Annual Report 2023

socialprotection.org

socialprotection.org

Acknowledgements

The socialprotection.org platform has been gaining increased significance as the premier destination for resources, collaboration and capacity enhancement in the realm of social protection.

Beyond its continuous efforts to provide a comprehensive, up-to-date database for its users, the platform has partnered with diverse stakeholders to foster meaningful exchanges through various media, including webinars, podcasts, social media, e-courses, and online communities.

Throughout its 8 years of operation, the platform's highly dedicated team has made significant progress on multiple fronts, including the establishment of a more collaborative environment for members and facilitating the sharing of best practices among the sector's many actors.

This past year yielded fruitful collaborations with several partners, to whom we would like to convey our deepest appreciation: the Asian Development Bank (ADB), the United Nations Development Programme in Guinea-Bissau (UNDP Guinea-Bissau), the inter-agency learning initiative TRANSFORM, the Social Protection Inter-Agency Cooperation Board (SPIAC-B), the Global Partnership for Universal Social Protection (USP 2030), and others.

We are especially grateful for the invaluable support provided by the platform's primary funders: the Australian Department of Foreign Affairs and Trade (DFAT) and the *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ), representing the German Federal Ministry for Economic Cooperation and Development (BMZ).

Another crucial aspect of socialprotection.org's continued operations is its host: the United Nations Development Programme (UNDP) in Brazil, which has a Memorandum of Understanding with the Institute for Applied Economic Research (Ipea), a think tank linked to Brazil's Ministry of Planning and Budget, for collaboration within the platform.

Finally, we would like to extend our gratitude to our committed team and recognise the contributions of numerous stakeholders, partners, volunteers, collaborators, enthusiasts, and members who have directly contributed to our continued pursuit of excellence.

Our heartfelt appreciation for your support and participation in this dynamic social protection community!

Introduction

The launch of socialprotection.org, driven by the G20's call for an effective knowledge-sharing platform on social protection, reaches its 8th anniversary in September 2023.

Throughout its existence, the platform has been committed to fostering knowledge sharing, collaboration and learning within the realm of social protection.

The period from September 2022 to August 2023 was marked by several significant shifts in the global landscape, including the ongoing effects of the COVID-19 pandemic, climate emergencies and the rise of artificial intelligence.

To address the challenges, needs and opportunities arising from this ever-evolving scenario, the platform is constantly adapting across technological and strategic fronts.

In the past year, socialprotection.org invested in improving the notification system of its Online Communities, refining search filters for specific content types and laying the groundwork for an innovative and more collaborative platform, among other initiatives.

The team also made sure to keep the platform's databases updated, curating a diverse range of content to create a space that accommodates various voices and perspectives within the field.

Functioning as a vital stage for essential debates around a multitude of themes, socialprotection.org brought together numerous professionals from the sector, facilitating the exchange of experiences, new findings and results.

Trending topics were addressed in the most diverse formats, including webinars, podcasts, e-conferences, and blog posts, as well as disseminated through our vibrant social media channels.

Digital social protection emerged as a recurring topic in webinars, driven by several key factors, including the urgent need to identify alternatives to conventional data collection methods for social protection programmes, as well as ongoing endeavours to design robust delivery systems incorporating digital tools.

Debates around gender were also prevalent throughout the year. A series of webinars and podcasts hosted by the platform highlighted the disparities faced by women in social protection coverage compared to men. Moreover, these discussions highlighted the role social protection can play in both preventing and responding to gender-based violence.

Adaptive social protection was another hot topic of discussion, disseminated through both traditional and non-traditional channels. The platform notably supported a major conference on this topic in June 2023, emphasising the significance of cross-sector collaboration for fostering social and economic stability.

In addition, socialprotection.org actively worked to strengthen relationships with and provide more direct support to interagency mechanisms such as the SPIAC-B working groups, the USP2030 initiative and the TRANSFORM learning initiative.

These achievements and many others resulted from the platform's work from September 2022 to August 2023 and are detailed in this Annual Report. Happy reading!

Summary

Summary

1.

Highlights

From September 2022 to August 2023, socialprotection.org carried out a range of activities and provided support to numerous initiatives. Its role as a unifying force within the social protection community, facilitating collaboration and the exchange of best practices, as well as the sharing of valuable resources and findings, has expanded.

Over its nearly 8 years of operation, the platform has achieved significant milestones. This section highlights a selection of accomplishments over the reporting period.

WEBINARS

- In total, 290 webinars have been hosted since the launch of the platform, 39 of which were produced during the reporting period.

- Webinars hosted during the reporting period attracted 3,783 attendees, mostly located in sub-Saharan Africa (30 per cent), followed by Europe and Central Asia (26 per cent).

- 14 of these webinars offered simultaneous interpretation into at least one language and 4 also offered sign language interpretation and/or live captioning.

- As in the previous year, the most prevalent theme in the webinars was related to digital social protection (33 per cent).

- The session organised by WIEGO, ILO and CISS: "Is social protection to blame for informality?" attracted the largest audience during the period: 262 attendees.

CONFERENCES AND MEETINGS

- Supported by the socialprotection.org platform and UNDP Brazil, the Global Forum on Adaptive Social Protection: Protecting lives and livelihoods in times of crisis took place in Berlin from 13 to 15 June and attracted more than 300 on-site participants, in addition to more than 1,600 online participants.

- socialprotection.org was invited to support the dissemination of two livestreamed sessions during the event The power of multisectoral approaches to human capital development, organised by the World Food Programme (WFP), in partnership with the Inter-American Development Bank (IDB) and the Government of Brazil.

- The platform is also providing support to the dissemination of the Asia Pacific Social Protection Week, organised by the Asian Development Bank (ADB), scheduled to take place in Manilla in September 2023.

PODCASTS

- In partnership with the Australian Department of Foreign Affairs and Trade (DFAT), the team launched a three-part podcast series on gender-based violence, with support from the UK Foreign, Commonwealth and Development Office (FCDO)
and the United Nations Children's Fund (UNICEF).

- The first episode in that series, "How Can Social Protection Impact Gender-based Violence?" was the most downloaded episode over the reporting period, with 556 downloads.

ONLINE COMMUNITIES

- Two new Online Communities (OCs) were created: Guidance Note on Inclusive Social Protection and Sahel Social Registries and Social Protection information systems.

- From September 2022 to August 2023, 12 announcements in the Asia Pacific Social Protection Online Community, administered in collaboration with the ADB, were produced and shared with community members and the ADB mailing list.

E-LEARNING

- The team developed and launched the final two micro-courses in the Adaptive Social Protection series (ASPects): Financing and Institutional Arrangements and Partnerships.

- The socialprotection.org micro-course series in English was revamped.

- A total of 1,908 people enrolled in socialprotection.org's micro-courses.

- The final version of two micro-courses translated into Arabic, on Social Protection Programmes and Social Protection & Rural Poverty, were released to the public.

PUBLICATIONS AND OTHER RESOURCES

- The number of publications catalogued increased by 12 per cent during the reporting period compared to the previous year, reaching the significant mark of 11,435.

- In the Country Profile area,[1] users can access 347 Legal and Policy frameworks,[2] in addition to 565 Programme Profiles.[3]

- During the reporting period, the knowledge production team updated all 122 programme profiles of the Middle East and North Africa (MENA) region, 60 of the Sub-Saharan Africa (SSA) region, and 50 of the East Asia and Pacific region featured on the platform. All of these updated programmes will soon be accessible to the public. Moreover, 36 new programmes were mapped across these regions.

BLOGS

- During the reporting period, 91 new blog posts were created for the platform.

- The COVID-19 Social Protection response series, organised by socialprotection.org and the former International Policy Centre for Inclusive Growth (IPC-IG) was finalised, comprising a total of 12 blog posts.

KNOWLEDGE PRODUCTION

- In January 2023, the knowledge production team was created. This allowed the platform to have an in-house research team and social protection experts who can provide research inputs and guidance on various areas, including developing e-learning courses, updating and researching programme profiles, writing blogs, and preparing the framing of podcast episodes and social protection events.

- The team has implemented a project in partnership with UNDP Guinea-Bissau, collecting data *in loco* through interviews with Bissau's main social protection actors to produce a mapping report of the country's social protection situation, as well as of its databases and registries. The report, along with a strategy for a dedicated Online Community, was presented to the stakeholders in Bissau on 28 July 2023. The outcomes of this project have supported the design of a national social protection policy.

MEMBERS AND HITS

During the reporting period, the platform:

- Enlisted 2,102 new members, adding up to 13,642.

- Was accessed by 446,835 users.

- Initiated 628,692 sessions.

- Accrued 1,187,653 pageviews.

SOCIAL MEDIA

- The platform's total number of social media followers increased by 18 per cent compared to the previous year, adding up to 25,500 followers.

- The social media platform that exhibited the largest growth was LinkedIn: 31 per cent, adding up to 8,440 total followers.

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1. The Country Profile area is an aggregator that merges country-focused content available on the platform with key socioeconomic indicators gathered from external data sources.

2. The total number of Legal and Policy Frameworks are added up to the number of Publications in this report. See Section 3.3 (Publications).

3. The Programme Profiles area provides simplified and accessible information on social protection programmes from all over the world.

IT

- A robust cookie management component was introduced.

- The notification system for Online Communities was activated.

- New filter categories were implemented for the Podcasts, Webinars and e-Learning areas.

- The team started working on a prototype that will guide the development efforts for the new platform.
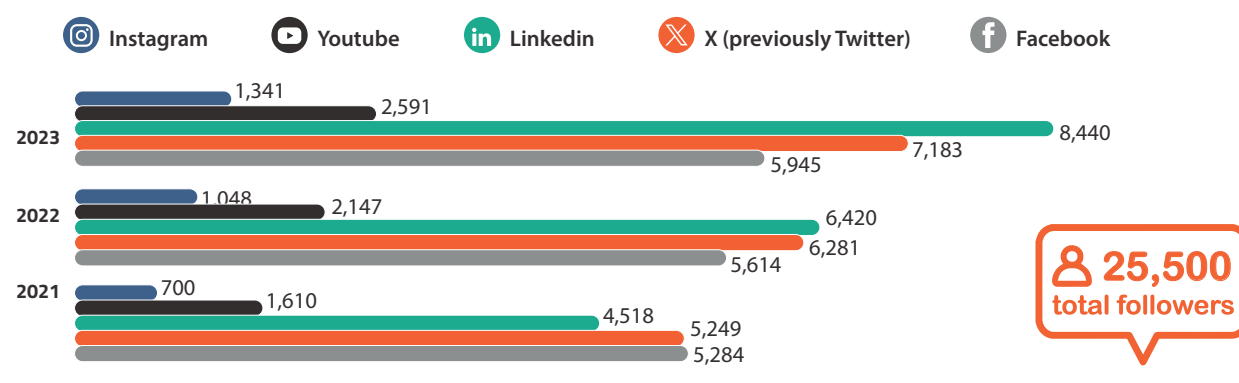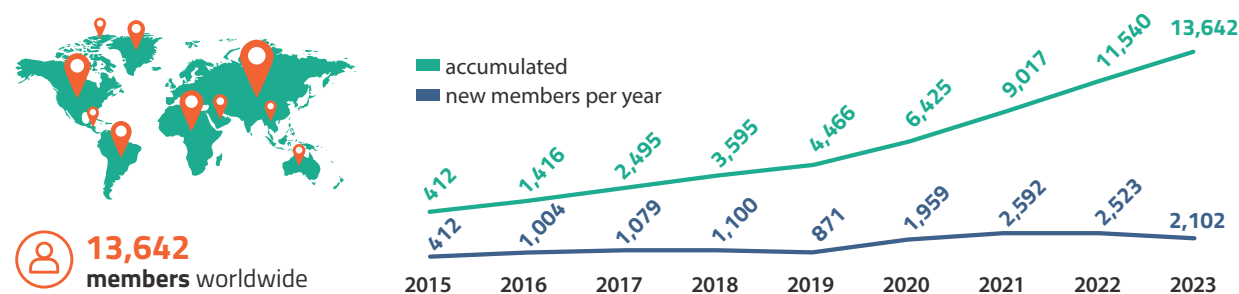
SOCIALPROTECTION.ORG'S MILESTONES

Celebrating 8 years of **socialprotection.org!**

Resources

11,435 publications (including multimedia files, databases, and legal and policy frameworks)

824 blogs

7 e-conferences and other events
14 organisations
5,622 attendees

565 programme profiles

30 courses offered
2,463 certificates granted

39 podcast episodes
16,170 downloads

290 total webinars hosted

- **122** organisations envolved
- **30,048** attendees
- **131,338** views on YouTube

Network

13,642 members worldwide

- accumulated
- new members per year

	2015	2016	2017	2018	2019	2020	2021	2022	2023
accumulated	412	1,416	2,495	3,595	4,466	6,425	9,017	11,540	13,642
new members per year	412	1,004	1,079	1,100	871	1,959	2,592	2,523	2,102

Instagram Youtube Linkedin X (previously Twitter) Facebook

2023
1,341
2,591
8,440
7,183
5,945

2022
1,048
2,147
6,420
6,281
5,614

2021
700
1,610
4,518
5,249
5,284

25,500 total followers

Platform available in three languages: EN FR SP

Figures as of August 2023.

2.

Technical developments and improvements

Committed to offering platform members a better user experience, the team conducted several technical improvements and developments over the past year. This section details the main updates of this area during the reporting period.

The results of the 2023 Satisfaction Survey indicate that members seem to be satisfied with the technical aspects of socialprotection.org, which confirms that the team is on the right track. 'Ease of navigation' was rated 'excellent' by 79 per cent of respondents, while 'layout/design' was rated 'good' by 82 per cent.

In December 2022, we introduced a robust cookie management component to comply with GDPR, CCPA, LGPD, and POPIA regulations. The implemented functionalities empower users to control the platform's behaviour-tracking mechanisms. Users must now configure their cookie preferences before interacting with content, ensuring their decisions are enforced. Moreover, Google Tag Manager's activity-tracking scripts will only run after explicit user permission, prioritising privacy and data control. While this has led to a decrease in recorded Google Analytics sessions, a statistical comparison between the first semesters of 2022 and 2023 shows significant improvements in the quality of the platform's traffic. More specifically, its bounce rate (the opposite of engagement rate) decreased by approximately 6 per cent, while the average number of pages per session increased by about 0.48 and the average session duration increased by about 38 seconds.

Another major project undertaken during the second semester of 2022 was the overhaul of our Online Communities' notifications system. The improved system was launched in February 2023, featuring a redesigned notifications workflow and a brand-new email template. Moving forward, members who opt into community notifications will receive emails for each new announcement or discussion. Users can enable notifications for specific communities or choose not to receive them at all, and are able to modify their preferences at any time. This relaunch of the notification system represents our commitment to fostering user engagement.

In early September 2022, our team made significant improvements to the platform's search functionality by introducing new filters for the Podcasts, Webinars and e-Learning areas. These include the addition of release date- and hosting-based filters, empowering users to refine their search results based on institutional hosts and narrow down their lists according to the resource's specific release date on the platform. As our content databases continue to expand rapidly, we expect these innovative search features to provide users with a more enjoyable experience.

In September 2022, our team started the development of a bespoke AI engine to generate text-based tagging schemes to classify the platform's publications. This engine was meticulously designed to improve the accuracy of content classification, and we achieved this by incorporating the newly implemented content classification taxonomy from early 2022. Through these dedicated efforts the engine has now progressed to its final testing stages, demonstrating comprehension ability and precision. It stands to streamline our workflow and elevate the search experience of users by significantly expediting the classification process. We expect it to be fully operational and integrated into the platform soon.

In the fourth quarter of 2022, our IT team started designing a comprehensive online manual that provides detailed information about the platform's technological infrastructure. This wiki-style resource encompasses architectural diagrams, historical milestones and troubleshooting methods for known issues. It aims to facilitate the transfer of technical knowledge among service providers and expedite problem resolution. The first version of the guide was launched in February 2023.

In late January 2023, the team completed the Terms of Reference (ToR) for a new iteration of the socialprotection.org platform, integrating the Wagtail, Rocket.Chat, Open edX, and Zoom APIs. The IT team began the construction of a prototype that will guide future developments. The envisioned platform will boast a modern, user-friendly interface and powerful search and recommendation algorithms to enhance users' content discovery and learning experiences. Moreover, it will prioritise security through robust mechanisms for data privacy, encryption and consent enforcement. These measures will foster a safe environment for collaborative social networking and continuous knowledge exchange.

3.

Main features and contents

socialprotection.org provides various features to its users, ensuring the availability of pertinent content to the community across diverse formats.

This section focuses on the primary advancements achieved in some of the key areas of the platform throughout the reporting period.
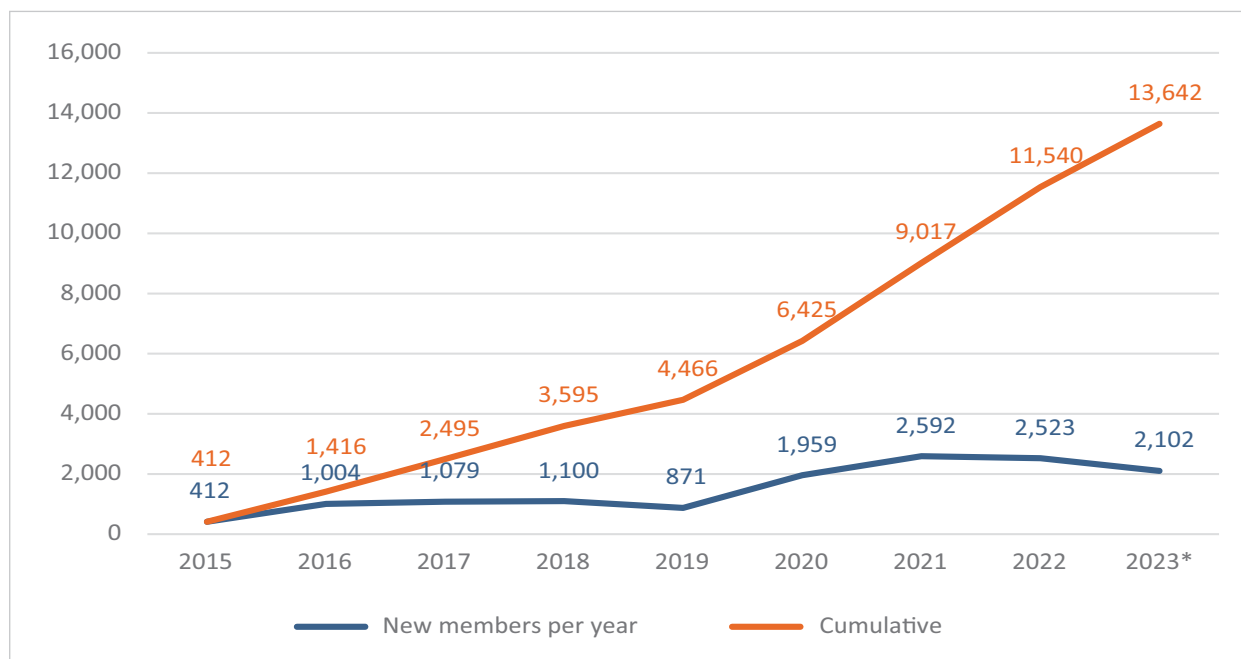
3.1 MEMBERS

Members are the core of socialprotection.org. Our community of practitioners, academics, policymakers, and social protection enthusiasts is instrumental in the process of creating a dynamic virtual environment to foster collaboration and exchange of best practices. Our growing and diverse global community highlights the importance of spaces where people can connect, interact, and share knowledge, regardless of their place of origin.

This year, our community grew to 13,642 members, with 2,102 having registered during the reporting period. This number reflects the continued interest in socialprotection.org and demonstrates the positive outcomes of its efforts to attract practitioners in the field to engage this vibrant community on the most diverse social protection topics.

The members of the platform are distributed across all regions of the globe (See Figure 2). Most of our audience is in sub-Saharan Africa (34 per cent), followed by Europe and Central Asia (17 per cent), and Latin America and the Caribbean (16 per cent).
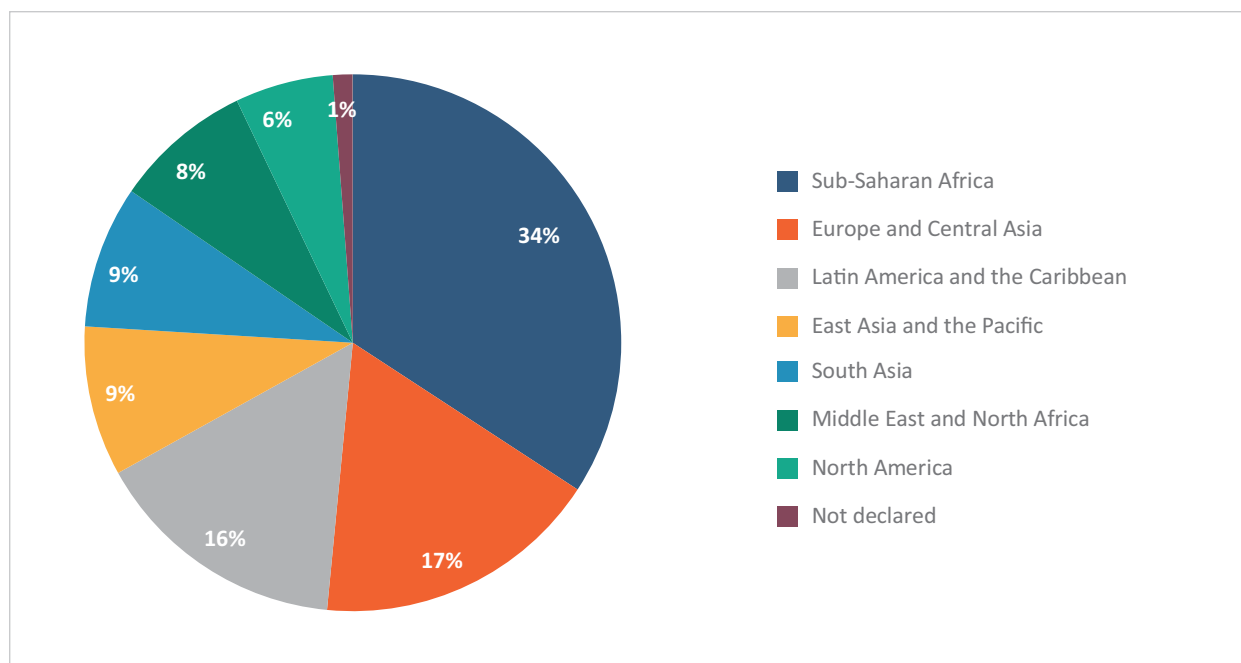
FIGURE 1. REGISTERED MEMBERS

* The 2023 figures in the graphs in this report are current as of August 2023

FIGURE 2. MEMBERS BY REGION

Most of the platform's registered members are affiliated with international organisations (22 per cent), governments (19 per cent) and non-governmental organisations (14 per cent). These groups represent 55 per cent of overall institutional affiliation, revealing a high concentration of members in those areas.

FIGURE 3. MEMBERS BY TYPE OF INSTITUTION


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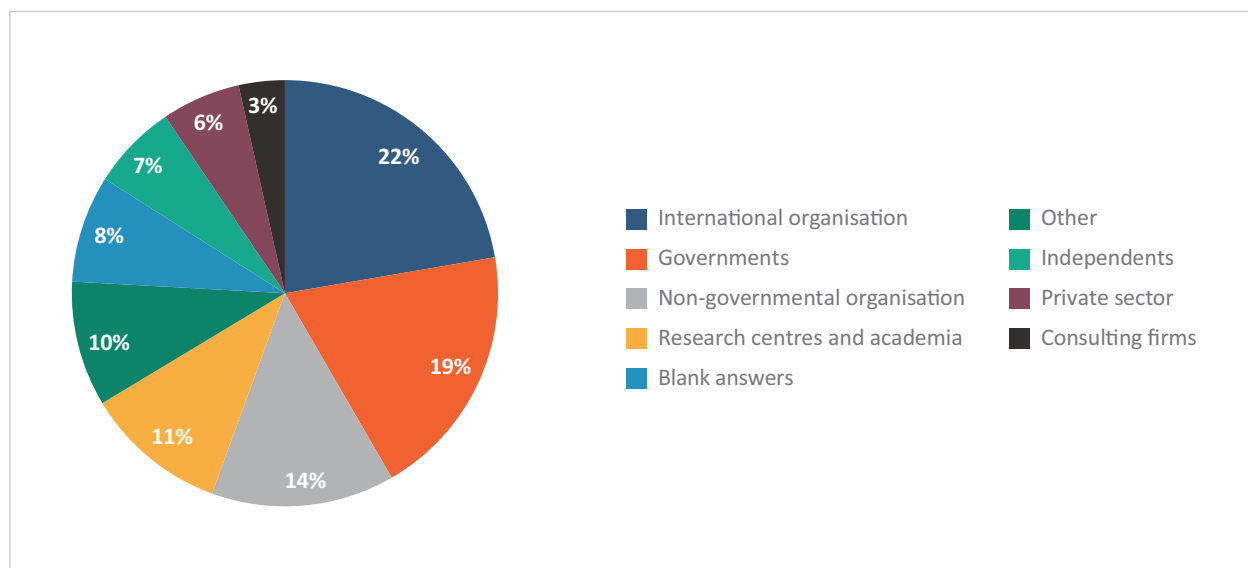
3.2 STAKEHOLDERS

The stakeholder section is an important area of socialprotection.org, bringing together the plurality of content available on the platform by institution. Through it, users can access an almost boundless amount of content by the most varied organisations/institutions in the field of social protection. Stakeholder pages also function as a profile page for each organisation, featuring a brief description, main social media accounts and other contact information.

Among the 2,136 profiles available, 57 were added over the reporting period. About two-thirds were created by the socialprotection.org team, while a third were added directly by the organisations themselves, or by other members.

FIGURE 4. STAKEHOLDERS BY TYPE OF INSTITUTION
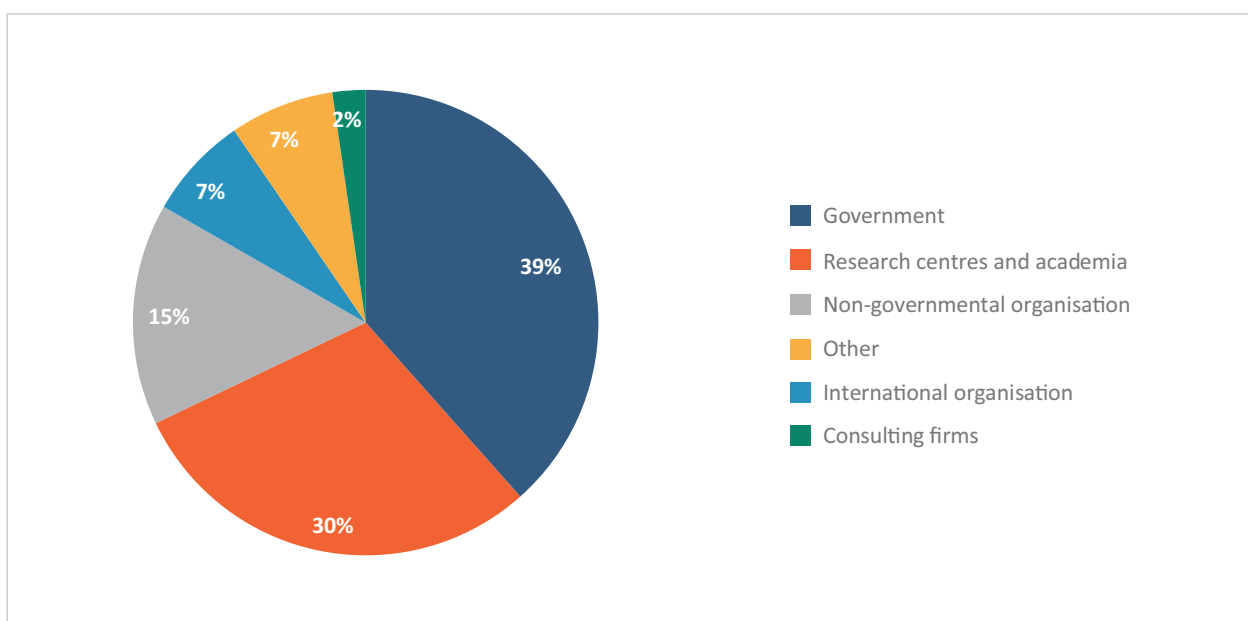
To avoid possible duplication of profiles and ensure that only organisations/institutions working directly with social protection are featured in the stakeholder section, the team carried out a careful review of profiles over the past year. During this exercise, 1,179 profiles categorised as 'government', 'consulting firms', and 'others' were analysed, resulting in the exclusion of 150 profiles.

Having a wide range of organisations/institutions on the platform is important to reinforce the unbranded and neutral character of socialprotection.org and to feature different perspectives and resources produced by various actors in the field of social protection.

The platform has been successful in maintaining this diversity. Figure 4 depicts the various types of institutions represented on socialprotection.org as of August 2023. Most stakeholders are from government institutions (39 per cent), followed by research centres and academia (30 per cent).

3.3 PUBLICATIONS

The Publications section offers users access to an array of documents, papers, reports, policy briefs, and toolkits related to social protection. As in previous years, it continues to be one of the most sought-after features of the platform according to responses to the 2023 Satisfaction Survey.

During the reporting period, the number of publications increased by 12 per cent over the previous year, reaching the significant mark of 11,435[4] documents. Of these, approximately 15 per cent were added by members of the platform.[5] As socialprotection.org is a member-based platform, members are constantly encouraged to share pieces of content, which are subsequently meticulously reviewed and appropriately categorised by the team according to the platform's taxonomy and internal guidelines.

**FIGURE 5. TOTAL PUBLICATIONS (BY YEAR)**
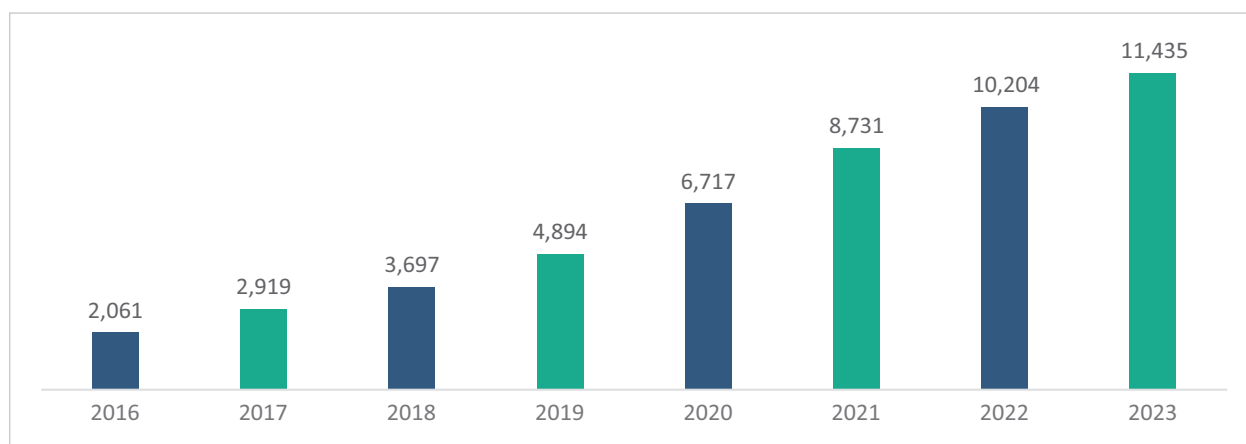
As shown in Figure 6, similar to previous years, most publications centred around developing countries—notably in Latin America and the Caribbean (2,426), followed by sub-Saharan Africa (1,853), and East Asia and the Pacific (977). Some of the most prominently-featured countries include Brazil, India, Mexico, Kenya, and Bangladesh.

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4. Over the past two years, contents that were originally part of the Publications area were indexed as distinct content types: Multimedia (e.g., infographics, videos, slides), Databases, and Legal and Policy Frameworks (legal instruments and policy documents). For purposes of historical comparative analysis, in this report all content from Multimedia, Databases, and Legal and Policy Frameworks will be considered as part of Publications, unless when explicitly mentioned otherwise. As of August 2023, the platform gathered 1,297 pieces of multimedia content, 85 databases and 347 Legal and Policy frameworks.

5. Accounting only for Publications—i.e., excluding Multimedia, Databases and Legal and Policy Frameworks.

FIGURE 6. NUMBER OF PUBLICATIONS BY REGION[6]
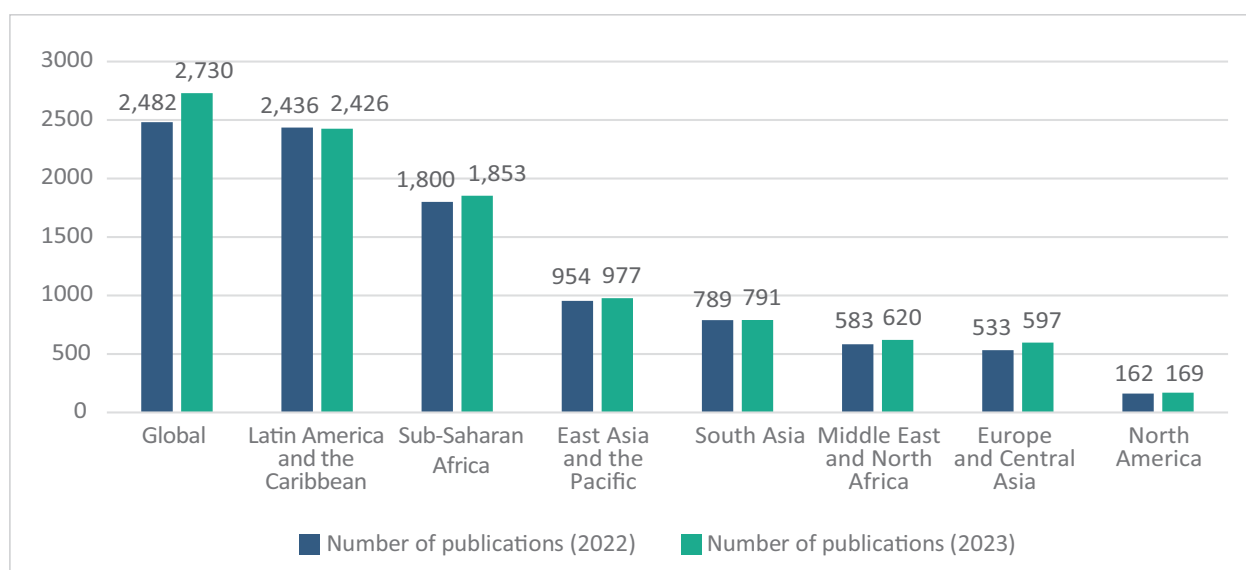
In addition to geographical coverage, publications are also classified based on the platform's taxonomy, which encompasses pertinent social protection concepts and dimensions that are organised into four sections, namely: Social Protection Programmes, Social Protection Building Blocks, Social Protection Approaches, and Cross-Cutting Areas.

As shown in Table 1, during the reporting period the Programmes section primarily featured publications centred around 'social transfers' (43 per cent), 'cash transfers' (36 per cent), and 'in-kind transfers' (14 per cent). These programme types constitute vital components of social protection and poverty reduction initiatives in various countries, and their significance in policymaking has spurred extensive research and analysis. Additionally, it is worth noting that cash transfers emerged as the most widely implemented social protection measure in response to the COVID-19 pandemic (Gentilini et al., 2022),[7] which explains the prevalence of this topic among publications added to the platform.

Within Building Blocks, the most prominent topics were 'coverage' (20 per cent), 'expenditure and financing' (14 per cent), and 'situation analysis/needs assessment' (13 per cent). The extent to which populations are covered by social protection programmes, including whether benefits reach their intended beneficiaries, is a widely-discussed in the platform's publications. Much attention is also given to the pivotal question of how to sustainably finance social protection programmes.

Finally, within the Cross-Cutting Areas section, 'labour market/employment' (19 per cent), 'health' (19 per cent), and 'gender' (14 per cent) were the areas that yielded the most publications. The intersection of employment and health issues is deeply intertwined with the core purpose of social protection, which is to enhance individuals' well-being and provide income security. The enduring impact of the COVID-19 pandemic on societies underscores the continued relevance of discussions and research concerning labour market and health. Furthermore, in recent years, there has been a notable surge in studies exploring the connections between social protection, domestic violence, women's empowerment, and unpaid care work.

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6. Publications can focus on more than one region and may not always be classified under 'region'.

7. Gentilini, et al. 2022. "Social Protection and Jobs Responses to COVID-19: A Real-Time Review of Country Measures". *Living paper, version 1.6 (February 2, 2022)*. Available at: <https://socialprotection.org/discover/publications/social-protection-and-jobs-responses-covid-19-real-time-review-country>.

TABLE 1. THE THREE TAXONOMY CATEGORIES WITH THE MOST PUBLICATIONS[8]

Taxonomy section	Most representative category	Number of publications within category	Share of category within section
Programmes	Social transfers	518	43%
	Cash transfers	440	36%
	in kind transfers	172	14%
Building Blocks	Coverage	239	20%
	Expenditure and Financing	163	14%
	Situation analysis / needs assessment	151	13%
Cross-Cutting Areas	Labour market/employment	235	19%
	Health	231	19%
	Gender	171	14%

3.4 BLOGS

The Blogs section provides an open space where members and partners can freely exchange insights, showcase their expertise and stay informed through succinct, research-driven posts. During the reporting period, a total of 91[9] blogs posts were published.

FIGURE 7. BLOG POSTS PER YEAR
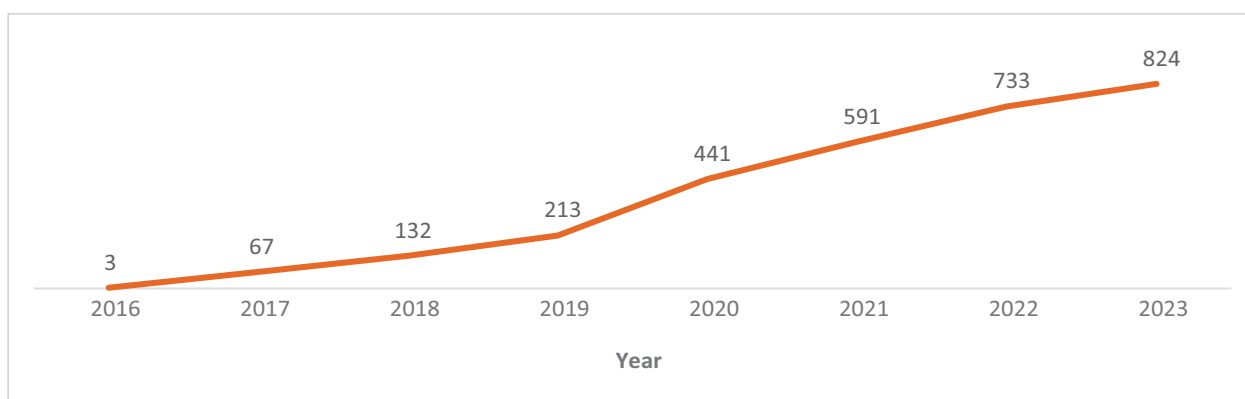
Starting in May 2023, blog posts on the platform have been categorised as follows. Figure 8 shows the share of published blog posts per category.

- **Individual contribution:** Posts authored exclusively for socialprotection.org by its members.

- **Newsletter:** Posts written by experts and partner institutions who are invited to contribute to our monthly Newsletter, focusing on specific themes.

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8. The table includes only data related to publications from September 2022 to August 2023. Note that publications may be classified under more than one taxonomy section at the same time. Moreover, the table does not feature data on the Social Protection Approach section due to technical limitations in retrieving such information.

9. The number of published blogs has decreased compared to 2022 . This reduction is attributed to two main factors: a decrease in the blog posts within the Ambassadors Programme (we have reduced the number of blog posts produced by ambassadors to optimise our human resources) and a change in our internal policy regarding webinar summaries (we no longer produce summaries for all webinars).

- **Webinar summary** and **Webinar series:** Authors provide summaries of webinars hosted by socialprotection.org. Webinars that are part of a series are also classified under 'Webinar series'.

- **Event summary:** Posts condensing the content of longer events, such as conferences, whether hosted by the platform or partners.

- **Ambassadors Programme:** Posts authored by participants of the socialprotection.org Ambassadors Programme.

- **Blog series:** Collections of posts centred around specific topics, usually created by social protection experts, researchers and partner organisations.

- **Repost:** This category includes posts not originally written for socialprotection.org.

- **Weekly social protection links:** Weekly compilation of materials curated by social protection specialist Ugo Gentilini, originally posted on his personal webpage.

FIGURE 8. SHARE OF BLOG POSTS, BY TYPE
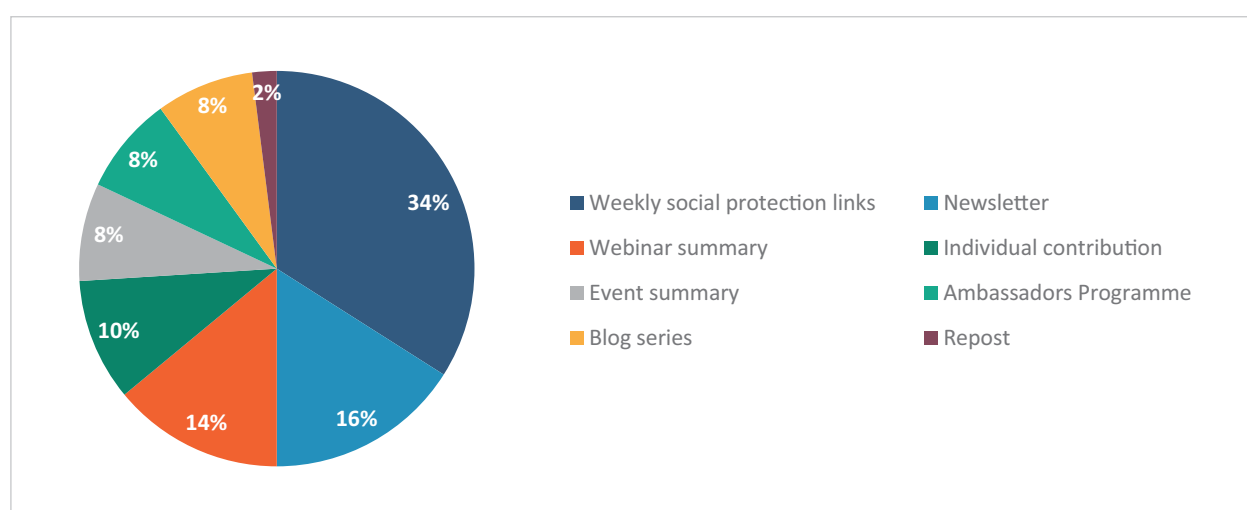
Over the reporting period, several important discussions were addressed in the blog posts. We would like to highlight two blog series in particular for this report:

- The COVID-19 Social Protection Response series, developed in collaboration with the former IPC-IG, was based on the interactive dashboard Social Protection Responses to the COVID-19 Pandemic in the Global South. In total, 12 blog posts were produced, encompassing analyses at the global, regional and country levels. Crucial themes explored included child-sensitive social protection, job retention, protecting the 'missing middle,' digital solutions, subsidies, and a range of other pertinent topics.

- Developed in partnership with the *Deutsche Gesellschaft für Internationale Zusammenarbeit (*GIZ) GmbH, the five-part Global Forum on Adaptive Social Protection series summarised the event´s key takeaways, structured around the four building blocks of adaptive social protection: Programmes, Data and Information, Financing, and Institutional Arrangements and Partnerships. The Forum was held in Berlin from 12 to 15 June 2023, gathering more than 300 social protection stakeholders on site, including high-level government authorities.

Blog posts are an important tool for disseminating research results, updates in the wider field of social protection and various debates. The three most accessed posts were prepared exclusively for the socialprotection.org newsletter, written by invited stakeholders:

The state of the social protection system in Ukraine as it reaches the one-year mark of the conflict—492 pageviews—*by Oleksandr Beyko (Governmental Liaison Associate) and Carla Lacerda (WFP Ukraine Social Protection Adviser).* It discussed how the armed conflict in Ukraine has been pressuring the country's social protection system, pointing out the need to expand coverage, improve adequacy and increase financial investment, while ensuring an operating national structure.

Financing adaptive social protection for drought in Malawi to protect the vulnerable—478 pageviews—written by Mulder Mkutumula (Scalable Coordinator, Government of Malawi), Evie Calcutt (Financial Sector Specialist, World Bank), Chipo Msowoya (Senior Social Protection Specialist, World Bank), Alejandra Campero Peredo (Risk Finance Consultant, World Bank). It presented the efforts of the Government of Malawi to make its flagship cash transfer programme responsive to climate shocks through a scalability mechanism. The blog outlines a six-step process, highlighting the importance of accurate triggers, cost estimation and funding strategies

Social protection for climate adaptation among small-scale producers—412 pageviews—*written by Gala Dahlet, Marco Knowles and Garima Bhalla, Food and Agriculture Organization of the United Nations (FAO).* This blog discussed the need to assist smallholder farmers who disproportionately suffer from climate change. Stressing the importance of integrating social protection into climate policy, the authors advocate for expanding social protection for rural areas as a crucial strategy.

3.5 WEBINARS

Webinars constitute one of the most popular features on the socialprotection.org platform. Any interested stakeholder can contact the platform's team to propose a webinar related to social protection. International organisations, governments, academia, NGOs, and other actors consider this feature an important tool for exchanging good practices and learning from each other's experiences.

Throughout the platform's nearly eight years of activity, its webinars have garnered over 30,000 attendees across 290 sessions. You can access the details about them on our dedicated page. All recordings are also available on our YouTube channel.

FIGURE 9. WEBINARS: NUMBER OF REGISTRANTS, ATTENDEES AND YOUTUBE VIEWS
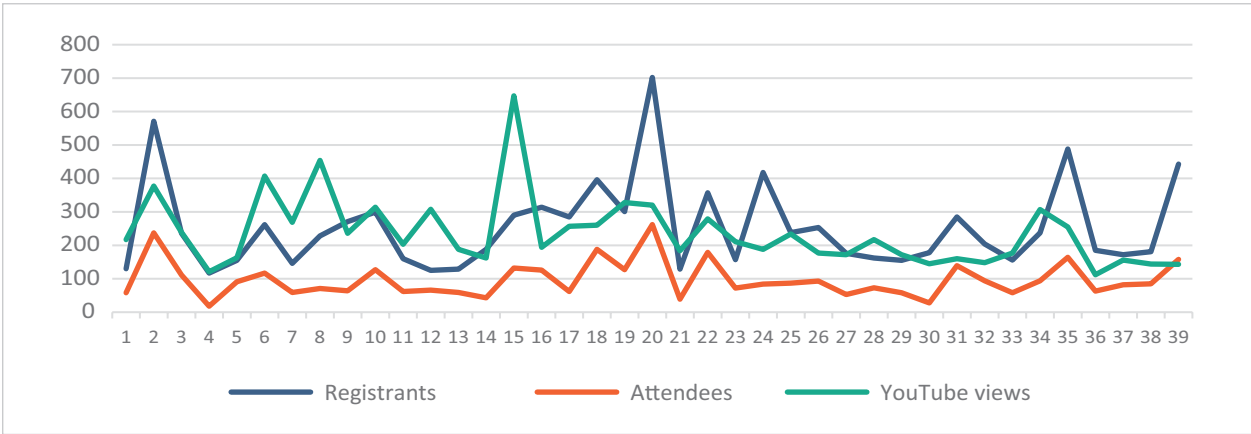
During the reporting period, 39 webinars were organised, garnering 3,783 participants, 9,879 registrations and 9,245 YouTube views. Sessions were organised by 23 different organisations (the most prolific ones being the GIZ, UNICEF, DFAT and ILO). To ensure accessibility to a wide audience, 14 of these webinars featured simultaneous interpretation into at least one language and four of them also offered sign language interpretation and/or live captioning.

The geographical distribution of webinar attendees followed the trend observed since 2018, with sub-Saharan Africa (30 per cent) and Europe and Central Asia (26 per cent) accounting for more than half of all attendees. This year,

sub-Saharan Africa surpassed Europe and Central Asia in terms of attendance. This may reflect the growing regional interest in sharing knowledge aimed at strengthening social protection measures and systems.

FIGURE 10. WEBINAR ATTENDEES BY REGION
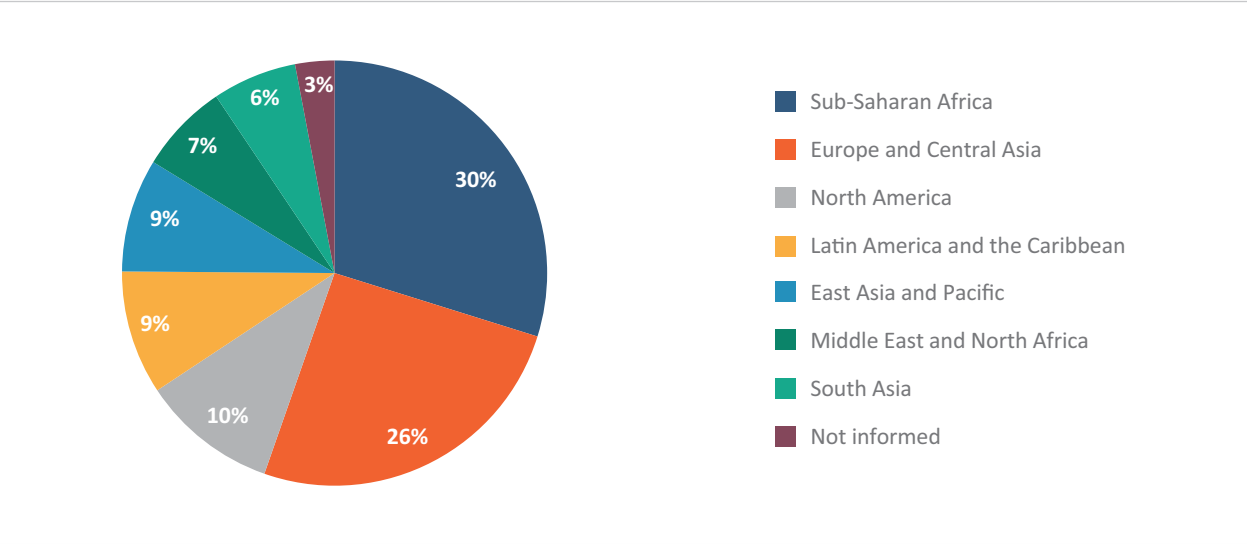
Regarding the institutional profile of attendees, most (45 per cent) indicated affiliation to international organisations, followed by government (18 per cent) and non-governmental organizations (13 per cent).

FIGURE 11. WEBINAR ATTENDEES BY TYPE OF INSTITUTION
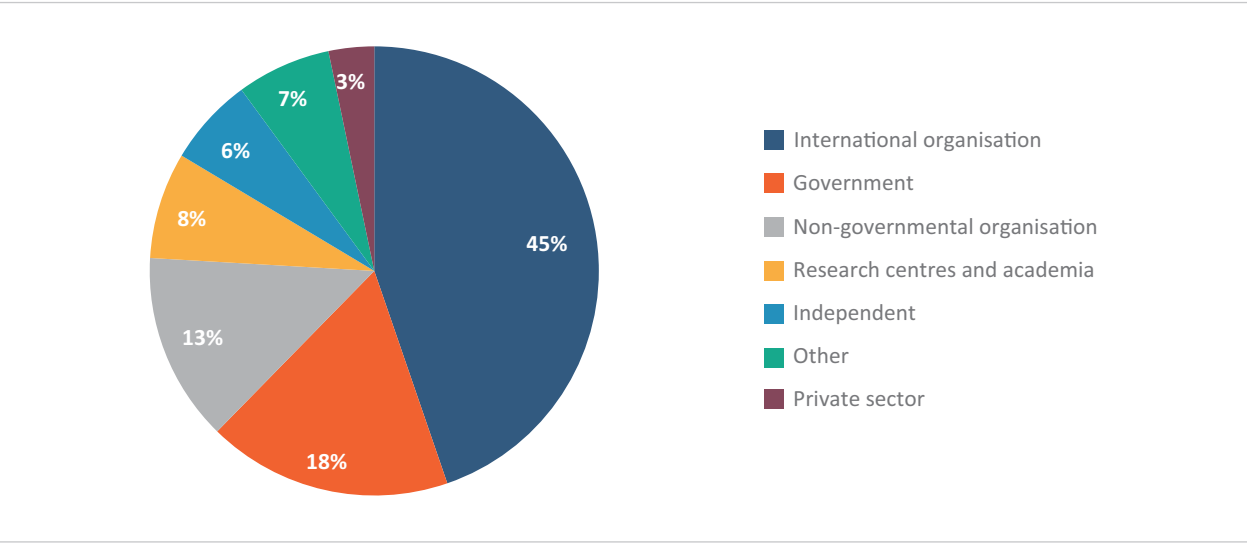
Regarding the gender of participants, most identify as female (53 per cent), while 42 per cent identify as male, and around 5 per cent identify as non-binary, or preferred not to declare.

The webinars hosted by socialprotection.org address a wide range of social protection topics, which are chosen by the organisers and, in general, reflect current trends and challenges faced in the area.

As in the previous year, the most prevalent theme was digital social protection (33 per cent of webinars). This topic has received greater attention especially since the onset of the COVID-19 pandemic, and is part of the USP 2030 Agenda to achieve Sustainable Development Goal Target 1.3: Implement nationally appropriate social protection systems for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable. Discussions related to adaptive social protection, gender, and food and nutrition security represented each 10 per cent of the topics covered in the period. Other webinars addressed topics such as agriculture and rural development, child protection, disability, disaster risk management, financing for social protection, humanitarian assistance, informality, shock-responsive social protection, and general aspects of social protection systems, as well as programme design and implementation.

Interestingly, the sessions featuring the highest number of attendees during the period addressed less recurrent themes in the period. Focusing on informality, the session "Is social protection to blame for informality?" garnered the largest audience, with 262 attendees. Organised by Women in Informal Employment (WIEGO), the International Labour Organization (ILO) and the Inter-American Conference on Social Security (CISS) in February 2023, this webinar presented evidence from Latin America discussing whether social protection is a key driver of informality, followed by a debate of the impacts of informality on social protection policymaking and how these aspects should be addressed.

The second largest audience (237 attendees) gathered for the webinar organised by the Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO): "What is the role of a humanitarian donor in linking with social protection systems?" in September 2022. The webinar focused on humanitarian assistance, specifically the role of donors in selecting and ensuring that people's needs are met during crises, linking cash assistance and social protection. The session also discussed what can be done to prepare for future shocks.

Addressing disability-related discussions, the webinar "Financing disability-inclusive social protection systems" organised by ILO, the United Nations Children's Fund (UNICEF), the European Union (EU), and the Global Coalition for Social Protection Floors, gathered the third largest audience (188 attendees), also in February 2023. As part of the Social Protection and Public Finance Management Programme, this was the third webinar in the "Improving Synergies between Social Protection and Public Finance Management series", presenting experiences from Cambodia, Kyrgyzstan and Senegal and fostering debate on innovative solutions to increase financing and improve public finance management of social protection systems towards universal coverage.

Out of the 39 webinars held during the reporting period, 21 were part of six special series. Three of these series were newly introduced, and three started in previous years.

The first is the ongoing Policy Dialogue Series, launched on 27 October 2022, which had already hosted 3 sessions, gathering 196 participants. The series features members of the USP2030 Working Group on Social Protection and Food Systems Transformation and other guests to discuss how to strengthen the linkages and synergies between social protection and food systems.

We also hosted the Social Protection for Prevention of and Response to Gender-Based Violence (GBV) series, which took place between February and May 2023. Its three sessions garnered a total of 199 attendees. The series was organised by the Australian Department of Foreign Affairs and Trade (DFAT), in collaboration with the Foreign, Commonwealth and Development Office of the United Kingdom (FCDO), UNICEF, and the Social Protection Technical Assistance, Advice, and Resources Facility (STAAR), with the platform's support. It aimed to explore how social protection can mitigate and respond to gender-based violence over the life course. A sister podcast series was also produced by socialprotection.org, exploring the same themes.

The third series that the platform supported during the reporting period was Interoperability in Action, organised by the Digital Convergence Initiative (DCI). It is still ongoing and there have been three sessions so far, garnering a total of 375 attendees. This series aims to be an experience exchange forum on the interoperability of systems through the use of case scenarios and technical demonstrations in a controlled environment. Each session features a country's specific system and its interoperability capacity with social protection Management Information Systems.

The webinars held during the period were well evaluated: in the Satisfaction Survey, 99 per cent of attendees declared that they 'agree' or 'strongly agree' that the speakers were knowledgeable and delivered valuable information; in addition, they declared that the webinar was relevant and useful to their work.

Table 2 lists the webinars held during the period.

TABLE 2. WEBINARS HOSTED FROM SEPTEMBER 2022 TO AUGUST 2023

	Webinar	Date	Registrants	Attendees	YouTube Views
1	Good practices for ensuring data protection and privacy in Social Protection Systems—the case of Indonesia	06/09/2022	130	58	217
2	What is the role of a humanitarian donor in linking with social protection systems?	08/09/2022	571	237	377
3	Demand and supply perspectives on Digital Financial Inclusion and cash transfers: findings from a WFP study in the Asia Pacific region	15/09/2022	236	111	239
4	Interoperability of social security systems of France	20/09/2022	117	18	121
5	The Role of National Response Plans in improving Coordination: The Case of Madagascar	22/09/2022	155	91	163
6	Financing shock responsive social protection systems	29/09/2022	262	117	407
7	Social registries: a short history of abject failure?	06/10/2022	146	59	269
8	Integrated Social Protection Information System in Zambia: Opportunities, Impact and Challenges	11/10/2022	228	71	454
9	Harnessing Social Protection to Address Violence Against Women and Girls	13/10/2022	271	64	236
10	World Bank, IMF and Universal Social Protection following COVID-19: The Good, the Bad and the Unclear	20/10/2022	299	127	314
11	The state of social protection for agri-food systems workers in West Africa	25/10/2022	160	62	203
12	Global Food and Nutrition Crisis and Building Forward Better	27/10/2022	125	66	308
13	Adaptive social protection and urban resilience: Developments in cities of Mozambique and Madagascar	03/11/2022	129	59	188
14	How to use ICT for the benefit of Brazilian citizens	29/11/2022	188	43	162
15	Disaster Risk Financing and Social Protection	01/12/2022	290	132	647
16	Are we harnessing the power of machine learning in social protection?	12/01/2023	314	126	194
17	Integrated Social Protection Information System in Ghana: Opportunities, Impact and Challenges	24/01/2023	285	62	257
18	Financing disability-inclusive social protection systems	09/02/2023	396	188	260
19	Disaster Risk Financing meets Adaptive Social Protection: Maximizing the effectiveness of shock response	14/02/2023	301	127	328
20	Is social protection to blame for informality?	16/02/2023	702	262	320
21	Integrated Social Protection Information System in Uzbekistan	23/02/2023	129	39	184
22	Financing Gender-Responsive Social Protection Systems	09/03/2023	357	179	279

	Webinar	Date	Registrants	Attendees	YouTube Views
23	Addressing the Global Food, Energy and Cost of Living Crises: The role of social protection in strengthening food systems' resilience	06/04/2023	157	72	211
24	Girls Deserve Better: Countering Violence Against Adolescents through Social Protection	11/04/2023	418	84	188
25	Linking social protection and cash and voucher assistance (CVA) to mitigate and respond to GBV in humanitarian and displacement contexts	20/04/2023	238	87	234
26	Novel digital data sources for social protection: opportunities and challenges	25/04/2023	253	93	177
27	Interoperability in Action #4 - Social Protection Information System interacting with Farmer Registry	27/04/2023	176	53	172
28	How can social protection respond to the risks, vulnerabilities and opportunities of women and girls in crises?	02/05/2023	162	73	217
29	Digital innovations in delivering social protection in rural areas	11/05/2023	155	58	172
30	Preventing violence through cash transfers and cash plus programmes: good practice, useful tools, and evidence	18/05/2023	178	28	145
31	Jordan National Unified Registry (NUR)	30/05/2023	285	139	160
32	From Evidence to Action for Children: the Role of Evidence, Research and Knowledge to Strengthen Social Protection Systems in Asia and Pacific	01/06/2023	204	94	148
33	Social Protection for Sustainable Blue Food Systems	08/06/2023	156	58	177
34	Linking disaster risk financing with social protection	06/07/2023	237	94	307
35	Social Protection Information System interacting with Social Registry	13/07/2023	488	164	255
36	Interoperable Systems of Colombia for Adaptive social protection	20/07/2023	185	63	112
37	Operationalising the HDP nexus for social protection in the Occupied Palestinian Territory	27/07/2023	172	82	156
38	Older people and the food, fuel and finance crisis: Implications for social protection	03/08/2023	181	85	144
39	Social Protection Management Information System interacting with Integrated Beneficiary Registry	24/08/2023	443	158	143

3.6 E-CONFERENCES

Throughout the reporting period, the socialprotection.org team also provided support for the organisation and facilitation of events and closed meetings. These events, alongside webinars, serve as crucial instruments for fostering knowledge exchange and disseminating pivotal discussions within the realm of social protection. Recognising that physical attendance isn't always feasible, the platform has taken an active role in bolstering the virtual components of these events, thereby ensuring a broader audience can be reached.

The most prominent event supported by the socialprotection.org platform/UNDP Brazil over the year was the Global Forum on Adaptive Social Protection: Protecting lives and livelihoods in times of crisis. It was held in Berlin from 13 to 15 June 2023, and was hosted by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the World Bank Group, implemented by the *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ) GmbH on behalf of BMZ.

The Global Forum was the first large-scale, in-person event in the field of social protection since the onset of the COVID-19 crisis. More than 300 participants from nearly 60 different countries attended in person, including representatives from governments, international organisations, academia, and the private sector. The Opening, Closing and Plenary sessions were broadcast live and gathered over 1,600 attendees. Around 90 speakers, moderators and panellists contributed to the 18 sessions, which were delivered in collaboration with development agencies and partners such as UKAID/STAAR, ADB, InsuResilience, ILO, PEI, UNICEF, UNHCR, UNU-EHS, WFP and FAO.

Focusing on adaptive social protection, discussions were structured around its four building blocks: Programmes, Data and Information, Financing, and Partnerships. Parallel sessions addressed different aspects related to these building blocks, such as gender, climate change, food security, humanitarian assistance, among other topics, fostering important discussions on resilience and adaptation, as well as lessons learned.

socialprotection.org provided support to the logistics of the event, in addition to the dissemination of communication materials and live broadcasting to reach a broader audience. It also summarised some of the main discussions in blogs posts.

From 29 to 31 August 2023, the WFP, in partnership with the IDB and the Government of Brazil organised a high-level event: The power of multisectoral approaches to human capital development. The sessions provided spaces for governments to engage in multi-sectoral policy dialogue, furthering technical capacities, political and financial commitments aimed at enhancing school meal programmes, and strengthening the link between social protection and food security and nutrition. socialprotection.org was invited to support the outreach of two livestream sessions, in which two important publications were launched: State of School Feeding in Latin America and the Caribbean and Social Protection Pathways to Nutrition.

The platform has also been supporting the ADB with sessions for the Asia-Pacific Social Protection Week (APSP) 2023 in the development of session guides, including the framing for thematic sessions, suggesting relevant speakers and questions to be answered during the sessions. The event will take place in September 2023. The team is also supporting the event's social media campaign, live-tweeting activities, and further developing the existing Asia-Pacific Social Protection Online Community.

In addition to these events, socialprotection.org also supported three closed meetings during the period.

In collaboration with the former IPC-IG and UNICEF, the platform hosted the final two sessions of the *Réformes des Systèmes de Protection Sociale: initiative de coopération Sud-Sud et triangulaire au sein du Maghreb*.[10] Discussions took place on 10 and 23 November 2022 and were aimed at fostering knowledge-sharing initiatives between Tunisia and Argentina. Attendance was limited to government representatives and stakeholders of these two countries, to strengthen mutual cooperation. The first session gathered 40 participants, while the second garnered 44. Both sessions included Q&A rounds to promote interaction and discussion between participants about common challenges.

The second closed meeting took place on 17 November 2022, in partnership with ADB, to initiate preliminary discussions on the 2023 APSP sessions. Bringing together 18 experts on digital social protection, the highly interactive session offered a space for brainstorming on possible subtopics within this broader theme. All ideas were convened using an online whiteboard on the Miro platform, which was later shared with ADB to support session planning.

Finally, in December 2022, socialprotection.org supported the TRANSFORM Strategy Meeting, geared at gathering insights for the initiative's strategic planning. This workshop, organised by ILO Lusaka and taking place in Lusaka (Zambia) on 7 and 8 December 2022, was the first hybrid event supported by socialprotection.org. The platform's team led the creation

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10. The first five sessions in this series were hosted by socialprotection.org between July 2021 and June 2022.

of collaborative virtual activities through Miro, which were adapted from the face-to-face exercises, to ensure online participation and collaboration. In total, the workshop gathered 25 online participants and around 30 in-person attendees.

3.7 PODCASTS

The Social Protection Podcast celebrated its two-year anniversary in 2023. This popular feature of the platform was introduced in March 2021 and continues to play a major role in raising awareness on crucial topics, providing highly diverse perspectives from global players in the social protection field.

During the reporting period, socialprotection.org produced 13 episodes covering a broad spectrum of relevant issues, from climate risks and digital financial inclusion to the care economy, active labour market policies, and home-grown school feeding programmes.

Table 3 provides an overview of the diverse and rich debates fostered by the Social Protection Podcast over the reporting period.

TABLE 3. PODCAST EPISODES LAUNCHED FROM SEPTEMBER 2022 TO AUGUST 2023

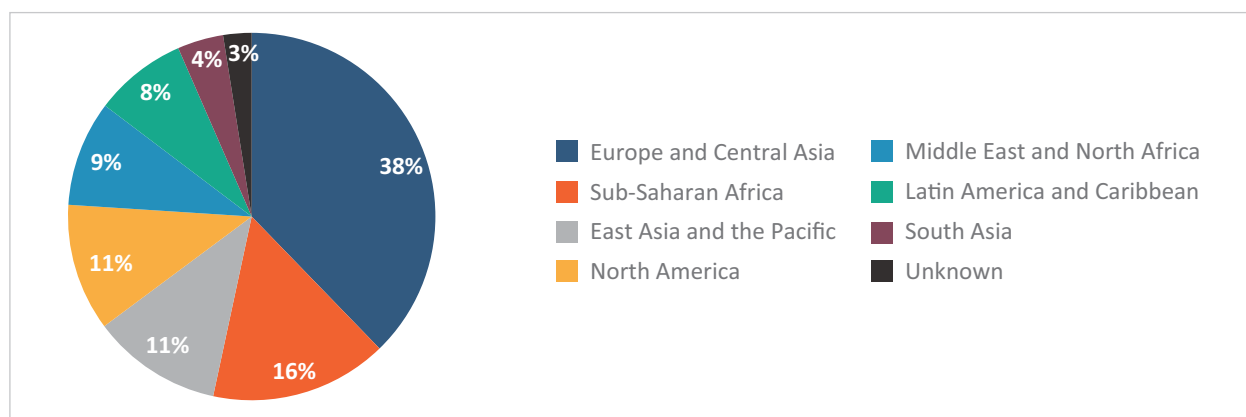| Title	Release date	Downloads
Ep. 17	Social Protection as an SDG Accelerator	02/09/2022	450
Ep. 18	Social protection, Sustainability and Fisheries	30/9/2022	375
Ep. 19 |Mind the Nutrition Gap	28/10/2022	446
Ep. 20	Addressing Climate Risks through Social Protection	25/11/2022	529
Ep. 21	Looking Back at Social Protection in 2022	16/12/2022	527
Ep. 22	Digital Financial Inclusion	27/1/2023	481
Ep. 23	GBV Series Ep. 1 – How Can Social Protection Impact Gender-Based Violence?	24/2/2023	556
Ep. 24	GBV Series Ep. 2	Designing Social Protection to Safeguard and Mitigate against Gender-Based Violence	17/3/2023	418
Ep. 25	GBV Series Ep. 3	Addressing and Supporting Survivors of Violence through Social Protection	31/3/2023	349
Ep. 26	Breaking the Cycle of Poverty: Active Labour Market Policies	28/4/2023	463
Ep. 27	Resilience Building through Adaptive Social Protection	2/6/2023	470
Ep. 28	Care Economy: Reducing Unpaid Work and Inequality	30/6/2023	490
Ep. 29	Home-Grown School Feeding Programmes	28/7/2023	319

One of the highlights of the year was a three-part series on gender-based violence (GBV), titled Social Protection for Prevention of and Response to Gender-Based Violence, produced in partnership with DFAT, in collaboration with the platform and with support from the FCDO and UNICEF. The discussions covered many aspects of the role of social protection in the prevention of and response to GBV, including: the impacts of various initiatives; addressing existing knowledge gaps; how to properly design programmes that can prevent GBV against women and people with diverse gender identities, expressions and sexual orientations; and how social protection schemes can help vulnerable people fleeing GBV.

Reflecting the community's high interest around this theme, the most downloaded episode over the reporting period was also the first in the GBV series: How can Social Protection Impact Gender-Based Violence? It presented an in-depth discussion about the impacts of social protection on GBV and the remaining knowledge gaps. In addition, based on the

evidence, guests reflected on the positive pathways through which social protection can help reduce intimate partner violence, on the one hand, and the possibility of it introducing risks of increased violence, on the other.

The socialprotection.org podcast episodes have attracted significant attention from diverse regions of the globe. As shown in Figure 12, Europe and Central Asia lead the audience, as 38 per cent of downloads come from this region, followed by sub-Saharan Africa (16 per cent). This demonstrates a global interest in the podcast's content, and its potential to transcend geographic boundaries and engage a broad international audience.

FIGURE 12. PODCAST DOWNLOADS BY REGION

Legend:
- Europe and Central Asia
- Sub-Saharan Africa
- East Asia and the Pacific
- North America
- Middle East and North Africa
- Latin America and Caribbean
- South Asia
- Unknown

There is still much more to come. For more information on upcoming episodes, check out the Podcasts page on socialprotection.org.

3.8 E-COURSES

The platform continues to develop its own e-learning social protection courses while promoting those designed by other organisations. The main aim of socialprotection.org's e-learning component is to enhance the capacity of practitioners on different aspects of social protection and to promote continuous online learning.

Thus far, 16 self-paced courses developed by the socialprotection.org team and/or in partnerships have been made available to the public. Two additional ones were developed during the reporting period. A total of 1,908 people enrolled in socialprotection.org's courses, and the rate of certification was 33 per cent.

In September 2022, the final version of two micro-courses translated into Arabic, on Social Protection Programmes and Social Protection and Rural Poverty were released to the public. They are part of socialprotection.org's series of five micro-courses that were translated into Arabic. The overall rate of completion (including the issuance of certificates) for the courses in Arabic is higher than for some of the other courses offered by the platform, averaging around 50 per cent. This may be related to the mandatory nature of these courses in some organisations/contexts. Translations were made possible through a partnership between socialprotection.org, the former IPC-IG and UNICEF, with support from the BMZ and the KFW.

In addition, the micro-course series in English was revamped during the reporting period, featuring grammatical and content revisions and information updates. The platform for designing and sharing content and presentations for micro courses 1 and 2 was also updated from SCORM to Genially.

The e-learning team also worked on the final two courses (out of four) on adaptive social protection, each focusing on a different building block. ASPects course 3, on Financing, was released in January 2023, focusing on Disaster Risk Financing (DRF) as response instrument before the advent of shocks. Released in May 2023, ASPects course 4, on Institutional

Arrangements and Partnerships, focused on efforts to integrate social protection, disaster risk management (DRM) and climate change adaptation (CCA), to make programmes shock responsive and shore up the resilience of poor and vulnerable households to increase their capacity to prepare for, cope with, and adapt to shocks. Together, both courses had 275 enrolments and a 19 per cent completion rate (measured as certificates issued). They remain available on the platform.

We are currently preparing a 4-hour self-paced e-learning micro course for practitioners in low- and middle-income countries who are working to provide advice on good practices to ensure data protection and privacy in social protection systems. This course is supported by GIZ and will be launched in early 2024.

Looking ahead, the platform is planning to design, in partnership with the ADB, a hybrid/blended course to train high-level policymakers from ADB's developing member countries on different aspects of their social protection strategy, focusing on climate change, food security and just transition, and other topics.

3.9 ONLINE COMMUNITIES

Online Communities (OCs) are a key feature for connecting social protection practitioners and stakeholders. They provide a space where practitioners, public officials, researchers, and many others can directly engage in discussions, share best practices and inform each another about recent developments in the field.

During the reporting period, socialprotection.org maintained a wide range of OCs with varying levels of activity, totalling 63 published groups. Five OCs remained active and engaged, conducting activities within the last 3 months. Two OCs maintained a low level of activity, with some measure of engagement over the last 6 months. However, a significant portion of the OCs (24) became inactive: they did not display any activity for more than 6 months and up to 12. Furthermore, 23 OCs were archived, which means they had been inactive for over a year. It is also important to note that nine OCs were designated for repository purposes and were not included in the engagement classification. We are currently planning a more interactive and comprehensive tool dedicated to the OCs in the new platform, which will contribute to increasing the level of engagement.

As part of our ongoing efforts to improve the user experience, a notification system was implemented for the OCs, allowing users to enable notifications for each. Group members are now notified via email of every announcement and discussion posted to a community, so they can easily keep up with new content and resources shared within their favourite OCs.

The largest OC on the platform remains the Social Protection in Crisis Contexts, with 412 members. It has been updated with the latest editions of SPIAC-B's Working Group on Linking Humanitarian (Cash) Assistance and Social Protection Newsletter.

In addition, the Gender-Responsive Social Protection Community, the platform's second largest OC with 250 members, is currently undergoing a redesign to accommodate the work and resources of the SPIAC-B gender working group.

The Asia-Pacific Social Protection Online Community is still being updated each month with various resources from the region. In partnership with the ADB, the socialprotection.org team continues to produce the relevant Monthly Announcements, featuring updated content from the region elaborated by different actors. From September 2022 to August 2023, 12 announcements were produced and shared with community members and the ADB mailing list, contributing to expand knowledge on relevant regional social protection discussions.

Two new communities were created during the reporting period. The first one emerged as a result of the collaboration between the ILO, UNICEF, and the United Nations Partnership on the Rights of Persons with Disabilities (UNPRPD), among others, to provide a space for the consultation of the Guidance Note on Inclusive Social Protection. It has since become a centre of exchange for multiple stakeholders involved in the process.

Oxford Policy Management (OPM) and the WFP also created the Sahel Social Registries and Social Protection Information Systems Online Community, featuring resources on the use of social registries to inform targeting for a variety of social protection programmes in the Sahel region.

4.

Communications

The communications strategy developed in early 2022—focusing on the production of multimedia content to enhance the platform's presence on social media and the engagement of the social protection community—was maintained over the reporting period.

The dissemination of exclusive blog posts written by guest stakeholders for each monthly edition of the platform's newsletter addressing specific social protection themes has proven to be a great strategy to engage different organisations, while promoting new findings and relevant debates on our social networks, highlighting the platform as a space for content production. A variety of topics have been covered over the past year, such as climate adaptation and care work.

The platform continued producing its video series on social protection and the SDGs, releasing videos on SDG 1, SDG 5 and SDG 16, which were well received by the community.

Additionally, in response to the community's interest in the Programme Profiles section of the platform, which was highlighted in the 2022 Satisfaction Survey, we started producing videos featuring selected programmes. The first two videos (one highlighting a programme from Egypt, and the other from Tunisia) were recorded in Arabic, in an attempt to better connect with this audience.

The e-Learning feature of the platform also receives significant attention from the social protection community. As part of the dissemination strategy for the e-courses produced by the platform, including the fourth and last course in the Adaptive Social Protection series, the communications team launched the first e-Learning alert. This initiative was advertised for a few months to drive the community to subscribe to the new mailing list, which generated good engagement, with an open rate of 55.9 per cent, and a click-through rate of 14.3 per cent. The next campaign is scheduled to come out in October.

This year, socialprotection.org provided substantial support for the production and dissemination of the event Global Forum on Adaptive Social Protection: Protection lives and livelihoods in times of crisis, hosted by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the World Bank Group, implemented by the *Deutsche*

Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of BMZ. Among other responsibilities, the platform developed the event's visual identity, banners and visual materials, the Communications strategy of the event, and the social media campaign posts.

The team has also been involved in the social media promotion of the Asia-Pacific Social Protection Week 2023, an event organised by the ADB, which will take place between September 26 and 28 2023.
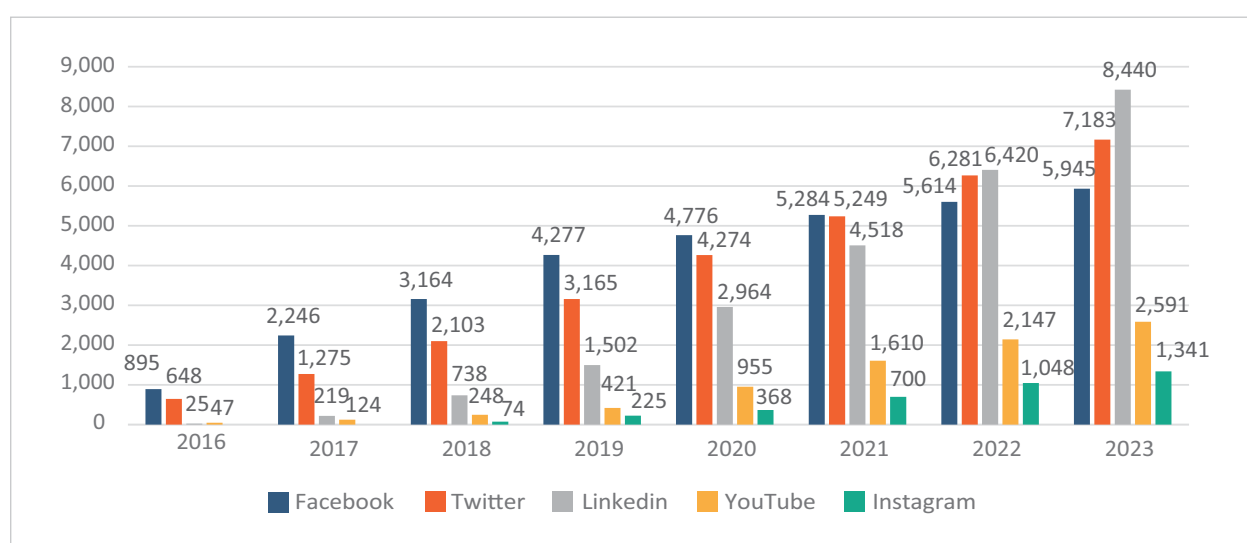
SOCIAL MEDIA

Following the platform's strategy of producing high-quality videos, animations and investing in the dissemination of up-to-date and educational content, over the last year we have shared a variety of posts in different formats across social networks.

This strategy has proven to be effective: as of August 2023, the platform's social network had 25,500 followers (cumulative), which represents an overall growth of 19 per cent over the previous year. In addition, the platform garnered an impressive number of followers across all social media channels, indicating a remarkable increase in engagement and interest among social protection professionals:

- **LinkedIn:** The platform boasts a substantial 8,440 cumulative followers, marking an impressive growth of 31 per cent over the previous year. This is the highest growth rate across all social media channels, potentially reflecting the growing interest and engagement of social protection professionals in this network.

- **Twitter:** With 7,183 total followers, there has been a significant growth of 14 per cent in our follower base, showcasing a sustained and growing presence in this platform.

- **Facebook:** socialprotection.org has 5,945 cumulative followers, and has experienced a steady 6 per cent growth, demonstrating continued interest and interaction.

- **YouTube:** Our YouTube channel has seen substantial growth, with 2,591 cumulative followers, representing a 21 per cent increase.

- **Instagram:** On Instagram, there are 1,341 total followers, marking a substantial 28 per cent growth compared to the previous year and indicating a rising presence and engagement in this visual platform.

FIGURE 13. NUMBER OF SOCIAL MEDIA FOLLOWERS PER YEAR (CUMULATIVE)

These statistics underscore the platform's effective use of various social media channels to connect and engage with its audience, with LinkedIn showing particularly remarkable growth. This suggests a strong and growing community of social protection professionals interested in socialprotection.org's content and initiatives, as shown in Figure 13.

NEWSLETTER

Our monthly newsletter, which has featured a revamped layout since January 2022, has maintained a consistent level of engagement over the reporting period. The average open rate for the newsletter stood at 21 per cent, while the range of engagement remained fairly stable, with the lowest opening percentage at 17 per cent and the highest at 29 per cent.

In addition to open rates, the average number of clicks generated by the newsletter was 400. This demonstrates not only that the newsletter successfully captures the audience's attention but also that it effectively encourages it to take action by clicking on the content within. Overall, these statistics suggest that the newsletter's new layout and content have resonated well with the audience, consistently driving engagement and interaction.

There was a modest yet noteworthy increase of 1 per cent in the number of newsletter recipients, resulting in a total of 8,367 subscribers as of August 31, 2022. While this growth may appear minute, it nonetheless signifies a continued and positive trend in expanding the reach and impact of the newsletter. It demonstrates an ongoing interest from the audience and a successful effort in attracting and retaining subscribers.

FIGURE 14. NEWSLETTER SUBSCRIBERS (CUMULATIVE)
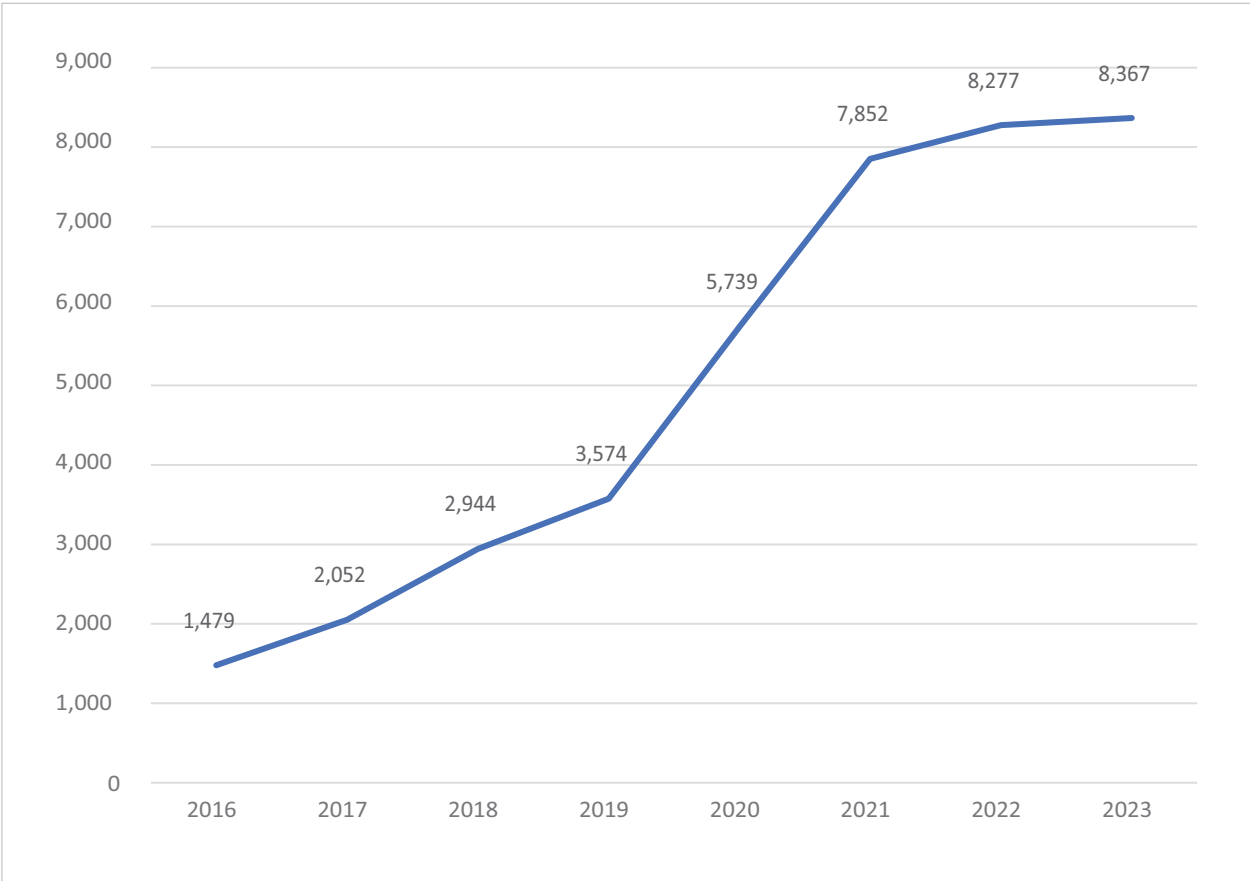
5.

Ambassadors

The platform's Ambassadors Programme, which saw its 10th edition in 2023, stands as a successful online volunteer initiative. It is held every year, attracting hundreds of qualified and committed volunteers. Its goal is mainly focused on increasing the platform's reach and visibility across different regions, drawing attention to the pressing issues of social protection. The recruitment of participants takes place through the United Nations Unified Volunteer Platform (UVP).

In 2023, we selected 20 volunteers from 17 distinct countries among 165 candidates. In addition, four former ambassadors representing four different countries, were chosen to act as 'mentors', responsible for orienting the new participants in their activities and fostering high involvement.

The programme featured 10 weeks of activities divided into two cycles, each comprising different tasks. There were three groups of up to eight ambassadors, divided based on their preferences in terms of tasks and prior experiences. The cycles and the respective activities are outlined below:

- **First cycle:** Completing socialprotection.org's e-courses and sending feedback. This task aimed at levelling the participants' basic knowledge of social protection, preparing them for the tasks to come while listening to their inputs on the online courses for future improvements. Ambassadors who already had prior knowledge of social protection were given the option to complete more advanced courses, while ambassadors with no previous knowledge were asked to complete the basic ones.

- **Second cycle:** Producing social media content, writing blogs and mapping glossary terms related to social protection. In this cycle, Ambassadors were subdivided into three groups to carry out these different tasks, with support from their group leaders.

  - Ambassadors responsible for writing blogs developed posts on different social protection topics, such as Management Information Systems for adaptive social protection, cash transfers in MERCOSUR, crowdfunding for social protection, regional mechanisms for shock response, among others. One of the blogs was also published in Spanish.

- Ambassadors placed in the social media group produced content for socialprotection.org's social media networks, interviewing beneficiaries of social protection schemes, including social assistance, social insurance, and other social protection initiatives, from different parts of the world. These pieces are set to be released in September 2023 through our social media channels during the platform's eighth anniversary.

- Those selected for the mapping activity sought definitions of technical terms related to social protection to review mapped concepts and increase the overall number of concepts on socialprotection.org´s Glossary. In total, ambassadors mapped 62 terms, such as hard and soft conditionalities, disaster risk financing, gender equality, gender equity, sustainable livelihoods, among others. These definitions are currently undergoing review and will be available soon.

Regarding satisfaction, in our final feedback webinar session the ambassadors expressed that the Programme allowed them to understand how social protection works in practice. In addition, they stated that they were able to expand their network and enjoyed being exposed to the work of the UNDP. In summary, this edition of the Ambassadors Programme ended with a high completion rate of 90 per cent (18 Ambassadors out of 20).


Photo: UN Women/Pedro Pio (isqdcM_NL84).

6.

Satisfaction Survey

To ensure the continuous improvement of its services, socialprotection.org carries out a Satisfaction Survey every year. This section summarises the key outcomes of the 2023 Survey, which provided valuable insights into the platform's performance and user experience. This year we received 383 responses, 66 per cent of which were from members, showing the extent of our fostered engagement in the community.

The survey showcased the diversity of platform user profiles. Among the respondents, 26 per cent work for either international organisations or governments (26 per cent). Fifteen per cent of respondents work for non-governmental organisations (NGOs), followed by research centres and academia (13 per cent). Furthermore, 20 per cent of users are professionals hailing from the private sector, consulting firms, independent consultancies, and others.

FIGURE 15. RESPONDENTS BY TYPE OF INSTITUTION

- International organisation
- Government
- Non-governmental organisation
- Research centres and academia
- Independent
- Other
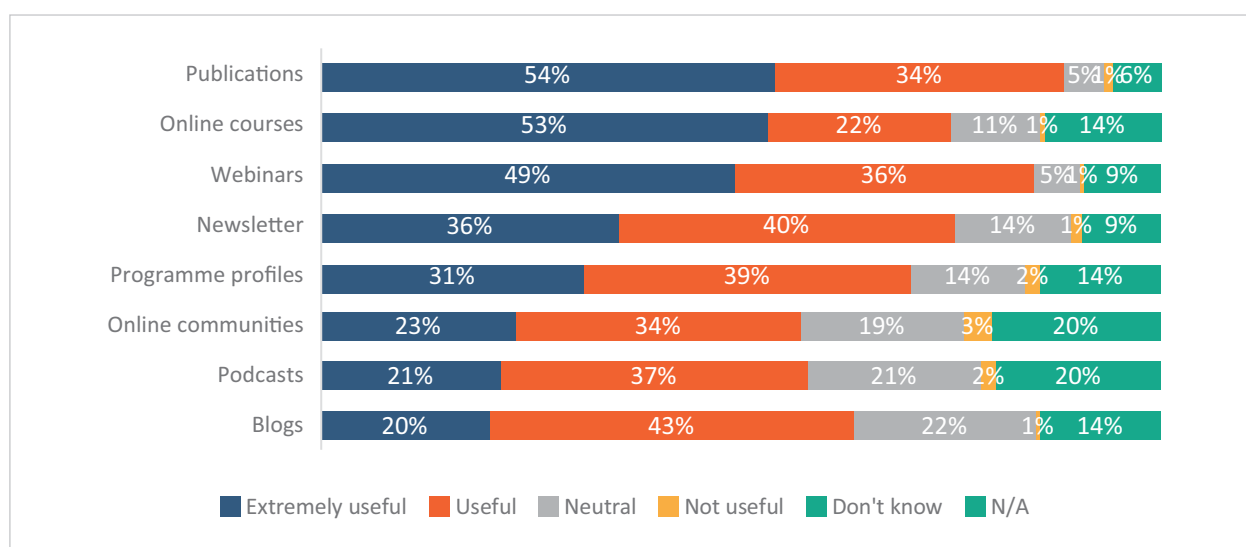- Private sector
- Consulting firm
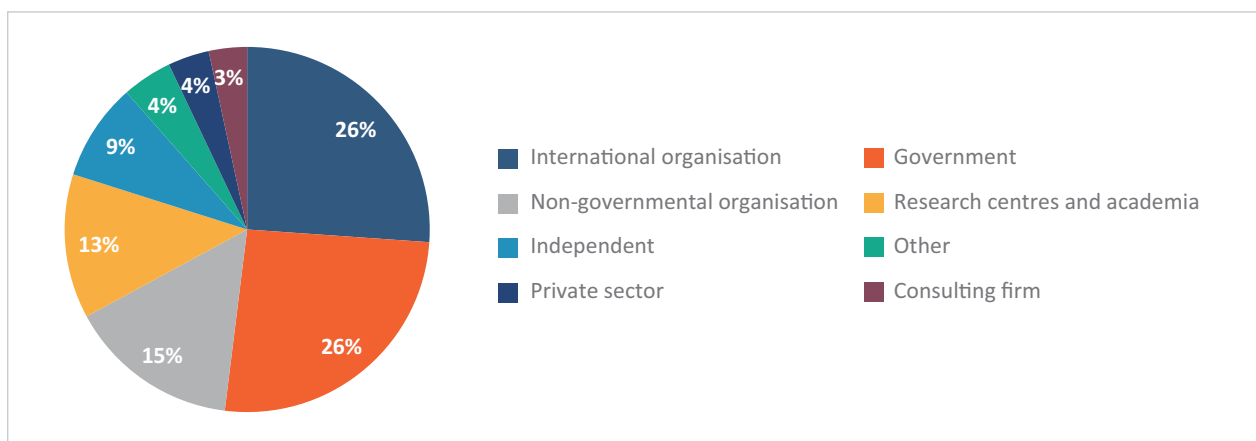
socialprotection.org remains a go-to resource for our users, with 66 per cent of them accessing the platform monthly or regularly (at least once a week). This reflects the platform's relevance and its timely and informative content. Furthermore, 69 per cent of respondents recognise it as their main source of information on social protection.
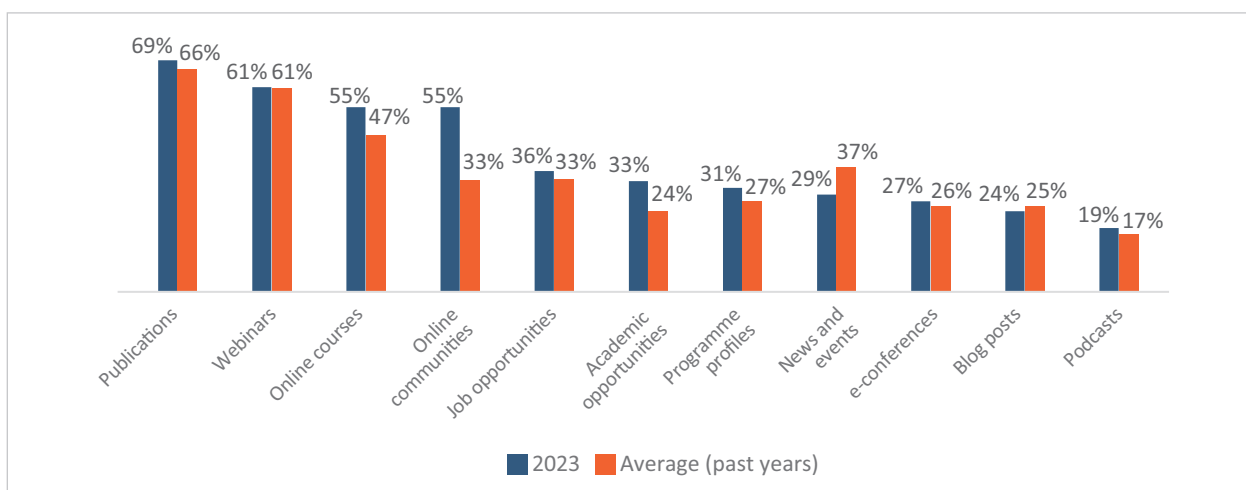
The survey also provided insights into various other aspects, such as the purpose of user access. For 62 per cent of respondents, the main reason is to stay up to data on the latest developments in the social protection field. Over 50 per cent of the respondents also utilise the platform for work, research, and capacity building purposes.

Another aspect analysed by the survey is related to the respondents' perception of the platform's features. The most useful features according to responses are 'publications database' and 'online courses', followed by 'webinars', which also corresponds to their main interest, as shown in Figure 16 and 17. The considerable increase in interest in the Online Communities compared to previous years may be related to the growing recognition of the importance of such collaborative spaces. It may also be related to the recent enabling of the notification system, which allows members to receive the latest updates from these groups.

**FIGURE 16. USEFULNESS OF SOCIALPROTECTION.ORG FEATURES**

	Extremely useful	Useful	Neutral	Not useful	Don't know	N/A
Publications	54%	34%	5%	1%		6%
Online courses	53%	22%	11%	1%		14%
Webinars	49%	36%	5%	1%		9%
Newsletter	36%	40%	14%	1%		9%
Programme profiles	31%	39%	14%	2%		14%
Online communities	23%	34%	19%	3%		20%
Podcasts	21%	37%	21%	2%		20%
Blogs	20%	43%	22%	1%		14%

FIGURE 17. FEATURES GARNERING THE MOST USER INTEREST (MULTIPLE ANSWERS)

	2023	Average (past years)
Publications	69%	66%
Webinars	61%	61%
Online courses	55%	47%
Online communities	55%	33%
Job opportunities	36%	33%
Academic opportunities	33%	24%
Programme profiles	31%	27%
News and events	29%	37%
e-conferences	27%	26%
Blog posts	24%	25%
Podcasts	19%	17%

Overall, 89 per cent of respondents are very satisfied or have expressed some level of satisfaction with the platform (see Figure 18). The high quality of the platform's attributes can be directly related to this level of satisfaction. For 92 per cent of respondents, the quality of the content made available is 'excellent' or 'good'. The platform's accuracy and capacity to share up-to-date information also stood out.

FIGURE 18. USERS' OVERALL SATISFACTION WITH THE PLATFORM
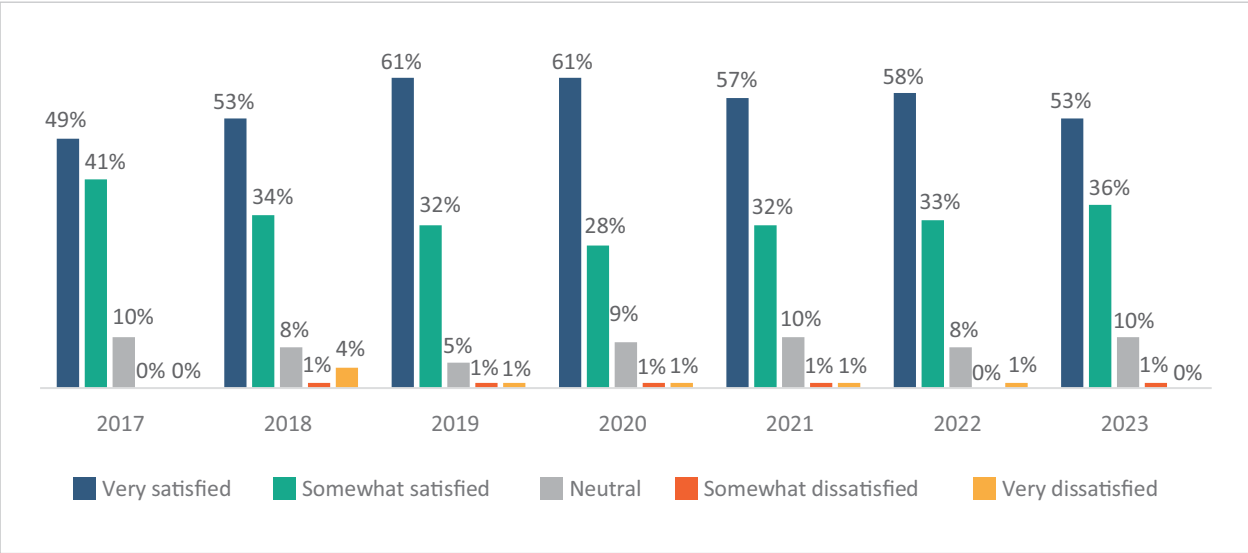
Another important aspect assessed by our survey is whether respondents feel that the platform has a role in expanding their knowledge, which is true for 75 per cent of participants. Furthermore, 94 per cent of respondents believe that the platform promotes relevant discussions that can directly influence social protection innovation and policymaking.

Understanding communication preferences is crucial to our strategy of ensuring a smooth communication flow with our members. The survey revealed that our monthly newsletters and webinar alerts are the preferred channels for receiving information for 55 and 35 per cent of respondents, respectively.

Through the survey, respondents were also able to share comments and suggestions. Some expressed interest in greater opportunities for networking and collaboration within the platform. There were also suggestions to improve the platform's accessibility and interface. The team will consider each one carefully.

USER COMMENTS RECEIVED REGARDING THE SURVEY:

"socialprotection.org has been an amazing platform of experts and knowledge. Really hoping that it will continue existing."

"I am quite satisfied. It covers most relevant topics. Maybe find ways to increase uptake and interaction of members."

"Content could be available in more languages… Making content available in more languages would definitely expand the socialprotection.org network."

7.

The way forward, challenges and lessons learned

The previous year presented a host of advancements across both technological and strategic spheres, as detailed in this report.

However, the period was naturally not without challenges and ongoing obstacles. Some of these included the discussions on the transition of the platform's host and its financial sustainability, limited participation from government entities in our discussions, the difficulty of coordinating efforts across various organisations working on the same issues in the realm of social protection, and rapid technological evolution, notably with the emergence of artificial intelligence.

These challenges provided us with valuable insights:

- Institutional adaptation is imperative, requiring time and concerted efforts. It is crucial to have a clear line of communication regarding the situation with team members and partners.

- Tailoring language and assessing requirements when engaging with government counterparts is important. Regional offices can facilitate this interaction and strive to involve them in discussions.

- The identification of key stakeholders working on specific topics and their subsequent connections for collaborative undertakings is important to foster synergies.

- Flexibility, research and substantial time investment are prerequisites to improving technological solutions. For example, the conceptualisation of the migration process for the platform revealed a lack of alignment between Drupal and our strategic objectives. As a result, our team extensively researched alternative technologies.

Photo: Asian Development Bank/Eric Sales (isgd/LNU8I4).

As we progress, the platform remains committed to facing these challenges head on, drawing from lessons learned and pursuing further improvements. This also includes addressing suggestions received from our users through our annual satisfaction survey. Some of the future priorities include:

- **Strengthening partnerships**: The platform is actively establishing additional institutional collaborations, also ensuring the direct involvement of the SPIAC-B group in an advisory capacity, proposing recommendations and enhancements.

- **Enhancing government engagement**: socialprotection.org is equally committed to strengthening relationships with various governments and intends to initiate a needs assessment to identify areas for collaboration. Additionally, we are working to enhance our engagement within the G20, facilitating direct support for social protection-related exchanges among nations. As a starting point, the platform has collaborated with Ipea on an article on G20 working groups: Leveraging Knowledge Sharing for Social Protection.

- **Strengthening collaboration**: The platform aims to establish closer ties with SPIAC-B and USP2030, identifying common areas within social protection to drive joint activities and collaboration. This will reinforce relationships and mitigate redundant efforts.

- **Content update and curation**: The team is making a great effort to update the platform's programme profiles and they will all be made available soon. We are also working on content curation to promote access to meaningful information.

- **Revamping of the platform**: the new iteration of the platform will feature a modern design and more intuitive user interface. In addition, it will prioritise security and data privacy, implementing strict measures to safeguard user information and comply with relevant regulations. Furthermore, a robust search functionality will enable users to find specific content quickly, filtering results based on relevance, topic, author, or date of publication. Additionally, intelligent recommendation algorithms will assist users according to their interests and needs, suggesting related materials and personalised learning paths while enhancing their learning experience. In the future, opportunities to interact with peers, other practitioners and experts in supportive learning environments will increase exponentially.

Key to the platform is to enhance its collaborative ecosystem, where social protection knowledge and information are the primary resources and drivers of continuous meaningful dialogue and exchange of best practices. All efforts are being made to achieve this goal.

8.

Team

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