



Evaluation of Geneva Peace Week 2018

About this evaluation

This evaluation assesses the performance of Geneva Peace Week 2018 (GPW18). It is based on various sources of data, including on a survey for participants and for organizers (see annexes 1, 2, and 3). The participant survey builds on 217 responses from the GPW18 contact database of 2,000 people. The organizer survey for 65 events received 37 responses. The evaluation also gathered qualitative data through event organizer debriefing meeting on 6 December, discussions in the Geneva Peacebuilding Platform Management Committee, and feedback received during and after GPW18.

Key facts of the evaluation are:

- GPW 18 consisted of 65 events organized by 120 partners over five days;
- Event partners mobilized 253 speakers from 72 cities across the world, from all continents;
- GPW18 has a high degree of participant satisfaction with 93% qualifying their experience as 'excellent' or 'good';
- 81% of event organizers responded they would like to participate in GPW19 emphasising a high degree of buy-in to the GPW concept across many actors;
- An estimated 1,300 participants across GPW18
- GPW was organized through a collective action process leveraging at least CHF 700,000 for GPW18. This estimate includes at least CHF 279,500 for 123 speakers from outside Switzerland.

Geneva Peace Week 2018 took place from 5-9 November under the theme Building Peace in a Turbulent World. GPW18 offered a unique opportunity to discuss the pressing challenges to peace and to share innovations and successes in peacebuilding practice from the most local to the highest political levels, and the many spaces in between. Geneva Peace Week is a collective initiative facilitated by the United Nations Office at Geneva (UNOG), the Graduate Institute, and the Geneva Peacebuilding Platform with the support of the Swiss Confederation.

This evaluation has been conducted by Claudia Seymour and Achim Wennmann from the Geneva Peacebuilding Platform.

Geneva, January 2019

1. Survey feedback

Among GPW18 participants who completed the survey, 46,3% reported their overall experience at GPW18 as excellent; 46,8% as good; 5,6 % as average, 2,3% as below average; and 1% as negative.

In response to the question 'What did you like most about GPW18?' participants appreciated:

- the broad space for discussing a wide variety of subjects relating to peace;
- the diversity of topics and of speakers;
- GPW18's thematic treatment of issues relating to youth and to local voices;
- the possibility to network with other peacebuilding actors; and
- the prevalent space given to cultural events including theatre performances, film events, book launches, and photography exhibits.

In response to the question 'What did you like least about GPW18?' participants highlighted:

- an overreliance on panel formats, with too many panellists and insufficient time for plenary discussions;
- too many events;
- Anglophone predominance and the lack of interpretation into other languages;
- a sense of 'preaching to the converted' and a continuing inability to include other actors not traditionally engaged on peace-related issues; and
- a lack of dedicated time or space for networking.

Among the event organizers, 46% noted their overall experience of GPW18 event organization as excellent, 38% responded good, and 5% responded average. Two organizers found it challenging to merge their event with other organizations.

When asked if they would like to participate in GPW19, 81% of event organizers noted that they would if possible; 8% replied maybe they would participate, depending on external factors, including funding and logistical capacities.

2. Feedback from GPW18 debriefing meeting

The debriefing meeting for event organizers held in December provided additional feedback, which included:

- the need for other event formats beyond panels, for example workshops or other facilitated exchanges;
- more proactive inclusion of the public—including through intensified media outreach—to integrate students in Geneva, private sector actors, and in general those who are not already heavily involved in peacebuilding work;
- the suggestion to hold fewer events that are more tightly organized according to specific themes, with a guiding narrative across the week;
- more time and space of networking and discussions; and
- increased use of live streaming to reach audiences beyond Geneva.

3. Assessment of participation in GPW18

GPW18 was attended by approximately 1,300 people. This figure has been calculated based on the 5,255 event attendees recorded by organizers and the assumption that each participant attended four events each. The Indico system for access to events at the Palais des Nations counted 1,207 registrations for GPW18. More accurate figures are not available because GPW18 did not have a centralized registration system.

The participant survey reveals that the three key sectors attending GPW18 were from NGOs (36%), academia (28%) and international organizations (21%). These figures may reflect an underreporting from government and private sector participation.

The participant survey also suggests that the majority of participants came from Switzerland. Other locations included the United Kingdom, France, Germany, the USA, Italy, South Africa, Bosnia and Herzegovina, Greece, Nigeria, Australia, Belgium, Brazil, Colombia, Croatia, Denmark, Finland, India, Jordan, Lebanon, Liberia, Myanmar, Netherlands, Slovenia, Spain, Sudan and Syria.

The geographical diversity of GPW18 was especially evident in the speakers who presented during the week. The 254 speakers came from 72 different cities, of which:

- 122 are based in Switzerland
- 55 are based in Europe
- 26 are based in sub-Saharan Africa
- 25 are based in the USA
- 7 are based in the Middle East or North Africa
- 6 are based in Asia or Australia
- 4 are based in Latin America

Social media outreach for GPW18 via the dedicated @GenevaPeaceWeek accounts continued to expand based on innovations from previous years. Four Master's students in Communications from the University of Geneva assisted GPP during GPW18 with live tweeting and conducting 20 video interviews with speakers. In 2018 overall outreach via the dedicated @GenevaPeaceWeek social media platforms almost tripled, from 83'372 in 2017 to 225'688 in 2018.

4. Assessment of resources for GPW18

GPW18 has been organized as a collective impact process driven by the Geneva Peacebuilding Platform in collaboration with UNOG, the Graduate Institute and 120 event partners. Due to the decentralized nature of this process individual organizations covered different costs and provided a range of in-kind support for GPW18.

Based on the data gathered during GPW18, it is estimated that GPW18 cost at least CHF 700,000 to plan and organize. These costs have been calculated according to the following estimates for human resources, speaker travel and venue costs. They represent an approximation of the following key cost factors.

a. Strategic planning and coordination	200'000
b. Event organisation	162'500
c. Speaker travel	279'500
d. Venue	60'000
Total	702'000

a. Strategic planning and coordination: Within the Geneva Peacebuilding Platform, GPW18 was organized by a human resources commitment of 150% distributed across four individuals over 12 months. Additional human resource commitments include staff of UNOG and the Graduate Institute, as well as the Platform's Management Committee in various stages of the planning and execution of GPW18. The Platform also benefited from a human resource subsidy from the SYNI Temporary Employment Programme of the Swiss Federal Unemployment Office.

b. Event organization: A total of 325 person days to organize events, calculated on the basis of 5 person days per event for 65 events. Based on a rate of CHF 500 per day, total event organization cost can be estimate at CHF 162,500.

c. Travel cost: Event organizers invested at least CHF 279,500 for speaker travel. This figure builds on speaker statistics and assumption of economy class travel and hotel costs for a 3-day stay in Geneva for long-distance travel (CHF 3,000), medium-distance travel (CHF 2,000) and short-distance travel (CHF1,500).

Destination	No. of speakers	Cost estimate	Total (CHF)
Europe	55	1'500	82'500
Middle East	7	2'000	14'000
Sub-saharan Africa	26	3'000	78'000
USA	25	3'000	75'000
Asia/Australia	6	3'000	18'000
Latin America	4	3'000	12'000
	123		279'500

d. Venue costs: Most events during GPW18 occurred in the *Maison de la Paix* and the *Palais des Nations*. Rooms in the *Palais des Nations* were provided free of charge; rates charged for events in the *Maison de la Paix* depended on the status of each organization. In order to assess the value of in-kind support, a cost estimate for venue rental builds on a rate of CHF 12,000 per day for 4 rooms in the *Maison de la Paix*, or CHF 60,000 for five days.

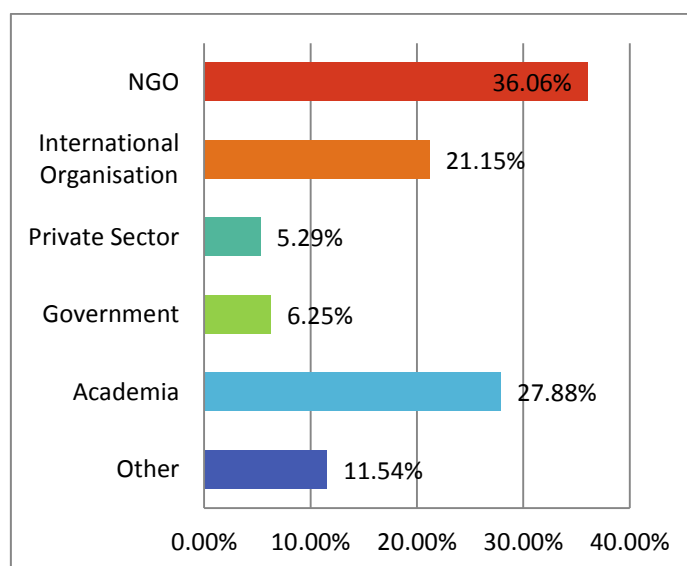
Annex 1: Selected GPW18 data

Total event attendance

Year	Total events	Total event organizers	Event attendance	Total attendance**
2014	10	9	800*	200
2015	41	50	2870	700
2016	45	62	2377	600
2017	50	100	5000	1250
2018	65	121	5255	1300

* Estimate; ** Estimate based on each participant attending 4 events on average.

GPW18 Participants' sector representation



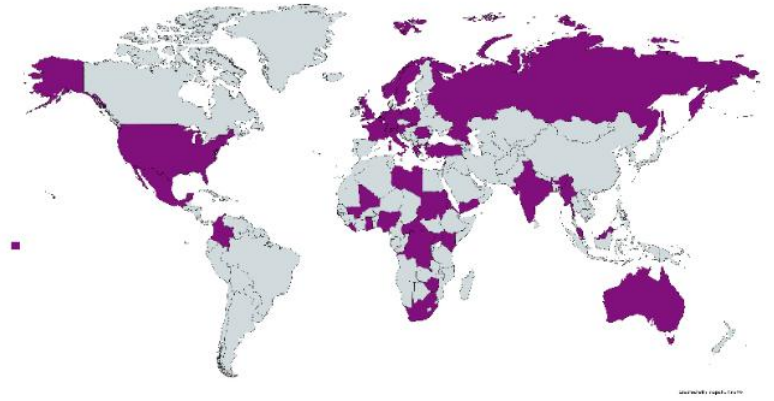
Geographic base of survey responders

Country	Responses	Respondents
Switzerland	67%	131
United Kingdom	3.94%	8
France	3.45%	7
Germany	3.45%	7
USA	2.96%	6
Italy	1.97%	4
South Africa	1.97%	4
Bosnia and Herzegovina	1.48%	3
Greece	1.48%	3
Nigeria	1.48%	3
Others*	10.84%	22
Total Respondants : 203		203

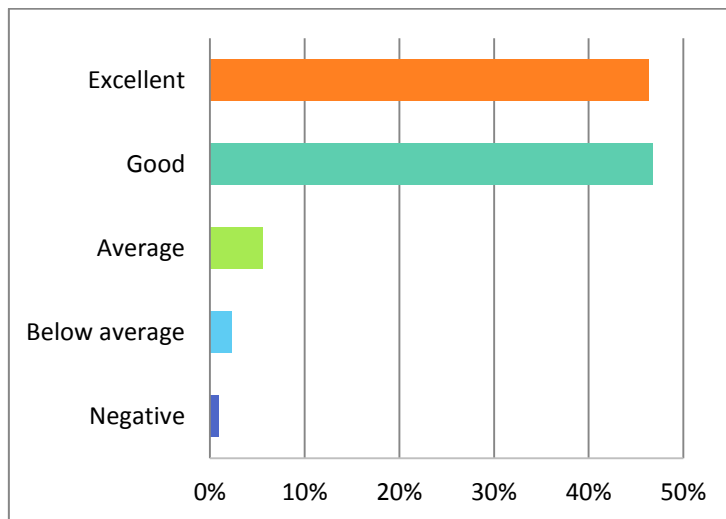
* Includes Australia, Belgium, Brazil, Colombia, Croatia, Denmark, Finland, India, Jordan, Lebanon, Liberia, Myanmar, Netherlands, Slovenia, Spain, Sudan, Syria

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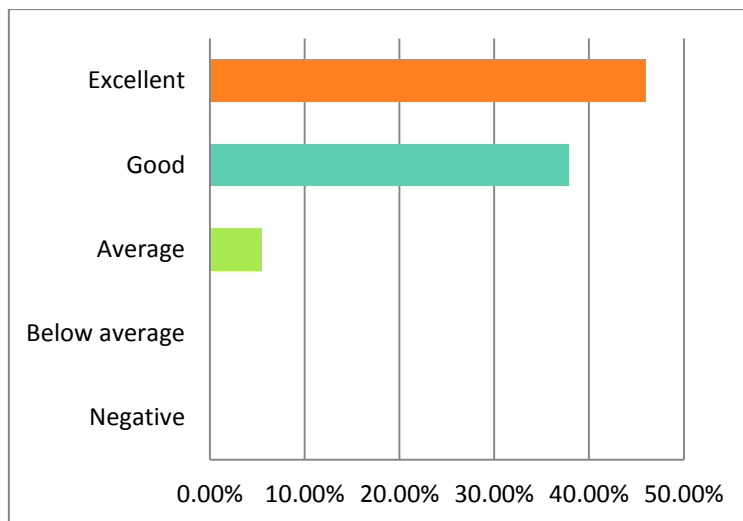
Geographic distribution of speakers



Rating of overall participant experience at GPW18

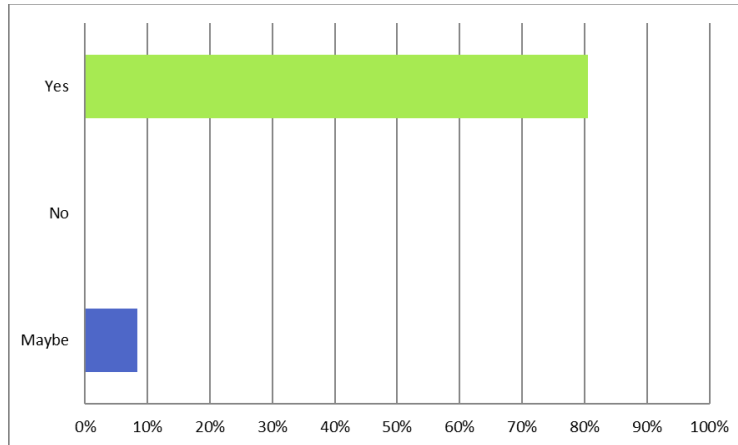


Event organizer overall experience

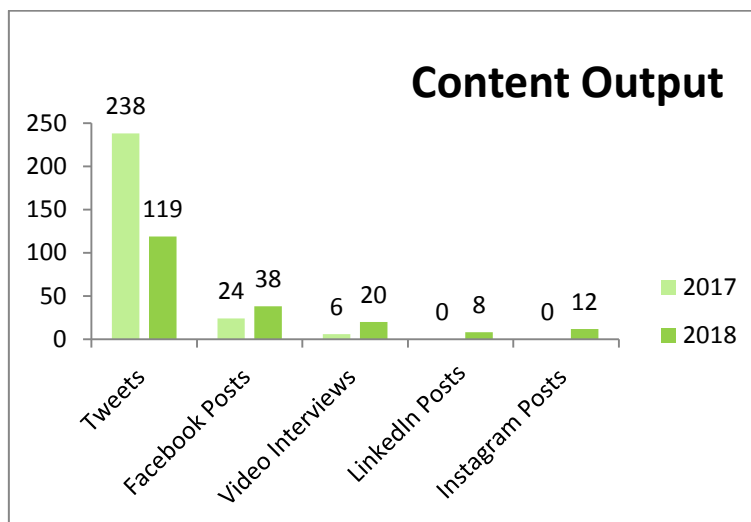
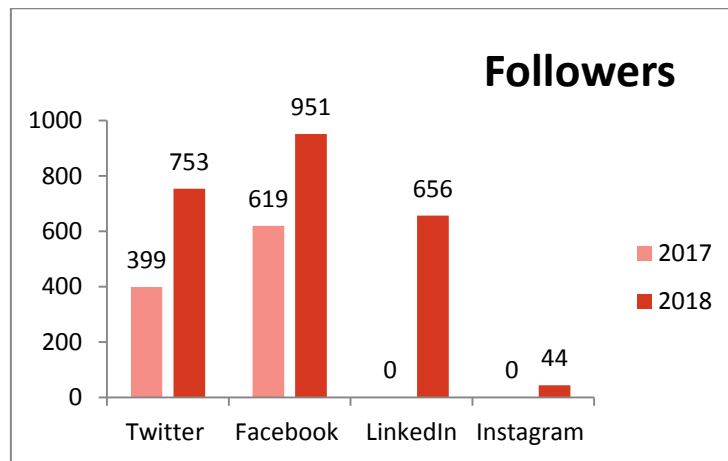


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Event organizer interest in participating in GPW19



Social media outreach



Annex 2: Participant Feedback – Survey questions

We kindly request your feedback on your experience as a GPW18 participant. Your contribution will help us to strengthen GPW in the future and knowledge on peacebuilding more generally. All responses are anonymous.

1. How was your experience at GPW18?

- Excellent
- Good
- Average
- Below average
- Negative

(Please tell us why)

On which days did you attend GPW18 events?

(Please check all that apply)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

How many events did you attend during GPW18?

- 5
- 5-10
- 11-15
- 16-20
- More than 20

What did you like most about GPW18?

(Open response)

What did you like least about GPW18?

(Open response)

How well did GPW18 strengthen your relationships with others working on peacebuilding?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

(Please tell us more)

As a result of GPW18, I feel even more committed to building peace.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

(Please tell us more)

Was there one speaker or event that was particularly inspiring to you during GPW18?

(Open response)

How likely is it that you would recommend GPW to a colleague or organization working on peacebuilding? (0= not at all likely, 10= extremely likely)

1 2 3 4 5 6 7 8 9 10

(Please tell us why)

What sector do you come from?

- NGO
- IO
- Private sector
- Government
- Academia
- Other (Please detail)

Where are you currently based?

(i.e. where did you travel from to get here?)

(Open response)

How do you build peace in a turbulent world?

(Open response)

How well did GPW18 surface actionable insights that you can apply to your work?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

(Please tell us more)

Please share more about the actionable insight(s) that surfaced for you, if any, and what you will do as a result.

(Open response)

What themes would you be interested in for GPW19?

(Open response)

Annex 3: Event Organizer Feedback – survey questions

We kindly request your feedback on your experience as a GPW18 Event Organizer. Your contribution will help us to strengthen GPW in the future. All responses are anonymous.

How was your overall experience as a GPW18 event organizer?

- Excellent
- Good
- Average
- Below average
- Negative

(Please tell us why)

What recommendations do you have to improve GPW19?

(Open response)

Would like to take part in GPW19?

- Yes
- No (Please tell us why)
- Maybe (Please tell us why)

What themes would you be interested in for GPW19?

(Open response)

What insights did your event generate regarding the role of the United Nations, other IOs, regional organizations, and other actors in building peace in the future?

(Open response)