

Geneva Peace Week 2020 Evaluation Report



1. Background

This Evaluation Report provides key data about GPW20, including highlights of programmatic successes and innovations, constructive feedback and learning from post-event surveys and a debriefing process with organizers. It includes the perspective of 260 attendees and 65 session organizers who completed post-event online surveys, as well as feedback from the Geneva Peacebuilding Platform's Management Committee, the Graduate Institute's Communications and Events team, the UN Office in Geneva, and the Swiss Confederation. This report complements the Internal Debriefing Note and is intended to contribute to the ongoing reflections about improving GPW in 2021 as well as to a strategic review. The substantive narrative emerging from GPW20 will be documented in the *Pulse of Peacebuilding*, to be released early in 2021.

2. GPW20 Successes and Innovations

GPW20 took place from 2-6 November 2020, towards the end of an unprecedented year of global pandemic. Transforming a traditionally in-person forum to a fully online forum presented significant operational challenges in terms of organization, human resources, financing and technical infrastructure, but GPW20 was ultimately a success beyond expectations.

GPW20 in numbers

- 170 session applications
- 8 thematic tracks
- 280 live online session and Digital Series organizers
- 4,261 people registered from 159 countries
- 70 live online sessions
- 2,380 live session attendees
- 95 average attendees per live session
- 70 Digital Series productions
- As of 15 December 2020:
 - 785 podcast listens
 - 8,530 video streams

The online format of GPW20 vastly expanded its traditional reach, further establishing GPW as a global peacebuilding forum. The centralized registration system—designed and implemented for the first time in GPW's seven-year history—allowed for an efficient and user-friendly online experience, and for different categories of participants to receive tailored GPW information about speakers, organizers and sessions. Centralized

registration also allowed for participants to engage with GPW through a brand new GPW website. The resulting accurate collection of information about participation offers a solid baseline for future evaluation.

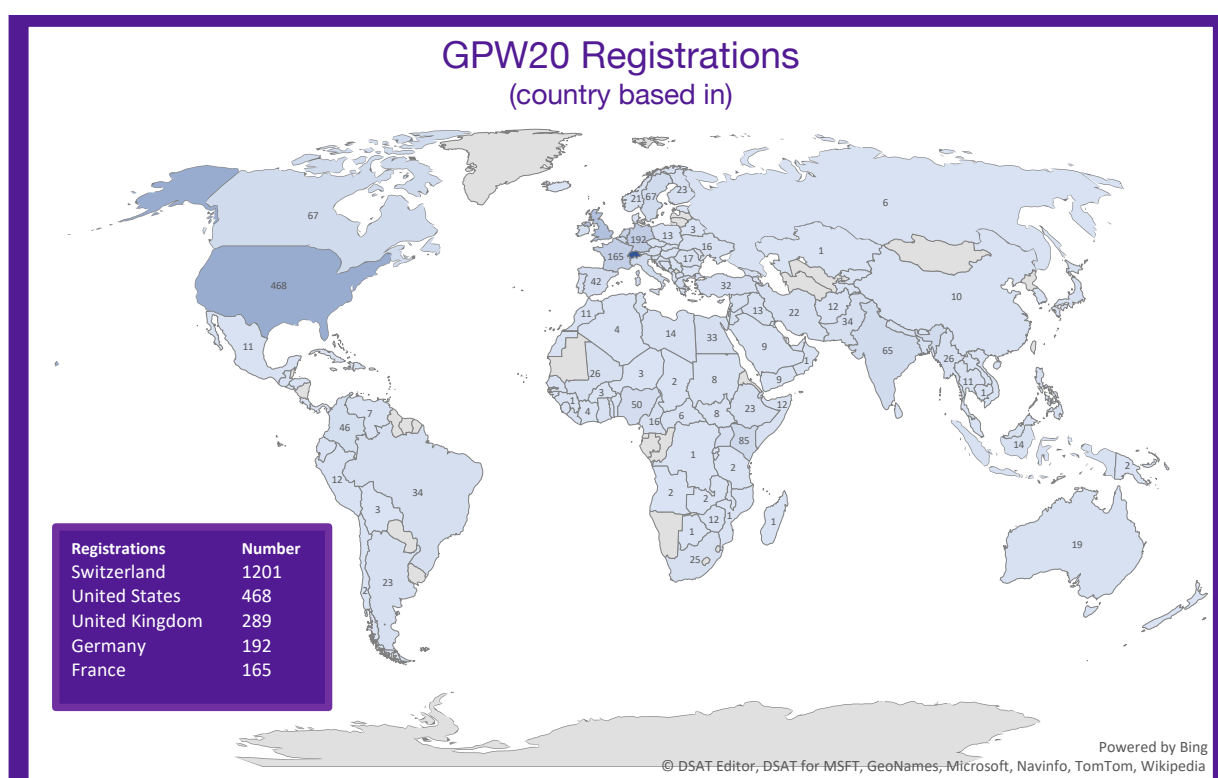
Strong thematic programme

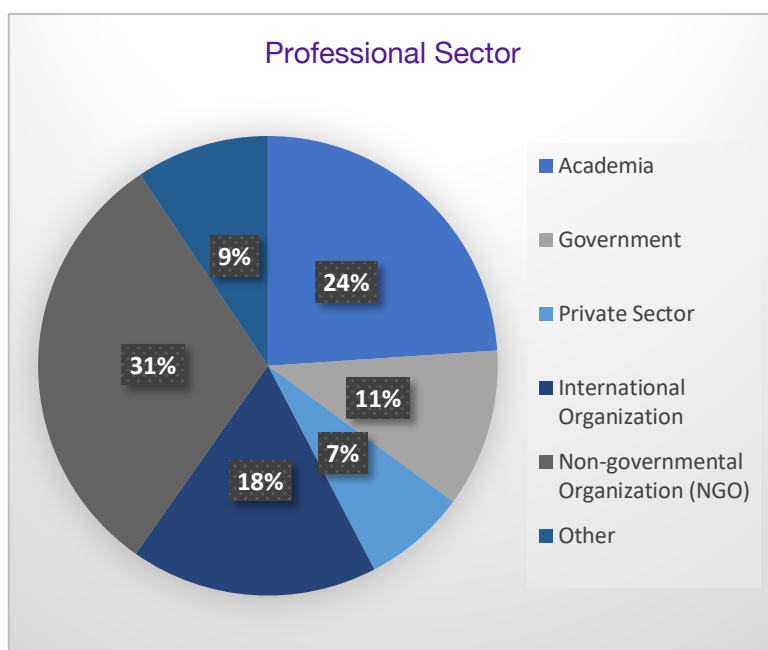
The GPW20 Programme was the most ambitious yet, with 70 live sessions across the week and 70 podcast and video recordings produced for the Digital Series. The programme was developed through an inductive process beginning with the review of 170 session applications received in June 2020, based on the overall theme “Rebuilding Trust After Disruption: Pathways to Reset International Cooperation”. As with other years, these applications offered an opportunity to identify innovative practice and key thought leadership in peacebuilding across the world.

The very high quality of so many applications led to the elaboration of a full programme developed along eight thematic tracks. Three thematic tracks: ‘Environment, Conflict, Climate and Peacebuilding’, ‘Harnessing the Economy for Peace’ and ‘Horizon Scan for Cyberpeace’ built on previous discussions and will contribute to future knowledge curation under the Geneva Peacebuilding Platform with relevant partners. The thematic track ‘What Works in Peacebuilding’ generated a strong evidence base of effective peacebuilding practices, while the ‘How to Build Peace’ workshops responded to a clear demand for peacebuilding skills among practitioners. The ‘Building a Culture of Peace’ thematic track, organized in collaboration with the UNESCO Geneva Liaison Office, integrated education, cultures and the arts to expand perspectives and drew in new audiences to GPW.

Global reach and the innovative GPW online platform

GPW20 reached more countries than ever before. The 4,261 people who registered for GPW were from 159 different countries which represents an impressive expanse, even is participation remained principally from Europe and US—with Switzerland representing the largest proportion of registrations, followed by the United States, the United Kingdom, Germany and France.





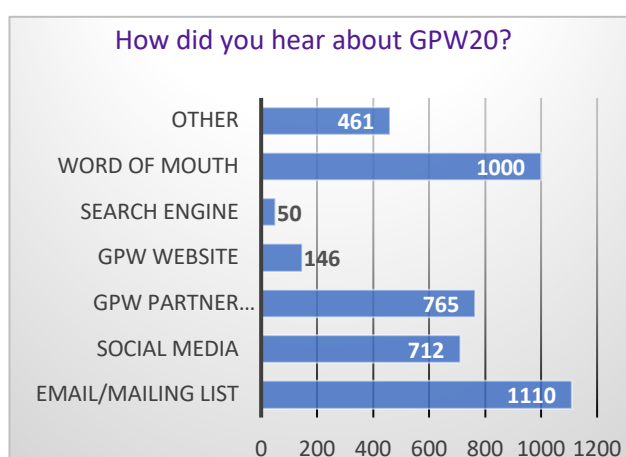
For the first time, accurate statistics were available on participants' professional background. The data confirms the cross-cutting nature of GPW with participation distributed between the NGO sector (31%), academia (24%) international organizations (18%), government (11%) and the private sector (9%). Data also showed that the majority of registrants were between the ages of 25 and 44 years old.

GPW20 online was made possible in partnership with the Aventri event management platform, which ensured a coherent and centralized registration process, a new GPW website, conferencing app, robust data collection and a tailored GPW experience for all participant categories.

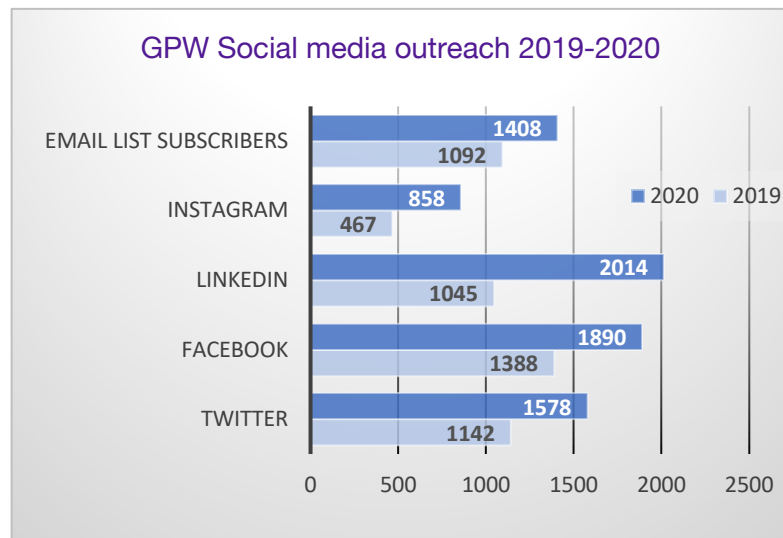
For the first time, attendees only had to register once, then select which sessions they wished to attend. The centralized registration system allowed for all session organizers to receive daily automated attendee lists for their sessions, while the GPW team was able to oversee registrations and engagement for all GPW sessions. During GPW20 itself, attendees received personalized daily email messages with their sessions, and welcome videos and selected highlights prepared by the GPW Organizing Team. In partnership with Graduate Institute Events team, the live online sessions were hosted on Cisco Webex Events and Webex Meetings. GPW20 also benefited from the Graduate Institute's advice on data protection issues and compliance with GDPR.

Effective communications outreach

The GPW20 Communications strategy resulted in strong, coherent and substantively rich outreach in the lead-up to and during GPW20. Active social media outreach attracted new audiences to GPW: 73% (3,083) of people who registered for GPW20 reported this was their first time to engage with GPW. Approximately half of registered participants noted that they heard about GPW through email or social media.



In addition to conducting outreach to draw an online audience to GPW, it was also important to communicate clearly any technical and instructional information for GPW engagement, even after attendees had registered. This year's communications outreach demonstrated a significantly enhanced and coherent branding and graphic design process. This allowed for an updated 'touch and feel' of GPW, and for important information to become 'digestible' and visually appealing for an online audience that is saturated with online content.



GPW also enjoyed a first media partnership with Geneva Solutions with positive results, especially in terms of enhanced visibility and networking. Additionally, more than 100 Graduate Institute Masters students drafted blogs about GPW20 as part of their coursework, while media coverage was also provided by a Young Rapporteurs Programme in environmental peacebuilding.

Digital Series

The creation of the Digital Series emerged from the commitment to inclusivity of GPW. As all accepted sessions could not fit into the live programme, it was decided to pilot the 'digital product' option in which organizers would convert the substance of their session into video recordings or podcasts. Many organizers agreed to this option and produced a total of 70 digital products that are now available on the GPW website. The digital products open new opportunities for GPW for community curation and communication in 2021. Engagement with this content will continue into 2021 and will inform peacebuilding reflections and discussions across broad audiences. As of 15 December 2020, there had been 785 podcast listens and 8,530 video streams of GPW20 Digital Series productions. These figures demonstrate that the Digital Series generated more engagement than live online sessions which will help to guide strategic reflections for GPW in a digital age.

3. Feedback received from online surveys

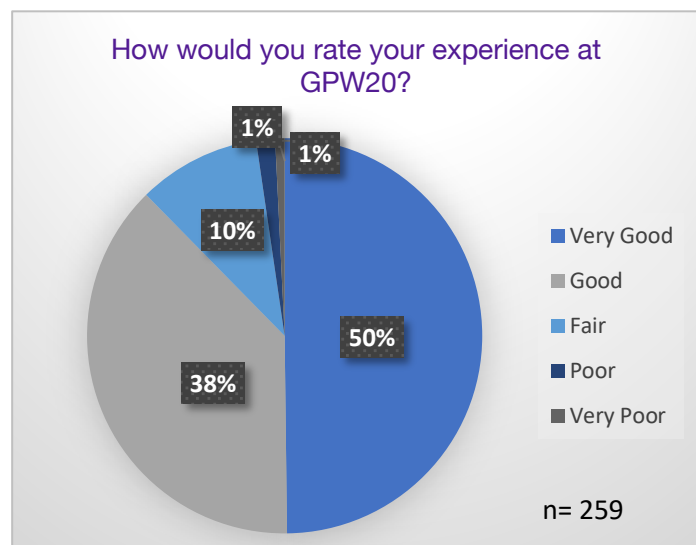
As in previous years, an online GPW post-event survey was developed and shared with all attendees and organizers. While response rates were approximately 10% for attendees and less than 50% for session organizers, the inputs received are insightful and will inform planning for GPW21.

GPW20 Attendees

A 10-question survey was shared with all GPW20 attendees, developed within the Aventri online platform. A total of 260 attendees responded to the survey. Of the 259 who responded to the question on their overall rating for GPW, 83% noted 'very good' or 'good', 10% noted 'fair' and '2% who noted 'poor' or 'very poor'. When asked to explain their responses, much of the negative feedback had to do with difficulties in internet access. There was also a noted frustration about time-zone incompatibility and the lack of recording of the live sessions.

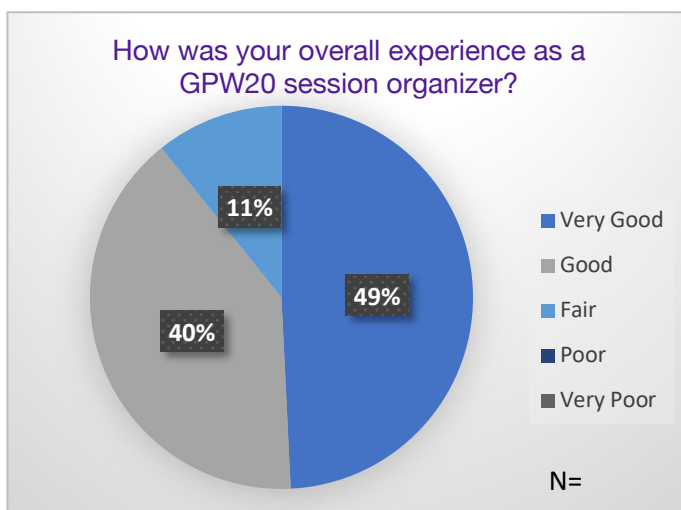
Constructive feedback will be carefully considered going forward, including attendees' noted desire for there to be:

- Longer live sessions
- Increased participatory discussions
- More interpretation into other languages
- Opportunities for networking with other peacebuilders.



Feedback from Session Organizers

The success of GPW20 is attributable in very large part to the commitment of the 280 session organizers who worked very hard to adapt to the unexpected online format. Despite the technical challenges and increased resource investment, the 65 session organizers, including digital product producers, who completed the survey responded that their overall experience was 'very good' (49%) or 'good' (40%). The remaining 11% noted 'fair'. Constructive feedback will carefully feed into GPW21 planning, including:



- Solicitation of too much information from session organizers
- Heaviness in moving to the online format
- Lack of clarity in the selection of digital products or live session
- Need for streamlining information gathering in the leadup to GPW20
- Need for more time to prepare digital products

5. What next for GPW?

GPW20 provided tremendous opportunities for learning and growth that will continue into 2021. At the time of writing of this Evaluation Report, it is expected that GPW21 will be convened as a smaller and more focused online forum. Planning for GPW21 will start in early 2021 and will include a review of resource requirements.

According to attendees and session organizers who responded to the online survey question on proposed themes for GPW21, interest included the environment, education, resilience, women, grassroots peacebuilding, migration issues and prevention approaches.

GPW21 Suggested themes (Organizers)



GPW21 Suggested themes (Attendees)



Since its inception, GPW has continues to grow, from 10 sessions and 200 attendees in 2014 to 140 live online sessions and digital products and almost 2,400 attendees in 2020.

	Total sessions	Total Organizers	Total attendance
2014	10	9	200
2015	41	50	700
2016	45	62	600
2017	50	100	1,250
2018	65	121	1,300
2019	80	137	1,400
2020	70 Live + 70 Digital Products	280	2,380 (of 4,462 registrations)

As GPW20 demonstrated, the contributions made by peacebuilding actors from across the world are significant. The need for effective and impactful peacebuilding is greater than ever before, and GPW will continue to serve as a global forum to meet these needs.

Annex 1: Attendee and organizer survey questions

Attendee survey questions

1. How would you rate your experience at GPW20? (Very Good Good Fair Poor Very Poor)
2. Please tell us why you rated your GPW20 experience in this way.
3. Did you engage with the digital series (podcasts, videos) during GPW20? (Yes No)
4. How many digital series (podcasts, videos) did you listen to, watch, or download during GPW20? (1-4 5-10 11-15 16-20 More than 20)
5. What did you like most about GPW20?
6. What did you like least about GPW20?
7. How well did GPW20 strengthen your relationships with others working on peacebuilding? (Very well Well Somewhat well Not so well Not at all well)
8. Among the speakers, live sessions or digital series, which one was most inspiring to you?
9. How could we improve your online experience in a future digital GPW?
10. What themes would you be interested in for GPW21?

Session organizer survey questions

1. How was your overall experience as a GPW20 session organizer? (Very Good Good Fair Poor Very Poor)
2. Please tell us why you rated your overall experience this way.
3. For live session organizers, how was your experience of online facilitation?
4. For digital series organizers, how was your experience in preparing the digital product?
5. How might the digital series be further developed and used after GPW20?
6. How did your live session or digital product contribute to building knowledge about peacebuilding? (maximum 250 words)
7. What new understandings on the needs for future peacebuilding practice have been generated by your live session or digital product? (maximum 250 words)
8. What policy recommendations on peacebuilding emerged during your session or in your digital product? (maximum 250 words)
9. How might your experience as an organizer be improved for next year?
10. What theme would you like GPW21 to cover?