



**Geneva Peace Week**  
**Digital Series Guidance Note**  
2022

## Introduction

Geneva Peace Week 2022 will include an improved and adapted Digital Series, after the successful inclusion of the Series in the last two editions of GPW. The creation of the Digital Series emerged from the commitment to inclusivity of GPW in 2020 and 2021. In 2022, GPW will again allow for successful applicants to share peacebuilding knowledge, expertise and insights in digital formats such as video recordings, podcasts and more.

By *Digital Series*, we mean digital recordings or other forms of digital presentation of knowledge, innovations, key messages and other good practices. These contributions will be core to and feature prominently in the GPW22 programme, and have the added benefit of being used beyond GPW itself.

The Digital Series can include: videos (produced or recorded interviews), podcasts, photography archives, documentaries, theatrical or musical performances, comics, storytelling, and much more. We recognize that different mediums are required for different topics and audiences, and therefore offer much flexibility to organizers.

The GPW Team is committed to ensuring that important discussions which take place at GPW continue and progress beyond GPW itself, and it is for this reason that we will be opening up the Digital Series for applications. The statistics from GPW20 and GPW21 demonstrate that the Digital Series generated more engagement than workshops, and engagement with the Digital Series content has continued into 2022, informing peacebuilding reflections and discussions across broad audiences.

## Changes to the 2022 Digital Series

- The Digital Series will place a focus on information-sharing that is concise and succinct (but in-depth), with the goal of educating online audiences on peacebuilding topics related to GPW22. The length of Digital Series contributions will be **limited to 15 minutes**, however the aim is to increase the overall quality and creativity of the series ([see example](#)). The only Digital Series format that will have the possibility to be longer will be the documentary format (60 minutes).
- This content will be released to the public ahead of Geneva Peace Week (approximately 2-4 weeks in advance). In previous years, the Digital Series has launched during the week of GPW, with the majority of engagement taking place post-GPW. In 2022, the aim is to allow for attendees to focus on the engagement with Digital Series content in the month leading up to GPW.

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## Part 1: Digital Series Contributions

### Background

A Digital Series contribution is a digital recording or other form of digital presentation of knowledge that is not “live”, to be presented to attendees prominently on the GPW website. The Digital Series can include: videos (produced or recorded interviews), podcasts, photography archives, documentaries, theatrical or musical performances, comics, storytelling, and more. We recognize that different mediums are required for different topics and audiences, and therefore we offer flexibility to organizers.

### Rationale

The Digital Series continues the conversation long beyond Geneva Peace Week, and allows the messages presented by partners to stretch to audiences beyond Geneva and across the world. The Digital Series offers a way to disseminate information over time and to a wider range of stakeholders.

Particularly since COVID-19 has introduced the necessity of new modes of work and learning around the globe, people interact with new kinds of media and educational methods. The Digital Series builds on these global changes and has expanded the audience base of Geneva Peace Week information-sharing, potentially increasing the impact of the messages.

## Digital Series Types

The below digital products are listed in order of expected difficulty of production, from less difficult to more difficult.



### PODCASTS

- Interview recording
- Produced podcast



### VIDEOS

- Interview recording
- Produced video
- Documentary



### ARTISTIC OFFERINGS

- Theatrical/ musical performance
- Art, photography, animation, comics and other graphic products

Type	Description
<b>Podcasts</b> 1. Podcast - Interviews	<p>Podcasts are similar to interviews broadcasted on the radio, except that they are played from websites instead of on a radio station. A podcast interview recording can be with one or multiple interviewees, either together or using an internet connection, and lasting a maximum of 15 minutes. It offers the maximum of flexibility to organizers, as well as comparative ease of creation.</p> <p>Example: <a href="#">The Peace Cast, Geneva Peace Week</a></p>
<b>Podcasts</b> 2. Podcast - Produced	<p>Produced podcasts are episodes that piece together multiple audio sources, often with music or background audio tracks. While a podcast interview is one single, continuous conversation, produced episodes are often narrated and have a number of different conversations edited together. A produced podcast (15 minutes max) requires more planning and preparation than a podcast interview because of the editing required, however this contribution format is highly encouraged.</p> <p>Example: <a href="#">TED Radio Hour</a></p>

<p><b>Videos</b> 3. Video - Interviews and panel recording</p>	<p>A video interview, similar to a podcast interview, is meant to be a simple conversation between two or more people on a certain subject for 15 minutes maximum. It can either be filmed in-person with both interviewees in the same place, or virtually across a video conference.</p> <p>Example: <a href="#">Reimagining Victory. Conciliation Resources</a></p>
<p><b>Videos</b> 4. Video - Produced</p>	<p>A produced video, similar to a produced podcast, is an edited video compilation. Instead of one, continuous shot or conversation, a produced video cuts different shots, stories, or conversations together into one video. These videos range from 5 minutes to 15 minutes and tell a specific story or argument.</p> <p>Example: <a href="#">Massive Attack</a></p>
<p><b>Videos</b> 5. Video - Documentary</p>	<p>A documentary is a more complex video production that should be 30-60 minutes long. They clearly explain a subject, reveal new information, or substantiate an argument. Documentaries offer a creator a lot of space and flexibility to deliver their message, but require a much larger amount of time, energy, and resource investment.</p> <p>Example: <a href="#">“Inequality and Conflict - Beyond Us and Them.” Swiss National Science Foundation</a></p>
<p><b>Artistic Offerings</b> 6. Theatrical or Musical Performance</p>	<p>A theatrical or musical performance can range from a related play to recorded performance of a musical group. Viewing of these performances must be free and open to the public. One common and prominent example of theater is storytelling.</p> <p>Example: <a href="#">Pensée Sauvage</a></p>
<p><b>Artistic Offerings</b> 7. Art, photography, animation, comics, and other graphic products</p>	<p>The visual arts are also an avenue for creation, including digital exhibitions of paintings, drawings, photographs, animations, comics, or other graphic products. These can be displayed in online collections and disseminated on the GPW20 platforms.</p> <p>Example: <a href="https://www.cartooningforpeace.org/en/">https://www.cartooningforpeace.org/en/</a></p>

More details, ideas, and tips for how to produce these digital products are available upon request from the GPW team.

## Part 2: Expectations, Submission, and Timeline

### Expectations

There are three main expectations about Digital Series contributions for Geneva Peace Week 2022:

1. The contribution should be developed from the **content proposed in the organizer's GPW application**. It is not permissible to submit content other than what is written in the application without explicit approval of the GPW team.
2. Submissions will be **clearly branded as contributions to GPW22** and uploaded to the GPW podcast and video feeds. The GPW logo and GPW22 messages will be displayed on digital products. Submitters must brand themselves using the provided graphics or audio from the team
3. Submissions must be **submitted on time** and follow the technical requirements outlined below.

Submissions that contain excess promotion of specific institutions or single products may not be accepted. Please contact the GPW Team with questions or concerns about self-promotion.

### Submission

The final Digital Series contribution must be submitted by **Friday 23 September** at 17:00 Central European Time. Submissions received after this date may not be included in GPW22.



### ✓ **PODCASTS**

#### Send to the GPW team:

**An audio file** (accepted audio formats: mp3, mp4. Maximum file size: 200MB).

A **concise title** of your podcast.

3-5 sentence **description of the podcast** (including names of the interviewees)

2 sentence **description of each partner/institution** involved, to be read as an introduction to your episode



## ✓ **VIDEOS**

### Send to the GPW team:

A **video file** (accepted formats: mov, .mpeg4, .mp4, .avi, .wmv).  
Maximum file size: 1 GB; recommended 1920 x 1080),

A **concise title** of your video and a 3-5 sentence **description of the video** (incl. names of interviewees)

Your **logo(s)** to be added to the official GPW20 intro and outro slides.

All files will be submitted to the Geneva Peace Week team, who will upload them to the appropriate channels.

- Podcasts will be uploaded to the GPW RSS feed, which then connects to all major podcast distribution apps.
- Videos will be uploaded to the GPW YouTube page.
- Links to all submissions will be organized by category on the Geneva Peace Week website.

### **Part 3: Distribution and presentation of digital products**

#### **Cross-posting**

Cross-posting (i.e. posting your podcast episode on *your* podcast feed, or video on *your* YouTube feed) is acceptable and encouraged. Please post the final version including GPW branding and send the link to the GPW team.

#### **genevapeaceweek.ch**

All digital products will be housed on the Geneva Peace Week website, prominently in relation to the programme itself. The products will be organized by theme and type (videos, podcasts, etc.), each given “tags” for their categories.

For example, a podcast interview about mediated ceasefires may be given the tags #podcast and #peacemaking.

A common set of graphics will be made by the GPW team and assigned to each submission to ensure continuity across the set of submissions. Each graphic will represent the submission on the website.

## Channels of distribution

Official distribution from Geneva Peace Week will go to the above audiences. However, submitting organizations are both welcome and highly encouraged to extend distribution as widely as they prefer.

- Social Media
  - Twitter
  - Facebook
  - LinkedIn
  - Instagram
- Email newsletter
- Press & media

As with communications for Geneva Peace Week sessions, the GPW channels will advertise the available opportunities (and products) more widely. It is the responsibility of organizations to carry out more intensive digital advertising campaigns for their individual products if desired.