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# Annual Report 2022

[socialprotection.org](https://socialprotection.org)





# Acknowledgements

In September 2022, socialprotection.org celebrates its 7th anniversary. Since its foundation, the platform has consolidated itself as one of the main knowledge hubs in the area of social protection.

We have worked tirelessly to ensure that the social protection community can rely on an enhanced neutral space to disseminate content, strengthen relationships, exchange knowledge and best practices, and build capacities.

The past year was marked by technological developments and improvements and several relevant discussions, which brought together thousands of actors from various regions and types of institutions from around the globe.

These positive outcomes would not have been possible without the platform's passionate and dedicated team.

Also key to the platform's work was the support of its main funders: the Australian Department of Foreign Affairs and Trade (DFAT) and the *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

In addition, the team is grateful for the partnership and support of stakeholders who worked on various projects with the platform during the year, such as the Asian Development Bank (ADB), the World Food Programme (WFP), the University of Bath, the United Nations Children's Fund—West and Central Africa (UNICEF WCARO), the International Labour Organization (ILO), the Food and Agricultural Organization of the United Nations (FAO) and the United Nations Development Programme—Regional Service Centre for Africa (UNDP RSCA). We also appreciate the endorsement of the Social Protection Inter-Agency Cooperation Board (SPIAC-B) and the Global Partnership for Universal Social Protection (USP 2030).

The platform would also like to acknowledge the support of its host: the International Policy Centre for Inclusive Growth (IPC-IG) of the United Nations Development Programme (UNDP) in Brazil.

Finally, we could not forget our users, members, stakeholders, volunteers, collaborators, and enthusiasts, who make socialprotection.org such an enormous and thriving social protection community. Thank you!

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**socialprotection.org Annual Report 2022**

By The socialprotection.org team

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This publication is available online at [www.ipcig.org](http://www.ipcig.org) and [www.socialprotection.org](http://www.socialprotection.org).



# Introduction


The socialprotection.org platform was launched in 2015, answering to a request by the G20 to establish an effective knowledge-sharing platform on social protection. The platform's mission has remained stable throughout its seven years of activities, yet its role in promoting discussions of trending topics and fostering collaboration between different segments of the social protection field has grown significantly over time. To better communicate the platform's current purpose for its members and stakeholders and define more focused strategic actions, the team has worked to refine the platform's mission<sup>1</sup> over the past year, which was marked by innovations in the social protection arena.

In the ever-changing global landscape, countries have struggled to recover from the socioeconomic consequences of the COVID-19 pandemic while dealing with the current rise in food and energy prices, along with intensifying climate risks. The number of vulnerable populations has increased, along with displacement and persistent informality in the labour market. Elderly people, people with disabilities and women are some of the groups most disproportionately affected by these challenges. In this context of intense crises, the role of social protection has become more prominent than ever to cushion exacerbated inequalities.

On the other hand, these challenges have also led to further research, innovation and technological improvements in the area of social protection, such as governance and processes. They also cast light on the importance of adding preventive components to social protection systems, while investing in universal social protection to ensure that all populations are supported at different stages of the life cycle in a fiscally prudent manner.

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1. socialprotection.org is an unbranded knowledge-sharing (and capacity-strengthening) platform that offers actionable content and promotes dialogue, learning and cooperation among the global social protection community through innovative formats, with a focus on low- and middle-income countries.



Reflecting this global context and honouring its mission, during the past year the platform has remained at the forefront of promoting timely discussions related to these (and many other) topics through its webinars, e-conferences, and podcasts, providing up-to-date resources through its vast database and building adaptive capacities via its e-courses.

Some of the main discussions promoted by the platform, in partnership with several organisations, were mainly (but not exclusively) related to adaptive social protection, COVID-19, humanitarian assistance, and digital social protection. These debates reinforced the centrality of supporting populations to prepare for, cope with and adapt to shocks, and the need for better coordinated efforts regarding emergency responses for more effective results. The advantages of using digital technologies in different ways across the social protection delivery chain were also highlighted, fostering discussions on designing for interoperability.

The platform also invested in enhancing the reach of global initiatives and strengthening the work promoted by interagency mechanisms, such as USP 2030 and SPIAC-B, through the organisation of joint actions to highlight the main themes addressed by these initiatives and support knowledge exchange and dialogue.

By bringing together different actors to discuss topics of common interest, the platform is consolidating itself as a diverse and neutral space, where the social protection community can share distinct perspectives and findings and learn from each other's experiences.

Furthermore, several technical improvements were implemented regarding the platform's services and structure to ensure a smooth user experience.

This publication, the 2022 Annual Report, provides details on the team's extensive work, outlining socialprotection.org's main activities from September 2021 to August 2022, highlighting key figures and achievements, as well as lessons learned and plans for the coming year.

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# 1.

## Highlights

During its seven years of activities, the socialprotection.org platform has functioned not only as a massive content database, but also as a promoter of relevant discussions, facilitating collaboration between diverse actors in the social protection field and ensuring a neutral and plural space for different agendas and voices.

In the past year, the platform carried out several relevant initiatives and saw significant growth: we are now a community of over 11,500 members! Some of the main highlights are outlined below.

### WEBINARS

- In the past year alone, socialprotection.org promoted 44 webinars. In total, 251 webinars have been hosted since launch.
- These webinars have gathered 4,170 attendees, mostly located in Europe and Central Asia (26 per cent), closely followed by sub-Saharan Africa (24 per cent).
- Thirteen webinars (29 per cent of the year's total) included simultaneous interpretation to one or more languages.
- The main discussion topics included digital social protection (16 per cent), adaptive social protection and humanitarian assistance (9 per cent each).
- Together with SPACE, and NORCAP, the platform organised *The big SP e-Vent: You spoke up, we listened—but what should we do next?*, gathering 111 participants from different segments, such as governments, UN agencies, donors, non-governmental organisations (NGOs), and humanitarian agencies.
- The platform remained at the forefront of the conflict in Ukraine and quickly promoted two webinars addressing potential consequences: *Ripple effects of the war in Ukraine: What role can 'adaptive' social protection play to prepare for and respond to anticipated global price shocks and hunger?* (191 attendees) and *The social protection*

response for Ukrainian refugees: Poland's Big4 social protection programming presentation and discussion on the regional response (125 attendees)

- Addressing the theme of digital social protection, the Digital Convergence Initiative (DCI) launched the Talking Interoperability series in March 2022
- The largest audience for a webinar during the period was for the Launch and discussion of the paper "UN collaboration on social protection: Reaching consensus on how to accelerate social protection systems building", held on May 2022 as a joint collaboration between the United Nations Joint SDG Fund, UNICEF, FAO, and ILO. It had 236 live participants.

## E-CONFERENCES AND MEETINGS

- In September and November 2021, socialprotection.org hosted a series of three regional online workshops: Towards a shared understanding of digital social protection: What are the lessons from the COVID-19 crisis and the implications for the future?, which were organised by the GIZ and partners.
- On 30 November 2021, socialprotection.org hosted the Arab Ministerial Forum 2021, which had the participation of high-level social protection staff from the 20 invited countries. It gathered 198 attendees and was organised by the Regional UN Issue Based Coalition on Social Protection (IBC-SP) and partners.
- On 16 and 17 March 2022, the team was engaged in supporting and hosting an e-conference on Disability-Social Protection-Inclusion: Dialogue for change. The event was organised by ILO and partners and gathered 783 attendees.
- The platform supported a series of 5 closed meetings: *Réformes des Systèmes de Protection Sociale : initiative de coopération Sud-Sud et triangulaire au sein du Maghreb*, organised by the IPC-IG and partners.

## PODCASTS

- The podcast team launched a bonus episode about Ukraine 15 days after the start of the conflict.
- The two-part What's changed since COVID-19 series was launched in September 2021.
- In January and February 2022, a two-episode series about universal basic income was launched.

## ONLINE COMMUNITIES

- During the report period, two new Online Communities (OCs) were created: Forecast-based Action and Shock-responsive Social Protection Community of Practice, Nepal and Social Protection and Climate Change
- The Hangout meetings organised by the Social Protection in Crisis Contexts OC have been drawing significant attention from humanitarian and social protection practitioners. Another activity that took place within the OC was the series of e-discussions led by Better Assistance in Crisis (BASIC) Research.

## E-LEARNING

- In the past year, socialprotection.org delivered two online training series in partnership with key-stakeholders. The courses Strengthening the Use of Poverty Analysis to Achieve SDGs 1 and 2 in Eastern Africa and Shock-

Responsive Social Protection in the Caribbean were developed and offered thanks to the joint efforts of the platform and FAO and WFP, respectively.

- The e-learning team also developed and released two new micro-courses as part of the new Adaptive Social Protection series (ASPECTs)—Programmes and Delivery Systems and Data and Information, reaching almost 300 people.
- Three micro-courses were translated into Arabic through a partnership with the IPC-IG and UNICEF, with support from the BMZ and the KFW.
- During the report period, a total of 989 people enrolled in socialprotection.org's micro-courses.

## PUBLICATIONS

- The number of publications made available through the platform increased by 15 per cent over the previous year, reaching the significant mark of over 10,000 publications.

## BLOGS

- 142 blog posts were published during the report period, 24 per cent of the total number of blog posts in the platform.
- Highlights include the USP2030 Series, which was organised by the USP 2030 Secretariat under the scope of the USP 2030 Campaign; and the ongoing COVID-19 Social Protection response series, organised by socialprotection.org and the IPC-IG.

## MEMBERS AND HITS

- During the past year 2,523 new members joined the platform.
- 987,638 users accessed the platform from September 2021 to August 2022, a 60 per cent increase over August 2021.
- 2,291,700 sessions had been initiated by August 2021. This figure grew to 3,559,507 in August 2022.
- The number of unique pageviews went from 3,644,736 in August 2021 to 5,562,091 by the end of August 2022.

## SOCIAL MEDIA AND NEWSLETTER

- From September 2021 to August 2022, the number of recipients of our Newsletter increased by 5 per cent (420 new recipients), to a total of 8,272 subscribers.
- During the report period, LinkedIn has surpassed Facebook and Twitter as our largest social media network. The number of followers has grown by more than 42 per cent—adding up to 1,902 new followers since August 2021.

## STRATEGY

- The platform's vision and mission were refined to communicate its purpose more clearly to stakeholders and guide the team in defining focused strategic goals, while identifying challenges and opportunities.

## IT

- socialprotection.org now has an accessibility solution. Since February 2022, as a result of a partnership with accessiBe, users have been able to activate accessibility-oriented and AI-assisted options while navigating the platform.
- To protect the privacy and personal data of its users, some user input options have been suppressed, along with sensitive information disclosure points.
- A revised taxonomy was implemented in April 2022 to represent a clearer classification of social protection programme categories and include additional concepts that are important to the field.
- New content types were launched: Country Profiles, Academic Opportunities, Multimedia and Database. Several improvements have also been made to existing functionalities.
- To extract the full value of Jira Cloud's services, the team began to leverage integrations with apps such as BitBucket and Zephyr Squad, aiming to centralise tasks, requirements, tests and configuration changes in a single hub.
- The team is currently working out the initial technical requirements and drafting a Terms of Reference document to hire a company to develop a new platform under a new framework—Django.

## SOCIALPROTECTION.ORG'S MILESTONES

### Celebrating 7 years of socialprotection.org!

#### Webinars



251 webinars offered  
101 organisations involved  
26,219 attendees  
104,764 views on YouTube

#### Social Protection Podcast



**22 episodes**  
8,259 downloads

#### E-Learning



**26 courses offered**  
1,570 certificates granted

#### Our Community

**11,540**  
members worldwide



10,204  
publications



64  
online  
communities



564  
programme  
profiles

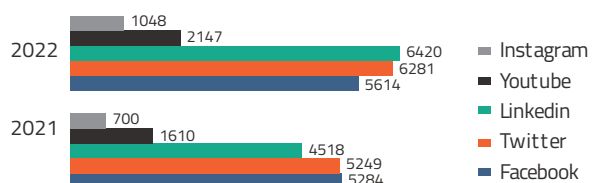


6 online events  
13 organisations  
4,180 attendees

#### Social Media

#### TOTAL FOLLOWERS

**21,510**



#### Access

**5,562,091**  
unique page views



Platform available  
in three languages:



All numbers presented are accumulated as of August 2022, unless stated otherwise

# 2.

## Technical improvements and developments

To meet the needs of its members and stakeholders, the platform has continuously invested in technical improvements and developments. Ensuring that users have an enjoyable browsing experience is one of the team's priorities.

The results of these efforts are reflected in the perception of users. According to the 2022 Satisfaction survey, the platform's layout and ease of navigation/user friendliness are considered 'good' or 'excellent' by 86 per cent and 80 per cent of respondents, respectively.

To continue providing this quality service, several technical improvements were made during the report period.

Regarding the management of our users' personal information, the team is taking necessary steps to bolster the protection of privacy and personal data. To this end, unnecessary user input options were suppressed, sensitive information disclosure points were eliminated, and general conditions for data anonymisation were created. Furthermore, there is a plan to release a basic user consent and cookie management component in the second semester of 2022.

Committed to ensuring that all audiences are able to access its content, the platform has partnered with [accessiBe](#), a service that gives users the power to make accessibility-oriented and AI-assisted modifications to the platform's content, display, colour, layout, screen reading and keyboard-driven navigation with just a few clicks. The company granted socialprotection.org a free license. Aware of the importance of making content accessible to everyone, the team will ensure that accessibility components figure as a priority in the new platform requirements.

In April 2022, a revised content classification taxonomy was released, incorporating new terms and ensuring alignment with the current terminology used in the field of social protection. Simultaneously, the team partnered with external consultants to develop an AI engine capable of interpreting text content, extracting valid and relevant taxonomic labels, and providing



Photo: Foto: David Pérez Vázquez <<https://i.imgur.com/55h1s>> CC BY-NC-ND 2.0

the platform with a suggested classification scheme. This ongoing implementation was mentioned in the previous report and has experienced some delays. However, it is expected to be made publicly available by the end of 2022.

During the report period, the team also invested in launching new content types. Chief among them is the [Country Profiles](#) area, an aggregator that merges country-focused content available on the platform, with key socioeconomic indicators gathered from external data sources. Through this portal, which was launched in November 2021, users can access countries' up-to-date social protection legal and policy frameworks and programmes, as well as databases, publications, and webinars.

The content segmentation of Country Profiles was made possible partly by two other significant developments: the separation of 'multimedia' and 'databases' as distinct content types. Until August 2021, the team classified all text, multimedia and database documents under the broad 'publications' category. Disaggregating the three document categories added specificity and robustness to the platform's archive while making it easier for users to find content based on media types.

Finally, the platform launched the [Academic Opportunities](#) section in September 2021, a portal dedicated to social protection researchers, professors and students seeking to advance their careers in the field. Users can find various academic opportunities there, such as trainings and Master's and Ph.D programmes.

To better manage all these improvements and technical developments, the IT team started to adopt the Scrum framework, as mentioned in the last Annual Report, along with the Jira Cloud project management platform. To make full use of Jira Cloud's services, the team started leveraging integrations with apps such as BitBucket and Zephyr Squad. This robust configuration has allowed the team to consolidate internal stakeholder demands, tasks, requirements, tests and configuration changes in a single hub. Thus, the team is gradually assembling and enhancing an end-to-end software development management process that is agile, reliable and holistic.

In addition, the team embarked on a design-thinking journey to conceptualise the new [socialprotection.org](#) platform, as the platform's current content management system (Drupal 7) is becoming obsolete. During these collective re-conceptualisation sessions, the team concluded that the new platform needs to be a rich and dynamic knowledge-sharing community, with robust user-centredness and customisation capabilities. Consequently, this exercise led to a review of the most suitable content management system for the future. Drupal was deemed to be inadequate as the foundation for the new platform and Django was selected as the best solution. Thus, the team is currently working on a Terms of Reference document to hire the company that will develop the new [socialprotection.org](#) platform around these parameters.

# 3.

## Main features and content

As one of the main hubs of knowledge in social protection, the platform offers access to a myriad of content in different formats. These materials are subdivided into different content types and users are encouraged to interact with them by discovering, connecting, learning, and sharing knowledge. These features are constantly updated by the team with the latest resources and discussions in the field.

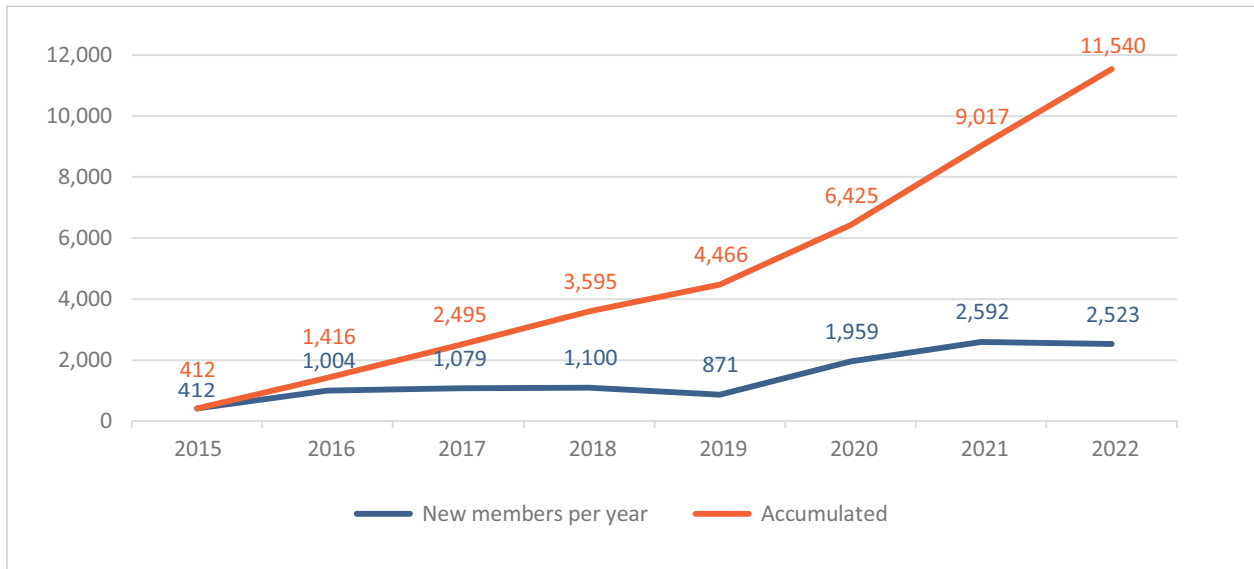
This section covers some of the main highlights of each content type during the report period—i.e., Members, Stakeholders, Publications, Country Profiles, Blogs, Webinars, e-conferences, Podcasts, Online courses, and Online Communities.

### 3.1 MEMBERS

Since its inception, the platform has sought to be a virtual space where practitioners, academics, policymakers, and enthusiasts can come together to collaborate and exchange knowledge and best practices in social protection. To this end, the team is constantly striving to meet the needs of its members and attract new ones.

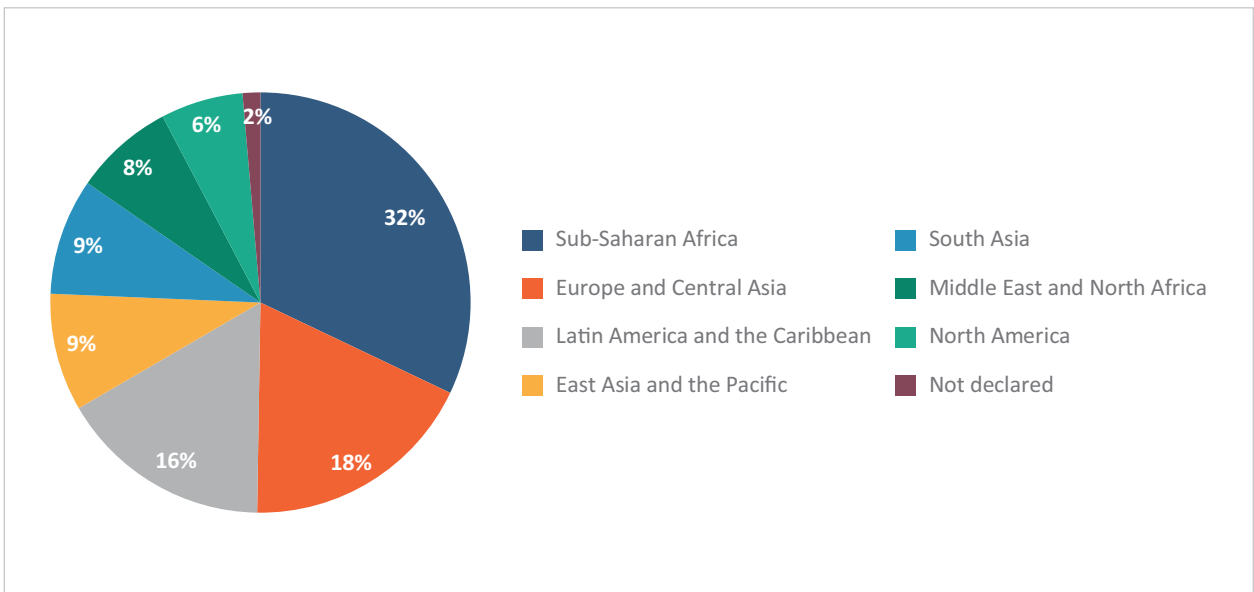
During the report period, 2,523 new users registered on the platform. This number reflects people's continued interest in being part of this global community and the extensive work being carried out by the team to keep the database up to date, promote relevant discussions through webinars and podcasts, and develop capacity-building activities through e-learning.

**FIGURE 1. REGISTERED MEMBERS**



As shown in Figure 2, the platform’s 11,540 members come from different regions, mainly sub-Saharan Africa (32 per cent) and Europe and Central Asia (18 per cent). This demonstrates the high interest of these regions in the work carried out by socialprotection.org.

**FIGURE 2 MEMBERS BY REGION**

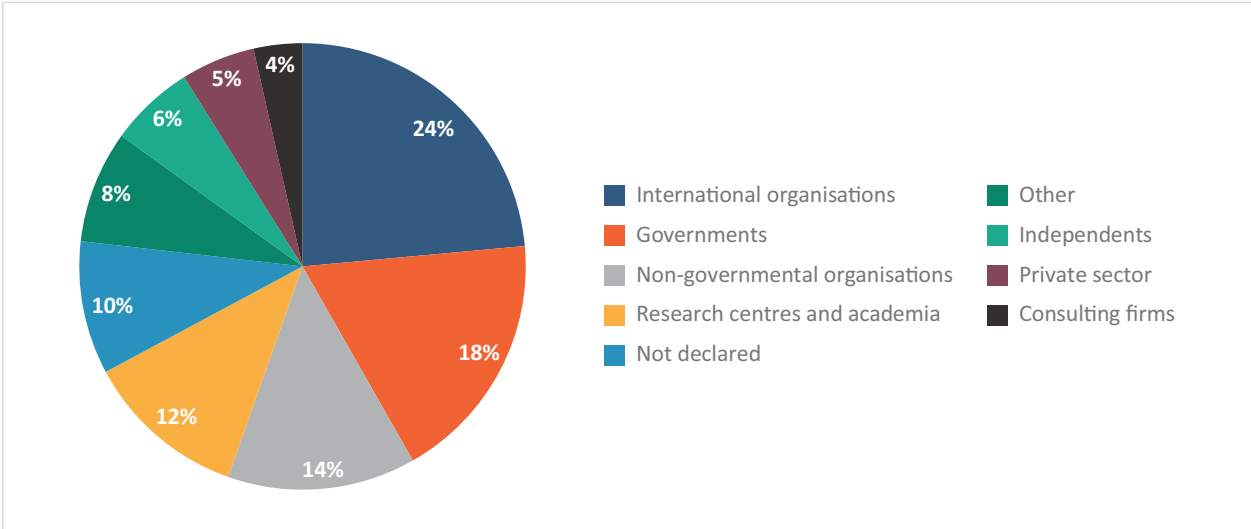


In terms of gender, the platform has been attracting a balanced number of women and men. Among the 7,389 members who have declared their gender, 50 per cent identify as female and 49 per cent as male, while 1 per cent selected the ‘undeclared’ option.

In addition, members represent different types of institutions. Most of them work in international organisations (24 per cent) and governments (18 per cent), followed by non-governmental organisations (14 per cent) and research centres and academia (12 per cent), which may be related to the team’s efforts to offer varied content in different formats to attract a balanced representation of each sector.



**FIGURE 3. MEMBERS BY TYPE OF INSTITUTION**



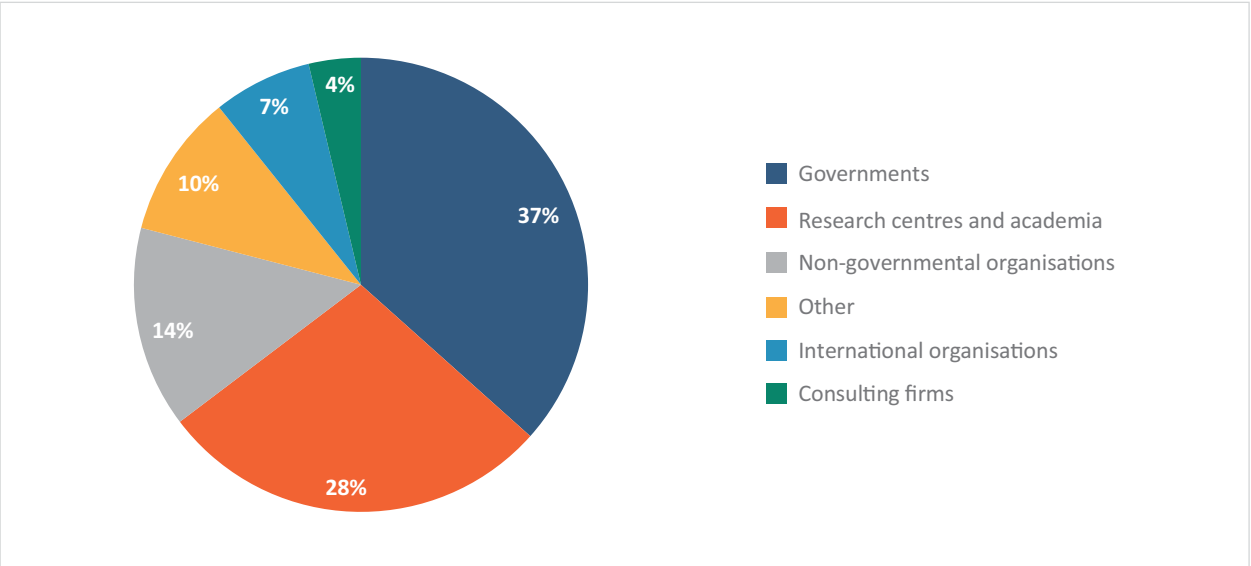
Having members with different backgrounds, from different regions and institutions, is essential to ensure the platform’s goal of being a multicultural and plural space for exchange.

**3.2 STAKEHOLDERS**

To showcase the work carried out by different actors in the social protection field, the Stakeholder section functions as a gateway for users to find all the content produced by a particular organisation/institution that has already been added to the platform, as well as a descriptive landing page for the different organisation profiles.

While some of these profiles are created by the socialprotection.org team, this section is very rich and underpinned by a strong sense of community, ensuring the unbranded nature of socialprotection.org.

**FIGURE 4. STAKEHODERS BY TYPE OF INSTITUTION**



The Stakeholder section has grown by more than 378 per cent since the platform's launch: from 592 profiles in 2015 to 2,240 as of August 2022.

During the report period, 181 new profiles were created: 47 from research centres and academia, 69 from government bodies, 27 from non-governmental organisations, 8 from international organisations, and 30 from other institutions (including media channels, consulting firms, and others).

Figure 4 shows the percentage of stakeholders by type of institution as of August 2022. Most stakeholders are from government institutions (37 per cent) and research centres and academia (28 per cent).

It is very important to represent a wide diversity of organisations/institutions in the stakeholder section, as one of the platform's goals is to be a neutral space that hosts and disseminates the important content produced by various actors in the field of social protection.

### 3.3 PUBLICATIONS

The Publications area continues to be one of the most sought-after sections of the platform, with over 285,000 pageviews in the last year and more than 27,000 downloads. In this section, users can find a variety of papers, reports, policy briefs, toolkits, and other document formats related to social protection, which are classified according to a comprehensive taxonomy. In March 2022, the taxonomy was revised to better reflect trending topics in the field.

Over the past two years, contents that were originally part of the Publications area were indexed as distinct content types: Multimedia (e.g., infographics, videos, slides), Databases, and Legal and Policy Frameworks (legal instruments and policy documents). This has allowed users to filter these materials more easily. As of August 2022, these separate areas gathered 1,186 pieces of multimedia content, 80 databases and 324 Legal and Policy frameworks. For purposes of historical comparative analysis, in this report all content from Multimedia, Databases and Legal and Policy Frameworks will be considered as part of Publications, unless when explicitly mentioned otherwise.

During the report period, the number of publications increased by 17 per cent over the previous year, reaching the significant mark of 10,204 materials (Figure 5), of which around 20 per cent were added by the platform's members. As socialprotection.org is a member-based platform, members are constantly encouraged to upload contents, which are subsequently accurately reviewed and classified by the team according to internal guidelines.

**FIGURE 5. TOTAL PUBLICATIONS, PER YEAR**

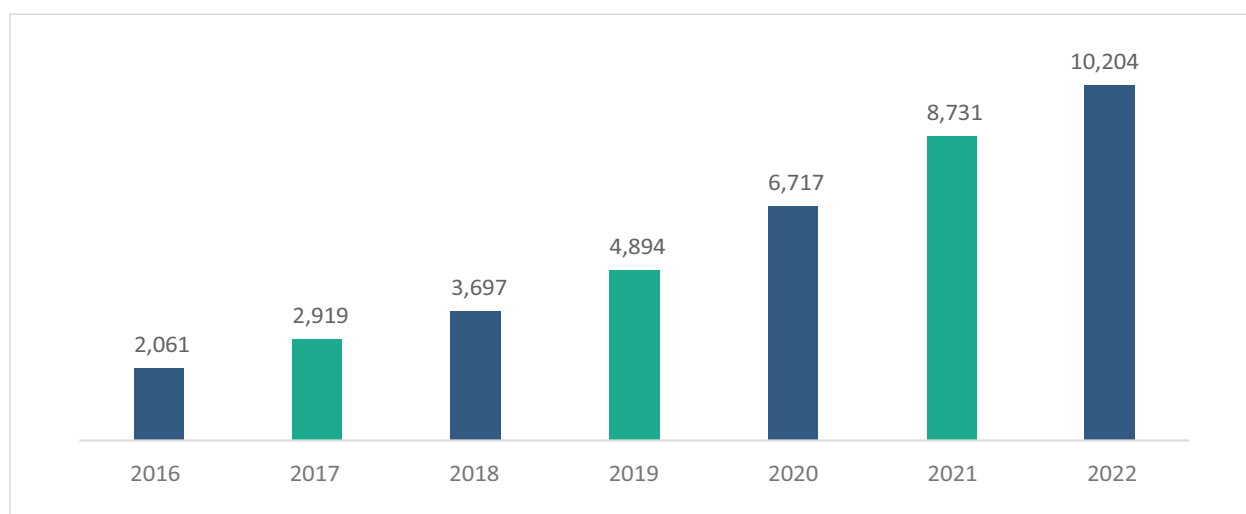
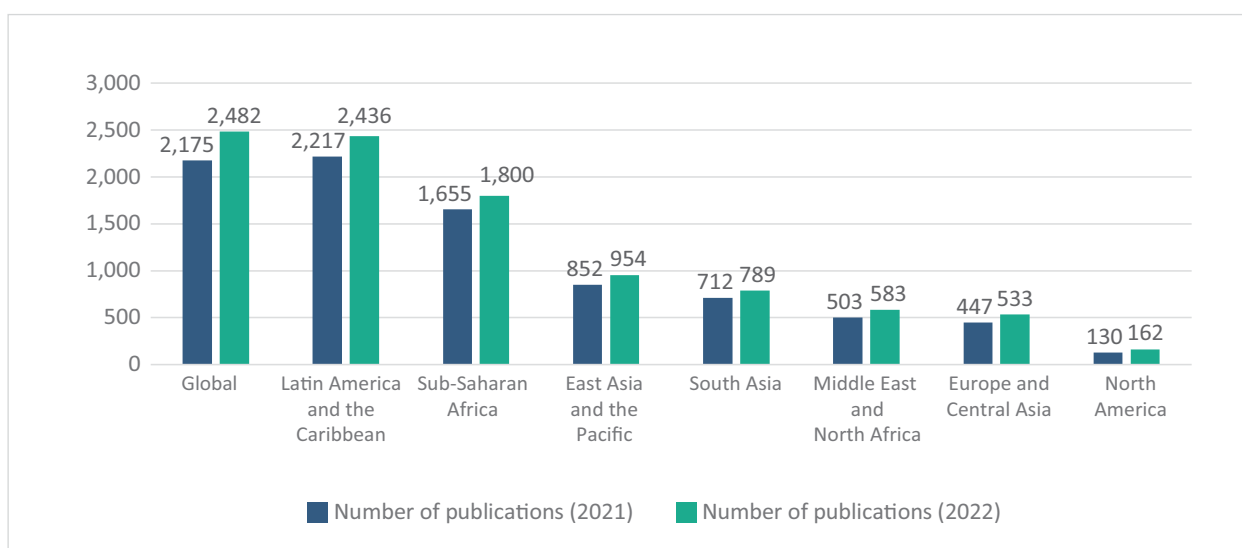


Figure 6 illustrates that as in previous years, most publications added to the database focus on developing countries, especially Latin America and the Caribbean (2,436), followed by sub-Saharan Africa (1,800) and East Asia and the Pacific (954). The most represented countries are Brazil, India, Mexico, Kenya, and Bangladesh. Publications that do not focus on any specific country or region are classified as Global: this category had a 25 per cent increase during the report period (2,482), which is probably related to the high number of materials addressing the global scenario of social protection.

**FIGURE 6. NUMBER OF PUBLICATIONS BY REGION<sup>2</sup>**



**TABLE 1. PUBLICATIONS BY MOST REPRESENTED CATEGORIES<sup>3</sup>**

Taxonomy section	Most representative category	Number of publications	Percentage of total publications
Programmes	Social transfers	3,993	46%
	Cash transfers	3,488	40%
	Conditional cash transfers	1,701	20%
Building Blocks	Coverage	1,912	22%
	Monitoring and evaluation systems	1,801	21%
	Targeting	1,650	19%
Approaches	Social protection systems	2,267	26%
	Social protection definitions and features	741	9%
	Political economy	668	8%
Cross-cutting areas	Poverty reduction	2,890	34%
	Health	2,390	28%
	Labour market/employment	2,006	23%

2. It is important to note that the content may be focused in more than one region. Some publications may not be classified under 'region'.

3. The table includes only data related to publications. Publications may be classified under more than one taxonomy section at the same time.

In addition to geographical coverage, publications can also be classified according to categories related to social protection dimensions, such as Programmes, Building Blocks, Approaches and Cross-cutting Areas.

As seen in Table 1, 'social transfers' (46 per cent), 'cash transfers' (41 per cent) and 'conditional cash transfers' (20 per cent) represented the main subjects of publications within Programmes. In Building Blocks, 'coverage' (22 per cent), 'monitoring and evaluation systems' (21 per cent), and 'targeting' (19 per cent) had the most publications according to the current taxonomy. The categories 'social protection systems', 'social protection definitions and features' and 'political economy' account for most of the publications under the Approaches taxonomy section, with 26, 9 and 8 per cent, respectively. Finally, 'poverty reduction', 'health', and 'labour market/employment' are the most representative categories in the Cross-cutting Areas dimension, adding up to 34, 28 and 23 per cent of publications in that section, respectively.

### 3.4 COUNTRY PROFILES, PROGRAMME PROFILES AND LEGAL AND POLICY FRAMEWORKS

This new content area, Country Profiles, launched in November 2021, has been an important innovation in showcasing social protection resources from different content sections (Legal and Policy Frameworks, Programmes, Publications, etc.). Platform members can now access and explore resources related to specific countries gathered in a single page. A country's profile page also outlines relevant social protection and economic data.

Two highlighted content areas that can also be accessed from a country's profile are [Programme Profiles](#) and [Legal and Policy Frameworks](#). As of August 2022, the latter gathered over 300 resources related to social protection legal instruments and policy documents from all countries.

The Programme Profiles area is of key importance. It provides simplified and accessible information of social protection programmes from all over the world. In this area, members can find compiled and up-to-date information on more than 564 social protection programmes, as of August 2022.

### 3.5 BLOGS

Since the creation of the Blogs area, the number of published blog posts increased by over ten times, reaching a total number of 733 blog posts as of August 2022. Over 142 blogs were published during the report period, a 19 per cent increase over the total number of blog posts, as seen in Figure 7. It would be reasonable to infer that the decrease in the number of new blog posts per year since 2020 can be explained by the redesign of the Ambassadors Programme, which reduced the number of blogs per participant and became more focused on outreach activities.

Blog posts are categorised into the following types:

- Webinar Summaries: posts in which the author summarises the content of a webinar hosted by socialprotection.org.
- Ambassador Series: posts written by participants of the socialprotection.org Ambassadors Programme.
- Blog Series: groups of posts around a specific topic, usually produced by social protection experts, scholars and partner organisations.
- Individual contributions: original posts written exclusively for socialprotection.org by its members.

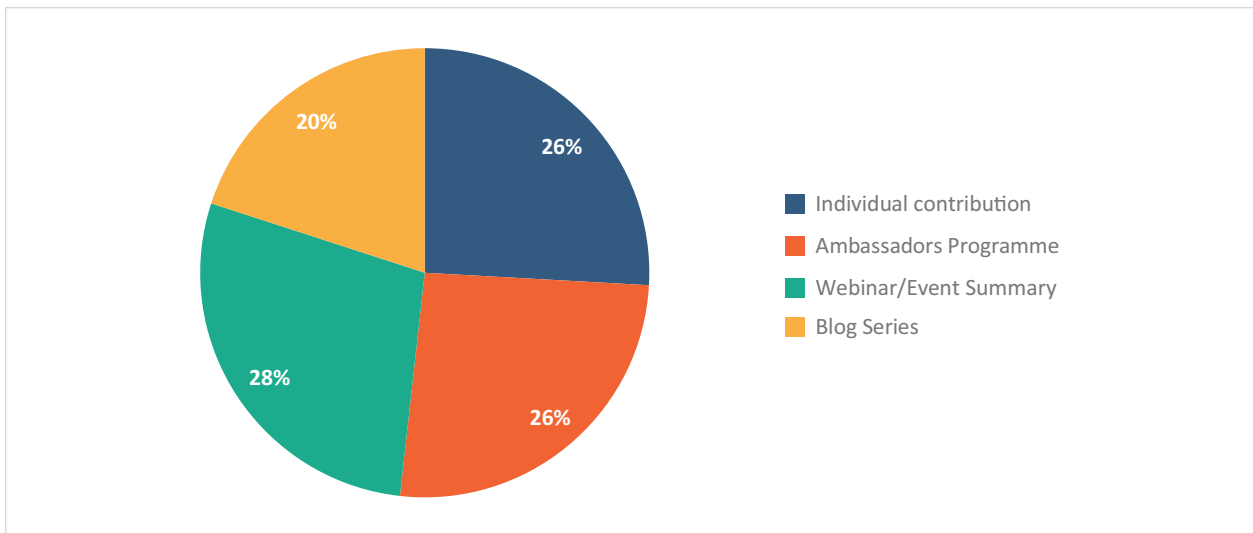
The Blogs section also houses blog posts that were not originally created for socialprotection.org (e.g. Ugo Gentilini's [Weekly Social Protection Links](#)), which are classified as 'reposts'.

During the report period, 57 of the 142 blog posts published in the section were reposts. Of the 85 original blog posts received, 28 per cent consisted of webinar summaries; followed by individual contributions and posts produced by Ambassadors (both 26 per cent) and blog series (20 per cent), as seen in Figure 8.

**FIGURE 7. BLOG POSTS PER YEAR**



**FIGURE 8. PERCENTAGE OF BLOG POSTS BY TYPE, FROM SEPTEMBER 2021 TO AUGUST 2022<sup>4</sup>**



Three important blog series were developed during the report period:

- The USP2030 Series, organised by the USP 20230 Secretariat as part of the USP 2030 Campaign. A total of 7 blog posts were published, presenting topics on which the partnership and its members were currently working and raising awareness for universal social protection.

4. Excluding 'reposts'.

- The Global Financing Mechanism for Social Protection Series, organised by Brot für die Welt, drawing from various studies on the proposal for a Global Fund for Social Protection. The studies involved experts from United Nations University-MERIT, University of Bochum and others.
- The COVID-19 Social Protection Response series, organised by socialprotection.org and the IPC-IG, featuring discussions based on data and evidence from the interactive dashboard Social protection responses to COVID-19 in the Global South. So far, the series has published 5 blog posts and is planned to end in March 2023.

The most accessed blog posts published during the report period were produced by Ambassadors and shed light on issues related to health care, child poverty and COVID-19:

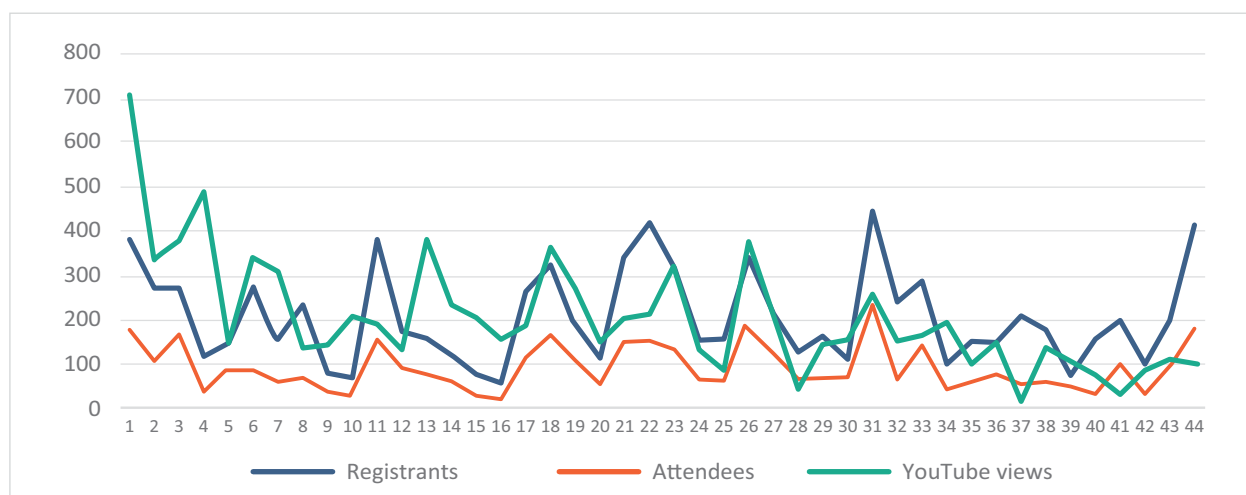
- Delivering quality and affordable health services: Kenya’s road to Universal Health Coverage (UHC), which garnered 1,339 pageviews as of August 2022 and discussed the evolution and currently challenges of the Universal Health Coverage programme in Kenya.
- COVID-19 Social Relief of Distress Grants: The case of South Africa, analysing the South African response to social and economic distress resulting from the COVID-19 pandemic through a cash assistance programme (1,223 pageviews as of August 2022).
- Alarming levels of child poverty and low levels of social protection for children: the case of Spain, which attracted 1,191 pageviews and analysed the adequacy of child-related social protection in Spain.

The Blogs section has captured the attention of the community as a space to share both institutional and individual views on findings and new research in the field.

### 3.6 WEBINARS

The past year has been marked by the efforts of countries to deal with the challenges resulting from the COVID-19 emergency and associated responses, including rising food and energy prices. In this post-pandemic scenario, the social protection community has continued to show great interest in exchanging good practices and learning from each other’s experiences through a virtual format. socialprotection.org has thus sought to maintain a regular offer of webinars.

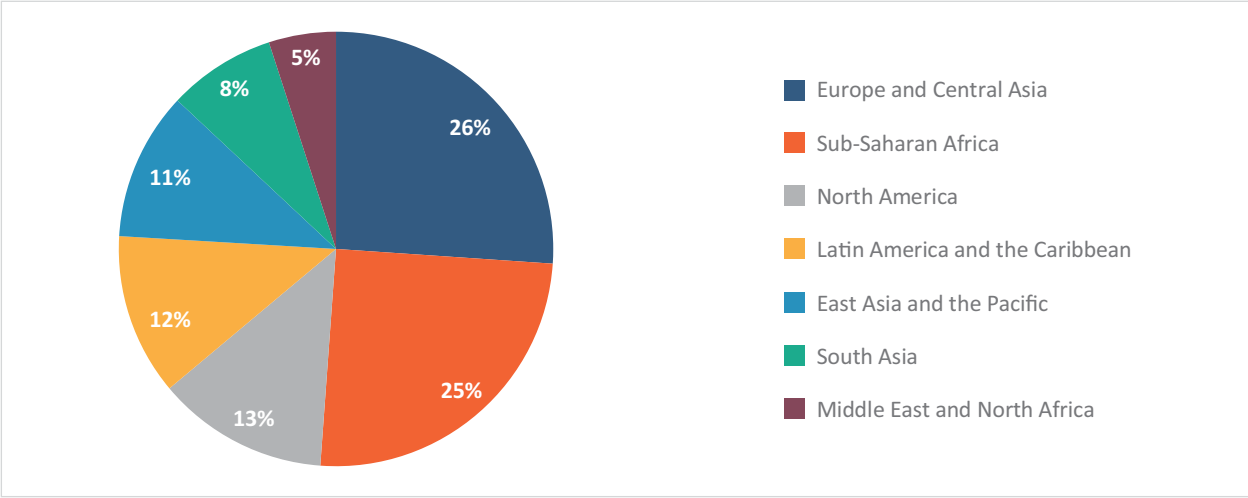
**FIGURE 9. WEBINARS: NUMBER OF REGISTRANTS, ATTENDEES AND YOUTUBE VIEWS**



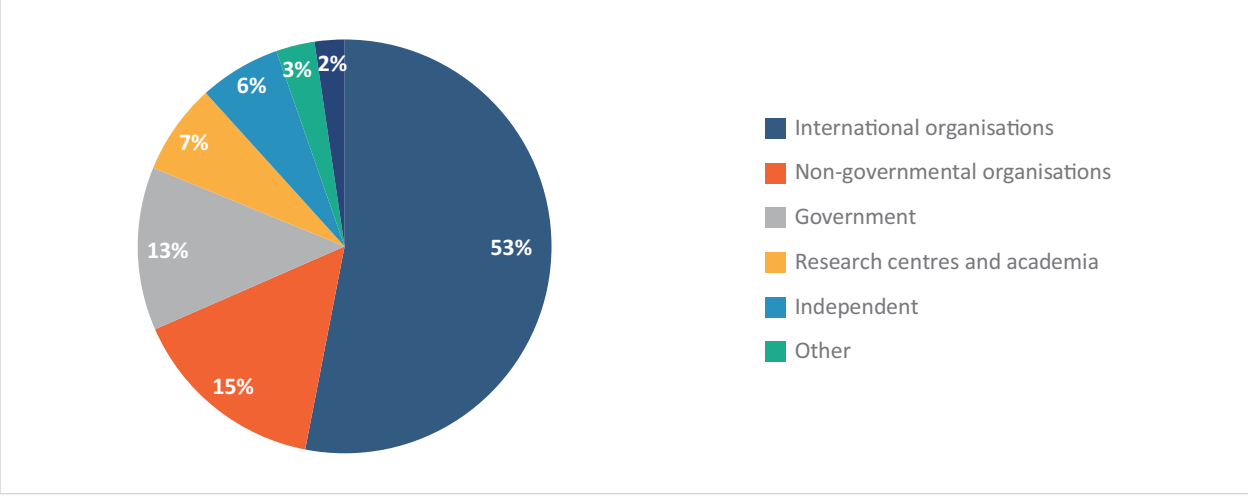
The platform has hosted a total of 251 webinars on various topics so far, including 44 produced during the report period, which were organised by 54 different organisations (the most prolific ones being the IPC-IG, the ILO and UNICEF). To ensure accessibility, 13 had simultaneous interpretation to at least one additional language, including sign language interpretation and live captioning. In total, these 44 webinars garnered 9,192 registrants, 4,170 attendees and 9,067 YouTube views.

The geographical distribution of the attendees of webinars organised during the report period is quite diverse, although most come from Europe and Central Asia (26 per cent) and sub-Saharan Africa (25 per cent). Regarding their institutional profile, most attendees indicated affiliation to international organisations (53 per cent), followed by non-governmental organizations (15 per cent).

**FIGURE 10. WEBINAR ATTENDEES BY REGION**



**FIGURE 11. WEBINAR ATTENDEES BY TYPE OF INSTITUTION**



Starting in January 2022, in addition to information regarding the location and institutional affiliation of attendees, the team started collecting data related to their gender. Results show that about 59 per cent of attendees are female, about 40 per cent are male attendees, and close to 1 per cent of participants identify as non-binary.

Although the webinars hosted by the platform are free to discuss any topics related to social protection, they often reflect ongoing trends and highlights from the field. During the report period, 16 per cent addressed issues related to digital social protection, a topic that has been garnering increased attention, particularly after the pandemic. Adaptive social protection (9 per cent) and humanitarian assistance (9 per cent) also gained momentum in the period, followed by debates on South-South cooperation (7 per cent) and USP 2030 (7 per cent).

Addressing the theme of digital social protection, the Digital Convergence Initiative (DCI)—part of the USP 2030 initiative—launched the [Talking Interoperability](#) series in March 2022. The meetings aim at facilitating in-depth technical conversations about designing social protection for interoperability. By bringing together digital social protection and technology experts from government agencies, software vendors, system integrators and international organisations, the DCI seeks to promote peer-based learning and problem-solving. The socialprotection.org team hosted 4 of the 5 webinars promoted so far, which gathered 233 attendees, and 5 more are planned for the upcoming months.

Rising up to the need to discuss the role of social protection in preventing and mitigating crises, the platform quickly promoted two webinars addressing the consequences of the ongoing conflict in Ukraine:

- [Ripple effects of the war in Ukraine: What role can 'adaptive' social protection play to prepare for and respond to anticipated global price shocks and hunger?](#), held on March 2022, gathered 191 attendees and outlined efforts in adaptive social protection to complement humanitarian actions and strengthen food supply, in addition to providing a background regarding the crisis and calling for increased investments on social protection.
- [The social protection response for Ukrainian refugees: Poland's Big4 social protection programming presentation and discussion on the regional response](#) was held on April 2022. It gathered 125 attendees and addressed the Ukrainian refugee response, as well as humanitarian links to social protection systems. The Director of Poland's Social Insurance Institution (ZUS) was one of the speakers.

In one of the highlights of the report period, the platform organised a large social protection dialogue in November 2021: [The big SP e-vent: You spoke up, we listened - but what should we do next?](#). Prior to the live webinar, the platform launched a Forum (the e-vent) aiming to offer an inclusive space for actors from different segments, where practitioners had the chance to 'vent' honestly and anonymously regarding their opinions and challenges during the pandemic. Several interesting and thought-provoking discussions were shared in the e-vent.

Leveraging the discussions shared in the forum, a live webinar was organised in collaboration with SPACE and NORCAP, gathering 111 participants and also marking socialprotection.org's 6th anniversary. Representatives from governments, the UN, donors, NGOs, and humanitarian organisations were invited to collectively reflect on the main challenges, such as the difficulties in strengthening the links between humanitarian and social protection responses, establishing cooperation among agencies, and committing to the universal social protection agenda. This broad dialogue made clear that, to optimise efforts, there must be integration and cooperation among different actors in the social protection field.

Finally, the webinar that garnered the largest audience during the report period was the [Launch and discussion of the paper "UN collaboration on social protection: Reaching consensus on how to accelerate social protection systems building"](#), held on May 2022 as a joint collaboration between the United Nations Joint SDG Fund, UNICEF, FAO, and the ILO. The session brought together a comprehensive panel of speakers from several organisations and attracted 236 live participants.

The webinars hosted during the period received a positive evaluation by the attendees: 98 per cent 'strongly agree' or 'agree' that speakers were knowledgeable and clearly delivered valuable information, and that the webinar was valuable to their work; while 96 per cent 'strongly agree' or 'agree' that the webinars were well-structured.



**TABLE 2. WEBINARS ORGANISED FROM SEPTEMBER 2021 TO AUGUST 2022**

Webinar	Date	Registrants	Attendees	YouTube views
What makes a social protection system?	09/09/2021	383	180	704
Enhancing the impact of social protection programs on food security and nutrition	16/09/2021	278	106	333
What works in the delivery of Adaptive Social Protection? Improving G2P Payments for Recipients	21/09/2021	272	172	380
Social protection and community support system for inclusion of persons with disabilities	30/09/2021	116	38	491
<i>El papel de la cooperación internacional para apoyar la inclusión de migrantes en los sistemas de protección social en América Latina y el Caribe</i>	7/10/2021	149	88	142
Transitioning from humanitarian cash to social protection in protracted crises—the case of Iraq	14/10/2021	280	88	341
Aging and disability: delivering effective social protection	26/10/2021	162	66	310
Fiscal Equity and Leaving No One Behind	28/10/2021	233	72	139
Reimagining Education in Africa: Leveraging South-South and triangular cooperation in supporting the transformation of education systems in Africa	9/11/2021	83	39	143
COVID-19 and Social Protection in rural areas: Lessons to build back better	11/11/2021	71	29	207
The big SP e-Vent: You spoke up, we listened—but what should we do next?	16/11/2021	384	162	192
Working as one on building social protection floors—The contribution of the ILO Global Flagship Programme	18/11/2021	173	91	132
Where next in digital social protection? Lessons from the COVID-19 crisis taken into the future	23/11/2021	164	78	384
Making public finance management work for social protection, lessons learned from Senegal and Nepal	25/11/2021	123	62	230
Using GRMs to Enhance the Delivery of Social Protection Programmes	2/12/2021	81	32	205
The role of social protection in promoting sustainable fisheries: “Impact Evaluation of the Seguro Defeso in Brazil”	7/12/2021	60	22	158
Investing more and better in universal social protection: Promoting national and global solidarity through the application of international social security standards	13/01/2022	267	122	186
Using Social Registries to Develop Effective Tools for Household Targeting	27/01/2022	328	169	367
The role of social protection during the COVID-19 crisis and recovery in Asia and the Pacific	1/2/2022	198	109	273



Webinar	Date	Registrants	Attendees	YouTube views
Roundtable: From Protection to Promotion— Young People’s Transition to Work and the Role of Social Protection Policies in MENA	3/2/2022	114	60	151
BRAC Regional Dialogue: Applying Evidence to Achieve Long-term Development and Inclusive Growth Across Africa	8/2/2022	342	155	204
BRAC Regional Dialogue: Applying Evidence to Eradicate Extreme Poverty for the Long Term Across Asia	10/2/2022	421	157	212
Social Protection for Informal Workers	17/02/2022	312	135	322
Making universal social protection a reality for people living with, at the risk of, and affected by HIV or TB	24/02/2022	154	68	130
The role of South-South and triangular cooperation in addressing the triple burden of malnutrition in children and its potential contribution to achieving national SDG 2 targets	17/03/2022	158	63	89
Ripple effects of the war in Ukraine: What role can ‘adaptive’ social protection play to prepare for and respond to anticipated global price shocks and hunger?	24/03/2022	352	191	380
The social protection response for Ukrainian refugees: Poland’s Big4 social protection programming presentation and discussion on the regional response	14/04/2022	215	125	222
Iran’s Welfare System: Towards an Integrated Social Protection System for children and adolescents	19/04/2022	129	74	47
Cross Road Bank for Social Security, Belgium: The Belgian experience achieving social sector interoperability	26/04/2022	167	75	148
Applying the Principles for Digital Development in social protection	28/04/2022	111	76	156
Launch and discussion of the paper “UN collaboration on social protection: Reaching consensus on how to accelerate social protection systems building”	05/05/2022	446	236	259
Creating the Digital Social Assistance System in Turkey: Integrated Social Assistance Information System (ISAS)	18/05/2022	243	69	150
Adapting social protection systems to contexts of forced displacement	24/05/2022	290	147	167
Challenges and Opportunities to link Humanitarian Cash and Social Protection in the Horn of Africa and the Sahel	26/05/2022	103	43	194
The Social Protection Indicator for the Pacific— tracking developments in social protection	9/6/2022	152	62	100
The Social Protection Indicator for Asia— tracking developments in social protection	14/06/2022	150	82	150
Integrated Social Information Registry of Chile: your information, your benefits	23/06/2022	209	57	11



Webinar	Date	Registrants	Attendees	YouTube views
Enhancing shock responsive and nutrition sensitive approaches to social protection in Asia Pacific— Findings from WFP’s regional scoping exercise	30/06/2022	181	62	143
Proteção social responsiva a choques em Moçambique e República Dominicana: Compartilhando lições aprendidas	07/07/2022	76	50	105
Harmonization of Digital Social Protection in Cambodia	26/07/2022	162	32	76
Expanding social insurance for agricultural workers in Middle East and North Africa countries: Identifying key constraints and discussing policy options	28/07/2022	197	102	34
Strengthening Shock-responsive social protection in Cambodia – Lessons learned from a cash transfer to households affected by multiple shocks	4/8/2022	98	36	84
UNICEF and IPC-IG Webinar on Social Protection and Universal Child Benefits in Preparation for GSSD 2022	18/08/2022	194	102	113
Integrating social protection with child protection services for better outcomes for children	25/08/2022	411	185	103

All webinars promoted by socialprotection.org are freely available on YouTube. To find out more, visit our dedicated page featuring information on all webinars organised so far.

### 3.7 E-CONFERENCES AND EVENTS

In addition to the webinars, the socialprotection.org team has kept up with its efforts of previous years to support virtual events on various social protection topics. Answering to different partners’ collaboration proposals, during the report period the team was engaged in hosting two major e-conferences and two series of regional events, each tailored to a single theme across multiple sessions.

In September and November 2021, socialprotection.org hosted a series of three regional online workshops: Towards a shared understanding of digital social protection: What are the lessons from the COVID-19 crisis and the implications for the future?. These workshops were jointly organised by the GIZ, the ADB, the Economic Commission for Latin America and the Caribbean (ECLAC), the African Union Commission (AUC) and the World Bank (WB). The sessions were delivered on separate dates focusing on Asia, Africa, and Latin America and the Caribbean and were successful in attracting regional audiences as well as interested parties from the global community (garnering 235, 141 and 257 attendees, respectively).

These workshops discussed how governments used digital technologies for the identification and registration of the recipients of social protection systems during COVID-19, implementing significant innovations to ensure beneficiaries could be reached in time. They featured speakers from the Ministries of Development of over 30 countries, digital social protection specialists, and other key people in the field. Find the summaries of each session below:

- Asia region workshop—21 and 22 September 2021
- LAC region workshop—27 September 2021
- Africa region workshop—15 and 16 November 2021

On 30 November 2021, socialprotection.org hosted the [Arab Ministerial Forum 2021](#), which featured high-level social protection staff from the 20 invited countries. The Forum was preceded by months of preparation and followed a closed session held in October for the technical staff of the Ministries responsible for social protection in the region. Both the Forum and the preparatory session were organised by the IBC-SP and coordinated by UNICEF and ILO, in collaboration with UN-ESCWA, and had the support of the IPC-IG.

The Forum promoted important discussions for the future of social protection in the region. It had 198 attendees and 324 registrants, and culminated in the adoption of the [Ministerial Declaration "The future of Social Protection in the Arab Region: Building a vision for a post-COVID-19 reality"](#), addressing the four topics around which the Forum sessions were organised: enhanced coverage; shock-responsiveness; improved financing; and better governance and coordination.

On 16 and 17 March 2022, the team was engaged in supporting and hosting an e-conference on [Disability - Social Protection - Inclusion: Dialogue for change](#). The event was jointly organised by ILO, UNICEF, IDA, UNPRPD, DFAT, WB, ADB, FCDO, GIZ, Norad, HelpAge, the EU, the UN Joint SDG Fund and UN ESCAP. It encompassed a total of 9 high-level and technical sessions and participants were offered interaction opportunities in addition to the main agenda.

It featured innovative formats for interaction, such as virtual booths, and relied on accessibility features integrated into the event platform. In total, about 1,233 users logged into the event platform at least once, and 783 of those attended sessions which explored topics such as disability-related costs, including health care and assistive technologies, design of cash transfers, assessment and identification of beneficiaries, and approaches across the life cycle.

Finally, socialprotection.org hosted and supported a series of five closed meetings that aimed to share experiences on social protection systems and foster exchanges between social protection practitioners in the Maghreb region and practitioners from other regions in the global South. The series "Réformes des Systèmes de Protection Sociale : initiative de coopération Sud-Sud et triangulaire au sein du Maghreb" was held between July 2021 and June 2022 and was jointly organised by the IPC-IG, UNICEF, WB, and the AFD. The sessions held during the report period gathered a total of 170 participants.

### 3.8 PODCASTS

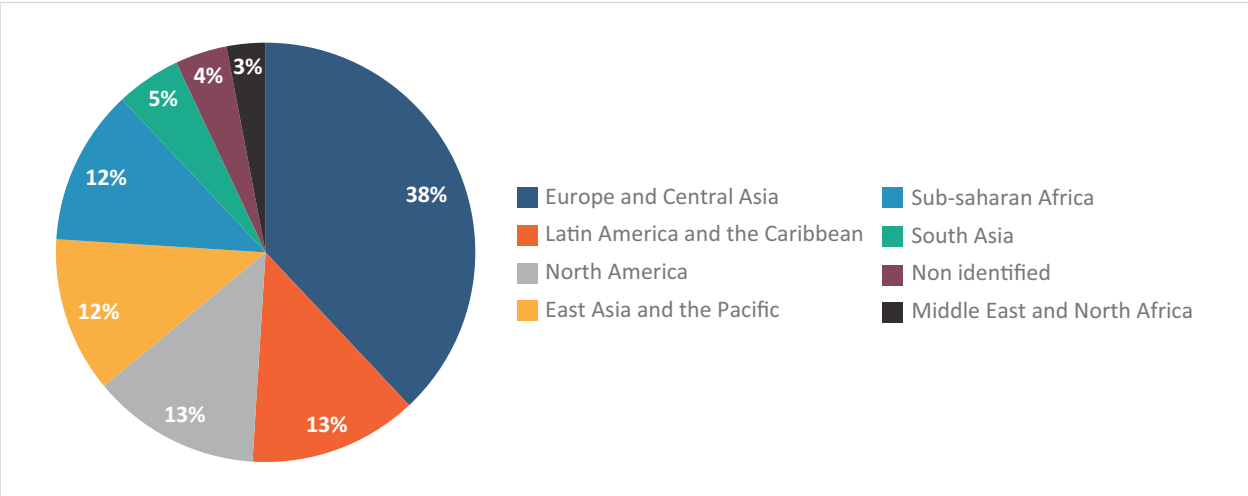
The platform also invested in different formats to promote learning and exchanges: 2022 marked the one-year anniversary of socialprotection.org's podcasts! The feature was introduced in March 2021 and has been addressing important discussions by bringing together a wide range of actors. The podcasts have become an important tool in promoting knowledge and highlighting trends and issues in the field.

During the report period, socialprotection.org produced 12 podcast episodes (of a total of 22 episodes to date), 6 of which were part of a series with ODI ([Covid-19: a turning point for social protection?](#)). The episodes addressed several topics, including social protection floors, social protection systems, USP 2030, COVID-19, among others. Some have already surpassed 300 downloads, demonstrating the growing interest of the global social protection community in certain subjects. The podcast audience is diverse, led by participants from Europe and Central Asia (38 per cent), and followed by those in Latin America and the Caribbean (13 per cent).

Podcast guests bring different points of view to rich discussions on a wide range of issues. During the report period, the most discussed subject in the podcasts was the COVID-19 pandemic, as it gave rise to unprecedented challenges for people and governments all over the world, as well as massive new demands for social protection.

To explore what has changed since the onset of the COVID-19 emergency from the perspectives of people who have been directly involved in global social protection efforts, the platform published a two-episode series titled [What's Changed since COVID-19](#). It was a part of socialprotection.org's 6th anniversary celebration and had already reached 682 downloads by September 2022.

**FIGURE 12. PODCAST DOWNLOADS BY REGION**



One of the year’s highlights was the production of a two-episode series on Universal Basic Income in January and February 2022. UBI has been one of the field’s latest trending topics, leading to many heated discussions. The first episode unpacked evidence regarding whether a UBI could change the way we value work, and what that could mean for gender equality and the bargaining power of workers. It also looked at how arguments for and against UBI play out across the political spectrum. In the second episode, guests were asked to reflect on the ways UBI fits in with social protection systems. Drawing from the many pilot and trial experiences of UBI, it addressed what is commonly stated as the main objection to UBI: cost. The series was very well received by the social protection community and reached a total of 690 downloads. It was even retweeted by an influential Brazilian politician.

Other important episodes produced during the period include those covering the Ukrainian conflict. Fulfilling its role of promoting important debates for the community in a timely manner, the platform launched a bonus episode titled *Social Protection for Ukrainian Refugees* just a couple of weeks after the conflict in Ukraine started, which had 318 downloads. A more in-depth discussion was conducted in April in another episode, *Social Protection in Ukraine*, with 306 downloads. At the time, there was not much information on the conflict that focused on social protection, and the episodes aimed at keeping the community informed about what was happening in the country.

Many other relevant debates were fostered in podcasts during the report period:

**TABLE 3. PODCAST EPISODES LAUNCHED FROM SEPTEMBER 2021 TO AUGUST 2022**

Title	Release date	Downloads
Ep. 5   What’s changed since COVID-19: Responses, knowledge sharing and advice	9/30/2021	369
Ep. 6   What’s changed since COVID-19: Country Cases	10/29/2021	313
Ep. 7   The path towards social protection floors for all	11/26/2021	426
Ep. 8   2021: A Year in Review	12/20/2021	358
Ep. 9   UBI and the World of Work	1/28/2022	386
Ep. 10   UBI and social protection systems	2/24/2022	304
Ep. 11   Bonus Edition   Social Protection for Ukrainian Refugees	3/11/2022	318
Ep. 12   What will it take to achieve USP by 2030?	3/24/2022	293
Ep. 13   Social Protection in Ukraine	4/29/2022	306
Ep. 14   A Global Fund for Social Protection	5/27/2022	331
Ep. 15   Disability-Inclusive Social Protection	6/30/2022	261
Ep. 16   The trade-offs of targeting	7/29/2022	336

For more information on upcoming episodes, check out the [Podcasts page](#) on [socialprotection.org](#). There is much more to come.

### 3.9 ONLINE COURSES

The platform is also committed to enhancing its users' capacities and has been continuously investing in online learning. The 2021/2022 period was no different.

The e-learning team has been working on a new series of courses on adaptive social protection (ASP) since June 2021. The *ASPECTS series* focuses on different features of ASP and is composed of four courses delving into each of the ASP building blocks developed by the WB.

The first course, *Programmes and Delivery Systems*, was released in January 2022 and addresses the importance of social protection programmes for resilience building and shock response. The second course, *Data and Information*, was launched in May 2022 and focuses on data collection, sharing and analysis to cope with risk and vulnerability. Each course has been offered once so far, reaching almost 300 people. The two remaining courses—Financing and Institutional Arrangements and Partnerships—are planned for release by the end of 2022.

At the end of 2021, [socialprotection.org](#) hosted the course *Strengthening the Use of Poverty Analysis to Achieve SDGs 1 and 2 in Eastern Africa*. The training was initially developed by FAO and the IPC-IG in 2019 as part of a three-phase capacity development programme for enhancing the use of poverty analysis in sub-Saharan Africa, with a particular focus on Ghana and Zambia. The course was then adapted by the team to also encompass case studies from Eastern African countries, particularly the State of Eritrea, Ethiopia, and Uganda. Due to COVID-19 restrictions, the training was offered to a selected group of 20 people from several countries and institutions between September and November 2021.

In January 2022, the platform launched the course *Shock-Responsive Social Protection in the Caribbean*. The initiative stems from a collaboration between the WFP and the Caribbean Disaster Emergency Management Agency (CDEMA). The training combines facilitated online classes and self-paced distance learning to provide participants with a solid understanding of social protection, disaster risk management and their linkages in preparing for, responding to and mitigating the impact of shocks. In addition to hosting the course, [socialprotection.org](#) has provided technical training and support to partners and participants. So far, the online classes have been offered to participants from Jamaica, Dominica, and Saint Lucia. The online course, by its turn, has reached 140 people.

Earlier this year, the e-learning team started working on the translation and adaptation of [socialprotection.org](#)'s series of micro-courses into Arabic. This initiative seeks to offer the material developed by the platform to the Arabic-speaking community. The translation was made possible through a partnership between the platform, the IPC-IG and UNICEF, with support from the BMZ and the KfW. All five courses have been translated and three are already available at the Virtual Campus: *What is Social Protection? An Introduction*, *Integrated and Digital Social Protection Information Systems* and *Adaptive Social Protection*. The last two will be released during the platform's upcoming anniversary campaign in September.

In addition, the team has also been working on new partnerships and projects. [socialprotection.org](#) is currently developing a fresh arrangement with the Middle East and North Africa Social Policy Network (MENASP) and the University of Bath (United Kingdom), as well as innovative learning experiences. The micro-course series in English is also being revamped and should be available in the next few months.

### 3.10 ONLINE COMMUNITIES

[socialprotection.org](#) also offers virtual spaces through which members can engage in discussions on specific social protection topics, share relevant resources and collaborate: the Online Communities (OCs). As of August 2022, the

platform had assembled 64 OCs on various themes. These groups are administered by 40 different organisations working on social protection.

Administrators are crucial in identifying the value of the OC and ensuring that its members are kept up-to-date with its activities, as well as promoting regular activities to ensure the space remains active.

The platform's largest<sup>5</sup> OC—[Social Protection in Crisis Contexts](#)—has been doing this very well. Administered by OPM, UNICEF, the European Commission and individual consultants, this community brought together 365 members (as of August 2022) to collaborate and exchange knowledge and best practices on social protection and humanitarian assistance. In addition to the important resources that are regularly shared, the community organises Hangout meetings, which attract practitioners from the humanitarian and social protection fields to discuss trending topics, avoiding duplicate work and fostering synergies. Ten sessions were organised during the report period, each moderated by a voluntary member.

Another activity carried out in the Crisis in Context community was the [BASIC Research e-discussions series](#). In collaboration with community administrators and the socialprotection.org team, the Better Assistance in Crisis (BASIC) programme promoted a series of e-discussions in the OC forum in June and July 2022. The discussions drew several participants, who engaged on key topics related to delivering social assistance in contexts of protracted crises, such as targeting, politics, accountability and climate change. These discussions had garnered 1,698 pageviews as of August 2022.

Another community that has established itself as an important knowledge-sharing hub is the [Asia-Pacific Social Protection Online Community](#), which is managed by the platform in partnership with the ADB. During the report period, the OC hosted four webinars: [Aging and disability: delivering effective social protection](#); [The role of social protection during COVID-19 crisis and recovery in Asia and the Pacific](#); [The Social Protection Indicator for the Pacific—tracking developments in social protection](#); and [The role of social protection during COVID-19 crisis and recovery in Asia and the Pacific](#). These webinars gathered 318 attendees and covered various topics that are relevant to the region, such as the role of social protection during the COVID-19 crisis and recovery and ageing and disability. In addition, the community releases monthly announcements (which were biweekly until December 2021), with updated and important resources related to the region. Members receive a collection of curated news, publications, podcasts, papers, and events. From September 2021 to August 2022, 16 announcements were released.

Two new OCs were created during the report period: the [Forecast-based Action and Shock-responsive Social Protection Community of Practice, Nepal](#) and the [Social Protection and Climate Change OC](#). The first was created in June 2021 and is administered by the Nepal Red Cross Society and UNICEF, aiming at providing a space for dialogue, advocacy, research, knowledge, and practice on shock-responsive social protection, forecast-based action and disaster risk management in Nepal. The latter OC started its activities in April 2022 and is managed by the Red Cross Red Crescent Climate Centre (RCCC) and GLZ, under the USP 2030 initiative. The group is an important space for knowledge sharing on topics related to social protection and climate change financing, mitigation and adaptation.

Many other OCs within the platform also host important discussions and, while not mentioned in this report, are nevertheless valuable spaces for the social protection field. All these communities have the direct guidance of the socialprotection.org team, which supports administrators with technical and strategic advice to ensure that these virtual spaces are stimulating and relevant to the social protection community.

This valuable tool for knowledge sharing, capacity building and networking is constantly being improved to better meet the needs of its members. It is worth noting that the notification system will be reactivated in the second half of 2022.

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5. The platform's three largest OCs are: [Social Protection in Crisis Contexts](#), [Gender-Responsive Social Protection](#) and [Social Protection Information Systems](#).

# 4.

## Communications

To ensure that all of socialprotection.org's important activities are widely disseminated, the team invests significantly in communication.

During the report period, the platform's communications strategy focused on increasing its reach and engagement with the social protection community.

As of February 2022, several organisations started being invited to contribute to the platform's monthly newsletter, producing exclusive thematic blogs, and/or suggesting recent and relevant content to be featured in each issue. This initiative led to a fruitful exchange and production of knowledge between key stakeholders, partners and individual contributors.

In addition, by disseminating the monthly newsletter using different multimedia options, such as [engaging videos](#), the platform was able to further increase its number of social media followers and leverage its network engagement.

Starting in January 2022, the platform invested on a new visual identity for social media cards, videos, [Newsletters](#), and [Webinars](#) and [Podcast](#) e-mail alerts.

Investments in video production and related improvements continued, adapting [fixed media design](#) to motion graphics, using [animated typography](#) or captions and voice-overs to enhance accessibility and reach.

Videos for the [#SPforall](#) series also continued to be produced, and a new series was started focusing on the links between social protection and the [SDGs](#).

The Communications strategy also focused on multimedia posts promoting new content-types, such as [Academic Opportunities](#), and [Country Profiles](#), as well as engagement campaigns for webinars and podcast alerts.



Special campaigns were created for the two main events produced during the report period: the Arab Ministerial Forum and the Disability-Social Protection-Inclusion online conference. In addition, a special campaign organised in partnership with the USP 2030 Secretariat was produced: the USP2030 campaign.

The 9th edition of the Ambassadors Programme, which began in July 2022 and will end in October, has also had a specific dissemination campaign, including the development of an exclusive visual identity the adaptation of image cards into videos to increase the programme's reach.

To better track the results of these efforts, the team has been constantly improving its monthly communications report. Comprehensive qualitative and quantitative analyses are conducted monthly, along with brainstorming sessions with colleagues to improve the production of content and the collection of demographic data for each social media network.

In collaboration with their Knowledge Management colleagues, the Communications team has been able to consolidate the platform's social media presence among key partners and peers through different initiatives. A workflow was established between both teams to systematically list and disseminate relevant content added to the platform by members, generating more interactions (e.g., these posts). In addition, the platform's engagement with partners and organisations that tag sociaprotection.org on different social media channels has increased.

Further details on social media and newsletter results during the report period will be shown in the following sections.

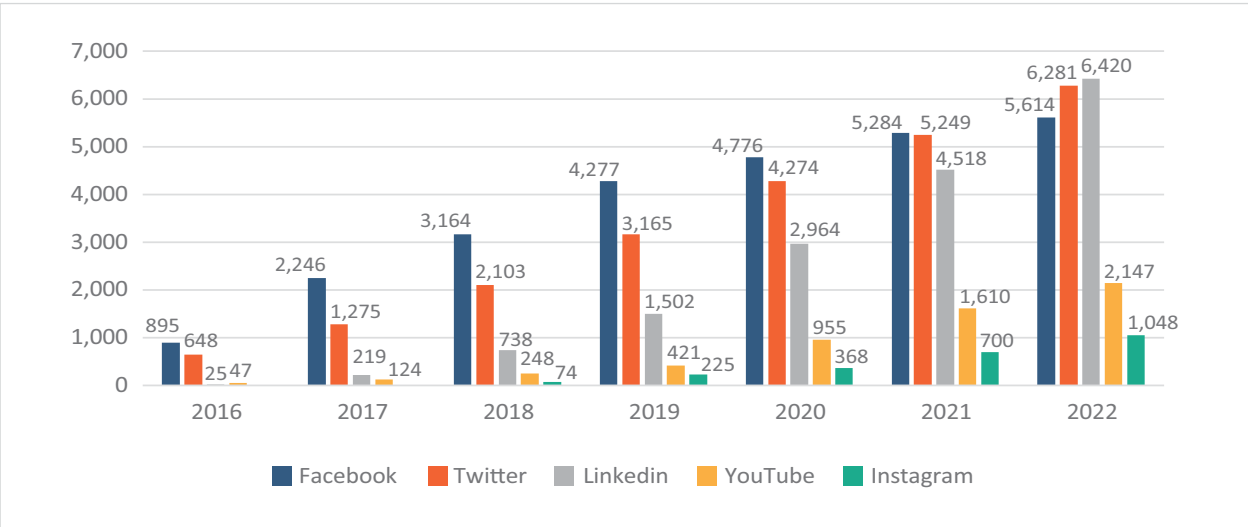
### 4.1 SOCIAL MEDIA

As seen in previous years, the platform's social media presence has been growing, as well as its number of followers, contributing to consolidating socialprotection.org as a space for knowledge-sharing and capacity-building innovations.

During the report period, LinkedIn outpaced Facebook and Twitter as our largest social media network. It has grown by 42 per cent, adding up to 1,902 new followers since August 2021. It has also had a growing engagement rate with qualified followers, who respond well to our educational videos, such as those about blog posts and publications released through the Newsletter.

Twitter is now our second largest network. It grew by 20 per cent over the report period (1,032 new followers of a total of 6,281).

**FIGURE 13. NUMBER OF SOCIAL MEDIA FOLLOWERS PER YEAR**



Our Instagram and YouTube reach has also increased considerably during the past year. The significant growth in the number followers on Instagram (50 per cent, or 348 new followers) and YouTube (33 per cent, or 537 new followers) showcases the results of presenting well-crafted and accessible multimedia content, including the promotion of webinar recordings in an innovative manner.

Our Facebook presence has also broadened: our total number of followers went up and they responded well to the new visual identity and focus on video-format cards. The overall results were positive, with a growth of 6 per cent (330 new followers).

## 4.2 NEWSLETTER

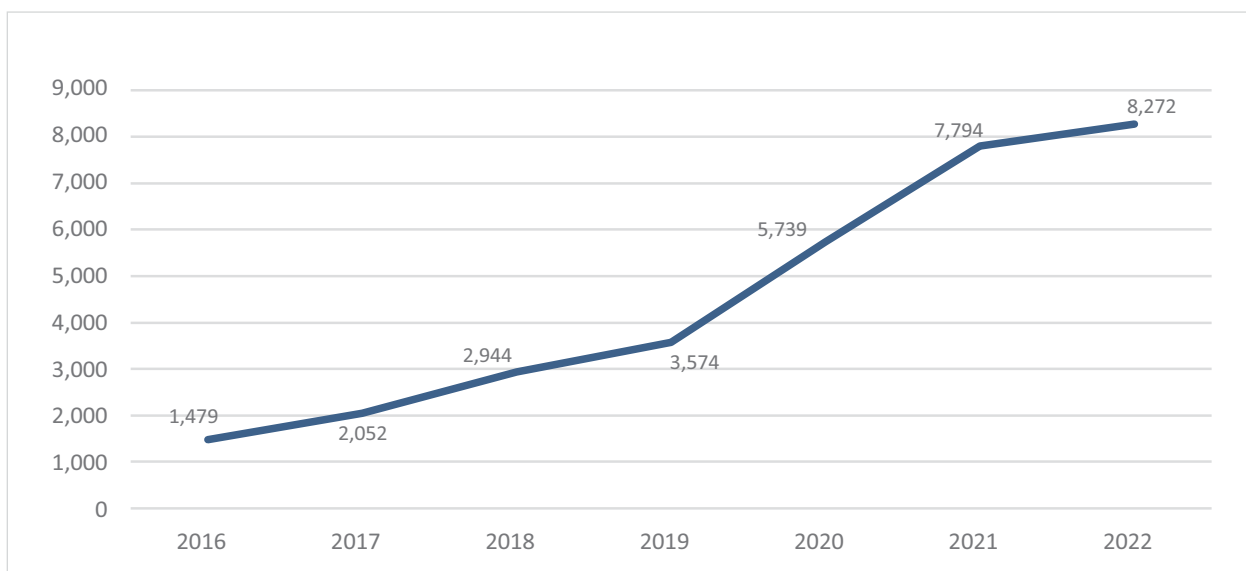
In January 2022, the platform launched a revamped newsletter, now divided into two sections—one dedicated to the upcoming events and webinars, latest publications, podcasts and job opportunities, and another dedicated to a theme that is relevant to the community.

In addition to the development of a new layout, the team engaged with partners and contributors, inviting them to write exclusive thematic blog posts and suggest relevant publications to leverage synergies and improve the platform's reach with relevant stakeholders and organisations.

The layouts of the webinar and podcast alerts have also been redesigned to better communicate the platform's visual identity and match the look of our social media content.

From September 2021 to August 2022, the number of Newsletter recipients increased by 5 per cent (420 new recipients), totalling 8,272 recipients as of August 2022.

**FIGURE 14. NEWSLETTER SUBSCRIBERS (CUMULATIVE)**



The total audience of the general mailing list (including webinars and podcasts) increased from 11,747 in August 2021 to 12,036 in August 2022—a growth of 2 per cent. In addition, there was an 8 per cent increase in the number of openings.

In light of these results, we can conclude that this flow of knowledge dissemination has proven effective.

# 5.

## The Ambassadors Programme

The socialprotection.org Ambassadors Programme is an online volunteering initiative which aims to engage students and social protection practitioners around the world in activities within the platform.

Its goal is mainly focused on increasing our reach and visibility in different regions, drawing attention to the social protection field. Specific objectives include:

- Promoting the socialprotection.org platform and its resources.
- Promoting engagement with the platform and its features.
- Promoting the dissemination of socialprotection.org's content through social media.
- Increasing the visibility of socialprotection.org within the Ambassador's region and personal networks.
- Ensuring that content representing the Ambassador's regional and thematic interests is available on the platform.

The Programme is renewed every year, attracting thousands of qualified and committed volunteers. In 2022, we selected 24 volunteers from 20 different countries, representing 5 continents, out of a pool of 137 candidates. Six former ambassadors were selected to act as 'leaders' to guide the newcomers in their activities and promote greater engagement.

The programme's 12 weeks of activities were divided into three cycles, each comprising different tasks. Ambassadors were divided into three groups of up to eight participants, based on their preferences in terms of tasks, prior experiences and time zones. The cycles and the respective activities are outlined:



- First cycle: Completion of socialprotection.org's e-courses and sending feedback. This task aimed at levelling the participants' basic knowledge of social protection, preparing them for the next tasks, while collecting their feedbacks on the e-courses for future improvements;
- Second cycle: Social media, blogs and mapping. In this cycle, Ambassadors were divided into three groups of up to 8 people to carry out different tasks according to their preferences.
  - Those allocated to the **social media** group produced content for socialprotection.org's social media networks, including 2 videos for the Humans of Social Protection series; 2 videos with interviews with practitioners on social protection; 2 voice notes commenting on episodes of the Social Protection Podcast; and 3 posts to promote other platform contents.
  - Ambassadors responsible for the **blogs** wrote 6 posts on different topics such as disaster response; COVID-19; universal basic income; informal workers; accountability; and the food crisis.
  - Those selected for the **mapping** activity mapped various documents. In total, Ambassadors added 28 legal and policy documents from various countries to the platform's database. A further 28 publications from all regions of the world were added to socialprotection.org's repository, addressing diverse themes such as gender equality, decent work and financing for social protection.
- Third cycle: Regional outreach strategy for socialprotection.org. In this cycle, volunteers worked in groups to develop an outreach strategy for the platform based on a particular region and specific target groups pre-assigned to them. This task aimed at collecting suggestions from ambassadors on how to strengthen synergistic relations with specific groups and regions that are relevant to and/or underrepresented on the platform. The strategies addressed recommendations focused on the following regions and groups:
  - East Asia and the Pacific (governments and international organisations).
  - Latin America and the Caribbean (governments and NGOs).
  - Sub-Saharan Africa (governments and academia).

Regarding satisfaction with the Programme, 93 per cent of the Ambassadors declared in the Satisfaction survey that they were 'very satisfied' or 'satisfied'. They also believed that the Programme had helped them expand their knowledge of social protection. This edition of the Programme had a 92 per cent completion rate. The very low dropout rate might be related to the new structure adopted.

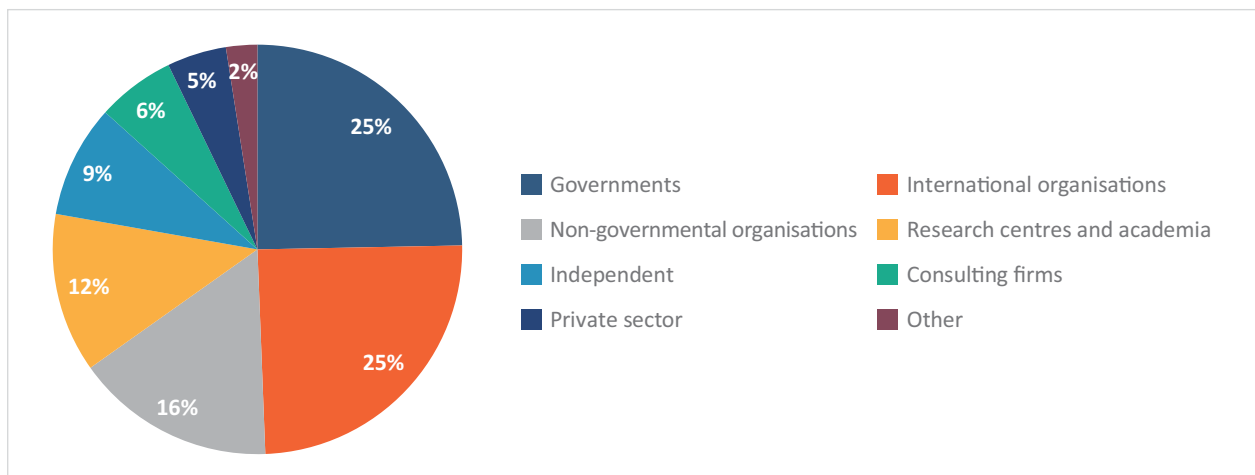
# 6.

## Satisfaction survey

As part of the team's continued efforts to improve socialprotection.org's features, the annual Satisfaction survey was conducted from 6 June to 14 July, in English, French and Spanish. The survey was available through a pop up at our homepage and was shared via our Newsletters, as well as promoted during our webinars and through social media networks. A total of 405 responses were obtained, a slight decrease compared to the 2021 survey, which had 519 respondents.

Sixty per cent of respondents were already members of the platform, while 29 per cent stated that they had not yet registered. Eleven per cent were not sure about their membership status, which might be related to the fact that most content hosted on the platform is made available to unregistered users.

**FIGURE 15. RESPONDENTS BY TYPE OF INSTITUTION**

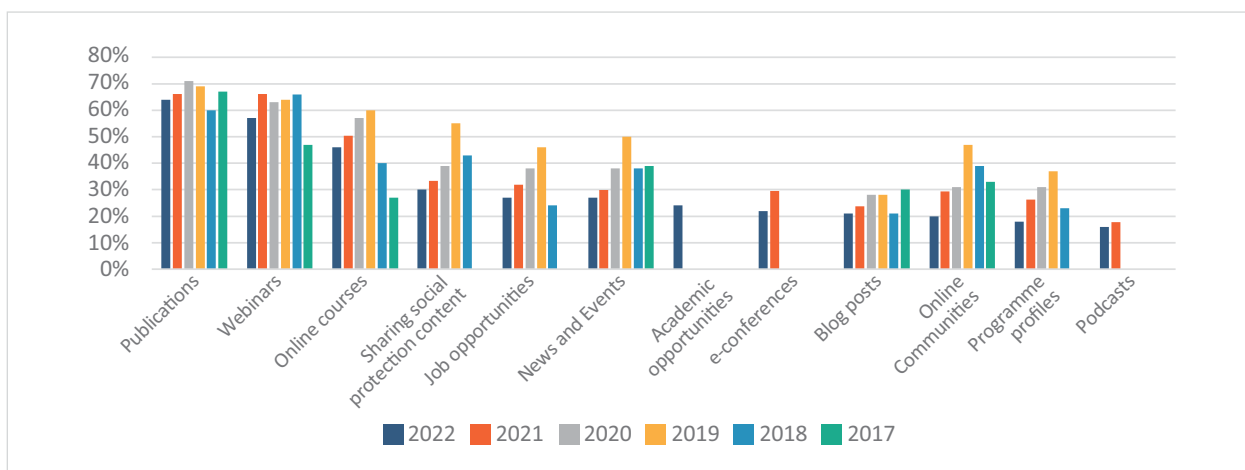


As in previous years, most respondents work for either governments (25 per cent) or international organisations (25 per cent), followed by non-governmental organisations (16 per cent), and research centres and academia (13 per cent). However, Figure 15 indicates that the platform is still accessed by users from various professional backgrounds.

Sixty four per cent of respondents stated the platform was their main source of information on social protection. Thirty five per cent declared that they accessed the platform at least once a week, while 27 per cent stated accessing it once or twice per month. Fifty eight per cent access socialprotection.org to either stay up to date on the last developments in the field or for research, while for 55 per cent access it for work purposes and 47 per cent for capacity building. This can be justified by a larger presence of respondents from governments. Webinar alerts (32 per cent) and monthly newsletters (27 per cent) are the top methods for obtaining information regarding the platform's current happenings.

When asked about the features and resources that capture their interest the most, respondents reaffirmed their interest on 'publications' (64 per cent), 'webinars' (57 per cent), and 'online courses' (46 per cent). It is important to point out that although 'online courses' was the third most selected feature, only 39 per cent of users have ever completed one of the courses delivered by socialprotection.org. Respondents who stated that they never completed one of our online courses also stressed that they were not aware of their existence (64 per cent), which highlights the need to further promote them among the social protection community.

**FIGURE 16. FEATURES GARNERING THE MOST USER INTEREST (MULTIPLE ANSWERS)**



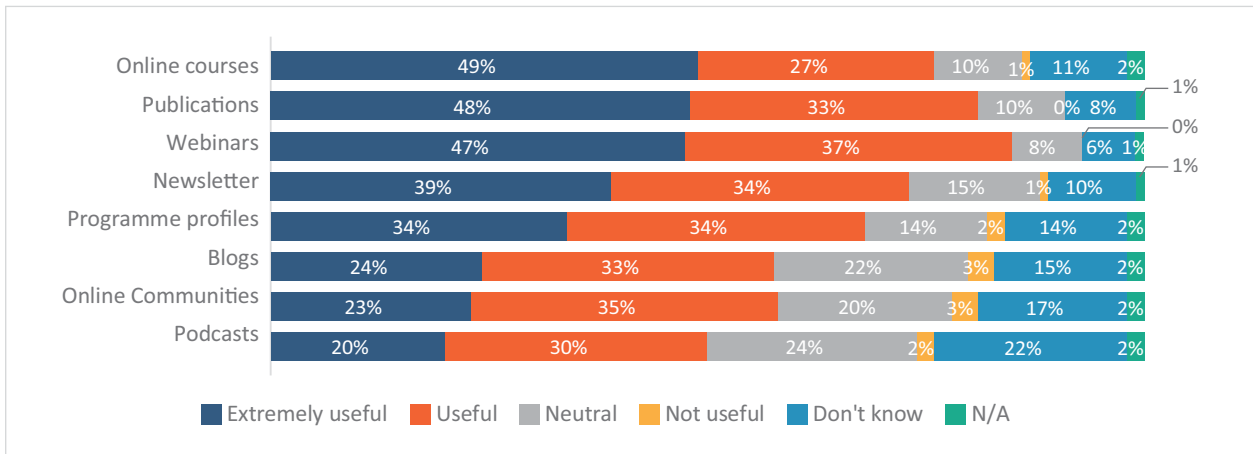
Over the past years, the platform has established itself as one of the main knowledge hubs in the area of social protection, and the numbers of the annual survey support this statement: 80 per cent of respondents state that the platform has helped them expand their knowledge of the field.

Through different resources and services, the platform offers its users the possibility of accessing a myriad of resources and participate in lively discussions. All features are well evaluated by respondents, who rated them as either 'extremely useful' or 'useful'. As seen in Figure 17, 'online courses' are perceived as the most useful feature, which may be related to the growing interest of members in training in social protection.

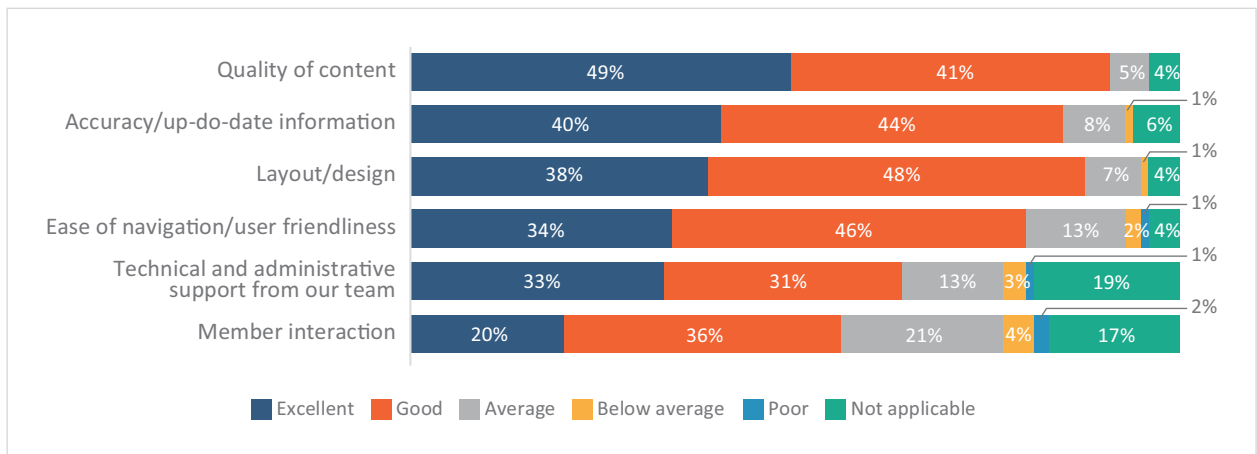
Participants also rated the platform's attributes in terms of 'information accuracy', 'quality of content', 'layout/design', among others. The results can be seen in Figure 18. Although most attributes were rated as either 'excellent' or 'good', 'quality of content' and 'accuracy/up-to-date information' stood out, showing that users are satisfied with the quality and relevance of resources available on the platform.

Overall, most respondents were very satisfied with socialprotection.org (58 per cent), which indicates that the platform is successfully accomplishing its mission and highlights its value to the global social protection community.

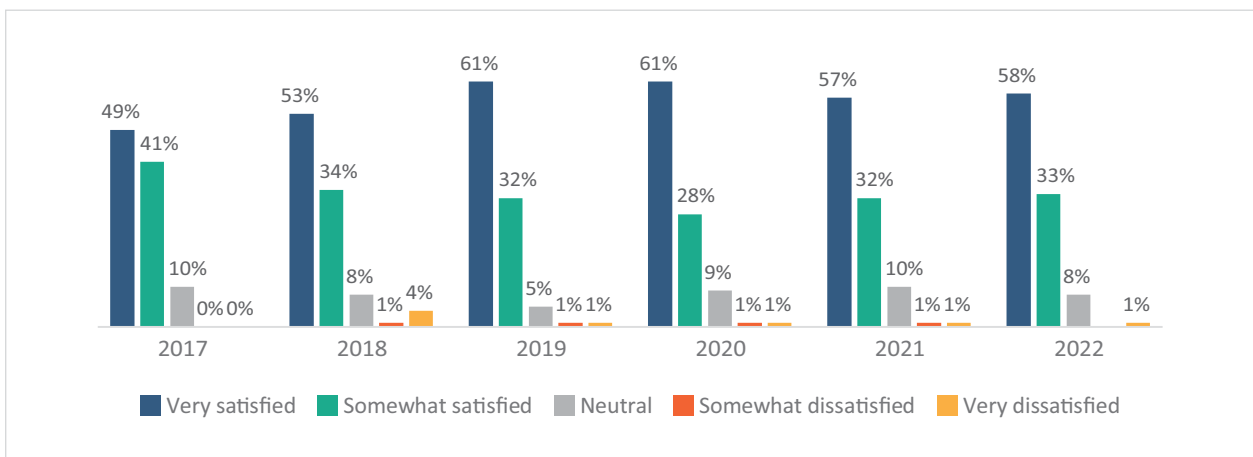
**FIGURE 17. USEFULNESS OF SOCIALPROTECTION.ORG'S FEATURES**



**FIGURE 18. RATING OF SOCIALPROTECTION.ORG'S ATTRIBUTES**



**FIGURE 19. USERS' OVERALL SATISFACTION WITH THE PLATFORM**



#### USER COMMENTS RECEIVED REGARDING THE SURVEY:

"To be honest, your platform is extremely helpful and does an outstanding job of connecting social protection practitioners, delivering high-quality online courses and providing best practice documents and professionally important references. I believe that if you design and deliver advanced courses that reinforce existing ones, you will benefit the majority of social protection practitioners who lack capacity-building budgets and self-development opportunities in their organisations."

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

"Thank you for your work, hope you can reach more and more people."



Photo: UN Women/Jashim Salam <<https://t.ly/VCYR->> CC BY-NC-ND 2.0.



# 7.

## The way forward, challenges and lessons learned

The global scenario is constantly changing, and socialprotection.org must remain ahead of the curve to follow these trends, ensuring that the most relevant and up-to-date content and discussions are reflected in a user-friendly platform.

These efforts lead to various challenges, such as ensuring representativeness, covering all the different debates and regional specificities and reaching all the key actors in the universe of social protection, while simultaneously dealing with constant technological changes.

To overcome these challenges, the platform has invested in the creation of segmented strategies to approach different actors, such as policymakers and academics. In addition, we have striven to establish a balance in our webinars and podcast episodes to give voice to different organisations and perspectives. On the technological front, the team is being flexible to adapt the platform to new technologies that best meet users' needs.

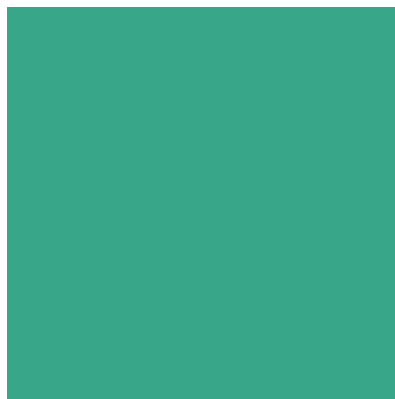
We also learned valuable various lessons throughout the year, including some related to internal management. Some examples include:

- Investments in strategic planning and training are essential for the team to be more motivated and work more synergistically.
- It is important to strengthen ties with governments, ensuring their inclusion in the main debates promoted by the platform.
- It is necessary to carefully analyse and adapt plans for new features and improvements, to ensure that technological demands can be met within existing technological solutions.
- The role of the platform in fostering synergies between the different social protection actors (including the least represented) is essential to avoid duplication of efforts in the field and establish more channels for dialogue.

Taking these lessons into account, the team is preparing to carry out various activities in the coming year, such as:

- Rebuilding the socialprotection.org platform under the Django framework, which will not only improve performance and allow for the integration of new features and tools, but allow users to browse the platform in a highly collaborative environment;
- Implementation of an artificial intelligence (AI) to improve the categorisation and systematisation of content, which will also provide more accurate search results;
- Making further investments in personal information management. A basic user consent and cookie management component is expected to be made available in the second half of 2022.
- Data-based impact analysis: the IT team is gearing up for the discontinuation of Google Universal Analytics, which is expected to be fully phased out by July 2023. Accordingly, we will increase the team's capacity to work with GA4, the next generation of Analytics. Furthermore, we will begin outlining the data-based measurement model to be incorporated into the new iteration of the platform.
- Implementation of a segmented strategy to strengthen relationships with various actors, starting with governments, and measure the platform's impacts on policymaking;
- In partnership with the ADB and GIZ, the platform is supporting the organisation of two major events related to social protection scheduled for next year;
- Completion of the last two e-courses of the ASPects series.

The team is committed to increasing socialprotection.org's capacity to respond to the challenges ahead.



# 8.

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