Annual Report
2018
socialprotection.org

socialprotection.org

Acknowledgements

The three-year anniversary of socialprotection.org represents a considerable milestone for the platform and its team. Maintaining such a cutting-edge online platform requires keeping up with technology by constantly improving the user interface, optimising the user-friendliness of interactive features, and expanding the range of services and tools. All these considerations have guided the team's efforts, with significant strides being made regarding the platform's appearance and various new features that were introduced over the past year. Demands for such improvements and new features were driven by the engagement of socialprotection. org's users, members, stakeholders and partners, to whom we would like to express our most sincere gratitude.

socialprotection.org is first and foremost a member-based platform. Since launch, it has established itself as the premier reference for policymakers and researchers in the field of social protection. Through it, a broad community of social protection practitioners has been consolidated, thereby realising the platform's mission of supporting knowledge exchange and capacity-building on social protection around the world.

The platform's remarkable progress could not have been achieved without the support of our funders: the Australian Department of Foreign Affairs and Trade (DFAT) and the *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ) GmbH, on behalf of the German Federal Ministry of Economic Development and Cooperation (BMZ).

We also acknowledge the support of the United Nations Development Working Group of the G20 and the engagement of the Social Protection Inter-Agency Cooperation Board (SPIAC-B), as well as the International Policy Centre for Inclusive Growth (IPC-IG) of the United Nations Development Programme in Brazil (UNDP Brazil), for hosting the platform.

Finally, our heartfelt thanks to the entire socialprotection.org team, whose dedication and enthusiasm lie at the heart of the platform's success. Here's to another great year!

Introduction

Over the past year, the international community has come together in support of social protection. This is demonstrated by social protection being endorsed in numerous international agreements and incorporated into defining international agendas. For example, in the United Nations 2030 Agenda for Sustainable Development, social protection systems feature prominently in Sustainable Development Goal (SDG) 1—'End poverty in all its forms everywhere'—especially through target 1.3—'Implement nationally appropriate social protection systems and measures for all, including social protection floors, and to achieve substantial coverage of the poor and the vulnerable by 2030'.

The World Bank and the International Labour Organisation (ILO), with the support of SPIAC-B members, have committed to the *Global Partnership for Universal Social Protection (USP2030)*, which was launched on 21 September 2016 during the United Nations General Assembly, with the aim of increasing the number of countries that can provide universal social protection. The goal is to support countries in designing and implementing universal and sustainable social protection systems, to meet their 2030 SDG-related targets.[1] The initiative is also guided by the standards of the ILO's Social Protection Floors Recommendation (R202), which was adopted by 185 countries in 2012.

The attainment of universal social protection has also been endorsed in international statements by the African Union (AU), the Association of Southeast Asian Nations (ASEAN), the European Commission (EC), the G20, and the Organisation for Economic Co-operation and Development (OECD).

Considering the international development agenda, socialprotection.org was inspired by the drive to provide social protection practitioners, policymakers and researchers with the most comprehensive and up-to-date content on the topic, encouraging networking and engagement.

Since its launch in 2015, socialprotection.org has brought together almost 3,600 members, 946 stakeholders, and directed access to almost 3,700 publications. It has organised 73 webinars in cooperation with 28 partners, attracting over 4,600 attendees; hosted five online courses; and is home to 40 Online Communities, gathering practitioners around the most pertinent social protection topics.

The Blog feature, which was launched in January 2017, has hosted over 130 posts. The Programme Profile section now showcases 240 social protection programmes from various regions (including pioneering inventories of countries in the Middle East and North Africa) and is set to expand significantly in the coming year, with the addition of profiles from countries in Asia and the Pacific. The platform is available in English, French, and more recently, Spanish.

This third anniversary presents an opportunity to highlight the collaborative progress achieved by the socialprotection.org team, its partners, members and funders. To this end, this Annual Report provides an overview of socialprotection.org's achievements, features, content, communications strategy, and outreach and engagement activities, focusing on the period from 1 September 2017 to 31 August 2018. It also discusses the way forward for the platform, highlighting future developments and potential challenges.

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1. For more insight, see Universal Social Protection: Country cases.

Summary

1.
Social protection trends and topics

Recent trends that have emerged in the social protection arena are reflected in the discussions fostered by socialprotection.org's webinars and Online Communities, as well as its vast shared content, such as publications, blog articles, news and events. The platform is dedicated to supporting knowledge exchange and capacity building on key social protection trends and providing visibility to cardinal topics that are in demand among its audience and stakeholders.

The topic of **cash transfers** consistently sparks many debates and invites efforts in myth-busting. Evidence continues to emerge on the positive impacts of this foundational approach to social protection on poverty and vulnerability, particularly in the African context. In this vein, there are over 220 publications addressing cash transfers from 2017 and 2018 on the platform, most pertaining to experiences in Latin America and the Caribbean and sub-Saharan Africa.

132 of the 248 Programme Profiles featured on socialprotection.org are classified as cash transfer programmes, with the majority (110) being unconditional. 28 blog articles have addressed this topic, while also discussing cross-cutting issues such as poverty, risk and vulnerability, education, and health. As a universal basic income is being increasingly recognised as powerful approach to inclusive development, it is likely that cash transfers will continue to be a central point in social protection discussions.

In a context of widespread displacement of people and the occurrence of climate change-related natural disasters, **shock responsive social protection** has gained significant prominence. It comprises bridging the gap between the establishment of national social protection systems and emergency humanitarian response. There is potential for these approaches to be complementary in building resilience and reducing vulnerability to shocks and crisis.

The popularity of this topic is reflected in approximately 95 publications on 'disasters and crisis' being included in the platform throughout 2017 and 2018.

Oxford Policy Management (OPM) organised a six-part Shock responsive Webinar Series in collaboration with many partner institutions, including the World Food Programme (WFP), the Cash Learning Initiative (CALP), the Hunger Safety Net Programme (HSNP), United Nations Children's Fund (UNICEF) and the European Commission. The outputs are hosted on one of socialprotection.org's most active Online Communities: Social protection in crisis contexts, with 155 members. Social protection systems have the potential to be more shock-responsive in low income countries and fragile and conflict-affected areas, minimising negative impacts and reducing the need for separate humanitarian responses.

The platform hosted its first livestream, the International Conference on Social Protection in Contexts of Fragility & Forced Displacement, on 28 and 29 September 2017, in English, French and Arabic, attracting record traffic. This was followed on 30-31 October by a second livestream event, the Regional Seminar on Shock-responsive Social Protection in Latin America and the Caribbean, presented in Spanish. The popularity of these events reinforced the recognition of shock-responsive social protection as a major trend over the past year.

In terms of key social protection outcomes, **health** features prominently, addressed by over 120 publications on socialprotection.org in 2017 and 2018. Healthcare is a crucial component in the pursuit of comprehensive provision of social services, as recognised by the 2030 Agenda. Access to healthcare is one of the most pressing challenges in developing countries. In the context of health and health care, nutrition and food security are highly sought-after topics, as they intersect with numerous cross-cutting areas, including child sensitive social protection, humanitarian response, climate change, and poverty. Interest in these topics is also reflected in our Blog, with 26 blog articles addressing 'health'.

The Universal Health Coverage Series, organised by GIZ as an output of the European Union Social Protection Systems Programme (EU-SPS)

initiative, explores best practices on the subject, addressing the design of benefit packages and related challenges faced by policymakers and professionals. Participants can further engage with content in the corresponding Online Community.

Social protection demands differ across distinct urban and rural contexts. Accounting for the social protection interests and concerns of many developing nations, the topic of **rural development** also features prominently, with over 70 publications on the platform. The webinar Farmers' registry—a tool in support of small scale agriculture and rural poverty reduction (16 August 2018), organised by the Food and Agriculture Organization of the United Nations (FAO), highlighted how rural-oriented databases are important management and statistical tools.

Interest in this topic is also reflected in our Virtual Campus: 'Poverty analysis for the development of multisectoral policies', an e-course organised by FAO and the IPC-IG, focuses on Morocco and Panama and has attracted 113 participants from 27 institutions. It is available in French and Spanish.

With respect to population groups, incorporating **gender-sensitive** mechanisms into social protection programmes, particularly in the realm of monitoring and evaluation, is a topic in frequent demand by practitioners. It is also often overlooked in social protection programme design, while holding great potential to impact key developmental outcomes. Over 80 news articles and 15 blog posts addressed gender in 2017 and 2018, while over 40 publications addressed 'gender' and 'women' over the same period.

FAO and the IPC-IG have conducted a nine-part Gender-sensitive social protection Webinar Series, with three webinars hosted during the report period, in both English and Spanish, focusing on how social protection programmes can provide an entry point for financial inclusion for women involved in agriculture. The series was attended by 663 people, and had more than 1,540 views on socialprotection.org's YouTube channel at the time of this writing, featuring case studies from Africa, Asia and the Caribbean.

This Webinar Series is an output of the Gender-Sensitive Social Protection Online Community,

one of the platform's most popular communities, featuring 92 members. Discussion has centred on empowering women in rural settlements in Africa.

The population group 'children' is also highly prominent in the platform. There are over 90 publications from 2017 and 2018 dedicated to the topic, 25 of which address 'child health'. This is motivated by a growing body of evidence on the critical role of social protection in supporting early childhood development, with respect to nutrition, health, sexual reproductive choices, educational outcomes and the acquisition of skills.

The webinar Harvesting child nutritional gains through the Graduation Approach: results from randomised control trial on BRAC's Targeting the Ultra Poor (TUP) program (7 November 2017) addressed these issues. The Community of practice on SSC for children (CoP-SSC4C), organised by UNICEF, the IPC-IG and United Nations Office for South-South Cooperation (UNOSSC), has 92 members and has organised three webinars so far. It is one of the most accessed pages on the platform, attracting more than 2,400 views over the report period.

The technical components of social protection programme design and implementation consistently emerge as the most sought-after type of content among socialprotection.org's users. Over 240 publications on the topic were published in 2017 and 2018. The event Designing and implementing social transfer programmes, which took place from 1 to 12 October 2017 and was organised by the Institute of Development Studies (IDS), the Economic Policy Research Institute (EPRI) and the United Nations University (UNU-MERIT), is one of the most accessed events on the platform.

The implementation and management of social protection schemes is also the main topic of the first e-course developed and hosted by the platform: TRANSFORM Online Course. It is an adaptation of the eight-module 'Leadership and Transformation Curriculum on Building and Managing Social Protection Floors in Africa' (TRANSFORM), developed and organised by the ILO, UNICEF, UNDP and the EU-SPS. The third run of this e-course is scheduled to take place still in 2018, thanks to increasing demand from practitioners.

The three-part Social accountability Webinar Series, organised by HelpAge International and the IPC-IG has explored this important aspect of social protection system design. Social accountability mechanisms can reduce error, fraud and corruption, thereby ensuring that cash is delivered to recipients regularly, reliably and accessibly. This ultimately improves policy design and strengthens State-society relations.

Data management and technology is another popular topic under the umbrella of social protection design and implementation. The Social registries and integrated MISs for social protection Online Community, managed by OPM and DFAT, is one of the platform's most active Communities, with 132 members. It has also organised a Webinar Series on data management, starting with the presentation of Information systems for the social protection sector: social registries and beyond on 21 November 2017.

Finally, the feasibility and logistics of financing programmes, with the ultimate goal of establishing social protection floors with universal coverage, is a priority issue among government officials and international development agencies alike. 'Financing social protection' is a popular topic for social protection publications, featuring more than 90 uploads over 2017–2018. Fostering domestic political will and mobilising the support of international donors have been recognised as crucial elements to support effective financing, facilitating the realisation of sound, sustainable and effective social protection systems.

The capacity for social protection to not only have positive impacts on the accumulation of human capital and the reduction of poverty, but also serve as a key enabler of economic growth in general, is the key message for those concerned with financial feasibility and generating political will for this type of policy approach. Therefore, we believe that by supporting the design and implementation of social protection systems we are contributing to better prospects for the world's most vulnerable people, seeking to decrease inequality and alleviate poverty, for the realisation of the ultimate goal of achieving inclusive economic growth.

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2.

Third-year achievements

socialprotection.org has attracted more than 1,000 new members over the past 12 months, reflecting the impressive growth of the platform. Our almost 3,600 members represent many countries and regions: 30 per cent are from sub-Saharan Africa, 21 per cent are from Europe and Central Asia, and 21 per cent are from Latin America and the Caribbean, followed by East Asia and the Pacific with 8 per cent, North America with 8 per cent, and South Asia with 6 per cent.

The platform directs access to almost 3,700 publications, over 1,000 of which were added this last year, reflecting a commitment to showcasing the latest content in the social protection arena.

An impressive number of webinars were organised: from 15 in the first year, to 27 in the second year, and 31 in the third. In total, 73 webinars were presented, in collaboration with partner institutions, featuring a broad range of expert panellists. Almost 1,700 individuals have

attended webinars over the past 12 months, demonstrating that this method is the primary means of generating active knowledge-sharing and engagement among the platform's users. Since launch, more than 4,600 individuals have attended these webinars.

We have also reached important technical milestones: we hosted the platform's first two Online Courses, which were offered five times in the past year to more than 200 participants from 42 countries. Prompted by member requests, we livestreamed two events, attracting more than 1,500 live viewers. We have improved our Online Community feature, which currently has 10 active communities dedicated to a wide range of topics, of the 40 published on the platform so far.

socialprotection.org's multifaceted communications strategy has delivered solid results, including a steady increase in followers and engagement on social media. Facebook has reached over 3,100 followers, an

increase of over 35 per cent over the previous year. The platform's Twitter account also saw a substantial increase in followers, jumping from almost 1,400 in September 2017 to over 2,100 in August 2018. All in all, the platform has attracted more than 300,000 unique visits from its global audience.
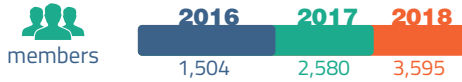
HIGHLIGHTS

- **Platform translation:** The entire platform has been translated into French and, more recently, Spanish.

- **Webinar:** What role can social protection play in responding to humanitarian emergencies? Findings from a global study took place on 11 January 2018, organised by OPM as part of the *Shock-responsive social protection* series. It had 320 registrants and 173 attendees, making it the most-attended webinar presented by the platform thus far. Since its launch, it has attracted more than 800 users to the platform.

- **Webinar Series:** The *Universal Health Coverage Serie*s and the corresponding Online Community, both organised by GIZ, have presented 'Benefit package design for universal health coverage: the case of Indonesia' (16 January 2018) and 'Introducing openIMIS – an open source solution for Universal Health Coverage' (5 July 2018).

- **Online Community:** The Community of practice on SSC for children (CoP-SSC4C), organised by UNICEF, the IPC-IG and UNOSSC, has 92 members and has fielded three webinars so far. It is one of the most accessed pages on the platform, attracting more than 2,400 views over the report period.

- **Programme Profiles:** The platform introduced over 120 additional programme profiles from the Middle East and North Africa (MENA) region and 110 from sub-Saharan Africa. The Social protection in the Middle East and North Africa region (MENA) Online Community has attracted 55 members and generated over 660 page views over the report period.

- **Livestreams:** socialprotection.org livestreamed two events over the report period:

- • The *International Conference on Social Protection in Contexts of Fragility & Forced Displacement* took place on 28 and 29 September 2017, convened by UNICEF. The event was streamed in English, French and Arabic, and attracted record traffic (over 1,000 live views) to the platform, making it is the most viewed page on socialprotection.org.

- • The *Regional Seminar on Shock-responsive Social Protection in Latin America and the Caribbean* was held in Lima, Peru on 30 and 31 October 2017. The event was livestreamed in Spanish, attracting more than 500 live viewers, over 600 views on YouTube, and over 830 page views over the report period. It is also one of the platform's most shared YouTube videos.

- **E- courses:**

- • TRANSFORM: This e-course, produced in partnership with the ILO, UNICEF, UNDP and the EU Social Protection Systems Programme, enjoyed its first and second run over the report period, with 124 participants from 40 countries over 5 continents. A specific run, dedicated to UNICEF's staff in Ethiopia, also took place during the report year.

- • 'Poverty analysis for multisectoral policy-making': This three-phase, instructor-led e-course, organised by FAO, is available in French and Spanish. It focuses on Morocco and Panama and has attracted 113 participants from 27 institutions:

  - » *Análisis de la pobreza para el desarrollo de políticas multisectoriales* (2 July – 16 November 2018).

  - » *Analyse de la pauvreté pour l'élaboration des politiques multisectorielles* (15 May – 30 October 2018).

- **Social media:** Almost 3,000 newsletter subscribers, over 3,100 followers on Facebook, and over 2,100 Twitter followers.

Updates

Programme profiles from **124** to **248**
(124 from the MENA region)

members
2016 — 1,504
2017 — 2,580
2018 — 3,595

publications
2016 — 2,126
2017 — 2,931
2018 — 3,697

40 online communities

945 stakeholders

132 blog posts

Network

319,604 visits

3,163 followers
2,103 followers
2,944 subscribers

Highlights

Platform available in three languages:

EN **FR** **SP**

Online courses

5 offered › **237** participants › **42** countries

Webinars
2017 | 2018

offered — 42 | 73

attendees — 2,853 | 4,619

YouTube views — 9,268 | 12,659

Livestream

with **1,500** live viewers in two events

TECHNICAL DEVELOPMENTS

Versatility and adaptability remain core values of socialprotection.org. Accordingly, new technical developments were implemented during the year, aiming to improve the platform's user experience and knowledge-sharing capacity. The translation of the entire platform into French and Spanish is an important example, supporting access from users in French-speaking African countries and Latin America.

Other key developments include updates to the search mechanisms of each of the platform's database features, improving the way users source and access content on the platform. One of the most important technical accomplishments of the year was the hosting of e-courses on our Moodle-based Virtual Campus. This has attracted new users to the platform and solidified collaborative partnerships with key stakeholders.

The socialprotection.org team has made considerable progress behind the scenes regarding the platform's ongoing third development phase. Exciting technical developments will soon be launched: for example, webinars and e-courses will enjoy separate, dedicated areas for improved navigation. Users will also enjoy a new home page and updated layout, which aims to be more visually engaging and user-friendly.

Furthermore, a new 'social space' feature will be introduced, allowing members to follow the interests and updates of fellow members. An overhaul of the Online Community and Member Profile features is also planned, leading to improvements in the user experience and easier interactions.

Finally, improvements to the administrative interface, including the content management report system and analytic tools, will provide important insights to the socialprotection.org team, supporting a better understanding of the interests and demands of our users. We look forward to sharing these and other exciting technical developments in the coming year.

Ron Hansen/Unsplash

3.

Main features and content

socialprotection.org managed to achieve, considerable growth and development over the year. Carefully sourced and curated content was included daily, catering to the platform's key interactive features, divided under the pillars 'Discover', 'Connect', and 'Learn'—and categorised according to our tailored social protection taxonomy.

Each feature on socialprotection.org caters to a content type, which is categorised into 'social protection programmes', 'social protection topics', and 'cross-cutting areas'. This taxonomy allows users to search for and access content. The sub-categories provide important insights into the topics that have been trending in social protection, as well as gaps and areas that require further attention.

All the content is mapped and uploaded by the socialprotection.org knowledge management team as well as the platform's members, reflecting the needs and interests of social protection practitioners from all over the world. Moreover, since

the platform's content is produced by governments, international organisations, individual authors and other stakeholders alike, our users have access to a wide range of perspectives and data.

Below, we present key numbers and analytics from the platform, providing insight into the past year and highlighting the progress achieved in each content area.

3.1 MEMBER

Registered users of the platform can be found in the Members section, allowing users to connect and share experiences with each other, thereby fostering a worldwide community of social protection practitioners.

The number of new members has grown consistently since launch. Almost 3,600 members are currently registered on the platform.

FIGURE 1. NUMBER OF REGISTERED MEMBERS
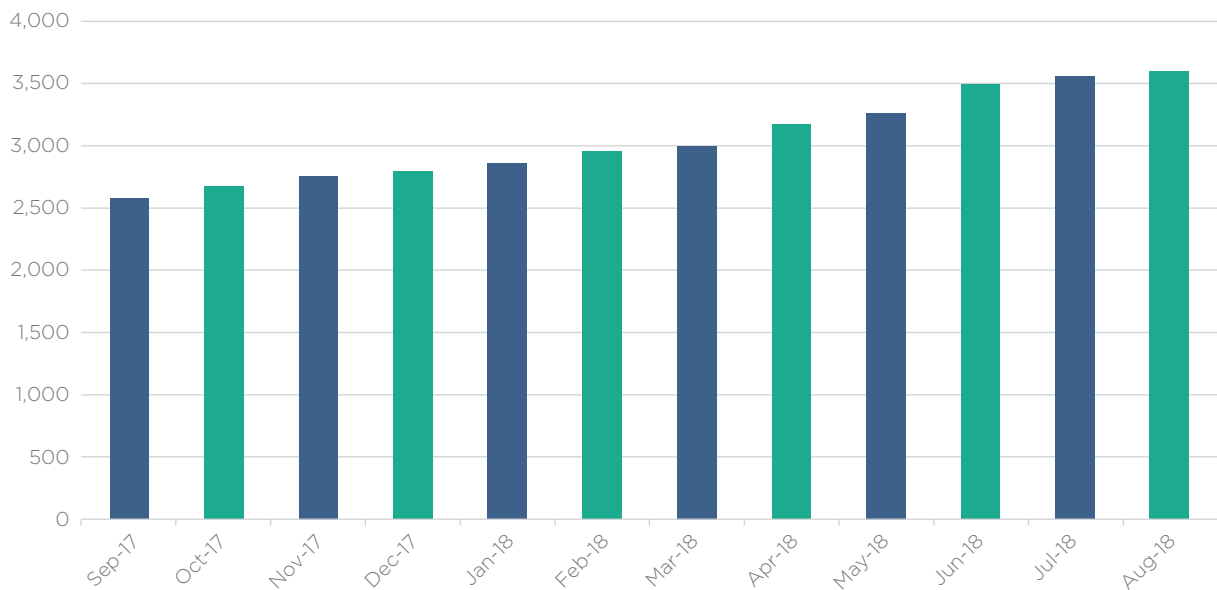
Membership has been growing consistently since the launch of the platform, and even more substantially during the past year, with over 1,000 new members joining. This significant increase is the result of a comprehensive communications strategy, conducted through various social media channels, email campaigns, and engagement with the platform's interactive features, such as webinars and e-learning courses.

FIGURE 2. MEMBERS BY REGION

North America
7.9%

Europe & Central Asia
21.4%

East Asia and the Pacific
8.3%

Latin America & Caribbean
20.7%

Middle East and North Africa
5.7%

South Asia
6.2%

Sub-Saharan Africa
29.8%
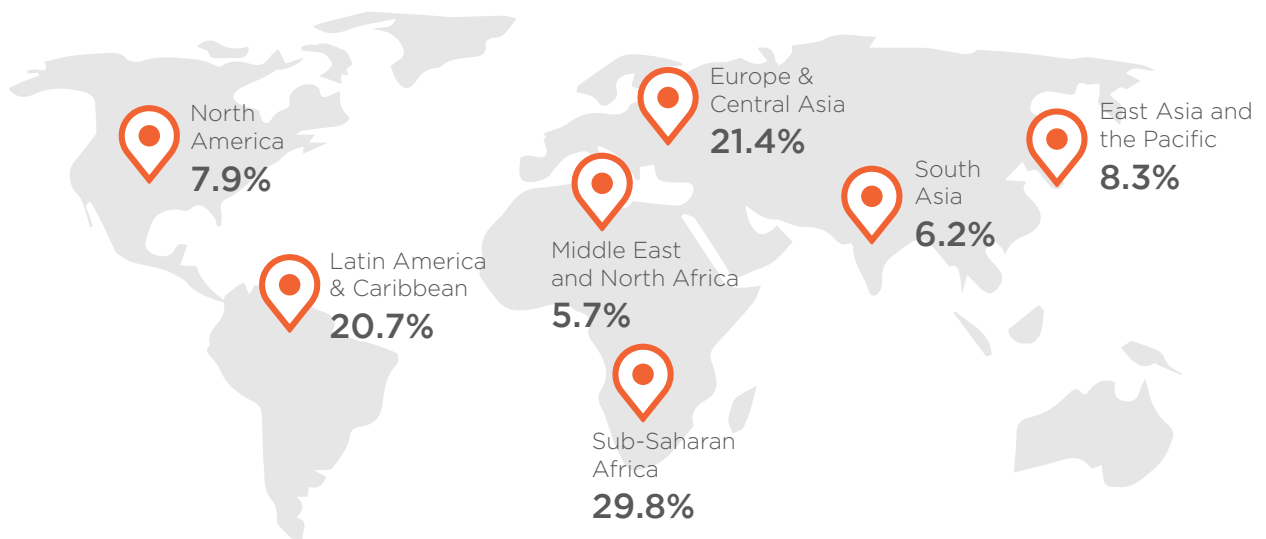
Our communication strategy has always aimed at an evenly-distributed representation of our members and the platform's content.

With this in mind, socialprotection.org focused its efforts primarily on sub-Saharan Africa and Asia throughout the year.

FIGURE 3. PLATFORM MEMBERS BY PROFESSIONAL POSITION

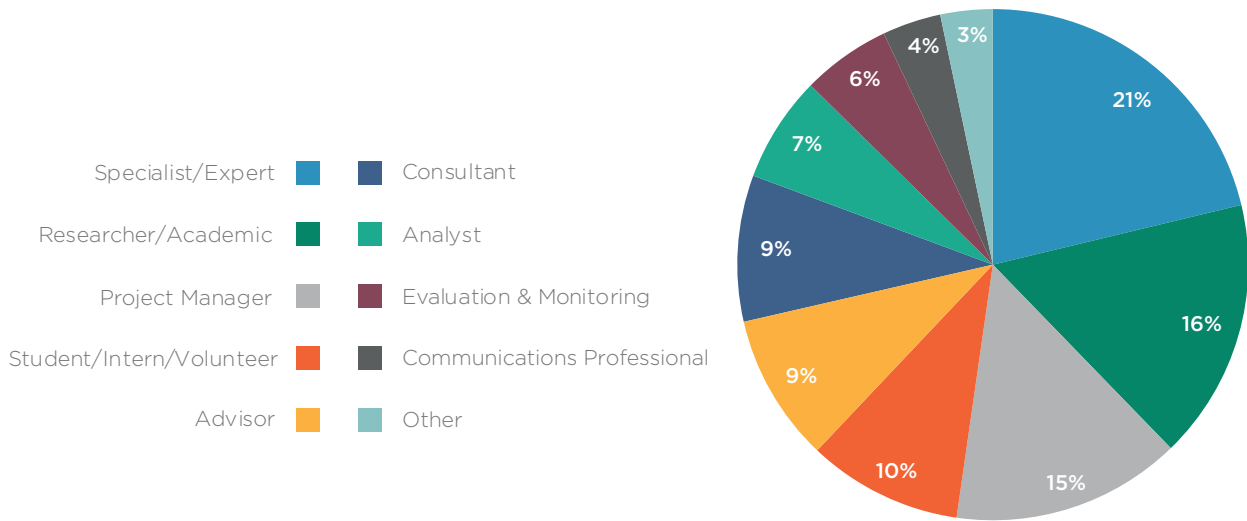|	
Specialist/Expert	Consultant
Researcher/Academic	Analyst
Project Manager	Evaluation & Monitoring
Student/Intern/Volunteer	Communications Professional
Advisor	Other

The platform hosts a wide range of professional profiles related to social protection, reflecting a diversity that is vital to its knowledge-sharing goals. 21 per cent of our members are 'specialists/ experts', 16 per cent are 'researchers/academics', and 'project managers' comprise 15 per cent. This demonstrates how the platform caters to a variety of users with diverse interests and demands.

FIGURE 4. PLATFORM MEMBERS BY INSTITUTION TYPE
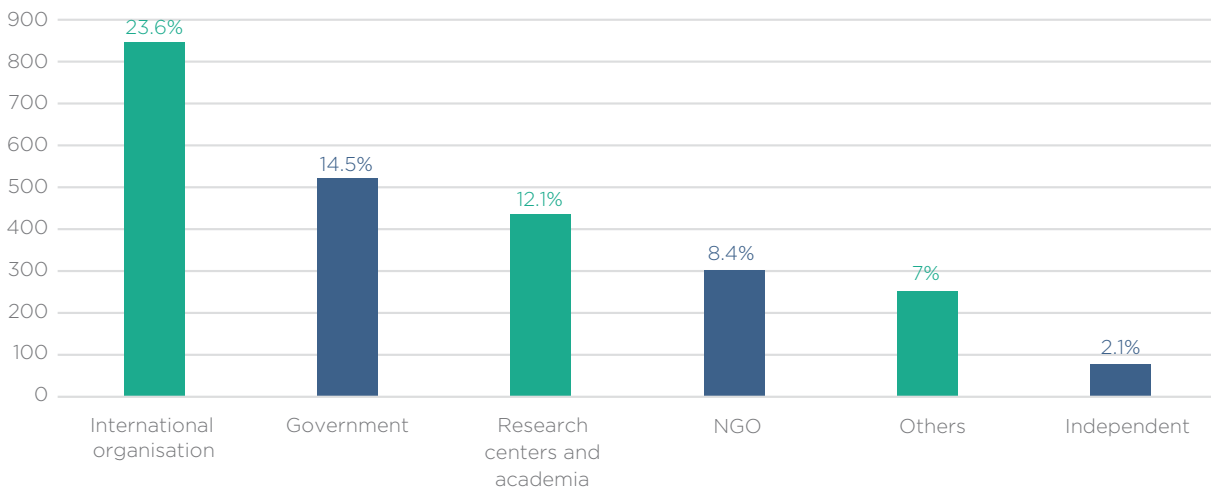
Note: Some members did not provide this information during registration.

Almost 24 per cent of the platform's members (847) are affiliated with 'international organisations'. 'Government' is also well represented, with 14 per cent—a very positive result, as the socialprotecion.org team has made a deliberate effort to reach and support policymakers through its e-learning activities. Other important stakeholders are represented, such as 'research/academia', with 12 per cent, and 'NGOs', with 8 per cent. This stakeholder diversity further reinforces a beneficial knowledge-sharing experience among members.

FIGURE 5. PLATFORM MEMBERS BY MOST REPRESENTED INSTITUTIONS
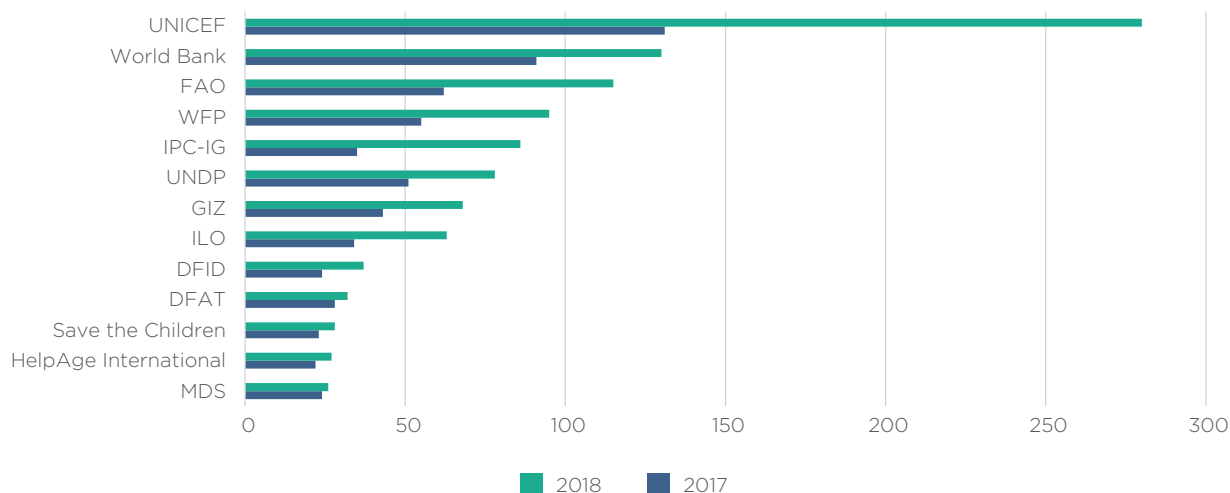
Figure 5 shows that a significant number of socialprotection.org's new members come from recognised institutions that are already very active on the platform. These numbers reflect increasing user engagement and overall satisfaction with its features, as well as an effective communications strategy.

During the year, the platform doubled its member count from UNICEF, now up to 280 people. The World Bank Group is also well represented (130 members), followed by FAO (115 members), WFP (95 members) and the IPC-IG (86 members). Important partners such as GIZ, DFAT and the

United Kingdom Department for International Development (DFID) also figure significantly, with 68, 32 and 37 members, respectively. The Brazilian Ministry of Social Development (MDS) continues to be the most represented government organisation, with 26 members.

3.2 STAKEHOLDERS

The platform hosts the profiles of over 940 social protection stakeholders. 43 per cent fall under the category of 'government', while 23 per cent are represented by 'research centres and academia'.

FIGURE 6. STAKEHOLDERS BY TYPE OF INSTITUTION
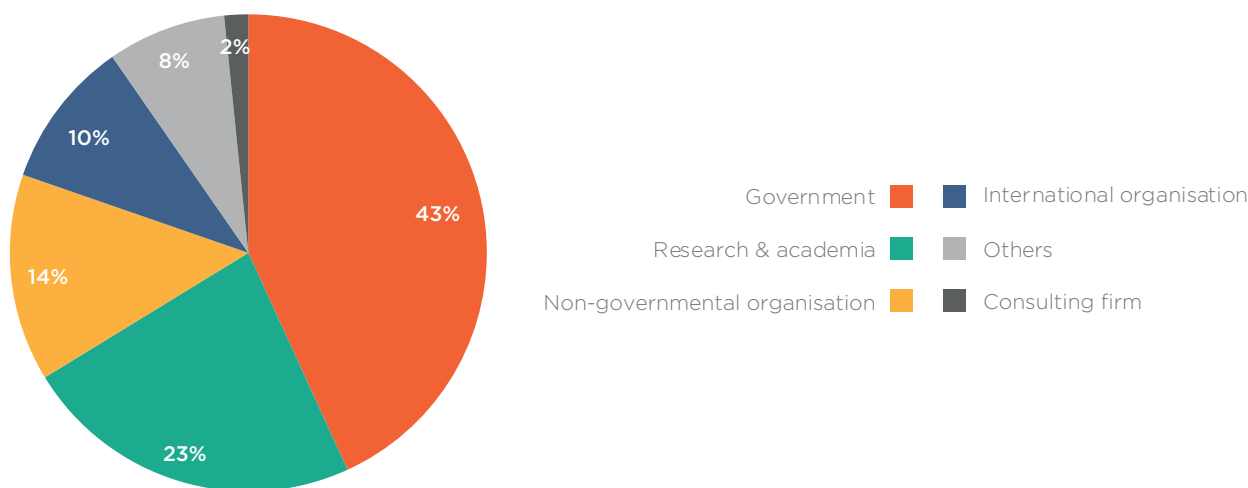
Due to socialprotection.org's engagement strategy and the global demand for social protection and poverty alleviation initiatives, most of the platform's stakeholders are concentrated on sub-Saharan Africa. The team is working towards attracting more stakeholders focused on the East Asia and Pacific region, as well as South Asia.

TABLE 1. STAKEHOLDERS BY REGIONAL FOCUS

Region	Number of institutions	Percentage
North America	15	2%
South Asia	63	7%
Europe and Central Asia	73	8%
East Asia and Pacific	74	8%
Latin America and the Caribbean	139	15%
Middle-East and North Africa	149	16%
Sub-Saharan Africa	230	24%
Global	294	31%

Note: Stakeholders may have more than one regional focus.

The cross-cutting areas most addressed by the platform's stakeholders are 'poverty', at 22 per cent, 'health', at 21 per cent, and 'labour market' and 'social inclusion', at 18 per cent each. It is important to keep in mind that institutions usually address multiple areas.

Their primary social protection topics of interest are 'labour regulation', with 10 per cent, 'financing social protection' and 'governance', with 8 per cent each, and 'monitoring and evaluation', with 7 per cent.

3.3 PUBLICATIONS

The Publications search is the most visited feature of the platform, directing access to a range of documents, audio files, infographics and other media, featuring the latest information on social protection. The database currently hosts 3,697 publications on a myriad social protection topics.

The regional coverage of these publications is well distributed among the developing world: 25 per cent are on sub-Saharan Africa, 32 per cent on Latin America and the Caribbean, and 21 per cent on South and East Asia. The most represented countries are Brazil, Kenya, Zambia, Malawi, India and Indonesia.

It is important to note that 38 per cent of this content has been uploaded by members themselves and most publications cover different regions and types of social protection programmes. It should also be noted that the total number of publications categorised according to regional coverage, programme, or cross-cutting area is larger because many publications address more than one region.

Almost 60 per cent of the publications address 'social assistance' programmes, of which almost 69 per cent refer to 'social transfers'. Almost 22 per cent of publications refer to 'social insurance', and 18 per cent to 'labour market programmes/ public works/productive inclusion'.

32 per cent of the publications available through the platform are dedicated to the topic of 'programme design and implementation'. Other well-represented social protection topics are 'coverage', with 29 per cent, 'targeting', with 27 per cent, and 'financing social protection', with 22 per cent.

46 per cent of the publications address 'poverty', followed by 'social inclusion' at 27 per cent, and 'labour market', at 24 per cent. Regarding language, 80 per cent of the publications are in English, followed by 9 per cent in French and 6 per cent in Spanish. There are also a few publications in Arabic, Bahasa, German, Portuguese, Turkish and Russian.

TABLE 2. PUBLICATIONS BY REGIONAL COVERAGE

Region	Number of publications	Percentage
Global	854	23%
Latin America and the Caribbean	1,164	31%
Sub-Saharan Africa	926	25%
East Asia and Pacific	468	13%
South Asia	307	8%
Europe and Central Asia	191	5%
Middle East and North Africa	182	5%
North America	33	1%

Note: Publications may cover more than one region.

TABLE 3. PUBLICATIONS BY MOST REPRESENTED SOCIAL PROTECTION PROGRAMMES

Social protection programme	Number of publications
Social assistance	2,204
Social transfers (general, in-kind and cash transfers)	1,516
Subsidies	246
Social insurance	808
Old-age pension	324
Health insurance	228
Labour market/public works/productive inclusion programmes	688
Training	142
Cash-for-work	89
Microfinance	83
Other	5

Note: Publications may cover more than one social protection programme.

TABLE 4. PUBLICATIONS BY MOST REPRESENTED SOCIAL PROTECTION TOPICS

Social protection topic	Number of publications	Percentage
Programme design and implementation	1,173	32%
Coverage	1,065	29%
Targeting	1,013	27%
Social protection systems	898	24%
Financing social protection	820	22%
Governance	773	21%
Monitoring and evaluation	695	19%
Payment/delivery of benefits	532	14%
Level of benefits	455	12%
Social protection definition and features	343	9%

Note: Publications may cover more than one social protection topic.

TABLE 5. PUBLICATIONS BY MOST WELL-REPRESENTED CROSS-CUTTING AREAS

Cross-cutting area	Number of publications	Percentage
Poverty	1,707	46%
Social inclusion	988	27%
Labour market (child labour, informality, labour allocation, unemployment)	897	24%
Risk and vulnerability	877	24%
Health (child, maternal, HIV)	851	23%
Education	687	18,5%
Food security	551	15%
Inequality	484	13%
Gender	410	11%
Income generating activities and asset accumulation	367	10%

Note: Publications may cover more than one area.

3.4 WEBINARS

The socialprotection.org team supports the knowledge-sharing activities of a range of institutions through the facilitation of webinars, providing technical and logistical services and leading the organisation and dissemination of the event. Webinars can be watched for free and attendants are able to engage with the panellists in real time. Following the live event, the recording and presentations are made available to all users. A summary of the discussion is published through our blog feature.

Since September 2017, 31 webinars have been organised by the socialprotection.org team, together with 17 different partner institutions and a broad range of panellists, attracting over 1,700 attendees. Over the report period, the webinars followed the biggest trends in social protection, covering themes such as 'social accountability', 'health', 'shock responsiveness', 'gender', 'rural development' and 'cash transfers'.

Many of the webinars organised by socialprotection.org comprise various series, led by the platform's partners. GIZ, FAO, HelpAge International, the ISPA Coordination Team, UNICEF, and OPM, are currently in the process of reformulating their existing series or creating new ones.

Examples of highlights from the past year include the three-part Social Accountability Webinar Series, organised by HelpAge International and the IPC-IG. Social accountability is an important aspect of social protection system design to reduce error, fraud, and corruption; ensure that cash is delivered to recipients regularly, reliably and accessibly; improve policy design; and strengthen relations between the State and society:

- Social accountability in the delivery of social protection: enabling environment

- Social accountability in the delivery of social protection: exploration of approaches and principles

- Social accountability in the delivery of social protection: Unpacking the concept

The EU-SPS Webinar Series was developed in 2017 to showcase the German contribution to the EU-SPS, commencing in the first semester of 2018. Webinars released thus far include:

- Managing Disaster Differently: Shock-sensitive Social Protection in Malawi

- Introducing openIMIS—an open source solution for Universal Health Coverage

A key 2018 highlight was the creation of the Community of Practice on SSC for Children (CoP-SSC4C), organised by UNICEF, the IPC-IG and UNOSSC, which at the time of this writing has 92 members and has organised three webinars. It is one of the most accessed pages on the platform, attracting more than 2,400 views over the report period:

- CoP SSC4C thematic webinar: how South-South cooperation contributes to achieving the SDG 6 of ensuring access of all to clean water and sanitation?

- South-South development tools, technology and innovations that supportthe achievement of SDGs for children

TABLE 6. WEBINARS BY TOPIC

Social protection trends and topics	Number of webinars
Programme design and implementation	15
Health	7
Cash transfers	6
Shock-responsive social protection	5
Data management and technology	5
Children	4
Gender	4
Social accountability	3
Rural development	3
WASH	1
People with disabilities	1

Note: Webinars could have more than one classification.

FIGURE 7. WEBINAR REGISTRANTS AND ATTENDEES
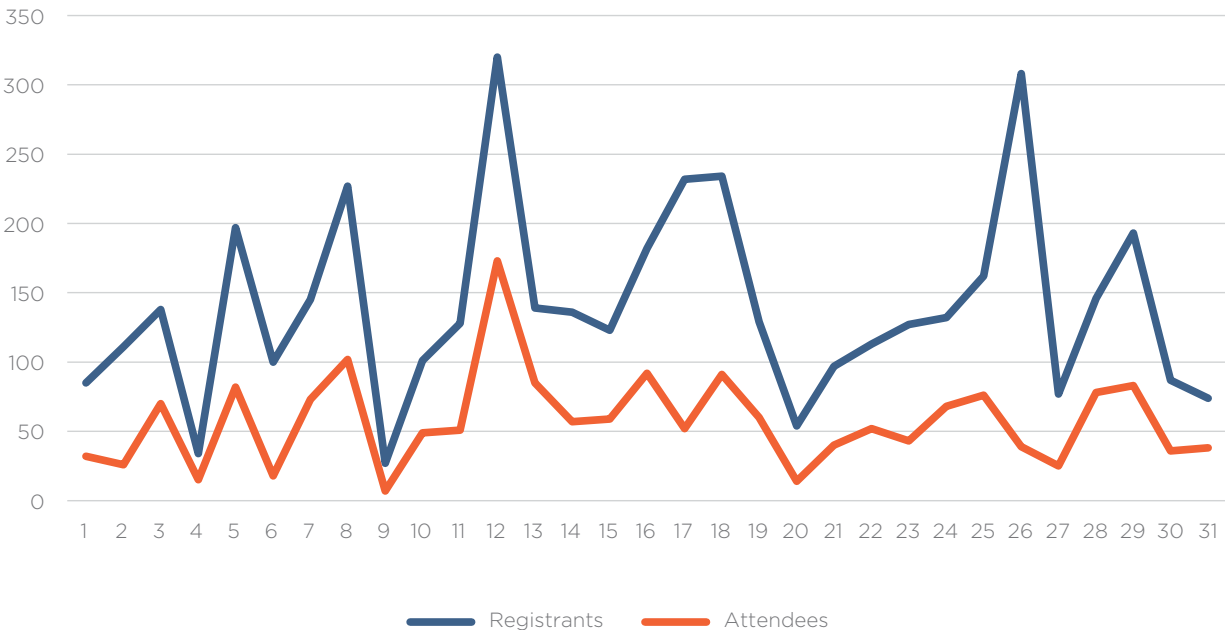
1. Assessing the economic, social and environmental impact of public works: an introduction to the ISPA Public Works Assessment Tool

14 September 2017
The ISPA Coordination Team

The first event of the 'ISPA Public Works Assessment Tool' webinars, continuing the ISPA Tools Webinar Series, presented a general introduction on the development of the tool and how it can help national and global stakeholders assess the performance of public works programmes in a country. It also showcased possible enhancements and scale-ups of existing programmes and/or contributions to the design of new ones. Check out the webinar's summary, presentation and recording.

Registrants: 85 — **Attendees:** 32 — **YouTube views:** 83

Panellist: Mito Tsukamoto, *Senior Employment Intensive Investment Expert, Employment Policy, ILO*

Moderator: Luz Rodriguez, *Social Protection Specialist, World Bank*

2. The ISPA Public Works Assessment Tool: user experiences from Tanzania

21 September 2017
The ISPA Coordination Team

Continuing the ISPA Tools Webinar Series, this second event included a presentation on the process of initiation, implementation, results, reception and impact of an ISPA assessment of the public works component of the Tanzanian Productive Social Safety Net (PSSN) programme. Check out the webinar's summary, presentation and recording.

Registrants: 111 — **Attendees:** 26 — **YouTube views:** 86

Panellists:

- Barnabas Jachi, *Chief Engineer, Tanzania Social Action Fund (TASAF)*
- Dampu Ndenzako, *Social Protection Specialist, ILO-Tanzania*
- Markku Malkamäki, *Senior Specialist, EU-SPS/Finland*

Moderator: Timo Voipio, *Director for Capacity Development and Partnerships, EU-SPS/Finland, (EU Social Protection Systems Programme)*

3. PROSPERA social inclusion program Mexico: the role of evaluation

12 October 2017
GIZ, DFAT, and The *Secretaria de Desarrollo Social*, SEDESOL Mexico
(Department of Social Development)

This first webinar of the Linking Social Protection to Sustainable Employment Series detailed the design features of Mexico's flagship social protection programme—PROSPERA. The discussion was focused on its external evaluation mechanism, which is carried out by an autonomous agency in charge of the nation's social policy evaluation. Check out the webinar's summary, presentation and recording.

Registrants: 138 — **Attendees:** 70 — **YouTube views:** 235

Panellists

- Dr. Perla Carolina Gris Legorreta, *Deputy General Director of Evaluation in the National Coordination of PROSPERA Social Inclusion Program*
- Dr. Graciela Teruel Belismelis, *academic member of the National Council for the Evaluation of Social Development Policy (CONEVAL)*

Moderator: Dr. Anna McCord, *Research associate, Overseas Development Institute (ODI), London*

4. *Comment analyser la performance d'un système de protection social avec l'outil* CODI

19 October 2017
The ISPA Coordination Team

The third in the ISPA Tools Webinar Series, this presentation in French introduced the Core Diagnostic Instrument (CODI), its modules, key domains and performance criteria. The participants were able to discover how CODI can support the diagnosis of a social protection system. Check out the webinar's summary, presentation and recording.

Registrants: 34 — **Attendees:** 15 — **YouTube views:** 69

Panellist: Victoire Umuhire, *Social Protection Department (SOCPRO), ILO*

Moderator: Veronika Wodsak, *Bureau International du Travail (BIT-ILO)*

5. Benefit package design for universal health coverage: a framework for systematic decision-making on pharmaceuticals, country experiences and global best practices

26 October 2017
GIZ

This webinar, organised by GIZ through the Global Alliances for Social Protection programme, was the first in the Universal Health Coverage Webinar Series and discussed issues related to systematic decision-making for Universal Health Coverage (UHC). Check out the webinar's summary, presentation and recording.

Registrants: 197 — **Attendees:** 82 — **YouTube views:** 198

Panellist: Ioana Ursu, *PharmMD, former Secretary of State in Romania and Director of Mapping Health Ltd*

Moderator: Viktoria Rabovskaja, *Advisor, GIZ Global Alliances for Social Protection*

6. Harvesting child nutritional gains through the Graduation Approach: Results from randomised control trial on BRAC's Targeting the Ultra Poor (TUP) program

7 November 2017
DFAT, GIZ and BRAC

This fifth webinar organised by the SPEC Community, second of the Linking Social Protection to Sustainable Employment Series, discussed BRAC's Graduation programme: Targeting the Ultra Poor (TUP). It presented the detailed study findings, evaluating the effects of the TUP on nutritional outcomes of children under five years old, using data from a randomised control trial over a four-year period. Check out the webinar's summary, presentation and recording.

Registrants: 100 — **Attendees:** 18 — **YouTube views:** 147

Panellists:

- Nazia Moqueet, *Technical Specialist, BRAC USA*

- Wameq A. Raza, *Senior Researcher, BRAC Uganda*

- Mathew Tasker, *Asia Regional Food Security and Livelihoods (FSL)*

Moderator: Lisa Hannigan, *Director, Poverty and Social Transfers Section, DFAT*

7. Shock-responsive social protection in Latin America and the Caribbean: recent regional experiences

16 November 2017
OPM and WFP

Continuing the Shock-responsive Social Protection Webinar Series, this webinar addressed how Latin American and Caribbean countries have been improving emergency preparedness and response through more flexible national social protection systems. It was based on recent evidence from five case study countries (Ecuador, Guatemala, Haiti, Dominican Republic and Peru) and further research on the region, performed by OPM in collaboration with the WFP. Check out the webinar's summary, presentation and recording.

Registrants: 145 — **Attendees:** 73 — **YouTube views:** 146

Panellists:

- Rodolfo Beazley, *Economist, OPM*

- Francesca De Ceglie, *WFP*

Moderator: Valentina Barca, *OPM*

8. Information systems for the social protection sector: social registries and beyond

21 November 2017
OPM, World Bank Group and DFAT

Part of the Social Registries Webinar Series, this webinar provided social protection practitioners with clear definitions and frameworks to better understand the roles and functions of social protection information systems and their various components, including how they vary widely according to different operational setups. The presentation showed useful tools for navigating this highly technical and intricate topic, while also sharing examples from country cases. Check out the webinar's summary, presentation and recording.

Registrants: 227 — **Attendees:** 102 — **YouTube views:** 188

Panellists:

- Kathy Lindert, *Global Lead for Social Protection and Jobs Delivery Systems, World Bank*

- Valentina Barca, *Senior Consultant, Poverty and Social Protection team, OPM*

Moderator: Joanna Pickles, *Assistant Director, DFAT*

9. *L'outil de travaux publics ISPA – introduction et expériences en Tanzanie*

23 November 2017
The ISPA Coordination Team

The fourth webinar in the ISPA Tools Webinar Series, this presentation in French introduced the ISPA Public Works Assessment Tool and presented user experiences from the inter-agency cooperation in applying the tool in Tanzania. Check out the webinar's summary, presentation and recording.

Registrants: 27 — **Attendees:** 7 — **YouTube views:** 41

Panellists:

- Mito Tsukamoto, *Head of the Development and Investment Branch, Employment Policy Department, ILO*

- Alessandra Heinemann, *EU Social Protection Systems Programme, OECD Development Centre*

Moderator: Veronika Wodsak, *Bureau International du Travail (BIT-ILO)*

10. Overview of Non-Contributory Social Protection Programmes in the Middle East and North Africa (MENA) Region through a Child Lens

28 November 2017
The IPC-IG and UNICEF

This webinar presented the main findings of an overview of non-contributory social protection programmes in the MENA region through a child lens. Part of the MENARO Project Webinar Series, it provided an updated picture of non-contributory social protection in the region, presenting the most prevalent programme types, targeted population groups, and targeting mechanisms, among other relevant features. The presenters also showed the programmes' main child-sensitive design features, demonstrating how different schemes can enhance children's access to health, education, and nutrition. Check out the webinar's summary, presentation and recording.

Registrants: 101 — **Attendees:** 49 — **YouTube views:** 88

Panellists:

- Anna Carolina Machado, *Researcher, IPC-IG*

- Charlotte Bilo, *Researcher, IPC-IG*

Moderator: Arthur van Diesen, *Regional Social Policy Advisor, UNICEF MENA*

11. Designing social protection insurance schemes to benefit rural women: lessons from Asia and sub-Saharan Africa

14 December 2017
FAO, GIZ and the IPC-IG

Drawing on real-life case studies from Asia and sub-Saharan Africa, this webinar was the first in the Gender-Sensitive Social Protection Webinar Series. It explored what is being done to increase financial protection for the poorest rural women, and how to design insurance schemes that address their gender-specific needs and priorities in times of crisis. Check out the webinar's summary, presentation and recording.

Registrants: 128 — **Attendees:** 51 — **YouTube views:** 131

Panellists:

- Shree Kant Kumar, *CEO of Vimo SEWA with the support of Tara Sinha*
- Mathieu Dubreuil, *Micro-insurance Specialist, R4 Rural Resilience Initiative, WFP*
- Christina Dankmeyer, *Advisor, Social Protection Sector Initiative, GIZ*

Moderator: Maja Gavrilovic, *Social Protection Specialist, FAO*

12. What role can social protection play in responding to humanitarian emergencies? Findings from a global study

11 January 2018
OPM

Part of the Shock-responsive Social Protection Webinar Series, this webinar presented the global findings of the Shock-responsive Social Protection Systems research, financed by DFID and led by OPM in collaboration with ODI, CaLP and INASP. Drawing on case studies in Pakistan, Mozambique, Mali, the Sahel, Philippines and Lesotho, as well as on global evidence, the discussants aimed to address the opportunities for coordination between social protection and humanitarian responses. Check out the webinar's summary, presentation and recording.

Registrants: 320 — **Attendees:** 173 — **YouTube views:** 226

Panellists:

- Clare O'Brien, *formerly OPM*
- Andrew Kardan, *Senior consultant , OPM*

Moderator: Sarah Bailey, *Research Associate, ODI*

13. Benefit package design for universal health coverage: the case of Indonesia

16 January 2018
GIZ

The webinar focused on the findings of the assessment Financial Sustainability and Coverage Effectiveness of the Indonesian Health Insurance System, regarding of the role of benefit package design and pharmaceutical policy. The assessment is part of the German contribution to the EU-SPS initiative, and part of the Universal Health Coverage Webinar Series. Check out the webinar's presentation and recording.

Registrants: 139 — **Attendees:** 85 — **YouTube views:** 137

Panellists:

- Ioana Ursu, *PharmMD, former Secretary of State in Romania and Director of Mapping Health Ltd*
- Prof. Dr. Hasbullah Thabrany, *Senior Advisor to the Social Security Council of Indonesia (DJSN)*

Moderator: Viktoria Rabovskaja, *GIZ Global Alliances for Social Protection*

14. Social accountability in the delivery of social protection: unpacking the concept

18 January 2018
HelpAge International and the IPC-IG

This was the first webinar in a three-part Webinar Series focused on social accountability in the delivery of social protection. The panellists unpacked the concept of social accountability, explaining the approaches and principles involved and specific considerations needed for its application in the social protection sector. Check out the webinar's summary, presentation and recording.

Registrants: 136 — **Attendees:** 57 — **YouTube views:** 112

Panellists:

- Tamsin Ayliffe, *Social Protection and Social Development Specialist*
- Emily Kemigisha, *Country Representative, HelpAge International Uganda*
- Mr. Jaime Gutiérrez, *Director General of Planning and Monitoring, PROSPERA, Mexico*

Moderator: Alice Livingstone, *Social Protection Adviser at HelpAge International*

15. Why is social protection vital to ensure that no person with a disability is left behind?

25 January 2018
Development Pathways

The webinar discussed evidence on the role of social protection in the economic empowerment of persons with disabilities. Check out the webinar's summary, presentation and recording.

Registrants: 123 — **Attendees:** 59 — **YouTube views:** 90

Panellists:

- Stephen Kidd, *Senior Social Policy Specialist, Development Pathways*
- Morgon Banks, *Research Fellow, the International Centre for Evidence in Disability, the London School of Hygiene & Tropical Medicine*

Moderator: Alexandra Barrantes, *Senior Social Policy Specialist at Development Pathways*

16. Managing disaster differently: shock-sensitive social protection in Malawi

15 February 2018
GIZ

The aim of this webinar was to share Malawi's experience on rethinking its social protection system to make it more shock-sensitive. Part of the EU-SPS Webinar Series, this webinar shared examples from the policy and programme experiences that have shaped this new focus, as well as the vision in the new Malawi National Social Support Programme. Check out the webinar's summary, presentation and recording.

Registrants: 182 — **Attendees:** 92 — **YouTube views:** 139

Panellists:

- Selvi Vikan, *Team Leader, Social Protection, GIZ Malawi*

- Rebecca Holmes, *Senior Research Fellow, Social Protection and Social Policy Programme, ODI*

- Harry Mwamlima, *Director of Poverty Reduction and Social Protection Division, Ministry of Finance, Economic Planning and Development Malawi*

- Edward Archibald, *Chief of Social Policy, UNICEF Malawi*

- Daniela Cuellar, *Policy Officer, WFP Malawi*

- Caoimhe de Barra, *Country Director, Concern Worldwide, Malawi*

Moderator: Selvi Vikan, *Team Leader, Social Protection, GIZ Malawi*

17. Social accountability in the delivery of social protection: exploration of approaches and principles

1 March 2018
HelpAge International and the **IPC-IG**

This was the second webinar in the three-part Webinar Series focused on social accountability in the delivery of social protection. The panellists explored different approaches to social accountability (such as grievance and complaint mechanisms and community committees) and the design principles which strengthen social accountability, sustainability and scale up, and inclusion and accessibility of social accountability mechanisms. Check out the webinar's summary, presentation and recording.

Registrants: 232 (participants only had to register once for the three-part Webinar Series, which means this webinar accumulated an unusually large number of registrants.) — **Attendees:** 52 — **YouTube views:** 82

Panellists:

- Salum Rashid Mohamed, *Head of the Social Protection Unit, Zanzibar*

- Abdurrahman Syebubakar, *Chief Technical Advisor, Integrated Referral and Service (IRS) System for Social Protection and Poverty Reduction, Indonesia*

Moderator: Alice Livingstone, *Social Protection Adviser at HelpAge International*

18. Measuring gender outcomes in social protection programmes: Why is it important? How best to do it?

22 March 2018
FAO and the **IPC-IG**

Focusing on impact evaluations, this webinar was the second in the Gender-Sensitive Social Protection Webinar Series. It identified gender-sensitive monitoring and evaluation as critical to identifying different outcomes of social protection interventions for women and men, determining whether social protection is empowering poor women and how, and re-adjusting the programmes accordingly. Check out the webinar's summary, presentation and recording.

Registrants: 234 — **Attendees:** 91 — **YouTube views:** 269

Panellists:

- Elena Bardasi, *Senior Economist, World Bank*

- Tara Cookson, *Director of Ladysmith/Social Sciences and Humanities Research Council of Canada postdoctoral research fellow*

- Susana Martinez-Restrepo, *Director of Research and Development, CoreWoman*

Moderator: Maja Gavrilovic, *Social Protection Specialist, FAO*

19. Social protection and the changing labour market: finding the missing links

27 March 2018
DFAT and **GIZ**

This webinar was part of the Linking Social Protection to Sustainable Employment Series and looked to contribute to the debate on linking social protection to sustainable employment. It featured discussions from a panel of experts from the governments of India, Peru and the Philippines, drawing on the findings of the South-South Knowledge Collaboration Workshop on Designing and Implementing Social Protection Programmes for Employment, held in Manila in 2017. Check out the webinar's summary, presentation and recording.

Registrants: 129 — **Attendees:** 60 — **YouTube views:** 145

Panellists:

- Aparajita Sarangi, *the Ministry of Rural Development, India*

- Maria Eugenia Mujica, *the Ministry of Development and Social Inclusion (MIDIS), Peru*

- Michael Samson, *Economic Policy Research Institute (EPRI), South Africa*

- Ana Maria B. Raymundo, *Technical Support Services Division of the Sustainable Livelihood Program, the Philippines*

Moderator: Simone Cecchini, *Economic Commission for Latin America and the Caribbean (ECLAC)*

20. How can social protection programmes protect women's right to work?

29 March 2018
GIZ

This webinar discussed the ways in which social protection can enable women to work, either by providing suitable and gender-sensitive work, or by enabling working women to access transfers and payments. It discussed labour-intensive employment, cash and asset transfer programmes whereby the cultural and contextual meaning of gender roles and rights have enabled a more effective delivery of social protection. Check out the webinar's summary, presentation and recording.

Registrants: 54 — **Attendees:** 14 — **YouTube views:** 59

Panellist: Hania Sholkamy, *Associate Research Professor, American University in Cairo's Social Research Centre*

Moderator: Lea Derr, *Advisor, Global Programme Global Alliances for Social Protection*

21. Single-window services: models, international experiences and the country case of Brazil's *Cadastro Único*

17 May 2018
GIZ

This webinar officially launched a background study, named Single Window Services for Social Protection, on international examples of single-window service (SWS) models in the field of social protection from emerging and developing countries. The session included presentations of the key concepts of SWS, followed by a presentation of the country case of Brazil's *Cadastro Único* by representatives from Brazil's MDS. Check out the webinar's summary, presentation and recording.

Registrants: 97 — **Attendees:** 40 — **YouTube views:** 52

Panellists:

- Martina Bergthaller, *Independent Consultant*
- Marcos de Souza e Silva, *General Coordinator for Planning and Monitoring, MDS, Brazil*
- Valerie Schmitt, *Deputy Director, Social Protection Department, ILO Geneva*
- Veronika Wodsak, *Bureau International du Travail (BIT-ILO)*

Moderator: Alicia Spengler, *Advisor, the Sector Initiative for Social Protection, GIZ*

22. CoP SSC4C thematic webinar: how South-South cooperation contributes to achieving the SDG 6 of ensuring access of all to clean water and sanitation?

24 May 2018
UNICEF, the IPC-IG and UNOSSC

The Community of Practice on South-South Cooperation for Children (CoP-SSC4C) organised its first thematic webinar on SDG 6: clean water and sanitation, with a focus on water, sanitation and hygiene (WASH). Part of the CoP-SSC4C Webinar Series, it provided an opportunity for members of the community to come together and share good practices on WASH, and to discuss how these solutions are shared globally and scaled-up through South-South cooperation. Check out the webinar's summary, presentation and recording.

Registrants: 113 — **Attendees:** 52 — **YouTube views:** 70

Panellists:

- Samuel Godfrey, *WASH Chief, Water Supply Section, Addis Ababa*
- Irene Amongin, *WASH Specialist, Water and Sanitation Section, UNICEF NYHQ*
- Anna Maria Graziano, *Project Manager, The Brazilian Cooperation Agency (ABC)*
- Mário Augusto Parente Monteiro, *State Regulation Agency of Ceará, Brazil*

Moderator: Ian Thorpe, *Chief, Knowledge Exchange, UNICEF NYHQ*

23. The power of local economy multipliers: synergies between social protection and agricultural interventions in Malawi

31 May 2018
ILO, FAO, UNICEF and **Government of Malawi**

This webinar presented the first study of its kind, conducting a cost-benefit analysis of alternative social protection and agriculture interventions that account for production and income spillover effects in the local economy: Local Economy Impacts and Cost-benefit Analysis of Social Protection and Agricultural Interventions in Malawi. While recent work has demonstrated the existence of positive income multipliers for cash transfer programmes in rural Africa, this study provides comparable simulations of local economy multipliers for other types of interventions, including public works, agriculture subsidies, irrigation and extension services. Check out the webinar's summary, presentation and recording.

Registrants: 127 — **Attendees:** 43 — **YouTube views:** 39

Panellists:

● Justin Kagin, *Owner and Founder, Kagin's Consulting*

● Noemi Pace, *Economist Consultant, FAO*

● Lukes Kalilombe, *Deputy Director at Ministry of Finance, Planning and Information, Government of Malawi*

● Dominic Nkhoma, *Chief Economist, Ministry of Agriculture, Irrigation and Water Development, Government of Malawi*

Moderator: Luca Pellerano, *Advisor on Social Security, ILO Zambia*

24. SPEC Webinar 7—Seeking economic inclusion for refugees: a case study of the Graduation Approach in Ecuador

5 June 2018
DFAT, GIZ and UNHCR

This was the seventh webinar organised by the SPEC Community and the last in the Linking Social Protection to Sustainable Employment Series. It included an in-depth, interactive discussion on how the UN Refugee Agency (UNHCR) and HIAS, an implementing partner, adapted the Graduation Approach for refugees in Ecuador. Check out the webinar's summary, presentation and recording.

Registrants: 132 — **Attendees:** 68 — **YouTube views:** 132

Panellists:

● Alexi T. Bernagros, *Director of Technical Assistance, Trickle Up*

● Sabrina Lustgarten, *National Director, HIAS Ecuador*

● Maria Alicia Eguiguren, *Durable Solutions Officer, UNHCR Ecuador*

● Prof. Rachel Sabates-Wheeler, *Research Fellow, IDS, University of Sussex*

● James Canonge, *Social Protection Policy Officer, Social Protection Department ILO*

Moderator: Ziad Ayoubi, *Senior Livelihood Officer, UNHCR*

25. Changes in the provision of social protection in MENA since the Arab uprisings

11 June 2018
The IPC-IG and UNICEF

As part of the MENARO Project Webinar Series, this webinar offered a closer look at the current state of social protection in MENA and some of the main challenges in the region. Check out the webinar's summary, presentation and recording.

Registrants: 162 — **Attendees:** 76 — **YouTube views:** 51

Panellists:

- Rana Jawad, *Senior Lecturer in Social Policy, University of Bath*
- Markus Loewe, *Research Team Leader, German Development Institute/Deutsches Institut für Entwicklungspolitik (DIE)*

Moderator: Charlotte Bilo, *Researcher, IPC-IG*

26. Social accountability in the delivery of social protection: enabling environment

21 June 2018
HelpAge International and the IPC-IG

This was the final webinar in the three-part Webinar Series focused on social accountability in the delivery of social protection. It considered some aspects of the enabling environment for social accountability in social protection, focusing on legal and policy dimensions and the role of technology. Check out the webinar's summary, presentation and recording.

Registrants: 308 — **Attendees:** 39 — **YouTube views:** 52

Panellists:

- Isobel Frye, *Director, Studies in Poverty and Inequality Institute, South Africa*
- Tabitha Hrynick, *Research Officer, Health and Nutrition Cluster, IDS, University of Sussex*
- Linda Waldman, *Research Fellow, Health and Nutrition Cluster, IDS, University of Sussex*

Moderator: Alice Livingstone, *Social Protection Adviser at HelpAge International*

27. South-South development tools, technology and innovations that support the achievement of SDGs for children

28 June 2018
UNICEF, the IPC-IG and UNOSSC

The Community of Practice on South-South Cooperation for Children (CoP-SSC4C) organised its second thematic webinar in the CoP-SSC4C Webinar Series, discussing the added value of South-South Cooperation in expanding access to development tools, technology and innovations for children. The webinar presented three projects, including the multi-country Global Kids Online Project; the RapidPro open software framework; and the UPSHIFT youth-led innovation project. Check out the webinar's summary, presentation and recording.

Registrants: 77 — **Attendees:** 25 — **YouTube views:** 89

Panellists:

- Tanya Accone, *Senior Adviser, Innovation, UNICEF Global Innovation Centre*

- Maria Eugênia Sózio, *ICT Kids Online Project Coordinator, Regional Centre for Studies on the Development of the Information Society, under the auspices of UNESCO (Cetic.br)*

- Hana Sahatqija, *Adolescent Development Officer, UNICEF Innovations Lab*

Moderator: Martha Santos, *Programme Manager, South-South/Horizontal Cooperation, UNICEF NYHQ*

28. Introducing openIMIS—an open source solution for universal health coverage

5 July 2018
GIZ

This webinar—part of the EU-SPS Webinar Series—introduced the openIMIS Initiative, its platforms (openIMIS Wiki) and tools (openIMIS Jira), the openIMIS software, and discussed its application in Nepal. The organisers aimed to reach universal health coverage practitioners, policymakers, digital experts, and development partners dealing with the management of health-financing schemes and digital solutions. Check out the webinar's summary, presentation and recording.

Registrants: 146 — **Attendees:** 78 — **YouTube views:** 105

Panellists:

- Alexander Schulze, *Co-Head of the division Global Programme Health, Swiss Agency for Development and Cooperation, Federal Department of Foreign Affairs*

- Siddharth Srivastava, *Health Financing Specialist, Health Economics and Financing Group, Swiss Tropical and Public Health Institute (Swiss TPH)*

- Dr. Madan Upadhyay, *Executive Director, Health Insurance Board (HIB), Nepal*

Moderator: Ralf Radermacher, *Head of Sector Initiative Social Protection, GIZ*

29. Bringing a gender perspective into shock-responsive social protection

26 July 2018
FAO and the IPC-IG

The last webinar in the Gender-Sensitive Social Protection Webinar Series discussed the gender dimensions of crises and how a gender-sensitive perspective can be integrated into social protection programming to increase resilience and improve emergency response. Check out the webinar's summary, presentation and recording.

Registrants: 193 — **Attendees:** 83 — **YouTube views:** 133

Panellists:

- Rebecca Holmes, *Senior Research Fellow, ODI*

- Maria Libertad Dometita, *Gender Humanitarian Response Personnel, Oxfam*
- Julie Lawson McDowell, *Social Protection, Cash and Resilience Advisor, Oxfam*

Moderator: Elizabeth Koechlein, *Policy Officer, FAO*

30. Farmers' Registry—a tool in support of small scale agriculture and rural poverty reduction

16 August 2018
FAO

FAO has supported the creation of many farmers' registries that have broad functions. This webinar, part of the Rural Poverty Webinar Series, made the case for these types of databases as important social protection, management and statistical tools, using various global cases as evidence. Check out the webinar's summary, presentation and recording.

Registrants: 87 — **Attendees:** 36 — **YouTube views:** 35

Panellists:

- Faten Adada, *National Coordinator on Social Protection and Child Labour (Lebanon), FAO*
- Salvatore Carfi, *Team Leader, AGEA Brussels*

Moderator: Alfredo Impiglia, *Manager of the Regional Initiative Small Scale Family Farming in the MENA Region, FAO*

31. Scaling and strengthening ECD initiatives through South-South cooperation

23 August 2018
UNICEF, the IPC-IG and UNOSSC

The last in the CoP-SSC4C Webinar Series, this webinar presented three projects that highlight the added value of South-South cooperation in bringing to scale and sustaining early childhood development (ECD) initiatives. It included a closer look at cooperation in Cuba, São Tome and Principe and Turkmenistan. Check out the webinar's summary, presentation and recording.

Registrants: 74 — **Attendees:** 38 — **YouTube views:** 46
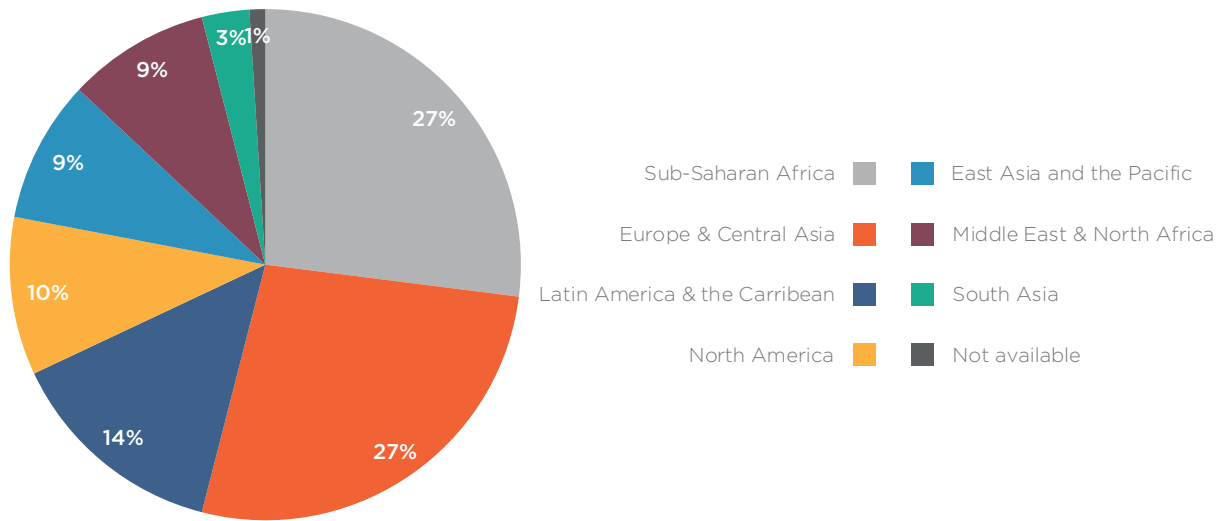
Panellists:

- Mariavittoria Ballotta, *Deputy Representative, UNICEF São Tomé and Príncipe*
- María de los Ángeles Gallo, *National Director of Early Childhood, Ministry of Education, Cuba*
- Sachly Duman, *Health Officer, UNICEF Turkmenistan*

Moderator: Martha Santos, *Programme Manager, South-South/Horizontal Cooperation, UNICEF NYHQ*
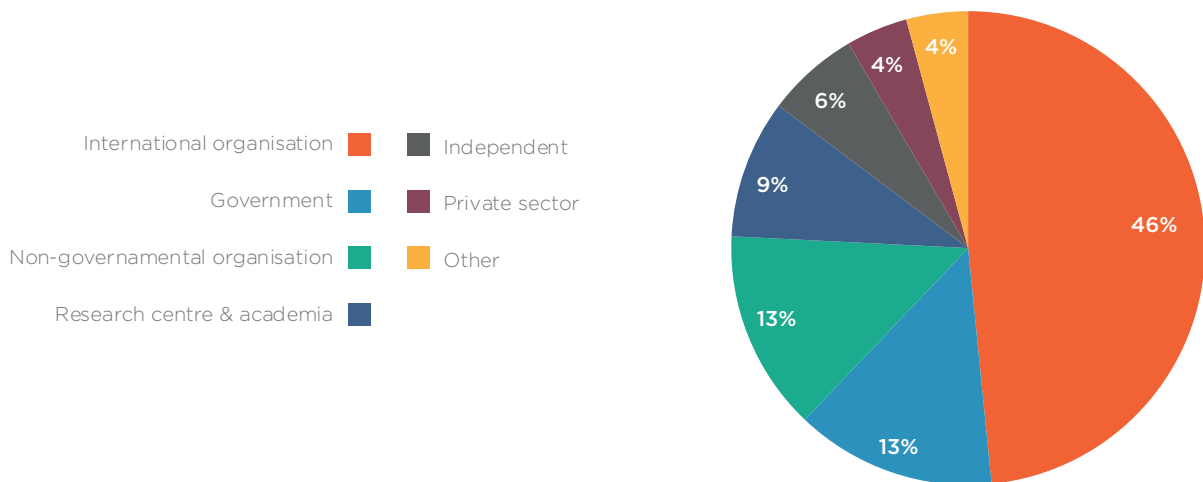
Mohammad Alashri/Unsplash

FIGURE 8. WEBINAR ATTENDEES BY REGION

Sub-Saharan Africa ▮ ▮ East Asia and the Pacific

Europe & Central Asia ▮ ▮ Middle East & North Africa

Latin America & the Carribean ▮ ▮ South Asia

North America ▮ ▮ Not available

Webinar attendees are regionally diverse. Sub-Saharan Africa, and Europe and Central Asia hold the same percentage of participants, with 27 per cent each, accounting for most of the audience. The Asian audience is lower, although it has increased over the past year, mostly due to more webinars specifically targeting the region. We are working towards catering to, and attracting, more attendees from the Asian region.

FIGURE 9. WEBINAR ATTENDEES BY TYPE OF ORGANISATION

International organisation ▮ ▮ Independent

Government ▮ ▮ Private sector

Non-governamental organisation ▮ ▮ Other

Research centre & academia ▮

46 per cent of webinar attendees are from 'international organisations'. This can be attributed to the IPC-IG's wide network of partners who collaborate in webinar production and dissemination. Attendees from 'government' and 'research centre and academia' also feature prominently, representing 13 per cent of the total. This is encouraging, as socialprotection.org aims to attract more policymakers from the field of social protection and individuals who have valuable content to share on the platform.

COMMENTS FROM WEBINAR ATTENDEES:

"Thanks so much for organising the webinar. The presentation was very clear that the Graduation model/approach has a positive impact on child nutrition. I would like to apply this idea in our local context in Rwanda because there are many children who suffer from wasting and stunting".—Insights for Harvesting child nutritional gains through the Graduation Approach: results from a randomized control trial on BRAC's Targeting the Ultra Poor (TUP) program

"Very informative, educative and easy access to information".—Insights for benefit package design for universal health coverage: the case of Indonesia

"Very useful and interesting webinar, quite a large amount of work was put together by the presenters. Thank you for organising it!"—Overview of non-contributory social protection programmes in the Middle East and North Africa (MENA) region through a child lens

"Please continue using this effective way to share experiences and knowledge across a large spectrum of stakeholders and please strive to involve further development actors, i.e. DEVCO/EU to join these seminars".—What role can social protection play in responding to humanitarian emergencies? Findings from a global study

"It is highly interesting and educative. An avenue where people share experiences on interventions".—Social accountability in the delivery of social protection: exploration of approaches and principles

"It was an excellent webinar with very good content and examples. I look forward to using this knowledge-base in designing some joint interventions in Pakistan".—SPEC Webinar 7—Seeking economic inclusion for refugees: a case study of the Graduation Approach in Ecuador

"Excellent webinar, I have learned a lot! It is a highly participatory process and a valuable contribution in the knowledge management field".—South-South development tools, technology and innovations that support the achievement of SDGs for children

"Greatly enjoy working with socialprotection.org and attending its educative webinars. Keep it up".—Bringing a gender perspective into shock-responsive social protection.

3.5 ONLINE COMMUNITIES

As part of the platform's knowledge-sharing efforts, socialprotection.org allows its members to create Online Communities for topics that are relevant to practitioners at large. There are currently 40 Online Communities, of which 10 are highly active. Thirteen were created over the past year.

The most frequently discussed cross-cutting areas were 'disaster and crisis', 'human rights', 'poverty', 'resilience' and 'risk and vulnerability'. Additionally, 'governance', 'financing', 'payment delivery', and 'benefits' were the most predominant social protection topics.

The largest communities are 'Social protection in crisis contexts/*La protection sociale dans les contexts de crise*', with 153 members, and 'Social registries and integrated MISs for social protection', with 133 members. Both were developed by promoting webinars on the subjects, motivating members to share content, participate in online discussions and actively sharing the latest and most relevant publications, news and events.

There are three different types of Online Communities, which are defined according to their privacy settings:

1. Private communities are designed to allow members to join only through a direct invite. They are preferred by private working groups.

2. Semi-private communities allow members to join upon approval by the administrators.

They are used mainly by internal network communities and to follow up on events.

3. Public communities allow members to join without administrative approval. They are preferred for Webinar Series.

TABLE 7. HIGHLIGHTED ONLINE COMMUNITIES

Title	Privacy setting	Institutions	Type	Language	Members	Thematic focus
Social protection in crisis contexts / La protection sociale dans les contextes de crise	Public	OPM, Unicef, European Comission	Webinar series	English	155	Crisis contexts
Social Registries and Integrated MISs for Social Protection	Public	DFAT, OPM	Webinar series, Event follow up	English	135	Information Systems
Social Protection for Employment – Community (SPEC)	Semi-Private	UNICEF, UNOSSC, IPC-IG	Event follow up	English	120	Employment
Community of Practice on SSC for Children (CoP-SSC4C)	Semi-Private	UNICEF, UNOSSC, IPC-IG	Community of Practice	English	97	South-South cooperation and children
Plateforme régionale de la protection Sociale en Afrique de l'Ouest et du Centre	Semi-Private	UNICEF, ILO, FAO, WFP, CaLP, Oxfam, Save the Children, ACF	Int. Network	French	59	West and Central Africa region
Social Protection in the Middle East and North Africa region (MENA)	Semi-Private	IPC-IG, UNICEF	Int. network	English	57	MENA region
Social Protection in Africa - Community of Practice	Semi-Private	UNDP	Int. network	English	35	Social protection in Africa
SPIAC-B GENDER GROUP	Semi-Private	DFID	Private working group	English	30	Gender
International Conference on Social Protection in Contexts of Fragility and Forced Displacements	Public	UNICEF	Event follow up	English	21	Fragility and forced displacement
Social accountability in the delivery of social protection	Public	Helpage	Webinar Series	English	14	Social accountability

Online Communities are employed for a variety of purposes and are tailored according to the administrator's vision. For example, the Community of Practice on SSC for Children (CoP-SSC4C) is a semi-private Online Community, catering to 97 members. Social accountability in the delivery of social protection is public, catering to Webinar Series on its respective topic.

socialprotection.org also hosts communities created for a specific project or event, as in the *International Conference on Social Protection in Contexts of Fragility and Forced Displacements* or the Community of Practice on Cash Transfer in Africa/*Communauté de Pratique sur les Transferts Sociaux Monétaires en Afrique'Social.*

With the growth of the platform, a set of good practices for a thriving Online Community has been established. Creating a concept note for the community is highly encouraged, defining its purpose, objectives and engagement strategies. Moreover, an active community requires active administration—administrators must be committed to actively engage with community members, by regularly adding relevant and up-to-date content. Additionally, engagement with other features on the platform is recommended. For example, webinars can serve as a great tool to increase the visibility of a community and its content.

3.6 ONLINE COURSES

The e-learning area of socialprotection.org grew substantially in 2018. The increasing demand for online e-learning content in the social protection arena prompted new developments and the hosting of various initiatives. In the first semester of 2018, the platform provided access to two e-courses: '*TRANSFORM'* and *'Poverty analysis for multisectoral policymaking'* (in French and Spanish). They have attracted substantial online traffic and engagement with the platform.

TRANSFORM

The TRANSFORM Online Course is an adaption of the TRANSFORM training package produced by ILO, UNICEF, UNDP and the EU-SPS. It has a duration of ten weeks and aims to strengthen the critical thinking and capacities of policymakers and practitioners at national and decentralised levels to improve the design, effectiveness and efficiency of social protection systems in Africa.

This mostly asynchronous, tutor-led and collaborative online course includes a variety of learning materials, such as videos, interactive slides, quizzes, forums and collaborative group discussions that enable interaction with fellow participants and facilitate online knowledge exchange on designing effective social protection systems.

Three runs of the course were offered on the platform during the report year. The first took place from 7 May to 13 July 2018 and was attended by 46 practitioners. The second run, with 49 participants from 27 countries, started on 13 July and ended in 23 September. A dedicated blended run was offered to UNICEF staff in Ethiopia, from 2 July to 23 September 2018, with 29 participants, to be followed by a face-to-face phase in November. The course resulted in fruitful exchanges of different perspectives and experiences in social protection.

During the three runs of TRANSFORM, we noticed that the e-course encouraged participants to reflect on social protection systems in their specific contexts, contributing to better adapt and tailor them. Participants obtained practical knowledge with real-world applications, both from the course's content and from the exchange of experiences among participants from similar contexts. Moreover, the transformative capabilities of participants increase as they acquire a greater understanding of a rights-based approach to social protection, which places citizens at the centre of the development of social protection systems.

Due to the success of the course and requests from participants, new runs are planned to take place during the next months, as well as dedicated applications for specific institutions.

POVERTY ANALYSIS FOR MULTISECTORAL POLICYMAKING

FAO and the IPC-IG organised 'Poverty analysis for the development of multisectoral policies', an instructor-led course with three phases, available in French and Spanish. It is part of FAO's efforts to effectively help countries achieve the SDGs, emphasising the linkages between poverty, food security and nutrition.

The Spanish version, *Análisis de la pobreza para el desarrollo de políticas multisectoriales*, which started on 2 July 2018, focused on Panama and aimed at strengthening the use of rural poverty analysis in the formulation, monitoring and evaluation of public policies to achieve SDGs 1 and 2. The course ends on 16 November 2018. The French version, *Analyse de la pauvreté pour l'élaboration des politiques multisectorielles*, commenced on 15 May 2018, focusing on Morocco. It shall be completed on 30 October 2018.

The courses are composed of three sequential phases:

1. **Virtual phase.** This phase is hosted on the socialprotection.org Virtual Campus. It aims to leverage participants' knowledge on rural poverty analysis by using different e-learning strategies (short videos on key concepts and their transcripts, quizzes, recommended readings and discussion forums).

2. **Face-to-face training.** Structured in lectures by guest speakers and group discussions, this phase strives to consolidate what participants learned in the first phase through direct application

of concepts to specific challenges of their country, in preparation for the final group project.

3. **Follow-up sessions.** Coaching sessions and forum discussions with each group to develop the theory of change of a particular multisectoral programme or policy aimed at reducing rural poverty and a detailed monitoring and evaluation proposal. During this phase, participants need to conclude a group project and pass a final test based on the content of the two previous phases.

Forty-two participants in Morocco and 71 in Panama participated in the online phase of the e-course. Out of these, 19 students in Morocco and 18 students in Panama took part in the face-to-face phase.

Due to the success of these initiatives, socialprotection.org is negotiating new courses and new runs of existing ones.

3.7 PROGRAMMES

The platform's 'Programme search' function showcases individual social protection programme profiles from around the world. Following its development and relaunch over this past year, it is now one of socialprotection.org's key features, providing an easy-to-use, comprehensive overview of social protection programmes. Each profile includes crucial information such as goals, targeting methods and programme expenditure, displayed in a user-friendly table format.

TABLE 8. PROGRAMME PROFILES BY REGIONAL COVERAGE

| Region	Number of profiles
Middle East and North Africa	137
Sub-Saharan Africa	110
Latin America and the Caribbean	1

TABLE 9. MOST REPRESENTED PROGRAMME PROFILES BY TYPE

Programme Type	Number of programmes
Social assistance	225
Social transfers	177
Cash transfers (conditional and unconditional)	132
In-kind transfers (conditional and unconditional)	54
Subsidies	62
Social support services	7
Labour market programmes	36
Cash for work	27
Training	10

Note: Programmes may correspond to more than one type.

In 2018, the socialprotection.org team—with support from IPC-IG researchers—has been dedicated to creating programme profiles pertaining to the MENA region and sub-Saharan Africa. During the report period, 124 new programmes were added—totalling 137 for the MENA region and 110 for sub-Saharan Africa, in addition to one from Mexico. Our team is currently compiling and profiling Asian social protection programmes, which will be included on the platform in the coming year.

Regarding programme type, 91 per cent of programmes are related to social assistance, of which 78 per cent are 'social transfers', 27 per cent are 'subsidies', and 3 per cent are 'social support services'. Of the total number of programme profiles that are 'social transfers', 74 per cent are 'cash transfers' (conditional and unconditional) and 30 per cent are 'in-kind transfers' (both conditional and unconditional). Note that these categories are not mutually exclusive: for example, one programme can be classified as both a cash transfer and an in-kind transfer.

FIGURE 10. PROGRAMME PROFILE BY TARGETING METHOD
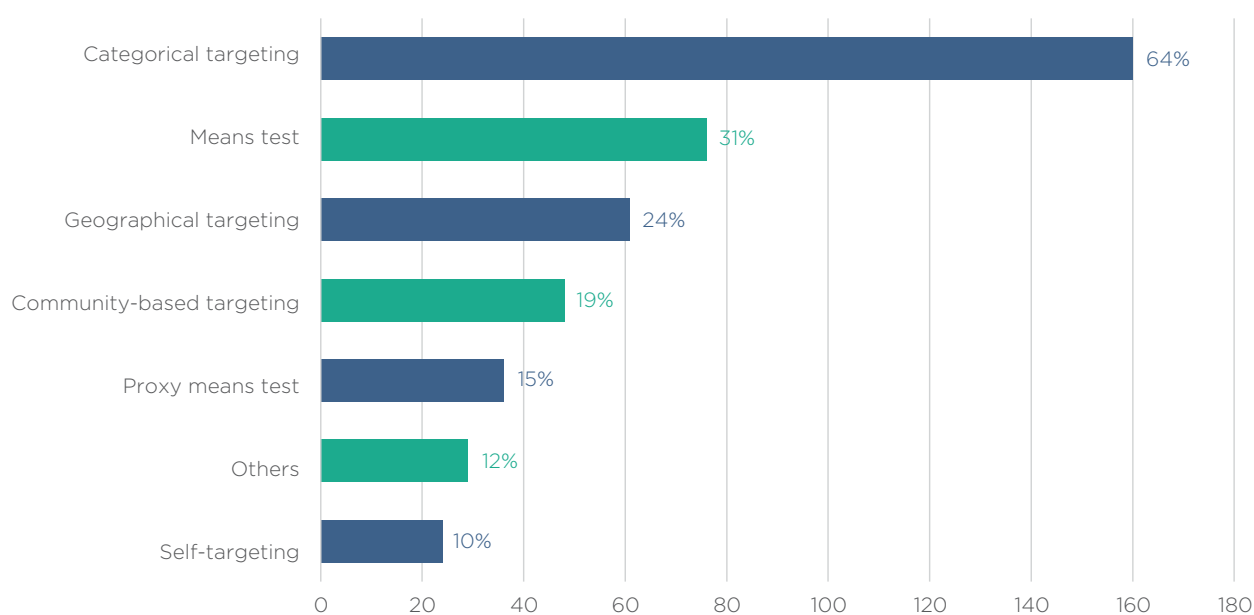
Note: Programmes may have more than one kind of targeting method.

The most common targeting method among the programme profiles listed in the platform is 'categorical targeting', accounting for 64 per cent of the programmes, followed by 'means test', with 31 per cent, and 'geographical targeting', with 24 per cent.

3.8 BLOG

The Blog feature, launched on 11 January 2017, has led to the publication of over 120 individual posts, which can be divided into four types:

1. Webinar Series: summaries of each webinar

2. Ambassadors Programme series: posts written by the platform's Ambassadors

3. Sponsored series: posts written by experts in the social protection field

4. Op-ed: member blog post submissions

'Cash transfers', 'labour market programmes', and 'social insurance' are the most frequently explored social protection programmes. 'Social protection systems', 'programme design and implementation', and 'governance' are the most popular topics addressed by the blogs.

'Poverty', 'social inclusion', and 'health' are the most prominent cross-cutting areas. 'Agriculture and rural development', 'food and nutritional security', and 'resilience' also feature prominently. Latin America and the Caribbean and sub-Saharan Africa are the most frequently discussed regions in blog posts.

Our most-read blog posts over the report period have all been submitted by Ambassadors:

1. Health care in Nigeria: challenges and recommendations (11 April 2018) by Bolaji Aregbeshola (510+ page views)

2. Cultivating a long-term social protection strategy in Nigeria (25 October 2017) by Oladayo Awojobi (300+ page views)

3. Fragmented donor funding: Malawi's Social Cash Transfer Programme (1 October 2017) by Roeland Hemsteede (220+ page views)

3.9 LIVESTREAMS

In September 2017, the socialprotection.org team presented their first livestream, featuring The *International Conference on Social Protection in contexts of Fragility & Forced Displacement*. The event was convened by UNICEF, in partnership with the European Union, FAO, the governments of Finland and Germany, Swedish International Development Agency (SIDA), the DFID, UNHCR, WFP and the World Bank.

The event was streamed in English, French and Arabic, and attracted record traffic to the platform of 1,000 live online viewers over two days, and over 1,400 views of the recorded sessions on socialprotection.org's YouTube channel. It has also received over 2,300 page views over the report period, which makes it the most viewed page on the platform.

The second event livestreamed by socialprotection.org was the first *Regional Seminar on Shock-responsive Social Protection in Latin America and the Caribbean*, held in Lima, Peru on 30 and 31 October 2017, organised by the World Food Programme, in partnership with the Ministry of Foreign Affairs and the Ministry of Social Development and Inclusion of the Government of Peru. All sessions were livestreamed in Spanish on the platform.

The Seminar brought together more than 100 participants from various Latin American and Caribbean countries, from government institutions in charge of social protection and disaster management, regional and international organisations, experts, researchers and partners.

The overall objective of the event was to foster an exchange between countries and promote regional dialogue on the role of national social protection systems in response to emergencies. There are more than 600 views of the recordings of the conference on YouTube and over 210 page views.

4.

Communications strategy

socialprotection.org has executed a comprehensive communications strategy during the year, including email engagement with members and users via our monthly newsletter and webinar announcements, active social media engagement on Facebook, Twitter, LinkedIn and YouTube. These channels are progressively expanding in reach.

Webinars are also a key output, facilitating dynamic knowledge exchange with our audience and collaboration with key stakeholders. Our e-learning activities are also crucial, attracting new users to the platform. The overall objective of this integrated communications strategy is to enhance user engagement and encourage knowledge exchange, while consolidating and expanding our community of social protection practitioners.

COMMUNICATIONS HIGHLIGHTS:

- Almost 3,000 newsletter subscribers by 31 August 2018, an increase of almost 40 per cent compared to 1 September 2017.

- Over 3,100 followers on Facebook by 31 August 2018, an increase of over 35 per cent compared to 1 September 2017.

- Over 2,100 followers on Twitter by 31 August 2018, increasing from 1,400 in 1 September 2017.

- An increase of 73 per cent in YouTube subscribers, and a threefold increase in the number of videos on the platform's YouTube channel: a total of 280.

- Launch of the platform's Instagram account in August 2018.

TABLE 10. COMMUNICATIONS OBJECTIVES BY CHANNEL

| Channel	Update frequency	Objective
Social media	Daily	Increase platform traffic
Homepage	Bi-weekly	Increase platform downloads
Newsletter	Monthly	Increase platform traffic
Email campaigns	Ad hoc	Increase active members, especially policymakers
Partnerships	Ad hoc	Increase active members
Events	According to funding	Increase active members
Webinars	Every Thursday	Increase webinar attendees, increase members from Asia

SOCIAL MEDIA

Since socialprotection.org's launch, our social media channels have adopted a comprehensive strategy, designed to disseminate the platform´s content and features and engage experts, as well as non-specialist audiences, to consolidate a broader community of social protection practitioners.

The platform has been exploring with different visual identities and we have developed a tailored approach to enhance content promotion and boost user engagement. We have also developed a pre-planned calendar to ensure that a wide variety of content is timely presented to the right audience.

This multifaceted strategy has delivered solid results. We have seen a steady increase in followers and engagement, reflecting a great mosaic of users from all over the world. We now have over 3,100 followers on Facebook, 35 per cent more than in the previous year, and the number of followers on our Twitter account has jumped from almost 1,400 in September 2017, to over 2,100 in August 2018. The most popular posts address webinars, job opportunities and online course announcements.

FIGURE 11. SOCIAL MEDIA FOLLOWERS
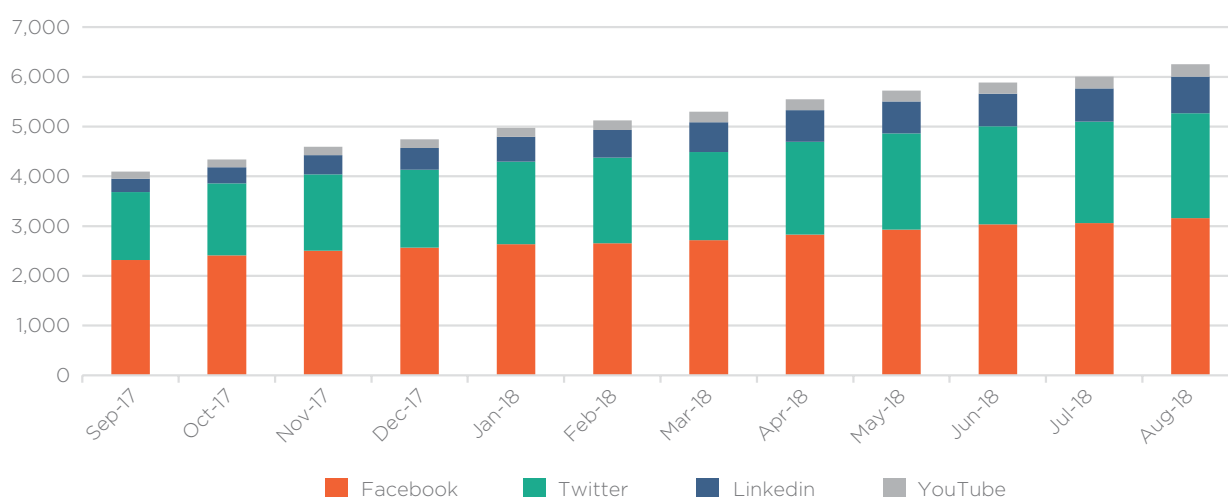
The socialprotection.org LinkedIn account, created in April 2016 to reach new audiences, has amassed almost 750 followers from diverse professional backgrounds, including research, governments and non-governmental organisations. We are still fine-tuning our YouTube strategy to capitalise on

its potential as a social media tool: however, we have tripled our number of uploaded videos in just one year. The number of subscribers to the channel jumped from 124 in September 2017 to almost 250 in August 2018.

On 1 August 2018, socialprotection.org launched its Instagram account to diversify its outreach and engagement strategy by exploring this top growing social media network. Currently, our communications team is working to bring more multimedia and interactive content to our social media channels, including quizzes,

stories (Facebook and Instagram) and short institutional videos.

NEWSLETTER

We have been releasing our thematic monthly Newsletter since December 2016, showcasing the latest and most relevant content on the platform, including news, events, upcoming webinars and online courses. The newsletter amassed 2,944 subscribers by 31 August 2018, an increase of 40 per cent compared to the previous report period.
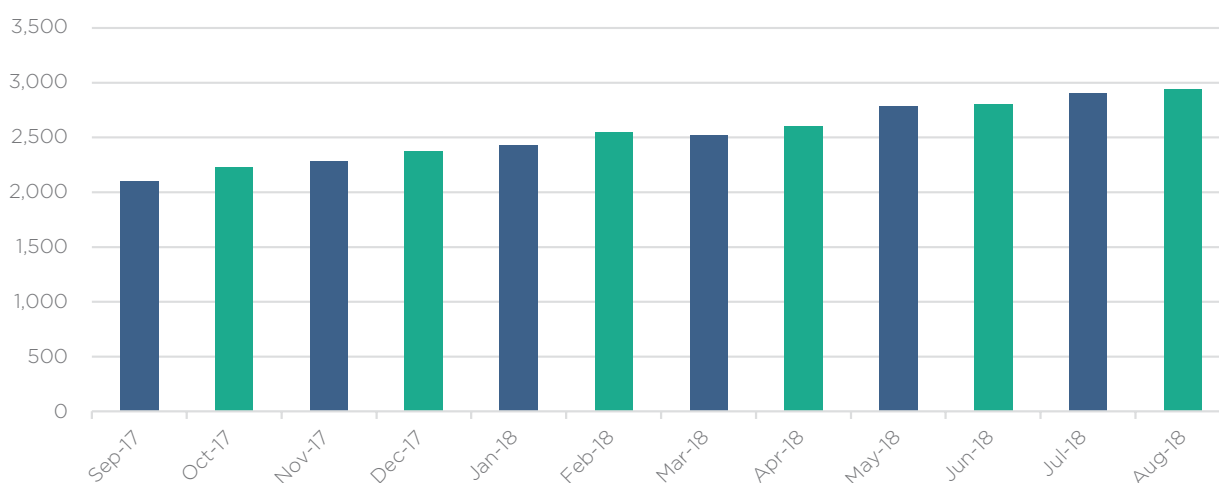
FIGURE 12. NEWSLETTER SUBSCRIBERS

TABLE 11. THEMATIC NEWSLETTERS BY MONTH

August 2018	How can technology improve social protection?
July 2018	Can social protection respond to the needs of refugees and IDPs?
June 2018	Celebrating the global commitment to universal social protection
May 2018	What is the role of social protection in the informal market?
April 2018	World Health Day
March 2018	How can social protection empower women?
February 2018	How can social protection help achieve social justice for all?
January 2018	Happy new year
December 2017	Highlights of the year
November 2017	Africa Industrialisation Day
October 2017	International Day for Disaster Reduction
September 2017	Two-year anniversary of socialprotection.org

2Photo Pots/Unsplash

UNMEER/Martine Perret (goo.gl/iTJiYD)

Asantha Abeysooriya/Unsplash

Church of the King/Unsplash

Robert Collins/Unsplash

Yi Wu/Unsplash

5.

Outreach and engagement

A variety of events, the Ambassadors Programme, and the annual User Satisfaction Survey have all contributed to socialprotection.org's increased visibility and provided opportunities for our members and users to actively participate in the platform's content and development.

EVENTS

The socialprotection.org team has participated in 13 outreach and promotional events. Face-to-face and virtual meetings are a key component of the platform's knowledge-sharing and outreach strategy, serving to strengthen knowledge-sharing and capacity building among social protection practitioners.

Over the past year, the team participated in and/or contributed to the following events:

- **16-27 October 2017:** Mariana Balboni (IPC-IG Senior Project Officer) participated in the *Training of Trainers Workshop on the Leadership and Transformation Curriculum on the Governance and Administration of Social Protection Floors in Africa (TRANSFORM)* in Lusaka, Zambia. The course aimed at the continued development of regional trainers to deliver the TRANSFORM Social Protection Learning Package in Africa. The methodology and structure of the e-course project was presented and mini-lectures were recorded to be added to the TRANSFORM online content, which is hosted on socialprotection.org.

- **8 November 2017:** Mariana Balboni attended the event *Group talk—The Relevance of Social Technologies for the Agenda 2030*, organised

by the Oswaldo Cruz Foundation (FIOCRUZ), the United Nations Department of Economic and Social Affairs (UNDESA) and the Rio+ Centre/UNDP, in Rio de Janeiro, Brazil. She participated in the debate *'Online Platform Lessons: Facilitating the Usage and Presenting Best Practices'*.

- **27-30 November 2017:** Mariana Balboni attended the *9th Global South-South Development (GSSD) Expo* in Antalya, Turkey. The event was dedicated to the theme '*South-South Cooperation in the Era of Economic, Social and Environmental Transformation: Road to the 40th Anniversary of the Adoption of the Buenos Aires Plan of Action (BAPA+40)*'. The GSSD Expo sought to showcase successful, evidence-based development solutions and initiatives created by institutions in the global South to address development challenges.

- **1 February 2018:** Mariana Balboni joined fellow colleagues of the global social protection community at the *10th Social Protection Inter-Agency Cooperation Board (SPIAC-B) Meeting*, held at the United Nations Headquarters in New York, USA. She presented the main results of socialprotection.org, the activities facilitated by the platform in support of social protection initiatives around the globe, and the TRANSFORM e-learning project, in collaboration with the ILO and the EU-SPS.

- **1 February 2018:** IPC-IG Senior Research Coordinators, Diana Sawyer and Fabio Veras, as well as IPC-IG Researcher Raquel Tebaldi received Fiona Lappin, DFID's Brazil Counsellor, at the IPC-IG office in Brasília, Brazil. The group discussed the Centre's activities and current initiatives in Africa, how socialprotection.org was involved in the context of the DFID-funded project 'Brazil & Africa: fighting poverty and empowering women via South-South cooperation', and how the platform has been supporting debates on shock-responsive social protection.

- **12-16 March 2018:** Ashleigh Kate Slingsby (socialprotection.org Communications Officer, IPC-IG) attended the *Inter Agency Social Protection Assessments (ISPA Tools)* face-to-face training in Yogyakarta, Indonesia. The objective of the meeting was to present the functionalities of the ISPA Tools to participants from the South Asia, East Asia and Pacific regions, to better analyse the strengths and weaknesses of their social protection systems, programmes and/or delivery mechanisms, as well as assessing synergies that could be further explored to advance ISPA goals while increasing the platform's impact. An ISPA online community will be re-launched during the next report year to support this.

- **17-18 April 2018:** The socialprotecion.org team hosted a *two-day technical meeting* with David Fuentes Solano, Assistant Director of the DFAT's Department for Poverty and Social Transfers (Development Policy Division) at the IPC-IG office in Brasília, Brazil. The objective was to discuss current and future joint activities between the Centre and DFAT, which is one of socialprotection.org's main donors. Diana Sawyer presented the IPC-IG's activities and projects, while Sergei Soares (IPC-IG Senior Research Coordinator and Ipea Researcher) presented a briefing on current social protection issues in Brazil. Mariana Balboni presented socialprotection.org's achievements, futures projects and partnerships.

- **17-18 May 2018:** The socialprotection.org team participated in the *IPC-IG's 2018 Retreat* in Brasilia, Brazil. This was an opportunity for the entire team to discuss ongoing and future projects, and to analyse the Centre's 2018 Work Plan. The event also gathered colleagues from Ipea who are currently working on joint research projects with the Centre.

- **6-7 June 2018:** Mariana Balboni attended the *European Development Days (EDD) conference*, organised by the European Commission in Brussels, Belgium. She participated in the sessions focused on social protection, including: 'Does shock-

sensitive social protection promote gender equality?', organised by GIZ, and 'Women on the rise: no one left behind!', organised by Bridging the Gap.

- **7 June 2018:** Mariana Balboni participated in two events held at the *Permanent Mission of Finland to the European Union* in Brussels, Belgium in preparation for the 63rd session of the UN Commission on the Status of Women (CSW), which will take place in March 2019 under the priority theme 'Social Protection Systems'. The first event was a workshop titled 'Gender, Care Economy and Social Protection Systems—Structural Transformations for Reaching the SDGs', organised by the EU-SPS and UN Women. The second event was the first meeting of the SPIAC-B Gender Working Group.

- **30 July – 2 August 2018:** The socialprotection.org team received Christof Kersting, Jakob Lessin and Alice Guimarães from GIZ, on behalf of the BMZ, at the IPC-IG office in Brasilia, Brazil. The group discussed future projects and

global partnerships on social protection. Diana Sawyer presented the scope of Centre's work and its current projects, while Luis Henrique Paiva (IPC-IG Research Associate and Ipea researcher) delivered a presentation on current social protection issues in Brazil. Mariana Balboni and the socialprotection.org team presented the platform's status, accomplishments and challenges. Together with DFAT, GIZ is one of the platform's main donors.

AMBASSADORS PROGRAMME

The socialprotection.org Ambassadors Programme is an online volunteer programme, operated via the United Nations Volunteers website. Individuals from all over the world apply to participate in activities related to providing content, knowledge exchange and networking, as well as their promotion and dissemination.

The Programme has a duration of up to six months, with Ambassadors being selected twice a year. Since 2015, we have welcomed 160 Ambassadors from over 40 countries.

TABLE 12. AMBASSADORS PROGRAMME

Programme phase	Ambassadors selected	Countries represented
1	23	20
2	33	23
3	40	23
4	35	23
5	**29**	**24**

socialprotection.org's Ambassadors actively participate by mapping and uploading content, writing blog posts, creating infographics, and sourcing photographs. They are also encouraged to engage with our social media platforms.

The Programme's objectives are threefold: to ensure that up-to-date and relevant

content reflecting the Ambassador's regional or thematic interests are available on the platform; to promote and provide opportunities for engagement with socialprotection.org's interactive features; and to increase the visibility of socialprotection.org within the Ambassador's personal network and assigned region.
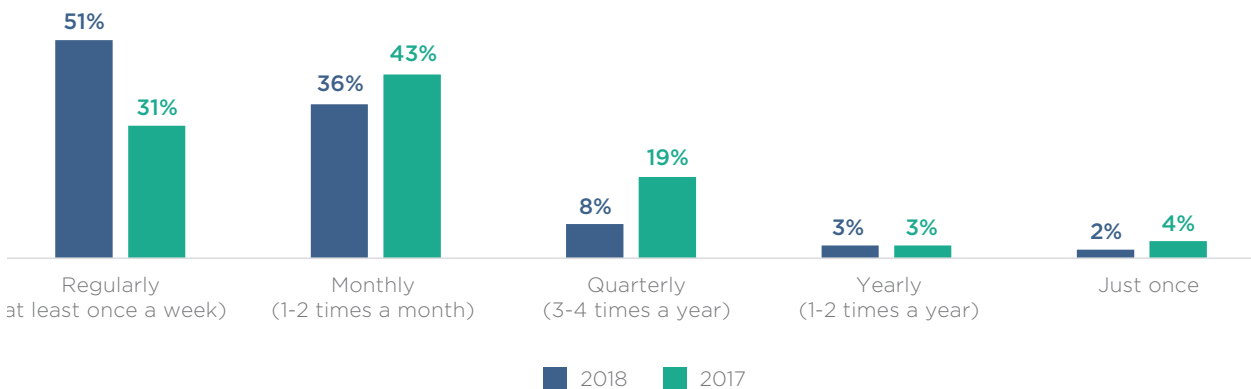
Alexander Paul/Unsplash

6.

User Satisfaction Survey

From 27 June to 16 July 2018, our team conducted the 2018 User Satisfaction Survey to assess the satisfaction of the socialprotection.org's members and users. The Survey was sent to 8,098 individuals via various channels, including a MailChimp e-mail campaign, the platform's Newsletter, and social media. 84 people responded to the survey, most through the e-mail campaign.

FREQUENCY OF ACCESS

One of the positive outcomes of socialprotection.org's activities and user engagement strategy was a clear increase in the number of regular users. Users reporting regular use of the platform (at least once a week) increased to 51 per cent during the report year, against 31 per cent in the previous period.
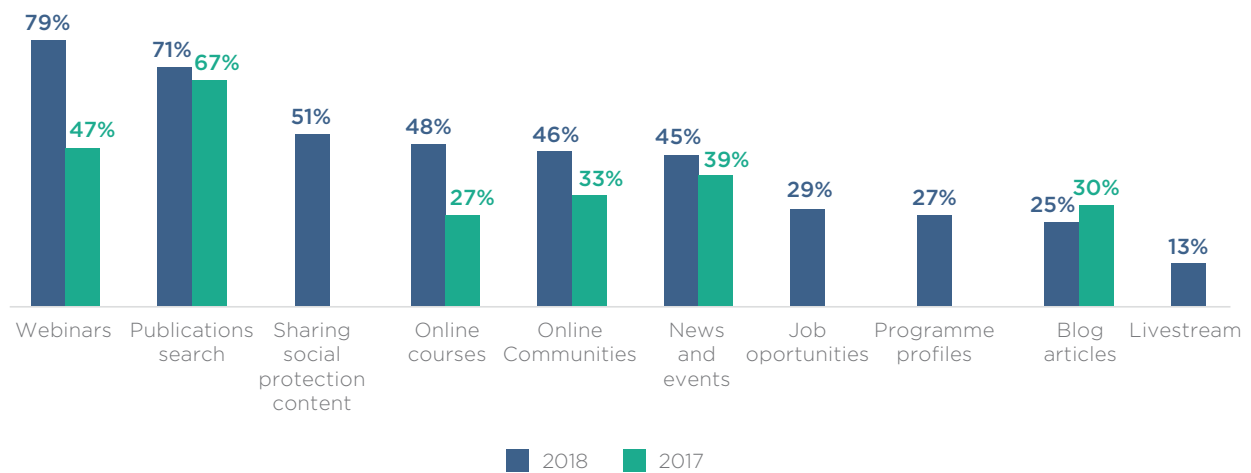
FIGURE 13. FREQUENCY OF ACCESS

	2018	2017
Regularly (at least once a week)	51%	31%
Monthly (1-2 times a month)	36%	43%
Quarterly (3-4 times a year)	8%	19%
Yearly (1-2 times a year)	3%	3%
Just once	2%	4%

FEATURES GARNERING THE MOST USER INTEREST

While the 'Publications search' continues to be one of the most popular features on the platform, there has been a significant increase in user interest regarding webinars (from 47 per cent in 2017 to 79 per cent in 2018), online courses (from 27 per cent in 2017 to 48 per cent in 2018) and Online Communities (from 33 per cent in 2017 to 46 per cent in 2018). This growth reflects the platform's focus on the improvement and dissemination of these features, as well as increased user engagement.

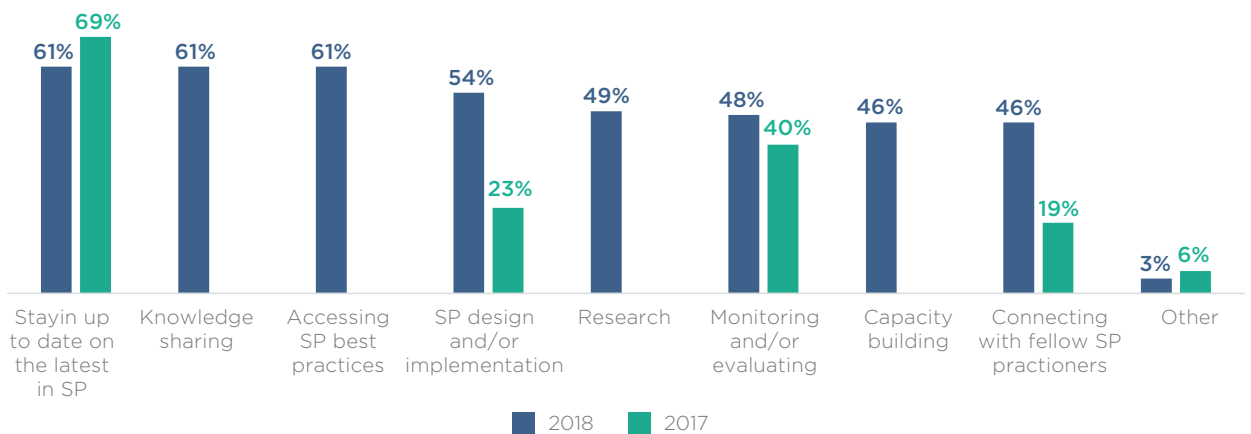**FIGURE 14. FEATURES GARNERING THE MOST USER INTEREST (MULTIPLE ANSWERS)**

	Webinars	Publications search	Sharing social protection content	Online courses	Online Communities	News and events	Job oportunities	Programme profiles	Blog articles	Livestream
2018	79%	71%	51%	48%	46%	45%	29%	27%	25%	13%
2017	47%	67%		27%	33%	39%			30%	

PURPOSES FOR ACCESSING THE PLATFORM

'Staying up-to-date on social protection' continues to be the main reason why users access the platform. However, new options were added to the latest survey. Knowledge sharing and accessing social protection best pratices now also appears as the main reasons why users access socialprotection.org. Many of the platform's features are developed to encourage knowledge sharing by members—therefore, having members accessing the platform for this reason is indicative that these features are working well and being recognised by our social protection community.

FIGURE 15. PURPOSES FOR ACCESSING THE PLATFORM (MULTIPLE ANSWERS)

|	Stayin up to date on the latest in SP	Knowledge sharing	Accessing SP best practices	SP design and/or implementation	Research	Monitoring and/or evaluating	Capacity building	Connecting with fellow SP practioners	Other
2018	61%	61%	61%	54%	49%	48%	46%	46%	3%
2017	69%			23%		40%		19%	6%

RATING OF SOCIALPROTECTION.ORG'S SERVICES

Webinars and the Publications Search are still the most useful platform features, followed by Online Communities, which showed a considerable growth in interest this year. News and programme profiles also proved popular among respondents.

FIGURE 16. RATING OF SOCIALPROTECTION.ORG'S SERVICES IN %
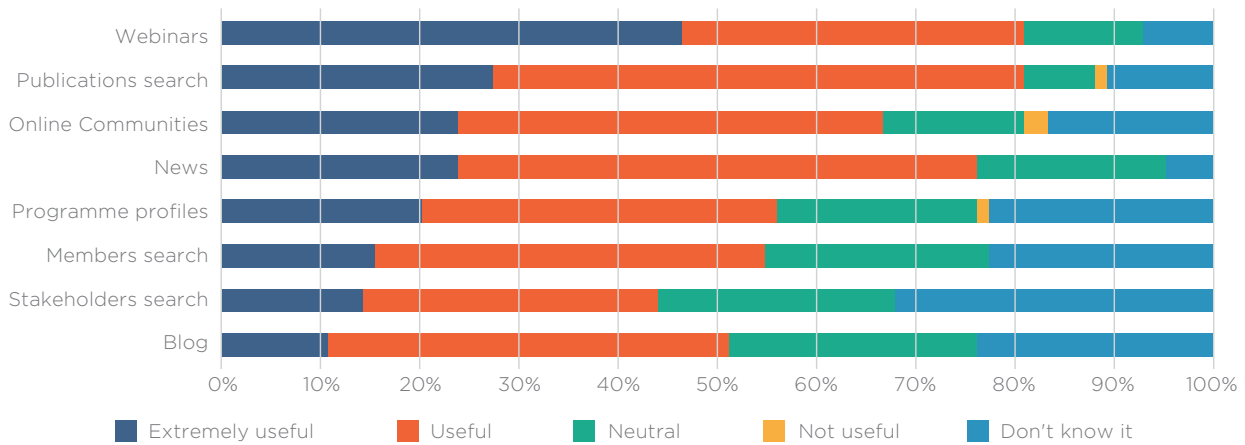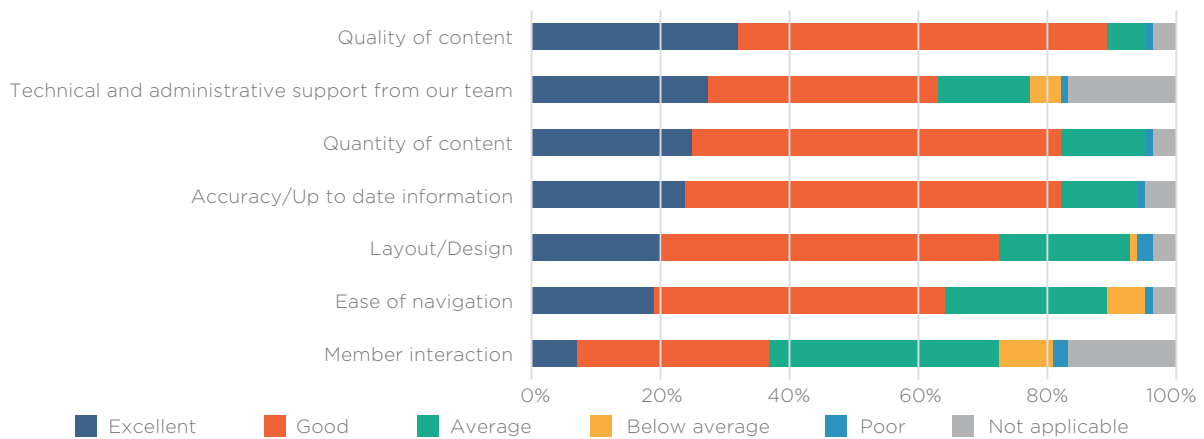

RATING OF SOCIALPROTECTION.ORG'S ATTRIBUTES

socialprotection.org's attributes are also still highly rated, particularly the 'quality of content' and our 'technical and administrative support'. We are hoping to improve 'Member interaction' by introducing new features on the platform.

FIGURE 17. RATING OF SOCIALPROTECTION.ORG'S ATTRIBUTES IN %
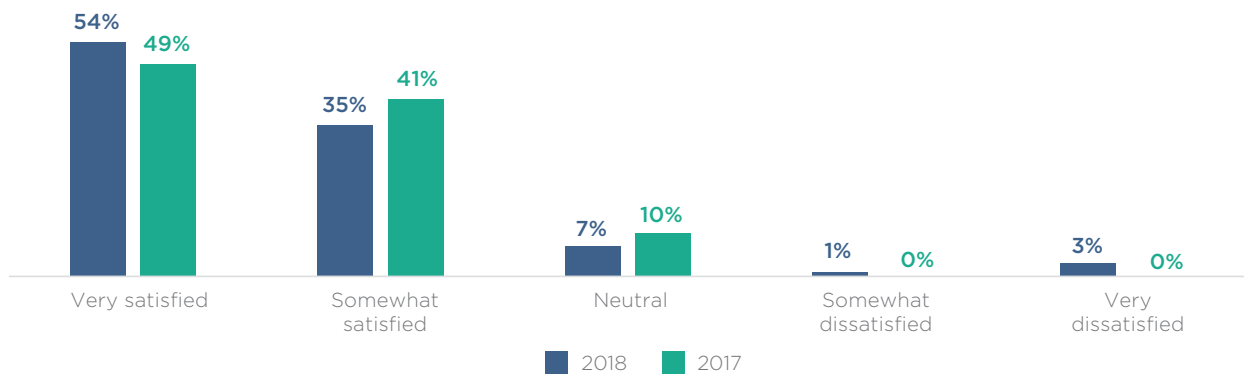

OVERALL USER SATISFACTION

Most users report being *'very satisfied'* with the platform. Overall satisfaction, as well as increased access frequency, demonstrate that socialprotection.org's features and content are serving their purpose well.

FIGURE 18. OVERALL USER SATISFACTION

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
2018	54%	35%	7%	1%	3%
2017	49%	41%	10%	0%	0%

USER COMMENTS:

"socialprotection.org has evolved as a unique platform for social protection, providing access to resources, facilitating webinars and communities, sharing news and so on. Most importantly, socialprotection.org enjoys the recognition and support from all key stakeholders such as donors, UNs, Banks and NGOs. The socialprotection.org team should always be aware of this recognition and maintain the platform's unbranded status".

"The main effort in the future will be to increase active participation from government officials and non-international agency practitioners. Not an easy feat!"

"I can only commend the team for a job well done. The platform provides very useful material and knowledge to improve the wellbeing of humanity".

7.

The way forward

The biggest challenge in working both with technology and development is keeping up-to-date with the constant changes and new evolutions of the field. socialprotection.org's diverse team was brought together with the mission of understanding these changes and developing the platform's features to manage knowledge in the best possible way.

As the platform is highly reliant on its members, we encourage them to constantly contribute and provide feedback regarding our activities and features, so that we can define priorities according to their needs and interests.

socialprotection.org will always remain a work in progress, maintained by people and organisations that believe in the free exchange of knowledge, cooperation and sustainable development. In the following section, we present a small summary of all the invaluable lessons we have learned over the past year, as well as our hopes for improvement to better serve our community.

LESSONS LEARNED

Throughout this latest development phase, the socialprotection.org team accrued experience regarding the platform's administration and the demands of its members and users. Here are some of the lessons learned:

- The platform is increasingly being used by policymakers from low-income and middle-income countries, requiring the translation and provision of content in multiple languages. Policymakers from Africa and Latin America, who are not native English speakers, face a barrier to engaging with socialprotection.org and its content. To meet this demand, the platform has been translated into French and Spanish.

- Adaptability and flexibility are also needed when catering to a global audience, along with sensitivity to national and regional specificities, to liaise with partners and adapt our internal workflow. This is especially

pertinent when considering different time zones in conducting meetings and webinars.

- Revising uploaded content and delivering tailored member communications is essential to ensuring the quality of content and maintaining user engagement. As socialprotection.org is a member-based platform, there is a need to consistently adapt communications and dissemination strategies and update the data model to stimulate user activity and increase the member base.

- A priority of the upcoming development phase will be to improve member engagement. This will be supported by an internal data extraction system, allowing for more targeted engagement.

- Online Communities require administrators to manage activities, upload content and foment discussions. Thus, to prevent inactivity, there is a need to fully discuss these demands with partner institutions when developing concept notes.

- Effective and concise guidelines are required to support new Online Community administrators. The same notion applies to conducting webinars, where effective collaboration between the socialprotection. org team and partners is essential to the success of an event.

- Being well-informed of user demands and adopting a strategic and forward-thinking approach is crucial in realising fruitful collaborative initiatives in both Online Communities and webinars.

- It is a priority of the socialprotection.org team to develop a range of clear, concise, and user-friendly guidelines corresponding to each of the platform's interactive features that demand the involvement of both members and stakeholders.

- Expanding the platform's interactive features should be accompanied by technical improvements to the internal administrative interface. This ensures the

streamlined and efficient functioning of the socialprotection.org team, while ensuring consistent monitoring and evaluation of the content, which in turn supports effective strategic planning.

- Overall, it is essential to keep in mind that any additional feature demands corresponding training and administration on the part of the platform's team. Ultimately, human resources are essential in delivering tools that effectively support members in their knowledge-sharing and capacity-building endeavours.

FUTURE DEVELOPMENTS

The priorities of the platform evolve according to the needs of its members and stakeholders, as well as the capacity and expertise of the socialprotection.org team. Therefore:

- New technical developments are required to improve member engagement and user-friendly functionality.

- A new social space will be developed to support networking among members, allowing them to share interests and opportunities in new and exciting ways.

- Given the challenges in access to technology in developing regions, a mobile application is a recurrent request, especially in African countries where the use of smartphones is widespread and pose less of a barrier.

- A more user-friendly administrative interface, which would make it easier for members to manage their own content, should also be prioritised.

- Finally, the platform does not allow for monitoring of user activity, nor identifying the most accessed pages or downloaded content, which hinders effective monitoring and evaluation of engagement and of platform traffic. This will be considered for the next development phase.

UPCOMING CHALLENGES

socialprotection.org encountered new challenges during the report period, mainly due to the implementation of new features. Flexibility and adaptation have been the core tenets adopted by the team to address needs and demands.

With technology and user demands consistently evolving, there is no defined end-point in the development of an organic online platform. Accordingly, there is a constant need to review and enhance the platform's technical functionalities and features to improve the user experience, resulting in corresponding challenges:

- Consistently monitoring new policy content and trends in social protection, while responding to specific, ad hoc demands of stakeholders and members.

- Global outreach to cover a variety of regions and topics, represent different geographical, cultural and language backgrounds, and identify relevant ongoing discussions.

- Providing access to quality, relevant, accurate, and up-to-date content.

- Increasing user engagement, with a special focus on policymakers from developing countries, as well as members from the Asian region.

- Maintaining an innovative platform with a range of user-friendly tools serving different demands.

- Limited human resources relative to the speed of expansion of the platform's features and the corresponding growth of its member base worldwide, particularly in communications and knowledge management activities.

- Securing financial support for future developments and improvements is one of the most pressing challenges faced by the platform.

8.

The socialprotection.org team

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