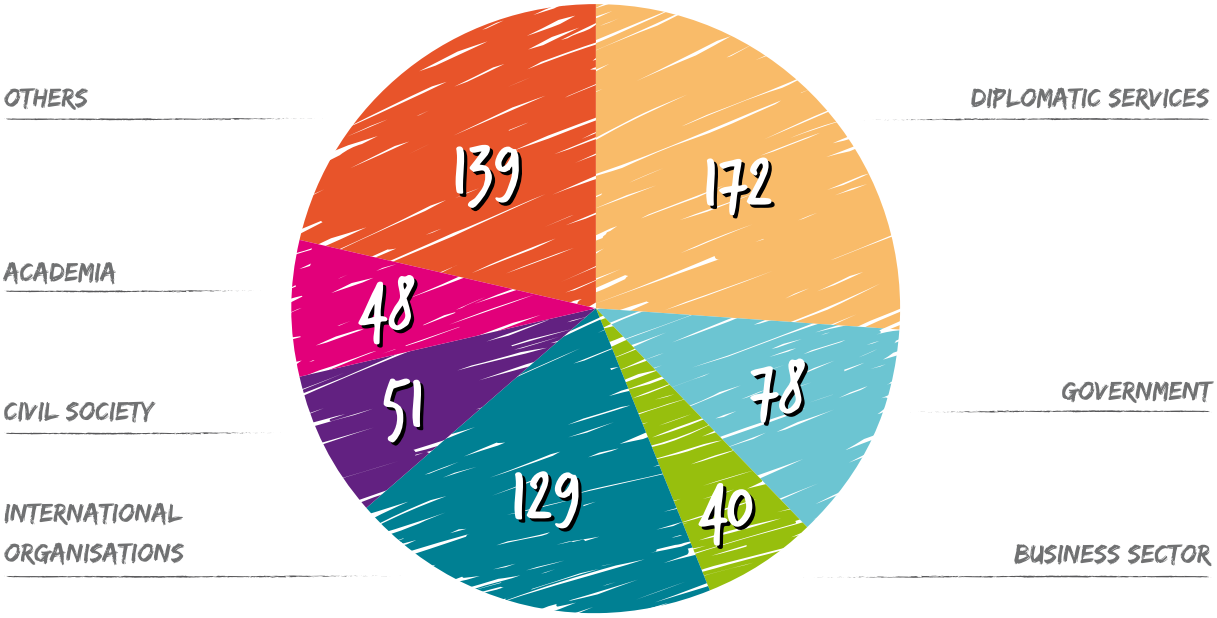

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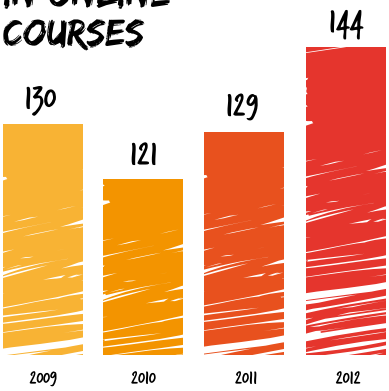

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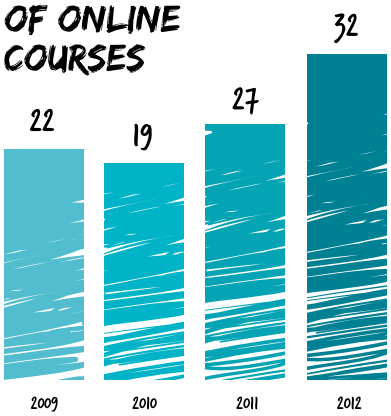
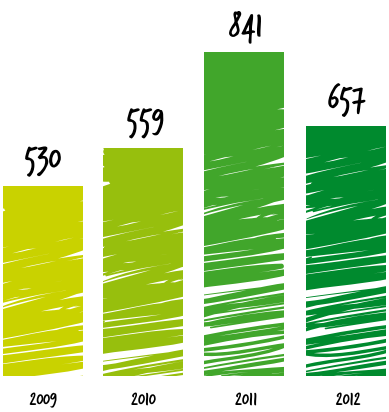
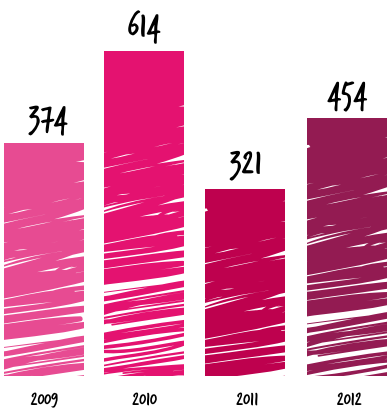


NUMBER OF PARTICIPANTS IN ONLINE COURSES



NUMBER OF PARTICIPANTS IN IN SITU COURSES



3

Courses

In 2012, Diplo's online diplomacy courses remained available through three different modes of study:

- As certificate courses (participants enrol with Diplo and receive a certificate from Diplo on successful completion).
- As University of Malta accredited courses (participants enrol at the University of Malta and receive credits which may later be applied towards the Master/Postgraduate Diploma in Contemporary Diplomacy).
- As part of the Master/Postgraduate Diploma in Contemporary Diplomacy offered in cooperation with the University of Malta.

Highlights of our achievements for 2012 include:

- Introduction of our new online classroom (see Information Management Tools for more details).
- First session of a new online course: Diplomatic Protocol and Etiquette.
- Development of a new online course on Economic Diplomacy (first session to be offered in spring 2013).
- Evolution of our online course on Consular Diplomacy to become Consular and Diaspora Diplomacy.
- Partnerships with two Geneva-based organisations to develop and run new online courses: Humanitarian Diplomacy (in partnership with the International Federation of Red Cross and Red Crescent Societies - IFRC) and Global Health Diplomacy (in partnership with the Global Health Programme at the Graduate Institute of International and Development Studies) (see Cooperation in Online Learning for more details).
- Delivering face-to-face diplomacy training for several partners (see *In situ* training for more details).

Master/Postgraduate Diploma in Contemporary Diplomacy

In 2012, we saw a drop in the number of participants registering for the Master/ Postgraduate Diploma in Contemporary Diplomacy, a well-established programme offered in cooperation with the University of Malta. Some ten participants started the programme in 2012. Diplo offered partial scholarship assistance (ranging from 20 to 45% reduction in fees) to seven participants; three from African countries, two from the Caribbean/Central America, one from the Middle East, and one from the Pacific region. Table 1 shows the geographical distribution of participants.

Table 1. Geographical distribution of Master/PGD 2012 participants.

Africa	3
Europe	1
Caribbean/ Central America	4
Asia/Middle East	1
Pacific	1

Following the blended-learning approach, participants began the programme by attending a 10-day workshop in Malta which focused on building practical skills for diplomacy, in areas such as language and influence, diplomatic protocol, consular crisis management, e-diplomacy, development diplomacy, negotiation, public diplomacy, and 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 2012 programme:

- 21st Century Diplomacy
- Bilateral Diplomacy
- Consular and Diaspora Diplomacy
- Development Diplomacy
- Diplomacy of Small States
- Diplomatic Law: Privileges and Immunities
- Diplomatic Theory and Practice
- E-diplomacy
- Language and Diplomacy
- Multilateral Diplomacy
- Multilateral Diplomacy II: Current Issues in the United Nations
- Public Diplomacy

Master/Postgraduate Diploma in Contemporary Diplomacy

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 2012, eleven of the seventeen participants who had started the Master/PGD programme in 2011 began to write their dissertations.

Table 2. 2012 Master's degree candidates and research topics.

Name	PGD year	Country	Dissertation title
Kai Sonda Brima	2011	Sierra Leone	*Democracy in Ghana: Lessons for Africa*
Giovanni Buttigieg	2011	Malta	*The United Nations and Israel*
Catherine Farrgugia	2011	Malta	*EU - Turkey Negotiations: Obstacles to Turkey's application to join the EU*
Roxie K. McLeish-Hutchinson	2011	Grenada	*The Diaspora as a Resource for Sustainable Development: A Case Study of Grenada*
Markus Koller	2011	Austria	*A review of the diplomatic relations between the Islamic Republic of Iran and the USA*
Benjamin Wako Mukabire	2011	Uganda	*Regulation of Regional Trade Agreements: A Critical Review of the East African Community (Eac)*
Kabui Mawaya Mutti-Mpolokoso	2011	Zambia	*The Effectiveness of Regional Organisations in Resolving Conflict: The Case of SADC in Zimbabwe*
Mary Murphy	2011	Ireland	*The impact of the Internet on Diplomatic Reporting: With the advent of social media and the Internet, is there still a place for traditional diplomatic communication in the twenty-first century?*
Rachid Mtougui	2011	Morocco	*Public Diplomacy and Nation Brand: A Roadmap for Morocco*
Ginger Paque	2011	USA	*Internet governance (IG) as a new diplomatic priority*
Momodu Adama Wurie	2011	Sierra Leone	*Governance and Conflict in the Mano River Union (MRU) States Sierra Leone: A Case Study 1980 – 2011*

Of these eleven candidates, three submitted their work and graduated in November 2012 (Buttigieg, Mtougui, Wurie); five submitted their dissertation and are awaiting examination results and will most likely graduate in November 2013 (Brima, Farrugia, Hutchinson, Koller, Mukabire); and three are due to submit their dissertations in June 2013 and graduate in November 2013 (Mpolokoso, Murphy, Paque).

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 2012, the University of Malta awarded the PGD in Contemporary Diplomacy to seven Diplo students who began studies in 2010 and 2011, and the Master's in Contemporary Diplomacy to six Diplo students who began dissertation work between February 2011 and February 2012.

Expanding the online course catalogue

Diplomatic Protocol and Etiquette – first delivery

In 2011, Diplo worked with Mr Olaph Terribile (former director of protocol for the Maltese government, seconded to Diplo) to develop an online course on Diplomatic Protocol and Etiquette. The course description is available at http://www.diplomacy.edu/courses/Protocol

The pilot session started in May 2012 for a group of 13 participants. Results of the post-course questionnaire showed that participants were very positive about the course, in particular the practical examples presented, and the level of experience of the course lecturer and other participants. All of the participants who completed the questionnaire said that they would recommend the course to someone else. Participants suggested introducing more examples from other parts of the world, and sharing more resources (especially online ones) relevant to the topic; both suggestions have been taken into account for the 2013 session of the course.

Economic Diplomacy – course development

Starting in spring 2012, Diplo lecturers Professor Geoff Berridge and Ambassador Kishan Rana, joined by Mr Bipul Chatterjee (Deputy Executive Director of CUTS International India) designed and developed a new online course on Economic Diplomacy

Economic diplomacy not only promotes a state's prosperity but also, as occasion demands and opportunity permits, manipulates its foreign commercial and financial relations in support of its foreign policy – as in the case of sanctions against Iran. Accordingly, economic diplomacy is a major theme of the external relations of virtually all countries. At home, economic ministries, trade and investment promotion bodies, chambers of commerce, and of course foreign ministries, are all participants in economic work. Current trends include increasing collaboration between state and non-official agencies, and increased importance given to World Trade Organization (WTO) issues, the negotiation of free trade and preferential trade agreements, and accords covering investments, double taxation avoidance, financial services and the like. Abroad, embassies, consulates, and trade offices handle economic diplomacy. The main focus is on promotion, to attract foreign business, investments, technology, and tourists. Economic diplomacy connects closely with political, public, and other segments of diplomatic work. This online course is practice-oriented, and aims at capacity development.

By the end of this course, participants should be able to:

- Describe how economic diplomacy has evolved, and how it plays a key role in international affairs, connecting closely with domestic priorities and development objectives in states.
- Explain the role played by different actors, state and non-state, in the development of 'whole of country' policies, and how a good diplomatic system works with all the key stakeholders.
- Apply the learning to the running of a commercial or economic section, and to the manner in which commerce chambers of individual enterprises can work with the foreign ministry and with diplomatic missions in the commercial and economic arena.
- Apply the learning also to the promotion of exchanges of business delegations, and participation in trade exhibitions.
- Assess current trends in the framework conditions of international trade and other economic exchanges.

Course topics include:

1. Evolution of economic diplomacy
2. Economic diplomacy today
3. The regulatory environment and domestic context
4. The embassy's economic or commercial section
5. Trade and investment promotion
6. Trade exhibitions, business delegations
7. Economic sanctions
8. WTO and Free Trade Areas (FTAs)

The first session of the course is scheduled for May 2013.

Consular and Diaspora Diplomacy – course updates

Diplo's course on Consular Diplomacy was developed in 2010 by Ambassadors Kishan Rana and Parajit Sahai and run in 2010 and 2011. In early 2012, the course authors/lecturers proposed to adjust the course focus to cover both consular diplomacy and the related topic of diaspora diplomacy. The authors wrote a number of new texts, and edited the existing ones to support this new course structure and focus. The course topics, as delivered in 2012, were as follows:

1. Consular Diplomacy: The basics and the operation of consulates
2. The Vienna Convention on Consular Relations (VCCR), and honorary consuls
3. Protection of citizens, and visas
4. Migration and diplomacy
5. Diaspora Diplomacy
6. Diasporas and Public Diplomacy
7. Diasporas and home states
8. Diasporas and Economic Diplomacy

Expanding the online course catalogue

Mainly as a result of Diplo's reputation in the field of online diplomatic training, demand for *in situ* workshops on different diplomacy topics has grown during recent years. Diplo faculty members delivered many *in situ* diplomacy courses in 2012 (Table 3). A number of the programmes are described in more detail after the table.

Table 3. In situ training courses and workshops in 2012.

Date	Course/ Workshop title	Partner	Venue	Number of participants
16 – 19 January	Diplomatic English	Ministry of Foreign Affairs and European Integration of the Republic of Moldova	Chișinău, Moldova	*11*
5 – 8 March	Language and Diplomacy	National Telecom Regulatory Authority	Cairo, Egypt	22
21 – 30 March	Modern Diplomacy for Small States (workshop)	Commonwealth Secretariat	Malta	21
22 – 24 March	Internet Governance	FOSSFA/OSFAM IDLELO 5	Abuja, Nigeria	50
25 March	Internet Governance and E-diplomacy	College of Europe/Council of Europe	Strasbourg, France	40
27 March	Internet Governance	College of Europe/Council of Europe	Strasbourg, France	45
9 - 13 April	Diplomatic Protocol and Etiquette	Azerbaijan Diplomatic Academy (ADA)	Baku, Azerbaijan	31
15 April – 24 May	Junior Diplomats Training: Bilateral Diplomacy, Diplomatic Protocol, Multilateral Diplomacy, Language and Diplomacy	Ministry of Foreign Affairs of the Kingdom of Bahrain	Manama, Bahrain	69
25 – 26 June	E-diplomacy	Central European Initiative (CEI) / Regional Cooperation Council (RCC)	Sarajevo, Bosnia and Herzegovina	21
27 – 28 June	Internet Governance	Central European Initiative (CEI) / Regional Cooperation Council (RCC)	Sarajevo, Bosnia and Herzegovina	24
21 July	Diplomatic Protocol and Etiquette	European External Action Service (EEAS) / European Institute of Public Administration (EIPA)	Brussels, Belgium	*25*
5 September	Internet Governance and E-diplomacy	African Union	Khartoum, Sudan	*35*
10 – 14 September	Public Diplomacy	South Africa Department of International Relations and Cooperation (DIRCO)	Pretoria, South Africa	*17*
18 – 20 September	Public Diplomacy	South Africa Department of International Relations and Cooperation (DIRCO)	Cape Town, South Africa	*10*
3 December	Diplomatic Protocol and Etiquette	European External Action Service (EEAS) / European Institute of Public Administration (EIPA)	Brussels, Belgium	*33*

South Africa Department of International Relations and Cooperation (DIRCO)

Following the successful 2011 delivery of an online course and two workshops on Public Diplomacy, DiploFoundation and South Africa's Department of International Relations and Cooperation (DIRCO) signed an agreement on 8 February 2012 to implement further training activities in public diplomacy during 2012:

- An eight-week online training course in Public Diplomacy for new South African diplomats (part of their induction training programme).
- A five-day workshop for senior officials from DIRCO as well as other partner departments, held at DIRCO premises, Pretoria, 10–14 September 2012.
- A three-day workshop for parliamentarians on Public and Parliamentary Diplomacy, held in Cape Town, 18–20 September 2012.

DiploFoundation was the ideal partner as it brought with it a wealth of diplomatic experience, as well as the addition of technical know-how resulting in a combination that was both new and innovative, but also tailor-made for a new world where new media applications were changing the world. Diplo has opened the doors to new technologies and the avenues to acquire and present information. It has also shown all levels of officials at DIRCO that although diplomacy is an old profession, its application needs to remain new, innovative, and forward-thinking.

Andre Groenewald, Director, International and Protocol Training, Diplomatic Academy, DIRCO

The five-day workshop in Pretoria aimed to provide South African senior managers with the knowledge and skills to promote South Africa effectively in the international sphere using contemporary public diplomacy and e-diplomacy techniques and tools. The shorter Cape Town workshop for parliamentarians aimed at raising awareness of the role of public diplomacy as part of parliamentary diplomacy in today's fast-changing world. The workshop programmes were tailored to South Africa's background, experience, and needs. Particular attention was paid to language, and to e-diplomacy (social media) tools and techniques for public diplomacy. The programmes were designed to be highly interactive, combining theoretical lectures with case studies and practical exercises. The lecturing team developed a simulation exercise around preparing a public diplomacy campaign on 'South Africa and 50 years of the African Union'.

The workshops were delivered by three Diplo faculty members:

- Mr Pete Cranston
  (senior lecturer on e-diplomacy)
- Mrs Liz Galvez
  (senior lecturer on public diplomacy)
- Dr Alex Sceberras Trigona
  (Diplo senior fellow, former Minister of Foreign Affairs of Malta)

Due to their different areas of expertise and experience, the lecturers created a dynamic workshop environment covering different perspectives on public diplomacy.

The workshops were rated positively by participants. The partners are planning further cooperative activities in 2013 focusing on online learning and taking advantage of the flexibility offered by this mode of training.

Azerbaijan Diplomatic Academy (ADA)

Diplo has been cooperating with the Azerbaijan Diplomatic Academy (ADA) in Baku, since 2008, offering both online and *in situ* diplomacy training. Areas of particular interest for ADA have been Diplomatic Protocol and Etiquette, and E-diplomacy. In 2012, ADA contracted Diplo to run two workshops on Diplomatic Protocol and Etiquette for students following a Master of Arts in Diplomacy and International Affairs programme at ADA. The workshops were held in Baku 9–13 April. Mr Olaph Terribile delivered the workshops which were attended by a total of 31 participants.

The primary focus of the workshops was to enable the participants to get a better understanding of diplomatic protocol procedures from a practical point of view. The participants were asked to carry out a number of exercises and most took a very active part throughout the workshop. Questions were raised on each topic and the lecturer's response to each question was either direct or through practical examples. The fact that the participants came from various countries (Azerbaijan, The Gambia, Kenya, Pakistan, the United States of America, Ukraine, Poland, the Russian Federation, and Argentina) helped make the workshops interactive and gave the participants an opportunity to compare the various cultural differences and protocol practices adopted in each of these countries.

> *The lecturer's procedure and style made this workshop one of the best I have participated at ADA. This was a very practical and insightful experience. Mr Terribile is deeply knowledgeable and stimulates our interest in diplomatic issues.*
>
> Participant feedback following the Baku workshops

European External Action Service (EEAS)

Diplo lecturer Mr Olaph Terribile delivered two one-day workshops on Protocol and Etiquette in Brussels for the European External Action Service (EEAS) in collaboration with the European Institute of Public Administration (EIPA), on 21 July and 3 December. Some 25 and 33 participants took part in the training sessions, respectively. Participants included EEAS staff working in the field of diplomacy and other officials. Using practical examples, Q&A sessions, and exercises, the workshops reached their goal in helping participants manage complex social and professional situations in an increasingly globalised world.

Ministry of Foreign Affairs of the Kingdom of Bahrain

In 2010, Diplo delivered a training programme on diplomacy for new recruits at the Ministry of Foreign Affairs of Bahrain. Following the signing of a memorandum of understanding on 4 April 2011, Diplo was asked to deliver two training programmes for Gulf region diplomats in 2011. The second of these programmes, aimed at junior and newly recruited diplomats, was delayed and eventually delivered in spring 2012:

- Diplomatic Protocol (5 days, taught by Mr Olaph Terribile)
- Bilateral Diplomacy (5 days, taught by Ambassador Kishan Rana)
- Multilateral Diplomacy (5 days, taught by Dr Alex Sceberras Trigona)
- Language and Diplomacy (5 days, taught by Dr Biljana Scott)

A similar programme for junior diplomats will be delivered in spring 2013.

International Federation of Red Cross and Red Crescent Societies (IFRC) – Humanitarian Diplomacy Face-to-Face Modules

In late spring 2012, IFRC asked Diplo to prepare two learning modules on Humanitarian Diplomacy (HD) for face-to-face delivery in a variety of settings. After initial consultations, it was decided to prepare a two-hour module aimed at senior RCRC staff who have experience working in the field of HD, but may need to re-frame or re-conceptualise their activities; and a four-hour module for HD practitioners (RCRC staff and volunteers) who need tools and techniques to design HD strategies. The modules were prepared by Milutin Milosevic, a freelance consultant, on behalf of Diplo.

4

Internet Governance Capacity Building Programme (IGCBP)

Diplo's Internet Governance Capacity Building Programme (IGCBP) has evolved each year to meet the changing needs of the global IG community, and to take advantage of opportunities presented. In a world where the only constant is change, we must be flexible and adaptive, thinking ahead, just to keep pace. The IGCBP expends a large amount of energy on this strategy, with varying success and differing visible results. 2012 was a year of changing priorities for the IGCBP, with major emphasis on funding, where previously we had the luxury of being focused primarily on courses and methodology.

We have highlighted improving quality, expanding outreach, and increasing flexibility in our programme, investing in long-term strategies for the future. This is an indispensable approach designed to ensure sustainability for the programme. Text updates; a new edition of *An Introduction to Internet Governance*, Diplo's flagship book; a new IG route for the Master/Postgraduate Diploma in Contemporary Diplomacy; graduate accreditation for three courses; a more interactive course methodology approach, such as that embedded in the E-participation course; a more structured series of IG webinars; and two new IG videos are described in more detail elsewhere. The new learning management system (LMS) was successfully implemented, with, for example, complete platform and course interaction in English, French, and Spanish for the eLearning component of ISOC's NGL programme. We also launched a pilot national IGCBP for Oman, with a view to offering more customised programmes for targeted audiences. Work on communications in the area related to IG and an updated website have also improved accessibility, and raised the image of Diplo in the IG world.

The IGCBP has trained well over 1000 professionals from more than 140 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 UN, the International Telecommunication Union (ITU), the Internet Society (ISOC) – and with national regulators and governments

The IGCBP continues to include its classic components: the Introduction to Internet Governance course; advanced thematic courses in Infrastructure and Critical Internet Resources, Cybersecurity, E-participation, and others; the ICT Policy and Strategic Planning course; 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 multistakeholder model for IG, and support involvement in policy-shaping and policy-making by our community members.

Intangible progress

Two aspects of Diplo's IG programmes underwent significant strategy changes in 2012, laying the foundation for substantive change in 2013. The first is a significant move in the methodological approach to some of the IG courses, in the addition of University of Malta graduate level accreditation to 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 strategy has been set to restructure the courses to meet University of Malta guidelines and timelines, and texts are undergoing review to ensure quality and currency. At the same time, materials are being added to generate more dynamic engagement through the use of videos, discussions, exercises, and simulations. This process began with a very successful re-writing of the E-participation course, and will be extended to other courses in 2013. Interactions with external experts included experts at online chats such as IGCBP12 Islands and Americas class online chat meeting with ICANN expert Shernon Osepa, and an ISOC NGL eLearning class meeting with Vinton Cerf from ISOC, which took place in Google Hangout, described in more detail here and by the course tutor here.

The second 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 when outside funding has been attained (e.g. VeriSign). 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 IG programmes have also expanded the area of focus in funding requests to include a wider range of programmes, e-participation, and women's empowerment, laying the groundwork for 2013 proposals.

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

Interaction: Webinars

List of Webinars:

12 January	Internet governance in 2012: What can we expect?
31 January	Copyright infringement: from SOPA/PIPA to Megaupload
28 February	Online Freedom of Expression
27 March	Outcomes of ICANN 43
24 April	Illegal online content and liability of Internet intermediaries: Why not shoot the messenger?
29 May	European Commission and Internet governance with Andrea Glorioso
26 June	Mid-year review of Internet governance developments
31 July	Cable connections and the cost of Internet access
28 August	Exploring the potential of mobile broadband technology
25 September	Online freedom of speech: the battle continues
30 October	Discussing emerging Internet principles
27 November	Moving to the cloud: issues and concerns
18 December	Developments and outcomes of WCIT12 – what happens next?

Online introductory course

The first course in the IGCBP, the Introduction to Internet Governance course, is designed to follow a 12-week schedule with each week assigned a specific learning activity.

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 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, and development and sociocultural issues

Although on a smaller scale, with three regional groups, the 2012 Introduction to Internet Governance course had noteworthy results, with 54 of 54 successful participants, a highly unusual 100% success rate, which highlights the quality of course materials and teaching methodology.

Advanced and thematic courses

The eight-week online advanced thematic courses follow 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. Six groups were created based on the interests of the selected participants and covered five main thematic topics:

- Infrastructure and Critical Internet Resources
- E-participation
- Internet Security (two groups were created)
- Privacy and Personal Data Protection.
- ICT Policy and Strategic Planning Course

Diplo's online courses involved a high level of interaction as indicated in Table 4.

Table 4. Summary of course activity.

Course	Duration/ # of groups	Number of successful participants	Number of countries represented	Total number of student hyperlink entries	Total number of student classroom blog and forum posts	Total number of contributions to the IG & ICT community forums
IGCBP Intro to IG	12 weeks 3 regional groups	54	13	3409	335	
IG Advanced Thematic Courses (Privacy Infrastructure E-participation Cybersecurity)	8 weeks 4 thematic groups	71	18	3157	822	
ICT Policy and Strategic Planning	8 weeks	16	16	837	104	
T4T	4 weeks Spanish	1	1	--	--	--
ISOC NGL eLearning	24 weeks 4 groups 3 languages	79	51	9099	3615	
Oman Intro to IG	12 weeks	19	1	1309	78	
IGCBP Research Policy Methodology	8 weeks 2 groups	24	13	1293	162	25
IGF 2012 Baku Fellowships	5 days	7	7	--	--	--
TOTAL	-	**271**	**95** ***unique***	**19104**	**5116**	

Online research policy and methodology course

The most successful IGCBP12 course participants were accepted into the online research policy methodology course, which consisted of two components: (1) online training on how to conduct policy research that included an introduction to the concepts of policy research, and its objectives, methodologies, and techniques; (2) the construction of a policy research proposal, enabling participants to apply the component sections of research policy methodology to an outline which may be used for a future research writing project. The three main objectives of the course are:

- Develop participants' online research skills.
- Assist participants in better understanding policy and policy research.
- Present key online research methodologies, academic guidelines and modern research tools.

The policy research course was eight weeks long and followed the online methodology used in the Foundation and Advanced courses. In addition to certified tutors, the participants were mentored by a professional editor and a research expert who reviewed their proposals and made suggestions for improvement and continuation.

Important progress was made in the area of IG communications, with development in social media (see section on Social Media), including Twitter, Facebook, networking, the diplomacy.edu website, and other activities including active involvement in the process of renovation of the IGF Multistakeholder Advisory Group (MAG).

Policy immersion activities



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, Diplo added significant value to global processes, in particular the IGF, where we organised several workshops, which again had significant involvement. More details are available here.

Global meetings with Diplo's IG involvement:

10 March	ICANN43 Costa Rica
22 March	IG Workshop at IDLELO 5 Abuja, Nigeria
25 March	Workshop on Internet Governance and E-diplomacy
27 March	Discussion Workshop on Internet Governance
19 April	Serbian Internet Dialogue (Diplo Support)
27 June	Training Workshop in Internet Governance and Diplomacy
5 September	Internet governance and eDiplomacy session for African ICT Ministers
20 September	Cyber War and Cyber Crime: Session at the Belgrade Security Forum
4 October	IG Capacity Building Programme at CENTR General Assembly
5 November	Diplo activities during the 7th Internet Governance Forum

The multiplier effect: IG networking in global policy processes

It is impossible to keep track of the number of Diplo IG alumni who are actively involved in positions of responsibility in the global IG policy-shaping processes. A few examples are the current Internet Governance Caucus co-coordinator Salanieta Tamanikaiwaimaro; Niel Harper, senior manager for the ISOC NGL Programme; Rodney Taylor, assistant director of the Caribbean Telecommunications Union; and countless ICANN and ISOC fellows and ambassadors.

Oman IGCBP

In 2012, we also launched a pilot national IGCBP for Oman, with a view to offering more customised programmes for targeted audiences, with the dissemination of National Proposals, customised for government training. Twenty participants took part in the Introduction to Internet Governance course. Nineteen of them successfully completed the course, while one was unable to complete the activities due to professional travel obligations. All twenty participants elected to continue to the advanced E-participation course, starting January 2013.

ISOC Next Generation Leaders (NGL) programme - eLearning component

The ISOC eLearning component of the NGL programme has assisted ISOC members of diverse professional and stakeholder backgrounds to strengthen their knowledge in Internet history, culture, issues, and governance since 2010. The objective of the online learning programme was to prepare these professionals to become leaders in Internet policy, governance, and debates, and to develop their skills to engage effectively on local, regional, and international levels within their fields.

The 2012 programme had several major upgrades, with the addition of a second English group, and a Spanish language group, for a total of four groups: two English, one French, and one Spanish. Other changes included the addition of three new ISOC experts, so that each group had its own ISOC input. For the first time, the ISOC NGL team selected candidates for the online course this year.

The ISOC eLearning Program was delivered in two phases: the ISOC eLearning platform and content updates: from December 2011 to May 2012. The learning materials were updated by ISOC, and finalised based on key ISOC resources, translations, and ISOC expert input. In addition, Diplo carried out a review and processing of translations of the application process, materials, and platform customisation for the Spanish group, as well as a significant LMS platform update, including improved cross-browser and mobile compatibility by Diplo's tech team.

The online course was conducted from 21 May until 27 October (Final Exam due) using virtual classrooms, with weekly interactive discussions and specific tasks, resulting in a total of 78 successful participants, a success rate of 80%.

To encourage participants to remain active and involved after the end of the programme, they were invited to join the growing online community of IG-involved professionals worldwide facilitated by Diplo, and to contribute to ongoing discussions on various topics. Groups include www.diplointernetgovernance.org/group/ISOC which has 65 members, as well as a separate group created by the 2012 English B class, with 12 members. Participants have also been encouraged to engage in the global IG policy processes in forums such as ICANN and the IGF, and particularly to continue to develop their networking and projects in ISOC.

2012 was an active, dynamic year of growth and development for Diplo IG, a year that saw the beginning of change, and increased investment in the quality and future of the IG programme.

Policy immersion activities



The 5th edition of *An Introduction to Internet Governance*, by Dr Jovan Kurbalija, was published in 2012, in cooperation with the Azerbaijan Diplomatic Academy.

The new edition was released during the 7th Internet Governance Forum, which took place 6–9 November in Baku, Azerbaijan.

The book provides a comprehensive overview of the main issues and actors in the field of Internet governance. It looks into technical, legal, economic, development and socio-cultural issues, and explains the main controversies and various views on each topic. The new edition has been updated to include developments in 2010 and 2011 and the latest on the net neutrality debate.

5

E-diplomacy

Celebrating 20 years of e-diplomacy and understanding its growing importance, in 2012 Diplo decided to strengthen the activities in field of e-diplomacy and social media. Besides the updates of the materials and activities of the online course, Diplo conducted several e-diplomacy days, developed the coaching in social media for diplomats, cooperated with partners in the Balkans to develop a concept of 'e-' supported regional operations, and organised and participated in a number of events related to e-tools and e-diplomacy. Walking the talk, Diplo also strengthened its appearance in social media and gathered an impressive community of followers.

Policy immersion activities

The first E-diplomacy Day was organised in Rome on 18 June, in cooperation with the Istituto Diplomatico. It included a training session for diplomats addressing the effective use of social media in diplomatic activities, and a roundtable on 'Social media and challenges for modern diplomacy', followed by a reception. The roundtable gathered, among others, the Swiss and the Maltese Ambassadors in Italy, the Director of the Italian Istituto Diplomatico, Diplo's Director Dr Jovan Kurbalija, and Pete Cranston, Diplo faculty member and senior lecturer on e-diplomacy. A brief report from the E-diplomacy day in Rome is available online.



Following a growing interest in e-diplomacy in diplomatic circles in Geneva, the Geneva E-diplomacy Day was organised on 16 November at the World Meteorological Organization (WMO). The meeting discussed whether international relations professionals and diplomats need more practical information on how e-tools can help them in their work: Should diplomats blog? Can Twitter improve communication? How can diplomats manage the avalanche of information that faces them every day? Is online training a solution for continuous learning in diplomacy? These and other questions were addressed by practicing diplomats, specialists in international relations, and Internet experts. As a follow-up to the event, an online Geneva E-diplomacy Community was initiated, aimed at gathering interested diplomats in Geneva and facilitating further activities and discussions.



As the first E-diplomacy Day in Rome garnered lots of interest, a second one was organised on 28 November. It further helped diplomats to learn about social media and e-tools for diplomacy, to share their experiences, and to connect with colleagues involved in e-diplomacy. The programme team was extended to include Antonio Derudda, a social media consultant, and Mark McDowell, Counsellor on Public Diplomacy of the Embassy of Canada in Bejing.

There were many inquiries from other countries to host similar e-diplomacy days, so it is likely that this initiative will continue in 2013.

Social media coaching

Social media has become very important to all of us – with millions of users and millions of messages shared every day from a variety of devices all over the world. Diplomats can benefit from social media as well. To explore how to introduce social media to diplomats, Diplo developed a coaching exercise on social media and e-tools. In one month of carefully planned activities composed of webinars, discussions, chat sessions, and additional readings,

several senior members of Diplo's faculty learned about, discussed, and tried out the most popular e-tools: personal dashboards (RSS and aggregators), Twitter, LinkedIn, and blogs. Two additional weeks were added to discuss the use of Facebook and to share experiences. While some participants remained reserved about the full extent of benefits versus risks, many of them did go on to tweet and/or blog regularly.

This coaching can be implemented, together with other educational e-diplomacy activities, to strengthen the understanding and practical skills of diplomats in order to maximise the benefits and minimise the risks of e-tools and social media used in their work.

Projects

Under the project on 'Improving Cooperation in South-East Europe by Actions for Strengthening the Regional Cooperation Council' funded by the European Union, Diplo was invited by the Central European Initiative (CEI) to assist with a Work Package on 'Innovation of RCC Operations through the design of a pilot ICT platform'. Three linked activities were outlined: a seminar for the RCC staff, development of the e-RCC concept, and support for the feasibility study of the Digital Proceedings Eco-system.

A scenario-building seminar on improving cooperation in South-East Europe (SEE) through developing e-RCC was organised in Sarajevo, 25–26 June 2012. Headed by a Diplo team of five lecturers and facilitators, four CEI representatives and three other guest lecturers, the seminar involved sixteen RCC senior members, representing the Secretariat General, the Expert pool (Infrastructure and Energy Unit, JHA Unit, Security Cooperation Unit, Building Human Capital and Parliamentary Cooperation Unit, Economic and Social Development Unit), the Front Office, and the Administrative Unit. The seminar was delivered as a combination of lecture, sharing of experiences, group work, brainstorming, and discussion sessions, and covered the areas of e-diplomacy, the potential of e-tools for diplomatic activities and facilitation of cross-border cooperation, experiences of international and regional organisations in using e-diplomacy tools, main e-tools of relevance for e-RCC, an analysis of RCC and regional challenges that can be addressed with e-RCC, and scenarios involving matching the challenges/needs of RCC with e-tools potential, and outlining flagship projects. The summary of discussions and all the documents were provided in online space shared with participants. A comprehensive report was provided that also included the flagship projects identified and suggested action lines.

Building on the input provided by RCC staff and the corresponding results of the seminar, as well as Diplo's expertise in the field of e-diplomacy, an e-RCC concept document was developed and shared with the RCC and the CEI. The document included the general trends and potential of e-diplomacy, the potential of e-tools for RCC's operations, a toolkit with elaboration on the necessary individual 'e-' competences and institutional capabilities, the suggested action lines with identified flagship projects, and additional notes on change management and further suggested steps. The e-RCC concept should serve as a base for possible further steps the RCC can undertake in the adoption of e-tools – including teleconferencing, shared databases, social media – for strengthening the regional cooperation and own operations.

A feasibility study on the implementation of the Digital Proceedings Eco-system – and specifically of the video-conferencing system – was developed by the CEI partners. Diplo experts provided their reflections on the study, with special focus on the outreach to other stakeholders, advantages and disadvantages of the proposed system, specific RCC needs, and a general awareness and specific non-technical skills needed by all involved professionals to utilise such a system.



Training sessions

E-diplomacy seminar at the College of Europe,
Bruges, Belgium, 13–14 March 2012

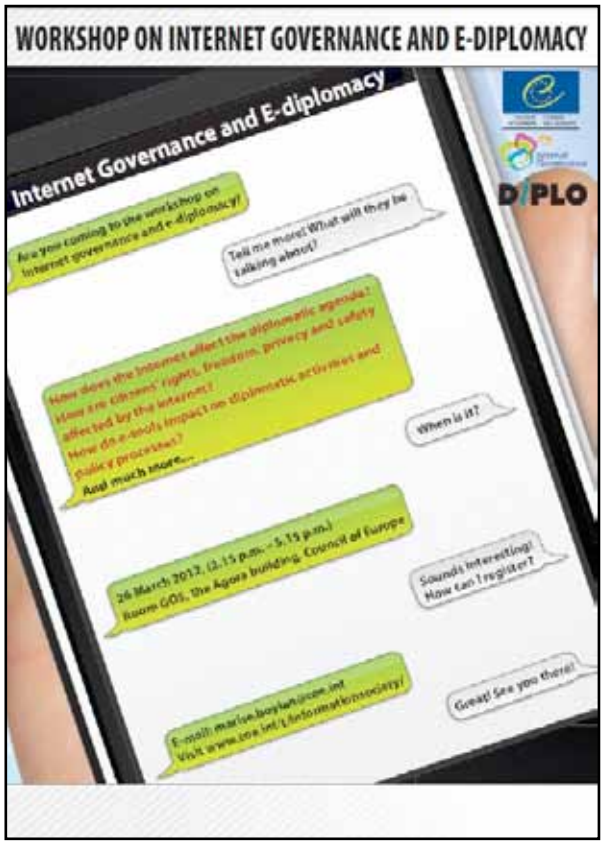
Diplo's Director Dr Jovan Kurbalija delivered a compact seminar on e-diplomacy at the College of Europe in Bruges. The seminar examined the impact of the Internet on modern diplomacy. It started with a survey of the Internet-driven changes in the global environment of today's diplomacy, and the emergence of new topics on to diplomatic agendas (Internet governance, cyber-politics, cyber war).The main focus of the seminar was the current and future use of e-tools in diplomatic activities, including analyses of the use of social media (e.g. blogs, Twitter, Facebook, wikis) in diplomacy. Dr Kurbalija addressed students from Maria Sklodowska-Curie Promotion 2011–2012. In his summary tweet, he wrote: 'Smart and curious group; healthy techno-skepticism from digital natives; enjoyed learning by teaching.'

Training Workshop in Contemporary Multilateral Diplomacy and E-diplomacy for the NTRA, Cairo, Egypt, 19–22 March 2012

At the invitation of the National Telecom Regulatory Authority (NTRA) of Egypt, Diplo delivered a training workshop in contemporary multilateral diplomacy and e-diplomacy, aimed at equipping NTRA's members with the desired advanced skills and knowledge in negotiations and managing diplomatic processes. The training was conducted through a number of interactive lectures and simulations, and – besides covering issues such as negotiations, diplomatic momentum, multilateral diplomacy, and mediation – also focused on e-diplomacy and e-tools.

Workshop on Internet Governance and E-diplomacy at the Council of Europe, Strasbourg, France, 25 March 2012

The Council of Europe and DiploFoundation organised a discussion workshop on Internet governance and e-diplomacy for diplomats from 12 Permanent Representations of member states and 32 officials from the Secretariat and other institutions. The workshop examined the impact of the Internet on public policy-making and modern diplomacy. It addressed Internet governance as a new topic on diplomatic agendas: openness of the Internet as a common global resource, rights and freedoms for Internet users, personal data and privacy of citizens, criminal justice capacities and co-operation in the fight against cybercrime, and children's safety and empowerment in online environments. It also discussed the current and future role of e-tools in diplomatic activities and inclusive policy processes, including increasingly important social media (e.g. blogs, Twitter, Facebook, wikis). A blog post from the workshop was published on Diplo's website.



Training workshop for EEAS at the College of Europe,
Bruges, Belgium, 11 October 2012

Focusing on the EU's approach to e-diplomacy, a training workshop on 'The rise and impact of E-diplomacy tools' was delivered by Dr Jovan Kurbalija for the European External Action Service. The workshop examined the impact of the Internet on public diplomacy. It included a survey of Internet-driven changes in the global environment for today's diplomacy, and the emergence of new topics on diplomatic agendas (Internet governance, cyber-politics, cyber war). Participants were engaged in practical exercises on the use of e-tools in diplomacy.

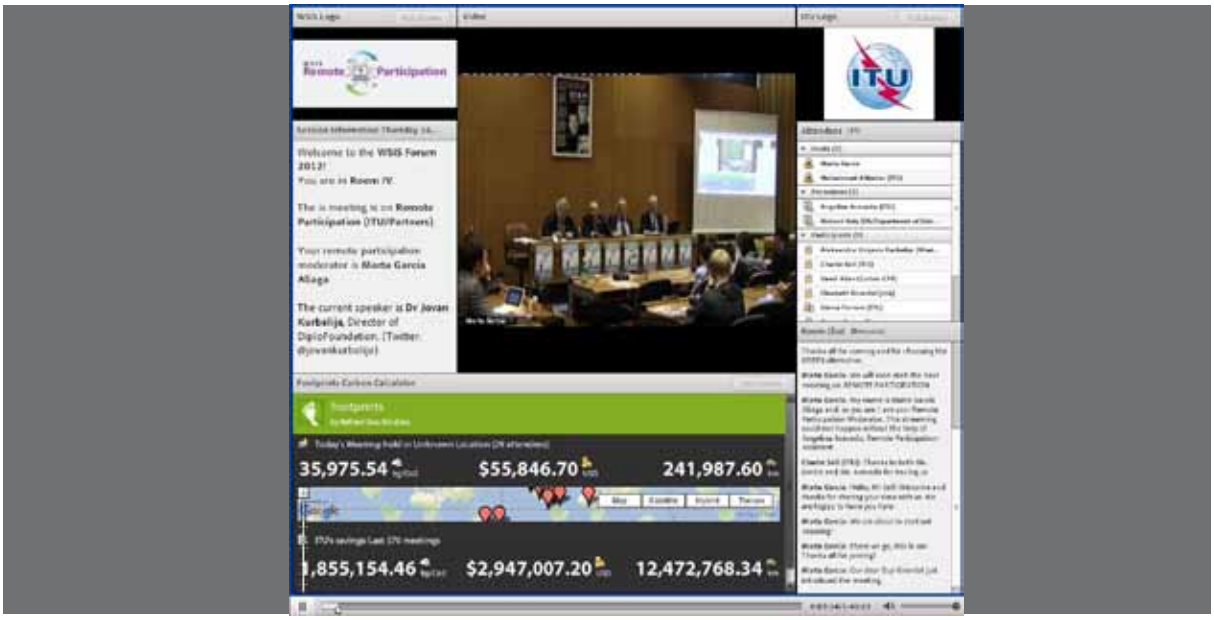
Panels, workshops, and discussion sessions

ITU/Diplomatic Club Debate: 'The Role of information and communication technologies in citizen protest movements',
Geneva, Switzerland, 12 March 2012

Dr Jovan Kurbalija participated in the panel debate: 'The role of information and communication technologies in citizen protest movements', organised by the Geneva Diplomatic Club and the International Telecommunication Union (ITU). The panellists included Dr Hamadoun Touré, Secretary-General, ITU, Ambassador Walter Gayger, president of the Geneva Diplomatic Club, Ambassador Moncef Baati, Permanent Mission of Tunisia to the United Nations in Geneva, and Jean-Christophe Nothias, Editor in Chief – *The Global Journal.*

Panel 'Remote participation – opportunities and challenges for multilateral diplomacy' at the WSIS Forum 2012,
Geneva, Switzerland, 17 May 2012

A session devoted to remote participation and e-diplomacy was organised within the ITU 2012 WSIS Forum event. The panel gathered several distinguished guests including Mr Anders Norsker, Chief of the Information Services Department of the ITU, Dr Giorgio Rosso Cicogna, Alternate Secretary General of the Central European Initiative, Mr Richard Boly, Director of the Office of E-diplomacy of US State Department (remotely), Dr Jovan Kurbalija, Director of DiploFoundation, and Dr Fergus Hanson, Researcher at the Brookings Institution (remotely). Discussions addressed the transition from need to know to need to share, and focused on issues such as: How to ensure effective interplay between face-to-face and remote participation in international meetings. What is the legal status of remote participants in multilateral meetings? How can existing rules of procedure facilitate remote participation? How to ensure remote access to interpretation in all official UN languages. How does verbatim transcription of the meeting impact diplomatic interaction? What are the new diplomatic skills required for effective remote participation (e.g. chairing, reporting, drafting)? These issues were addressed through reflections on the experience developed in remote participation activities of the ITU, the WSIS Forum, the IGF, and other policy bodies. The panel also walked the talk by introducing two panellists remotely. The full video and records of remote participation are available online.



Internet governance and e-diplomacy session for African ICT Ministers, Khartoum, Republic of Sudan, 5 September 2012

Diplo was invited by the African Union Commission to deliver a session on Internet governance and e-diplomacy during the 4th session of the African Union Ordinary Conference of Ministers in Charge of Communication and Information Technologies (CITMC-4). Dr Jovan Kurbalija and Dr Alex Sceberras Trigona addressed the representatives of twenty African states, two Regional Economic Communities, and ten African and international organisations. The session highlighted emerging diplomatic issues related to the Internet, focused on the effective participation of African states in various regional and global process related to Internet governance, and presented the diplomatic and political opportunities and benefits of harnessing e-tools and participating in global processes.

E-diplomacy workshop at the International Forum on Diplomatic Training, Baku, Azerbaijan, 26–29 September 2012

At the 40th Meeting of Deans and Directors of Diplomatic Academies and Schools of International Affairs in Baku, Diplo's Director Dr Jovan Kurbalija delivered the workshop on 'E-diplomacy training – hype and reality'. The workshop focused on preparing young diplomats for the fast-changing landscape of international politics shaped by the Internet developments.

Online presence and social media

While researching and teaching about the role of e-tools in diplomacy, Diplo continued to explore the tools in its own operations and strengthened its visibility and activity in social media. The new website aggregates a number of e-tools such as blogs with comments, feeds from social networks, photos, and videos. An 'In focus' page on e-diplomacy was added and constructed as a landing page for all related activities, including several interviews with e-diplomats. Over 60 blog posts on e-diplomacy and related issues were posted during 2012, with great visibility and a number of direct comments and discussions extending into social media. Diplo's @eDiplomat Twitter account regularly tweeted its own findings and opinions as well as retweeting others' views and communicating with other tweeps, reaching out to more than 2700 followers by the end of 2012 including several ministries of foreign affairs and their departments, embassies, and diplomats (like the USA, the UK, Sweden, Norway, France, and the EU EEAS). Interesting views and links were also shared through Diplo's E-diplomacy Facebook page (www.facebook.com/ediplomacy), which is attracting more and more visitors. These social media activities will be further extended in the future, with the aim of exploring new tools and trends and gathering e-diplomacy communities around Diplo's activities.

6

Other events and programmes

Training workshop in language and diplomacy, Cairo, Egypt, 5–8 March 2012

In cooperation with the National Telecom Regulatory Authority (NTRA) of Egypt, Diplo delivered a training workshop in language and diplomacy aiming to equip NTRA's members with the desired advanced skills and knowledge in negotiations and managing diplomatic processes. The training was conducted through a number of interactive lectures and simulations, and covered issues such as language as action, building relationships, securing agreement, constructive ambiguity, persuading through argument, standing firm, and understanding the unsaid (presuppositions, implications, and signalling).

Modern Diplomacy for Small States Workshop, Malta, 21–30 March 2012



This annual workshop is intended primarily for professionals holding senior/middle management positions within a ministry of foreign affairs or other department dealing with the foreign affairs of small states. Given the institution-building focus of the programme, participants are in the position to implement in their respective ministries and government departments the skills and knowledge acquired during the workshop. Experience sharing focused on case studies presented by each participant which addressed challenges faced by their ministry. Questions were prepared from these presentations for the relevant speaker: an experienced diplomat from Malta. The workshop is funded annually by the MCTCTP programme, through the Commonwealth Secretariat and Ministry of Foreign Affairs of Malta. Some 21 participants from 19 countries participated in the programme in 2012.

Discussion workshop on Internet governance,
Strasbourg, 27 March 2012

The Council of Europe and DiploFoundation organised a discussion workshop on Internet governance for the members of the Steering Committee on Media and Information Society (CDMSI). The discussion workshop gathered the CDMSI members to provide a holistic view of the field of Internet governance, map the issues, actors and process, and to discuss the role of Council of Europe in global and regional diplomatic processes, all in light with the recently adopted Internet Governance 2012–2015 Council of Europe Strategy.

Scenarios-building Seminar: Improving cooperation in SEE through developing the e-RCC, Sarajevo, Bosnia and Herzegovina, 25–26 June 2012



DiploFoundation, in cooperation with the Central European Initiative (CEI) and Regional Cooperation Council (RCC) and with support from the European Commission, organised a two-day e-diplomacy seminar in Sarajevo on 25 and 26 June, addressing RCC members and aiming to develop an e-RCC concept. RCC, the successor of the Stability Pact for South Eastern Europe, focuses on promotion and enhancement of regional cooperation in South East Europe (SEE) and supports European and Euro-Atlantic integration of the aspiring countries. To strengthen its work, the RCC is currently studying how to embrace good e-diplomacy practices and implement the variety of e-tools into its operations.

Training workshop in Internet governance and diplomacy,
Sarajevo, Bosnia and Herzegovina, 27–28 June 2012

In cooperation with RCC and with the support of Central European Initiative, DiploFoundation organised a training workshop on Internet governance issues and information and communication technology (ICT) policies in national, regional and international processes for officials and professionals from the Central European (CE) countries. This training workshop gave participants an overview of the multidisciplinary field of Internet governance (including technical, legal, economic, socio-cultural, and developmental aspects) and explained interplay among international, regional and national



Internet governance policy processes and actors. This was an opportunity for officials and professionals from CE countries to strengthen their overall understanding of Internet governance and to develop diplomatic approach of their country and institution in the Internet governance process. Twenty participants representing seven CE countries took part in the workshop. The group was motivated and contributed to highly interactive sessions. They were invited to join the existing Diplo's Internet governance community.

Public Diplomacy workshop,
Pretoria, South Africa, 10–14 September 2012

DiploFoundation ran a second Public Diplomacy workshop in Pretoria for the South African Directorate of International relations and Cooperation. The workshop aimed to build individual and institutional capacities for conceptualising and implementing public diplomacy as a core function of South African diplomacy. The workshop addressed conceptual and practical aspects of public diplomacy, providing participants with the skills, techniques, and tools of public diplomacy through interactive discussion exercises and case studies. E-diplomacy was one of the core components of the workshop, given the necessity for diplomats to be able to use the tools to engage with the public, at home and abroad.

Public Diplomacy workshop,
Cape Town, South Africa, 18 –20 September 2012

Diplo Foundation ran a second Public Diplomacy workshop for the South African Parliament in Cape Town. The workshop aimed to develop institutional capacity of the South African Parliament in the field of public diplomacy. The workshop addressed conceptual and practical aspects of public diplomacy, providing participants with the skills, techniques, and tools of required for public diplomacy through interactive discussion exercises and case studies.

International Conference on Innovation in Diplomacy, Malta, 19–20 Nov 2012



The International Conference on Innovation in Diplomacy focused both on new innovation areas such as e-diplomacy and on innovation in traditional diplomatic functions (e.g. protocol, consular affairs). The leading innovators in diplomacy, alongside practitioners and researchers provided a reality check of the promises, successes, and failures of innovation in diplomacy over the last 20 years. What has and has not worked and why? The Conference addressed innovation in diplomacy from different international perspectives: the United States, BRICS, the European Union, and small states.

7

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 2012.

Global Health Programme at the Graduate Institute of International and Development Studies Geneva – Global Health Diplomacy Course

Following two years of informal discussion, Diplo and the Global Health Programme (GHP) of the Graduate Institute of International and Development Studies signed an agreement in May 2012 to develop and run an online course on Global Health Diplomacy, based on the GHP curriculum. The GHP had been asked to provide online training in Global Health Diplomacy for the World Health Organization (WHO) representatives and head of country offices worldwide, and partnered with Diplo in order to deliver this.

Course materials were developed in May and June 2012, with the GHP drafting the modules and DiploFoundation advising on course design, didactics, and learning activities. The materials covered the following topics:

1. Introduction and orientation to online learning
2. Global Health Diplomacy, evolution and history
3. Foreign policy and global health
4. Actors, stakeholders and interests in global health
5. Global health governance
6. Key lessons for successful global health negotiations
7. The role of WHO in Global Health Diplomacy
8. Regional, south-south and triangular cooperation
9. Global health begins 'at home' and the challenge of policy coherence
10. Conclusions and wrap-up

The pilot course started in June 2012 for a small initial group of 12 WHO Heads of Country Offices. GHP staff and guest experts taught the course, while Diplo provided course coordination, technical support, and the online learning environment. Feedback, obtained through discussion during online sessions and an anonymous post-course questionnaire, was very positive, with all participants reporting that the course met or exceeded their expectations. They found the value and relevance of the course for their professional positions good or excellent. Materials, tutors and the online learning environment were all highly rated, while participants provided useful suggestions for improvements in the future.

Following the pilot course, the GHP team updated and improved course materials based on feedback, and the next session started in mid-September 2012, this time for two groups of 19 participants each. During this second session, the GHP team handled both teaching and course coordination, while Diplo provided technical support and the online learning environment. Again, feedback was quite positive, with useful suggestions for further development.

Several sessions of the course are planned for 2013 in order to provide the training opportunity for all WHO heads of country offices.

International Federation of Red Cross and Red Crescent Societies (IFRC) – Humanitarian Diplomacy Course

In June 2011 Diplo signed an agreement with the International Federation of Red Cross and Red Crescent Societies (IFRC) to develop and deliver an online diploma course on Humanitarian Diplomacy. In 2011 Diplo worked with Ambassador Christopher Lamb – special advisor to the Australian Red Cross and the IFRC – and other experts to design the course and develop materials. The programme consists of two phases: an eight-week online learning phase followed by a four-week research phase, where participants prepare a research paper relevant to their own work or field of interest. More details about the course can be found at www.diplomacy.edu/courses/humanitarian

The Humanitarian Diplomacy online course competently delivered a practical understanding of a comprehensive body of knowledge on a complex subject to students with diverse academic, language and learning cultures. The initiative's impressive results can be accredited to a vastly diverse student profile, the quality of course material, the senior expertise evidenced by the course lecturers and a well-designed and efficiently managed interactive learning environment.

Independent Review
February 2012 Humanitarian Diplomacy Online Course

The first session of the course started in February 2012, lectured by Christopher Lamb and Tore Svenning (at that time working with the IFRC regional office in Budapest). Diplo administered the course entirely, providing admissions, registration, course coordination, technical support, and the online learning environment, and sub-contracting the lecturing work to experts agreed by both partners. Over 70 applications were received for the first session, and the partners selected 26 to attend the first course. Of the 26 participants,

24 completed the course and received the diploma, while 2 asked to write their research projects and complete the course at a later date, due to difficult personal and/or professional circumstances.

The February 2012 course was reviewed by an independent consultant, who produced a thorough report based on review of the course materials and results, feedback and suggestions from course participants obtained through a questionnaire and interviews, and interviews with the course delivery team. The report listed a series of practical recommendations for the future development of the course.

> *[The Humanitarian Diplomacy course] was more than excellent. But it was very challenging at the same time. Every participant brought his/her own knowledge and experience... The joint assignments and the interaction in the course — the 'hyper texting' mainly — gave the course an exciting and lively aspect, and enabled all participants to enrich the content and ongoing discussions.*
>
> **Hosam Faysal,**
> Disaster Management Coordinator,
> IFRC (MENA), July 2012

In summer 2012, Diplo and the course team began to review and update the course methodology and materials, taking into account suggestions from participants and the course review. In particular, work on the research project was better integrated into the course process, so that participants were asked to begin planning their research starting from the second week of the course. This change aimed to help participants bridge the gap between the tutor-led online learning phase of the course, and the more individually directed research phase.

The second session of the course started in September 2012, with 30 participants selected from 49 applicants. The course team was expanded to include Michael Schulz (an academic with years of humanitarian diplomacy experience within the Red Cross/Red Crescent movement). Of the 30 participants, 2 dropped out early in the course (one due to serious illness, the other due to unexpected professional developments). Of the remaining 28, some 22 completed the course and obtained the diploma, 4 asked for additional time for the research paper, and a further 2 dropped out for unspecified reasons during the research phase. Post-course feedback indicated a high level of satisfaction with the course, and suggested that the integration between the online learning and the research phases had been improved.

The course is scheduled to be run twice in 2013 (February and September) and discussions are underway for translation of the course to other languages starting in 2014.

Geneva Centre for Security Policy – Disarmament and the Nuclear Non-Proliferation Treaty Course

For the third year, in 2012, Diplo and the Geneva Centre for Security Policy (GCSP) worked together to offer an online course on the Nuclear Non-Proliferation Treaty (NPT) and disarmament for an international audience. More information on the course methodology and content are available at http://www.diplomacy.edu/courses/NPT

The course was delivered from July to September 2012 to a group of 11 participants from 9 countries. Once again, Visiting Fellow on Disarmament and Head of the WMD and

Disarmament Programme at GCSP Dr W. Pal Sidhu lectured. He was joined this time by Dr Barbara Zanchetta, Visiting GCSP Fellow working on disarmament and researcher at the Finnish Institute of International Affairs (FIIA) in Helsinki. Diplo provided the online classroom (including registering users, hosting the server, and providing software licenses), technical support, training of GSCP lecturers, and course coordination.

In 2012, of the 11 participants who started the course, 10 successfully completed it. Feedback from participants was positive and they particularly appreciated the elements of collaborative learning.

This course turned out to be an immensely stimulating challenge. The lecturer succeeded in simplifying at times extremely complex concepts and in making ideas easily understandable even for those of us who were non-specialists… Despite the differences in the profiles and or backgrounds of the participants (or precisely because of that) the weekly discussions in the chat room went on well. The Chatham House Rules under which the course has been organised helped the free, frank, direct and genuine exchange of ideas.

Fabio Rossi,
Legal adviser of the Swiss Federal Chancellery in Bern and Judge in the Military Appeals Court 3 of the Swiss Armed Forces

Instituto Matias Romero (Mexican Diplomatic Academy) – Cooperation in Online Learning and Migration and Development Course

Diplo has been cooperating with the Instituto Matías Romero (IMR) of the Mexican Ministry of Foreign Affairs for several years, under the provisions of the memorandum of understanding 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.

In 2012, as in previous years, the IMR enrolled around 55 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.

For the third year, in 2012, Diplo and IMR offered an online course in Migration and Development. Dr Alexandra Delano (New School University, New York) was the lead course author and tutor. As in 2011, Diplo agreed to offer the IMR a number of places in Diplo's online courses equivalent to those Diplo was able to sell for the Migration and Development course. Three participants enrolled through Diplo. The course was offered simultaneously in English and Spanish (course materials and tutoring were available in both languages) and ran during autumn 2012. It was offered online through the IMR's e-learning system, using its e-learning methodology. Participants who successfully completed all course requirements received a certificate issued by the IMR.

Other ministries of foreign affairs (South Africa, Trinidad and Tobago, Guyana)

In 2012, Diplo continued to work with a number of ministries of foreign affairs to provide online diplomacy training, though a variety of partnership arrangements:

- For the second year, Diplo provided an eight-week-long online course on Public Diplomacy for 17 new diplomats at South Africa's Department of International Relations and Cooperation (DIRCO) as part of their induction training. This course was included within Diplo's larger agreement with DIRCO, which included *in situ* training workshops (see section on *in situ* diplomacy training below).
- During 2012, the Ministry of Foreign Affairs of Guyana enrolled some 26 participants in various regularly scheduled Diplo online courses. It had enrolled 24 participants in Diplo courses in 2011. This is not done through a formal agreement, but on an as-needed basis.
- The Ministry of Foreign Affairs of Trinidad and Tobago enrolled some 27 participants in regularly scheduled Diplo online courses in 2012 (compared to 37 in 2011). As with Guyana, this is not done through a formal agreement, but on an as-needed basis.

> *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

8

DiploInteractive

Social media

During the past year, Diplo continued to strengthen the high level of engagement and interaction with course participants, alumni, diplomats, academics, and other professionals involved in the areas on which Diplo focuses.

One of the most popular features on Diplo's website is a blog roll, with several channels of interest, located at www.diplomacy.edu/blog. One of the channels, the Diplo blog, features official news, book reviews, and blog posts on diplomacy-related subjects. Other channels include the Climate Change blog; the E-diplomacy blog; the Internet governance blog; and the Looking Sideways blog. Diplo's bloggers include faculty members, staff, and guest bloggers.

In 2012, Diplo's follower base on Twitter, Facebook, LinkedIn, and YouTube continued to grow. On Twitter, the strategic role of each of the four accounts was better defined. This led to a continued growth in reach and influence in specific areas: with over 1500 followers, the role of @DiplomacyEdu focuses on discussions and updates from the world of diplomacy, international relations, and online learning, as well as official Diplo updates. With close to 2500 followers, @ediplomat tracks the developments in e-diplomacy (or what is also known as digital diplomacy); with over 650 followers, @climate_change follows the latest updates in issues related to climate change; whereas @igcbp, with close to 1800 followers, posts the latest updates on Internet governance and ICT policy, as well as updates on Diplo's IG-related courses, events, and activities.

On Facebook, Diplo's three pages enjoyed similarly defined roles. Through these pages, Diplo regularly posts announcements related to calls for applications, upcoming courses, webinars, and other events. Announcements related to new blog posts are an effective engagement tool through which viewers are invited to comment and interact with Diplo's bloggers. Translated in numbers:

- Diplo's main page, www.facebook.com/DiploFoundation, has over 1500 likes.
- The page dedicated to e-diplomacy, www.facebook.com/ediplomacy, has over 300 likes.
- Diplo's IG page, www.facebook.com/IGCBP, has over 1600 likes.

Last year, for the first time, Diplo integrated Twitter feeds directly into the LMS classrooms. Different courses had feeds linked to different hashtags. In this way, participants who were not on social media channels could still benefit from the huge amount of information that passes through Twitter.

The two online communities – the Internet Governance community at www.diplointernetgovernance.org and the Climate Change Community at http://climate.diplomacy.edu – also continued to grow in 2012. By December 2012, the portals had almost 1800 registered users, up from 1500 in the previous year. Apart from welcoming professionals involved in Internet governance and Climate Change, throughout last year, course participants were encouraged to step outside the boundaries of their classrooms and share what they learned during the course with the respective communities.

Multimedia development

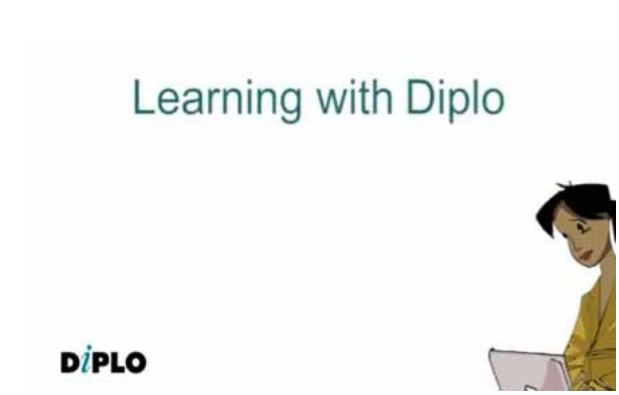
2012 was very productive for Diplo communications and outreach. Multimedia followed that development and remained Diplo's regular community streamline. Animations, videos, interviews, and live webinars were core activities of multimedia development.

Diplo's YouTube channel was a main place for posting and viewing, with 28 new videos and 130 subscribers, hitting more than 8000 views, and 4400 minutes estimated watched in 2012. Twenty-five per cent of all traffic was generated from YouTube search, 22% from mobile apps, and 16% from external embedded players. The top percentage audience was from the USA, followed by the UK and Canada.

The playlist of most interest was Geneva e-dip day: videos from the Geneva E-diplomacy Day featuring Richard Boly, Aders Norsker, and Ambassador Alexandre Fasel, experts in the growing field of e-diplomacy.

Another high interest series of videos was the animations in the Internet Governance Lite series, Domain Name System Security and Internet Protocol version 6. This series of animated videos will be continued during 2013.





In 2012, Diplo addressed the public with a video of about its learning online approach, and explained why online learning is as easy and much more interactive than traditional *in situ* training. Watch what it is like to Learn with Diplo in our new video featuring Ainu Sumerat as a case study animated diplomat.

We continued to follow all of the major events in the Internet governance arena. Interviews and follow-ups can be found on our channel. The impressions of our alumni, from the 2012 Internet Governance Forum held in Baku are also chronicled.

A series of monthly live webinars on Internet governance continued to provide valuable input from professionals and experts to a wide audience of internet users. In 12 webinars held on the last Friday of every month, we had more than 300 participants. Our IG webinars are becoming the main place for news, reports, opinions and new approaches in a field of Internet governance.



Also, the new series of Advanced Diplomatic webinars on 'E-diplomacy' and 'Evolution of Technology and Diplomacy' was set and put in motion at the every end of 2012, in preparation for 2013.

9

DiploTools - information management tools

Online learning environment

In 2012, we successfully deployed the new online learning environment (OLE). The development of this new version started in 2011 and was completed in the first quarter of 2012. It was released with the user interface in three languages – English, Spanish, and French – with a possibility of easily adding a new interface language when needed.

The first courses to be delivered using the new platform were part of the annual IGCBP. The course tutors and administrators quickly adapted to the new platform and provided useful feedback that helped further improve it. As is to be expected with every new software application, the initial period was also a stress-test. The software development team worked hard to resolve all the bugs observed, without interrupting the course delivery. Since the start of the 2012, more than 20 courses have been delivered using the new platform, which is based on modern open-source technologies. Its software architecture allows for better scalability and significantly improves reliability, while simplifying maintenance. It also provides a solid foundation for future expansion. On the connectivity side, the new platform already provides an interface to Twitter, with a possibility for connecting with other social web applications in the future.

Online course registrations

Following the successful deployment of the new online learning platform, we have decided to migrate the online course registrations to the same open-source platform. Besides benefiting from the robustness of the new architecture, this will also allow us to connect course registrations directly to the new learning platform. That way, participants' records will be linked from the moment they apply for their first course with Diplo, all the way to the end of their studies. The registrations module will be publicly deployed in the first quarter of 2013.

Other developments

In 2012, we continued to consolidate our web infrastructure. A number of websites and web-oriented applications were moved from their old servers to the new, cloud-based servers. The aim of this consolidation is to reduce infrastructure cost, simplify maintenance, and improve reliability. By the end of the 2012, most web applications had already moved to the cloud-based servers, with remaining applications scheduled for migration in 2013.

10

Financial Report

This Draft Statement is still to be submitted to the Board of Administrators at the Annual Meeting (June 2013)

STATEMENT OF FINANCIAL POSITION SUMMARY

As at 31 December 2012

	2012		2011	
	€	€	€	€
ASSETS				
Fixed assets				
Tangible assets		3,443		12,526
Current assets				
Debtors	160,504		95,256	
Cash and bank balances	1,142,608		891,924	
		1,303,112		987,180
TOTAL ASSETS		**1,306,555**		**999,706**
FUNDS AND LIABILITIES				
Funds				
Founders' fund	23,294		23,294	
Capital assets fund	3,443		12,526	
General fund	673,320		849,525	
Total Funds		**700,057**		**885,345**
Current liabilities				
Funds received in advance	478,598		61,150	
Other creditors	127,900		53,211	
		606,498		114,361
TOTAL FUNDS AND LIABILITIES		**1,306,555**		**999,706**

STATEMENT OF COMPREHENSIVE INCOME SUMMARY

For the year ended 31 December 2012

	2012	2011
	€	€
Income		
Main sponsors	593,033	860,266
Courses and other income	712,403	858,183
	1,305,436	1,718,449
Capital assets fund	(727)	(7,659)
Total operating income	**1,304,709**	**1,710,790**
Expenditure - Courses, conferences and projects		
Salaries, lectures and other fees	1,012,234	1,076,414
Accommodation and travel costs	115,922	115,038
Other expenses	111,155	174,421
Promotion expenses	60,663	62,682
Difference on exchange	(881)	(6,263)
Administration and support expenses		
Salaries and professional fees	79,652	81,819
Accommodation and travel costs	2,285	2,394
Printing and publication costs	3,041	3,692
Rent and other office expenses	47,069	51,269
Other operating expenses	57,899	40,887
Finance costs	1,685	1,133
Total operating expenditure	**1,490,724**	**1,603,486**
Net (deficit)/surplus for the year	**(186,015)**	**107,304**

The Summary Financial report represents an extract from the audited financial statements of the DiploFoundation for the year ended 31st December 2012. The auditors' report for these financial statements is shown below:

Report of the auditors

To the Board of Administrators of the DiploFoundation.

We have audited the accompanying financial statements of The DiploFoundation, which comprise the statement of affairs as at 31 December 2012 and the income statement, statement of changes in equity and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory notes.

Directors' responsibility for the financial statements

The director is responsible for the preparation and fair presentation of these financial statements. This responsibility includes: designing, implementing and maintaining internal

control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditors' responsibility

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

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement in the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

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

Opinion

In our opinion, the financial statements give a true and fair view of the financial position of the DiploFoundation as at 31 December 2012, and of its financial performance and its cash flow for the year then ended and have been properly prepared in accordance with accepted accounting principles in conformity with International Financial Reporting Standards.

This copy of the auditors' report has been signed by Peter V. Degiorgio for and on behalf of:

Peter Degiorgio & Associates
Certified Public Accountants
Msida, Malta

June 2013

Core Funding and Project Support:

Swiss Agency for Development and Cooperation

Ministry of Foreign Affairs of malta

Additional Funding for Courses and Projects:

African Caribbean and Pacific Group

Azerbaijan Diplomatic Academy

Commonwealth Secretariat

Council of Europe

Ministry of Foreign Affairs of the United States of Mexico

Geneva Centre for Security Policy

Ministry of Foreign Affairs - Kingdom of Bahrain

Internet Society - ISOC

European Association of Development Research & Training - EADI

European External Action Service - EEAS

United Nations Development Prog. - UNDP - Moldova

Verisign

Internation Federation of the Red Cross & Red Crescent Societies - IFRCC

Department of International Relations & Cooperation - S. Africa - DIRCO

Central European Initiative/Regional Cooperation Council

The Graduate Institute

Telecommunications Regulatory Authority of Oman

Swiss Confederation - Fed. Dept. of Foreign Affairs

National Telecom Regulatory Authority - Egypt

Global e-Schools and Communities Initiative

Google

People

Board of Administrators

Dietrich Kappeler
Honorary President of DiploFoundation

Victor Camilleri
President, Ambassador of Malta to Libya

André Liebich
Vice President, Professor, International History and Politics, Graduate Institute of International and Development Studies, Geneva

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

Nermine El Saadany
Director of International Relations, Ministry of Communications and Information Technology, Egypt

Alexandre Fassel
Permanent Representative of Switzerland to the United Nations Office and to the International Organisations in Geneva

Jovan Kurbalija
Secretary of the Board

Senior Management Team

Jovan Kurbalija
Founding Director

Dejan Dincic
Technical Director

Hannah Slavik
Educational Programmes Director

Mary Murphy
Operations Director

Senior Fellows

Geoff Berridge
Professor Emeritus, University of Leicester

Eduardo Gelbstein
Former Director of the UN Information Center

Aldo Matteucci
Former Deputy Secretary General of EFTA

Kishan Rana
Professor Emeritus and former Indian Ambassador

Alex Sceberras Trigona
Former Minister of Foreign Affairs, Malta

Staff

Martin Aquilina
Finance Manager

Miodrag Badnjar
Media Developer Online Courses

Patrick Borg
MA Dissertations Co-ordinator and Online Programmes Assistant

Stephanie Borg Psaila
Online Communications Co-ordinator

Sylvie Buhagiar
Accounts Clerk Creditors and HR Assistant

Matthew Bugeja
Accounts Clerk Debtors

Jelena Jakovljevic
Webmaster

Arvin Kamberi
Multimedia Co-ordinator

Zoran Kracunovic
Software Developer

Nikola Krstic
Senior Software Developer and Belgrade Office Manager

Branislav Kurbalija
Software Developer

Dragana Markovski
Online Programmes Assistant

Mina Mudric
Publications Manager

Tanja Nikolic
Course Admissions Co-ordinator

Virginia (Ginger) Paque
IGCBP Programmes Co-ordinator

Vladimir Radunovic
IGCBP Programme Development

Andrej Skrinjaric
Online Programmes Co-ordinator

Vladimir Veljasevic
Illustrator

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

Faculty

Amr Aljowaily (Egypt)

Geoff Berridge (UK)

Andri Bisaz (Switzerland)

Stephanie Borg Psaila (Malta)

Fatima Cambronero (Brazil)

Victor Camilleri (Malta)

Solange Cross (Trinidad and Tobago)

Priyanthi Daluwatte (Sri Lanka)

Adela Danciu (Romania)

Petru Dumitriu (Romania)

Haraldur Egilsson (Iceland)

Elizabeth Galvez (UK)

Biljana Glisovic Milic (Serbia)

Marsha Guthrie (Jamaica)

Tracy Hackshaw (Trinidad and Tobago)

Katharina Hoene (Germany)

Anna Khakee (Malta)

Jovan Kurbalija (Switzerland)

Christopher Lamb (Australia)

Andrei Mikheyev (Russia)

Sheba Mohammid (Trinidad and Tobago)

Jean Paul Nkurunziza (Burundi)

Utchay Okoli (Nigeria)

Judy Okite (Kenya)

Virginia Paque (United States)

Vladimir Radunovic (Serbia)

Kishan Rana (India)

Katitza Rodriguez (Peru)

Francois Rohner (Switzerland)

Alex Sceberras Trigona (Malta)

Paramjit S Sahai (India)

Biljana Scott (UK)

Andrej Skrinjaric (Serbia)

Tore Svenning (Norway)

Christiaan Sys (Belgium)

Olaph Terribile (Malta)

Ibrahim Uvais (Maldives)

Deirdre Williams (Saint Lucia)

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