

2024 ACTIVITY REPORT



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A WORD OF GRATITUDE



Foreword

2024 has been a year marked by both transformation and continuity for the GPP. First, changes were made to our working structure. Until 2023, the GPP was a project, run by five partners, namely the Geneva Graduate Institute, GCSP, DCAF, QUNO and Interpeace. In order to ease its operations, it was decided that it was time for the GPP to become its own legal entity. As a result in 2024, it was transformed into a foundation under Swiss law. Unfortunately, 2024 was also marked by the continuity of many armed conflicts, in Ukraine, Gaza, Sudan and many other contexts, calling for the sustained engagement of the peacebuilding community to find collective solutions and responses to the crises. In this sense, participation at the GPW24, which reached nearly 7000 persons, could be seen as the manifestation of a strong will to discuss and collaborate to build peace together. Looking ahead to 2025, the GPP will continue to serve as a platform to amplify the voices and efforts of those who work tirelessly to be able to offer tools and hope for all those affected by armed violence, especially children and younger generations.

Dr. Annyssa Bellal
**Executive Director of the Geneva Peacebuilding
Platform Foundation**

Acknowledgments

The Geneva Peacebuilding Platform (GPP) is grateful to all its donors, supporters, event partners, and network members for their continued engagement in the GPP activities in 2024.

The GPP's mission wouldn't be possible without its network and partners, who were particularly crucial in 2024 in helping and counseling the GPP in becoming an independent Foundation. Therefore, we would like to express a special message of gratitude to our founding members for their unwavering support through this transition and for taking on the roles of board members:

- **Professor Marie-Laure Salles**, Director, Geneva Graduate Institute
- **Ambassador Thomas Greminger**, Director, Geneva Center for Security Policy (GCSP)
- **Ambassador Nathalie Chuard**, Director, DCAF - Geneva Center for Security Sector Governance
- **Ambassador Tobias Privitelli**, Director, Geneva International Centre for Humanitarian Demining



We are grateful to our core partners for supporting this transition and we look forward to collaborating on future projects.



DCAF - Geneva Center for Security Sector Governance



The Geneva Centre for Security Policy (GCSP)



The Geneva Graduate Institute



The Geneva International Centre for Humanitarian Demining (GICHD)

Other supporters

Additionally, the Platform would like to extend its gratitude to the Permanent Mission of Switzerland in Geneva and the UN Division of the Swiss Federal Department of Foreign Affairs (FDFA) for their ongoing and crucial support of the Platform's operations.

We would also like to address a special thank you to our donors and funders for their contributions to the Geneva Peace Week 2024.

Furthermore, we extend our heartfelt thanks to the Geneva Peacebuilding Platform's International Advisory Council, comprised of diverse representatives from academia, UN organizations, NGOs, civil society, and diplomatic and donor sectors for their invaluable collaboration on various events.

Lastly, we are grateful to our Consortium members, who work collaboratively to bring diverse perspectives, innovative ideas and different skills to the table to achieve a common goal: making each edition of Geneva Peace Week a unique experience.

GPP HIGHLIGHTS IN 2024



Panel Discussion: Rising Peacebuilders

Mary Robinson
Chair of The Elders, first woman President of Ireland and former UN High Commissioner for Human Rights

Zeid Ra'ad Al Hussein
President and Chief Executive Officer of the International Peace Institute, former UN High Commissioner for Human Rights, member of The Elders

Nashiba Makahira
African Youth Ambassadors for Peace, East Africa

Marwee Pahuja
Creative Leadership Youth team with the Cant Initiatives of Change Foundation

Arizza Ann Nocum
Extremely Together Young Leader, Kofi Annan Foundation

GENEVA GRADUATE INSTITUTE

Kofi Annan FOUNDATION

GENEVA PEACE BUILDING PARTNERSHIP

INITIATIVES OF CHANGE FOUNDATION

Ecolint

VILLE DE GENÈVE
REPUBLIQUE ET CANTON DE GENÈVE

The GPP experienced significant transformation in 2024. This section showcases key initiatives and achievements that shaped the GPP's development and impact in 2024.



New Foundation Status

The GPP has undergone a significant transformation. As of July 2024, it transitioned from being hosted at the Centre on Conflict, Development and Peacebuilding (CCDP) within the Geneva Graduate Institute to becoming an independent foundation. This change marks a new chapter in GPP's mission to foster interaction and understanding in the peacebuilding sector.

Founded in 2008, the GPP has worked to provide a platform for facilitating interaction on peacebuilding and peacekeeping between various sectors and institutions. To sustain this mission, DCAF - the Geneva Centre for Security Sector Governance, the Geneva Graduate Institute of International and Development Studies (IHEID), and the Geneva Centre for Security Policy (GCSP) have supported the GPP in establishing the Geneva Peacebuilding Platform Foundation. The foundation will inherit all activities currently undertaken by GPP.

The GPP's network comprises more than 4,000 peacebuilding professionals globally, working on building peace directly or indirectly. We extend our deepest gratitude to our founding partners and core supporters for their unwavering commitment during this transition.

We would also like to thank our core partners for their support during this transition. Their continued partnership and core membership to both the International Advisory Council and Geneva Peace Week Consortium, which is vital to our success:

- **DCAF – Geneva Centre for Security Sector Governance**
- **Geneva Center for Security Policy**
- **Centre on Conflict, Development and Peacebuilding**
- **Principles for Peace Foundation**
- **Interpeace**
- **The United Nations Office at Geneva**
- **The Permanent Mission of Switzerland to the UN and other international organisations in Geneva**
- **Quaker United Nations Office**
- **The Kofi Annan Foundation**
- **Initiatives of Change Caux Foundation**

Our sincere appreciation goes to the Geneva Graduate Institute, particularly to Prof. Keith Krause, Director of the CCDP, as well as to Prof. Achim Wennmann, for laying the foundations of the GPP.

Our new board

The GPP board is responsible for the strategic orientation of the platform and it also contributes to its high-level networking.

The board members are:



**Ambassador
Thomas Greminger**
President of the GPP
Board and Director of
the Geneva Center for
Security Policy



**Professor Marie-
Laure Salles**
Director of the Geneva
Graduate Institute



**Ambassador
Nathalie Chuard**
Director of DCAF
- Geneva Center
for Security Sector
Governance



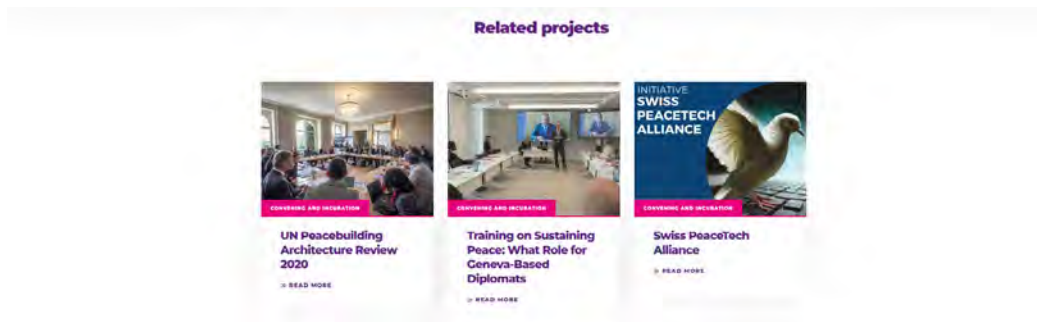
**Ambassador
Tobias Privitelli**
Director of the Geneva
International Centre for
Humanitarian Demining

New visual identity and offices

In March 2024, the Geneva Peacebuilding Platform (GPP) relocated its offices from the Geneva Graduate Institute to the DCAF - Geneva Centre for Security Sector Governance, which is still situated within the Maison de la Paix. This move reflects the GPP's commitment to enhancing its operational environment while maintaining its strategic location in the heart of Geneva's peacebuilding community.

Furthermore, in 2024, the GPP unveiled a fresh visual identity, complete with a brand-new logo. This significant update marks a pivotal moment in the GPP's journey. Alongside this transformation, the GPP launched its new website, building on the success of the 2023 Geneva Peace Week website launch. The primary goal of this visual identity change is to create a more user-friendly and modern platform that effectively showcases the GPP's diverse activities.

As of 2024, both our websites — the Geneva Peacebuilding Platform and Geneva Peace Week — are available in French to strengthen our local impact in Geneva.





FACILITATION



The GPP serves as a dynamic hub where researchers, practitioners, policymakers, experts, and diverse stakeholders unite to shape the future of peacebuilding. By fostering meaningful exchanges, the GPP empowers actors to explore innovative approaches, test bold ideas, and collaborate within its extensive network of partners, driving progress and transformation in the field.



GPP events

The Platform is an active convener on peacebuilding-related issues. Over the years, these events have ranged from lunch-time lectures and briefings for diplomats to consultations, casual meetings, workshops, retreats, and public conferences.

In 2024, amidst the complex global landscape marked by the ongoing Israel-Hamas conflict, the war in Ukraine, and the lead-up to the Summit for the Future, The GPP took a proactive role by hosting a series of events that addressed key issues facing the peacebuilding community. These included breakfast briefings, informal meetings, and public discussions, bringing together pivotal actors in the field. Notable themes from our 2024 events included Small Businesses, Fragility, and Conflict; Training on Sustaining Peace: What Role for Geneva-Based Diplomats; a High-Level Roundtable on Collective Security and Conflict Prevention; and an Informal Geneva Civil Society Breakfast Briefing on the Summit of the Future and the UN-Civil Society Conference in Nairobi focusing on the Pact for the Future. Through these convenings, The GPP continues to foster connections between experts in Geneva and worldwide, facilitating networking and collaboration across the international peacebuilding community. These events serve as a platform for The GPP to play a central role in uniting diverse stakeholders around shared peacebuilding objectives.

Additionally, in 2024, the GPP Executive Director represented the Platform at a range of high-level discussions and forums, contributing her expertise on peacebuilding, international law, and security. She participated in the Global Displacement Forecast Report Launch, provided insights during an expert consultation with Mr. Ben Saul, the UN Special Rapporteur on counterterrorism and human rights, and spoke at events analyzing the Gaza War's regional and global implications.

As a moderator, she led discussions at the ICForum in Basel on “Nexus pour la paix en Afrique de l’Ouest”. She also facilitated a dialogue on “Israel-Lebanon: Past, Present, Possible Trajectories?” and engaged in critical conversations on Health and Diplomacy. Additionally, she contributed to panels addressing foreign fighters’ return and reintegration, the arms trade’s role in conflicts, and broader peacebuilding efforts at the Berlin Peacebuilding Forum.

Furthermore, our Geneva Peace Week Lead, Dany Diogo participated as a moderator in a discussion on Maison de la Paix, exploring its role as a hub for international cooperation and dialogue.

Breakfast briefings

Breakfast briefings are strategically designed to address the specific needs of the peacebuilding community, by spotlighting major peacebuilding projects and introducing key actors within the field. These gatherings (organized since 2021), focus on critical topics related to peace and peacebuilding processes, providing a vital platform for in-depth discussions, knowledge sharing, and networking. By tailoring these events to the unique challenges and opportunities within the peacebuilding arena, we ensure that they serve as essential forums for advancing collaborative efforts and driving meaningful progress.

Informal meetings

In 2024, The GPP continued to organize and collaborate with various organizations to host informal meetings that focus on shaping policies, sharing expertise, and developing recommendations ahead of major peacebuilding discussions on the international and UN agendas. These gatherings provide a crucial space for states and civil society to engage in open dialogue, address current challenges, and explore collaborative approaches to peacebuilding, conflict resolution, and security.

Public events

The GPP also continued to organize public events tailored to the peacebuilding community and students in Geneva. These events are designed to foster engagement, education, and discussion around key peacebuilding issues, ensuring that both seasoned professionals and the next generation of peacebuilders are equipped with the knowledge and connections they need to drive positive change. Discover the list of events organized or co-organized by the GPP in 2024:

18 JANUARY 2024

Breakfast Briefing on the Summit of the Future and related UN-Civil Society Conference in Nairobi the Pact for the Future?

Co-organised with the Geneva Centre for Security Policy, the Stimson Center, and the UN University Centre for Policy Research

5 FEBRUARY 2024

Collective Security and the Universality of Conflict Prevention What role for Geneva based stakeholders ahead of the Pact for the Future?

Co-organised with the Swiss FDFA and the Stimson Center

6 MARCH 2024

Small Businesses, Fragility, and Conflict: Solving the SME Puzzle

Co-organised with Trade Impact for Good, International Trade Center and the Geneva Trade Platform

6 JUNE 2024

Peace and Security Now: Critical Reflections on the New Frontiers and Challenges of Peacemaking

Co-organised with the University of Basel, the Geneva Graduate Institute Gender Centre

27 JUNE 2024

Swiss Peace Partners Network Myanmar

Co-organised with the Swiss FDFA

2 JULY 2024

Training on Sustaining Peace for UN Geneva based Diplomats

Co-organised with the Dag Hammarskjöld Foundation and the Swiss FDFA

- 10 OCTOBER 2024** **Global Peace Index presentation**
Co-organised with Principles for Peace and the Centre on Conflict, Development and Peacebuilding
- 5 NOVEMBER 2024** **Human Rights in Preventing Environmental Triggers to Conflict - GHRP Annual Conference**
Co-organised with the Geneva Human Rights Platform
- 21 NOVEMBER 2024** **Round Table with the Kofi Annan Foundation Changemakers**
Co-organised with the Kofi Annan Foundation and Principles for Peace
- 26 NOVEMBER 2024** **Local Solutions Towards Peaceful Coexistence**
Co-organised with the United Nations High Commissioner for Refugees and the University for Peace
- 27 NOVEMBER 2024** **Breakfast briefing on mediating self-determination conflicts**
Co-organised with Conciliation Resources

GPP Events during Geneva Peace Week 2024

- 14 OCTOBER 2024** **Opening Ceremony: What is Peace ?**
Co-organised with the Swiss FDFA and the United Nations Office at Geneva
- 15 OCTOBER 2024** **Peace, Trade, Development and Innovations: Insights from International Leaders**
Co-organised with the University for Peace (UPEACE)
- 15 OCTOBER 2024** **2024 Kofi Annan Geneva Peace Address: Rising Peacebuilders**
Co-organised with the Kofi Annan Foundation, the Geneva Graduate Institute, Caux Initiatives of Change Foundation, the Canton and Republic of Geneva and City of Geneva
- 16 OCTOBER 2024** **Geneva-New York Peace Dialogue**
Co-organised with the Swiss FDFA
- 17 OCTOBER 2024** **PeaceTalks 2024 Geneva Peace Week Edition**
Co-organised with Interpeace and Principles for Peace
- 17 OCTOBER 2024** **Understanding and managing conflict-risk with the private sector**
Co-organised with Sustainable Finance Geneva, Interpeace / Finance 4 Peace and PeaceNexus
- 17 OCTOBER 2024** **Sport for peace: harnessing the role of sport in conflict resolution and peacebuilding**
Co-organised with the Permanent mission of the State of Qatar to the UN in Geneva, International Centre for Sport Security and Education Above All Foundation
- 17 OCTOBER 2024** **Screening for Peace: Colette and Justin**
Co-organised with the International Film Festival and Forum on Human Rights
- 18 OCTOBER 2024** **Arts and Peace Encounters**
Co-organised with Caux Initiatives of Change Foundation and the Kofi Annan Foundation
- 18 OCTOBER 2024** **Closing Ceremony**
Co-organised with the Berghof Foundation



Training on Sustaining Peace for UN Geneva-based diplomats

The Geneva Peacebuilding Platform, in collaboration with the Dag Hammarskjöld Foundation and the Quaker United Nations Office, and with the support of the Permanent Mission of Switzerland to the United Nations in Geneva, held the second edition of the one-day training, Sustaining Peace: What Role for UN Geneva-Based Diplomats, at Villa Barton in Geneva.

This year, the training featured an innovative speed dating session, facilitating direct engagement between more than 35 participating permanent missions and leading peacebuilding organizations in Geneva.

The training covered a broad range of topics essential to peacebuilding. Sigrid Gruner from the Dag Hammarskjöld Foundation delivered an engaging presentation on the United Nations peacebuilding architecture and the new agenda for peace, providing a comprehensive overview of the current frameworks and initiatives in place. This was followed by a presentation from Nicolas Florquin of the Small Arms Survey, who discussed the critical intersection of disarmament and peace, highlighting the impact of arms control on sustaining long-term peace.

Further enriching the training, representatives from the Raoul Wallenberg Institute of Human Rights and Humanitarian Law and New York University's Center on International Cooperation shared their expertise. These sessions focused on the interplay between human rights, peacebuilding, and various international cooperation mechanisms, offering diplomats a well-rounded understanding of the multifaceted nature of peace efforts.



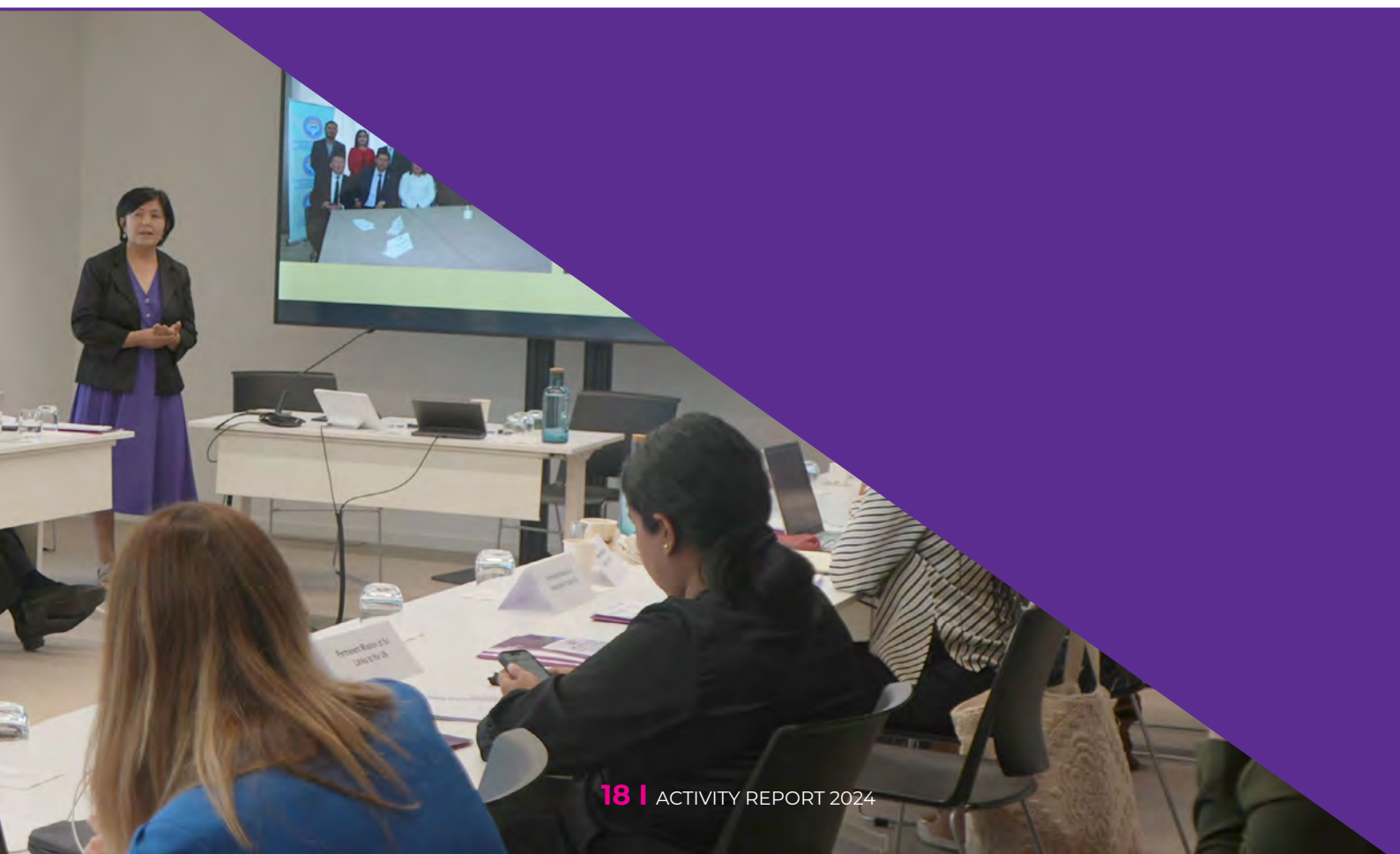
One of the highlights of the day was an interactive speed-dating session with the five following experts and institutions:

- **Eliza Urwin**, Head of Research, Centre on Conflict, Development and Peacebuilding
- **Alexandre Munafò**, Head of Global Engagement, Geneva Call and Elias Pock, Global Engagement Fellow, Geneva Call (Presentation on peacebuilding from the humanitarian perspective)
- **Nicolas Sion**, Head of Development, Fight for Humanity
- **Anne-Marie Buzatu**, Executive Director, ICT4Peace Foundation
- **Noémi Blome**, Mediation Support and Policy Unit, Centre for Humanitarian Dialogue

The training concluded with closing remarks from:

- **Awa Dabo**, Director and Deputy Head of the Peacebuilding Support Office at the UN Department of Political and Peacebuilding Affairs (UNDPPA).

This innovative format allowed diplomats to engage directly with experts, fostering a dynamic exchange of ideas and contact-sharing.



Geneva - New York Peace Dialogue

One of the Platform's mandate is to strengthen the New-York and Geneva exchanges. To reach this objective, on 16 October 2024, during Geneva Peace Week, the GPP and the Permanent Mission of Switzerland to the UN and other International Organizations in Geneva co-organized the inaugural Geneva-New York Peace Dialogue at Maison de la Paix. This new informal platform brought together high-level representatives from Geneva and New York to explore how both cities can leverage their respective strengths to enhance peace and security, including their interactions with the UN Security Council.

The discussion focused on the complementarities between Geneva's expertise in humanitarian affairs, human rights, and peacebuilding and New York's central role in global peace and security decision-making. A particular emphasis was placed on advancing the New Agenda for Peace as a matter of priority. Ambassador Pascale Baeriswyl, Permanent Representative of Switzerland to the UN, and Professor Celeste Saulo, Secretary-General of the World Meteorological Organization, shared their perspectives on the evolving dynamics of multilateral peace efforts. The session was moderated by Adam Day, Head of the Geneva Office of the United Nations University Centre for Policy Research (UNU-CPR).

By fostering direct engagement between Geneva and New York-based actors, this event aimed to strengthen cooperation and policy coherence in global peace efforts. The Geneva-New York Peace Dialogue is expected to serve as a recurring platform for strategic exchanges, reinforcing Geneva's role as a hub for peacebuilding discussions with global impact.



Geneva-New York Peace Dialogue

Human Security and Disarmament and Peacebuilding

Geneva-New York Peace Dialogue

Permanent Mission of Switzerland to the UN and other international organisations in Geneva, Geneva
Peacebuilding Platform
16/10/2024 @ 13:00 - 14:00
AUDITORIUM A2 (PÉTALE 1) - HYBRID

Special Event

SPECIAL EVENT

Strengthening Collaboration for Peace: MoU with UPEACE

In 2024, the GPP strengthened its ties with the University for Peace (UPEACE) through the signing of a Memorandum of Understanding (MoU), marking a pivotal step in advancing shared goals for global peacebuilding. Signed by Dr. Annyssa Bellal, Executive Director of the GPP, and Ambassador David Fernández Puyana, Ambassador and Permanent Observer of UPEACE, this partnership reflects a deepened commitment to tackling pressing challenges through collaboration, innovation, and the exchange of expertise.

This MoU was followed by the successful multistakeholder dialogue co-organized by GPP and UPEACE in November 2024. The event brought together policymakers, practitioners, researchers, and community leaders to explore local solutions for peaceful coexistence amid the ongoing global displacement crisis. By fostering inclusive dialogue, the event highlighted the critical role of community-driven approaches in addressing the complex dynamics of displacement and social cohesion. Discussions showcased concrete examples of grassroots peacebuilding efforts, emphasizing the power of local knowledge and initiatives in creating sustainable solutions.

The partnership between GPP and UPEACE seeks to expand on these achievements by leveraging our combined resources and networks. Together, the GPP aims to enhance the effectiveness of peacebuilding initiatives through capacity-building, policy innovation, and the promotion of best practices. Events such as the Multistakeholder Dialogue held in November 2024 exemplify the potential of this collaboration, demonstrating how multistakeholder engagement can generate actionable insights and build bridges between diverse actors.

Moving forward, this partnership will focus on amplifying the reach and impact of peacebuilding efforts, fostering greater collaboration between Geneva and UPEACE's global network. By working together, GPP and UPEACE aim to make meaningful contributions in addressing peacebuilding topics.

GENEVA
GP **peace**
building
PLATFORM



COMMUNITY MANAGEMENT

19.03.2024



The GPP has undergone significant transitions in 2024, as part of this shift, two communities have transitioned to other organisations, allowing the GPP to focus on fostering and supporting new communities within its network.



Transition of communities

Community of Practice on Environment, Climate, Conflict, and Peace (ECCP)

The ECCP Community of Practice, initially co-hosted by the GPP, transitioned to a new collaborative hosting arrangement with the Environmental Peacebuilding Association (EnPAX) and the Centre on Conflict, Development, and Peacebuilding (CCDP) at the Geneva Graduate Institute in the Spring of 2024. This transition ensured the continued growth and impact of this important community focused on exploring the critical intersection of environmental issues and peacebuilding.

Community of Practice on Business and Human Rights

Similarly, the Business and Conflict Community of Practice, initially hosted by the GPP, found a new home under the joint stewardship of the UNDP, Geneva Trade Platform, and TASC Platform. This strategic partnership broadened the community's reach and strengthened its capacity to address the complex relationship between business and conflict. The GPP extends its gratitude to the departing Community Management Lead, Annika Eirckson-Pearson, for her dedication to these communities.

Strengthening Community Engagement: A New Direction for 2025

In 2024, the GPP initiated discussions on enhancing engagement with diverse stakeholders by exploring new forms of collaboration. As part of this effort, we are launching a new Community of Practice with the private sector in 2025. This initiative reflects our commitment to broadening the scope of peacebuilding by fostering dialogue and cooperation with businesses and industry leaders. By bridging the gap between peacebuilding practitioners and the private sector, we aim to harness innovative approaches, resources, and expertise to address global challenges and promote sustainable peace.



International Advisory Council

The International Advisory Council (IAC) advises the Platform's Executive Director in the substantive programming of the Platform. It is composed of members from a representative group of International Geneva stakeholders, with an active interest and role in peacebuilding.

The Board represents academia, UN organizations, international NGOs, civil society and diplomatic and donor representatives (in alphabetical order):

- **Bulan Institute for Peace Innovations**
Cholpon Orozobekova, Director
- **Caux Initiatives of Change Foundation**
Sarah Noble, Head of Global Engagement
- **Centre of Competence on Humanitarian Negotiation (CCHN)**
Joëlle Germanier, Director
- **Centre on Conflict, Development and Peacebuilding**
Prof. Keith Krause, Director
Eliza Urwin, Head of Research
- **Centre for Humanitarian Dialogue (HD), Mediation Support and Policy**
David Lanz, Deputy Director
- **DCAF – Geneva Centre for Security Sector Governance**
Hans Born, Assistant Director and Head of the Policy and Research Division
Dawn Lui, Policy & Research Project Officer
- **Fight for Humanity**
Nicolas Sion, Head of Development
- **Fondation Hironnelle**
Sacha Meuter, Head of Policy and Research
- **Geneva Call**
Alexandre Munafò, Head of Global Engagement
- **Geneva Centre for Security Policy (GCSP)**
Annika Hilding Norberg, Head of GCSP Peace Operations and Peacebuilding
- **Geneva International Centre for Humanitarian Demining (GICHD)**
Greta Zeender, Head of External Relations, Policy and Cooperation Programme
- **Global Initiative against Transnational Organized Crime**
Tuesday Reitano, Deputy Director
- **ICT4Peace Foundation**
Anne-Marie Buzatu, Vice President and COO
- **Independent Diplomat**
Guillaume Charron, Director
- **International Labour Organization (ILO)**
Federico Negro, Coordinator OIC, Coordination Support Unit for Peace and Resilience
- **International Organization for Migration**
Juliana Betancourt, Violence and Conflict Prevention Advisor, Peace and Recovery Division
- **International Committee of the Red Cross (ICRC)**
Avigail Shai, policy advisor
Ariana Lopes Morey, policy advisor
- **International Federation of Red Cross and Red Crescent Societies (IFRC)**
Amjad Saleem, Manager, Protection, Inclusion and Engagement
- **Interpeace**
Luvini Ranasinghe, Head of Communications
- **Justice Rapid Response (JRR)**
Samuel Emonet, Executive Director

- **Kofi Annan Foundation (KAF)**
Maud Roue, Head of Programmes
- **Leaders pour la Paix**
Elisabeth Decrey Warner, Board Member
- **Nonviolent Peaceforce**
Tiffany Easthom, Executive Director
- **Office of the High Commissioner for Human Rights (OHCHR)**
James Turpin, Chief, Prevention and Sustaining Peace Section, New York Office
Julia Raue, Expert and Advisor on Transitional Justice
- **PeaceNexus Foundation**
Catriona Gourlay, Executive Director
- **Permanent Mission of Switzerland to the UN in Geneva**
Andrea Aeby, Counselor, Peace & Security, Section Global Affairs
- **Principles for Peace Foundation**
Hiba Qasas, Executive Director
Peter Batchelor, Director of Partnerships
- **Quaker United Nations Office (QUONO)**
Chatrina Schumacher, Programme Assistant
- **Small Arms Survey**
Nicolas Florquin, Head of Unit, Data & Analytics
- **Swisspeace**
Emma Baumhofer, Digital Peacebuilding Expert
- **The New Humanitarian**
Yasmine Kergoat, Chief of Staff
- **United Nations Development Programme (UNDP)**
Gregory Connor, Policy Specialist, Conflict Prevention, Peacebuilding, and Responsive Institutions
- **United Nations Environment Programme (UNEP)**
Silja Halle, Manager, UNEP-EU Climate Change and Security Programme
- **United Nations Institute for Disarmament Research (UNIDIR)**
Robin Geiss, Director
- **UNHCR - the UN Refugee Agency**
Agnès Hurwitz, Global Lead on Rule of Law, Governance, and Peacebuilding
- **University for Peace to the United Nations Office and other international organizations in Geneva**
David Fernandez Puyana, Ambassador and Permanent Observer
- **United Nations University Centre for Policy Research**
Adam Day, Head of Geneva Office
- **Women's International League for Peace and Freedom (WILPF)**
Madeleine Rees, Secretary General
- **World Bank Office Geneva**
Maria Dimitriadou, Special Representative to the UN and WTO
- **World Council of Churches**
Peter Prove, Director, Commission of the Churches on International Affairs

International Advisory Council engagement in 2024

In 2024, the GPP actively engaged its International Advisory Council (IAC) through a series of strategic meetings, informal gatherings, and collaborative events aimed at strengthening peacebuilding efforts and fostering meaningful dialogue.

The engagement began with the International Advisory Council retreat on 19 March at the Interpeace offices, where members discussed GPP's strategic priorities and explored ways to enhance collaboration across the peacebuilding ecosystem.

During the summer, IAC members participated in the Training on Sustaining Peace for UN Geneva-based Diplomats on 2 July at Villa Barton, contributing to a dynamic speed-dating session that facilitated direct exchanges between diplomats and peacebuilding experts. This was followed by Summer Informal Drinks on 3 July, providing a relaxed setting to strengthen connections and explore new ideas informally.

Ahead of Geneva Peace Week (GPW), a GPW Briefing on 17 September ensured IAC members were well-informed about the upcoming event and had opportunities to provide input on key themes and activities. Later in the month, on 26 September, a Board Meeting and Museum of Ethnography of Geneva (MEG) visit allowed members to explore the exhibition on colonialism and Geneva.

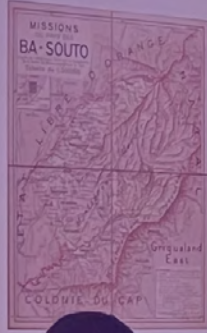
The year concluded with a Round Table on 21 November, organized in collaboration with the Kofi Annan Foundation Changemakers and Principles for Peace.

Through these activities, the International Advisory Council played an essential role in shaping GPP's initiatives, fostering knowledge exchange, and reinforcing its global network of peacebuilders.

Engaging History Through Art: The IAC Visit to MEG

The Geneva Peacebuilding Platform's International Advisory Council (IAC) had the opportunity to explore the "Remembering Geneva in the Colonial World" exhibition in September 2024, at the Musée d'ethnographie de Genève (MEG). This thought-provoking display invited participants to engage with the legacies of colonialism and its enduring impacts on our collective history. The visit emphasized the value of historical reflection in understanding present-day challenges, creating a shared space for dialogue among peacebuilding leaders and experts.

MENT LA COLONISATION EST-ELLE LÉGITIMÉE ?
WAS COLONIZATION LEGITIMIZED?



PeaceTalks

The PeaceTalks is a global platform dedicated to sharing inspiring stories that demonstrate the power of peace. Since its founding in 2013 by the United Nations Office at Geneva, Interpeace, the Geneva Peacebuilding Platform, and the Swiss Confederation, the PeaceTalks expanded the space for dialogue on peacebuilding, emphasizing that peace was everyone's responsibility. The 2024 Geneva PeaceTalks, themed "The Future of Peace," took place on 19 September at the Palais des Nations in Geneva, coinciding with the International Day of Peace and Interpeace's 30th anniversary. This year's event featured a diverse and inspiring lineup of speakers, including:

- **Abdinasir Yusuf**, Programme Coordinator and Deputy Director of Puntland Development Research Centre (Somalia)
- **Ninette Umurerwa**, National Executive Secretary of Haguruka (Rwanda)
- **Saype**, worldwide land artist known for his eco-friendly massive paintings
- **Victoria Sandino Simanca Herrera**, feminist leader, former Colombian senator, and ex-guerrilla commander of FARC-EP (Colombia)
- **Fawaz Baker**, musician, composer, and architect (Syria and France)
- **João Boavida**, peacebuilder and Executive Director at the Center of Studies for Peace and Development (Timor-Leste)
- **Natasha Latiff**, international human rights lawyer and co-founder of Strategic Advocacy for Human Rights (Singapore)
- **Arnoldo Gálvez**, award-winning journalist and peacebuilder (Guatemala)
- **Sidonia Gabriel**, Senior Policy Advisor on Fragility, Conflict, and Human Rights (Switzerland)

The event also included special messages from:

- **António Guterres**, UN Secretary-General
- **Jürg Lauber**, Permanent Representative of Switzerland to the UN
- **Bernardo Arévalo de León**, President of Guatemala
- **Tatiana Valovaya**, Director-General of the UN Office at Geneva

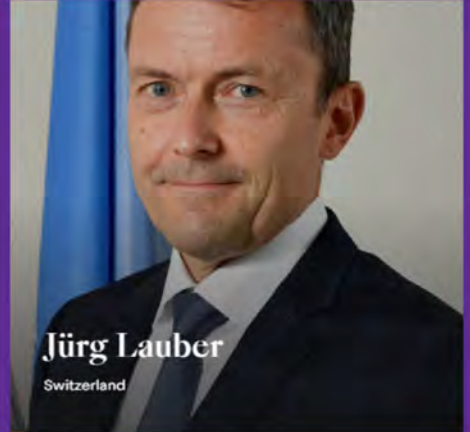
Additionally, **Itonde Kakoma**, President of Interpeace, delivered remarks, and Sarah Noble, Curator of the PeaceTalks, served as the Master of Ceremony. Through their personal stories, these remarkable speakers and moderators inspired reflection, dialogue, and action to shape the future of peace.



**Victoria Sandino
Simanca Herrera**
Colombia



Fawaz Baker
Syria, France



Jürg Lauber
Switzerland

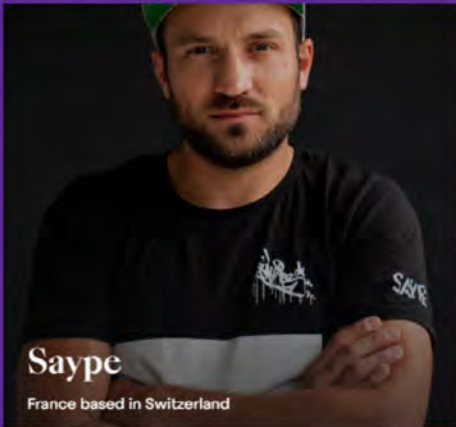


João Boavida
Timor-Leste

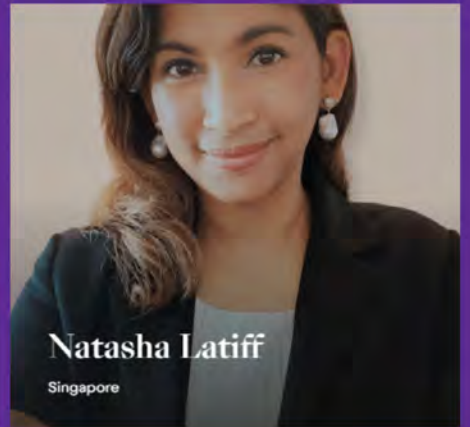
PeaceTalks 2024



**Abdinasir Mohamed
Yusuf**
Somalia



Saype
France based in Switzerland



Natasha Latiff
Singapore



Ninette Umurerwa
Rwanda



Arnoldo Gálvez
Guatemala



Sidonia Gabriel
Switzerland

Peace Forum Network

The Geneva Peacebuilding Platform convenes a network of peace fora, bringing together international multi-day events and conferences that contribute to peace. This community aims to serve as a central hub for listing all major peace events from our network, providing greater visibility and connection between different initiatives. It also fosters exchanges on best practices for organizing impactful events, explores key thematic priorities, and strengthens collaboration among peace fora organizers.

In 2025, the community will take on a new leadership role, enhancing its coordination efforts and convening bi-annual meetings to support strategic discussions and deeper engagement across the network.

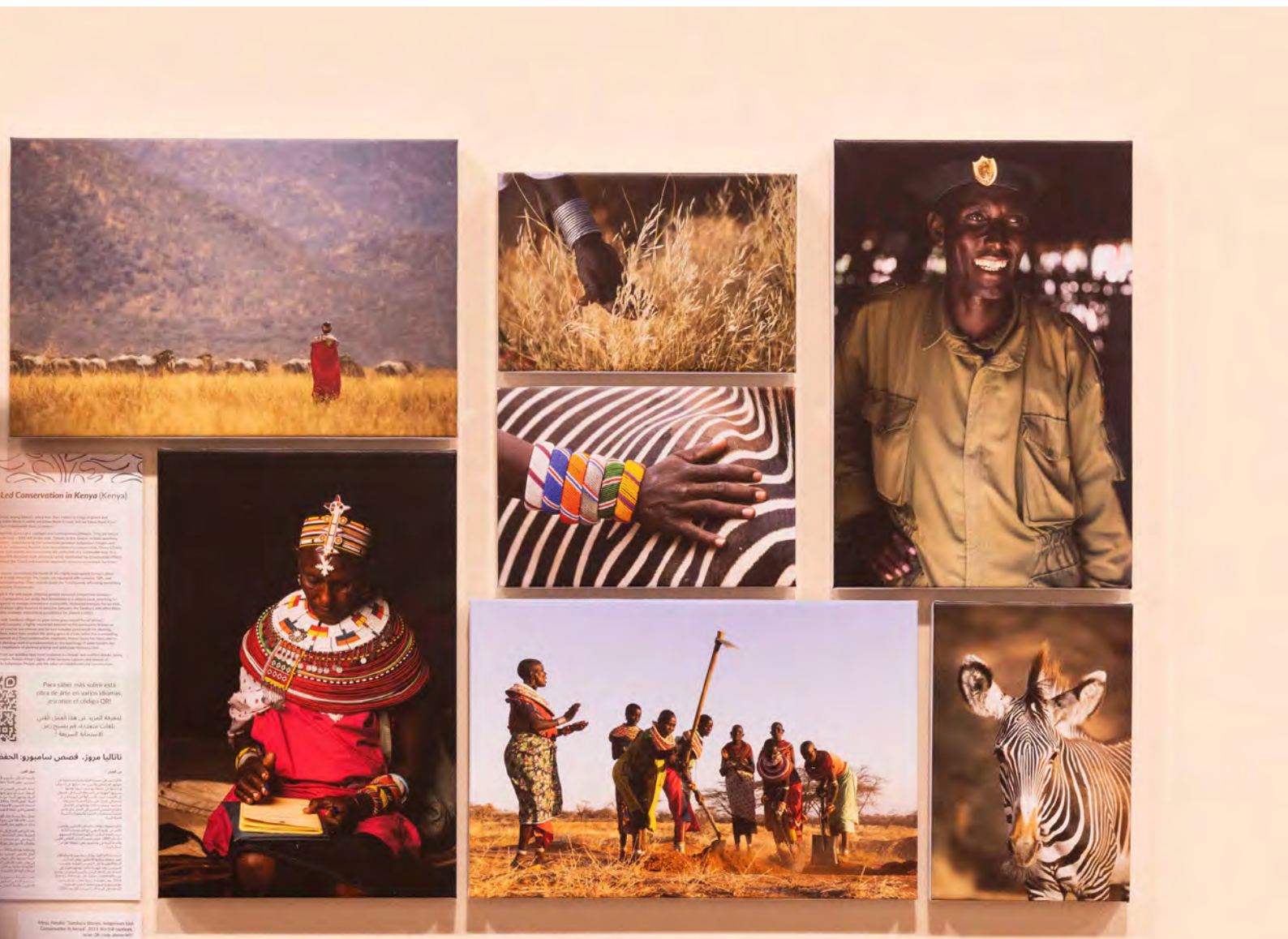
2024 CALENDAR

- **Basel Peace Forum**
25 January 2024
- **Munich Security Conference**
16-18 February 2024
- **Berlin Moot: Reshaping Peace**
17-18 April 2024
- **Stockholm Forum on Peace and Development**
6-8 May 2024
- **Global Peace and Security Forum**
20-22 May 2024
- **FriEnt Peacebuilding Forum**
5-6 June 2024
- **Caux Forum**
9 - 13 July 2024
- **Yntymak Week**
12-20 September 2024
- **Imagine Forum**
10-11 October 2024
- **Geneva Peace Week**
14-18 October 2024
- **Paris Peace Forum**
11-12 November 2024

The Nature Footprints art exhibition

Building on its successful presentation at COP28 in Dubai in 2023, the “Nature Footprints” exhibition made a return during Geneva Peace Week 2024. This exhibition, originally showcased by the GPP’s Environment, Conflict and Peacebuilding (ECCP) Community of Practice, features the work of 19 global artists who powerfully convey stories of climate change, conflict, and resilience through diverse mediums. This global collection of artworks highlighted community stories on climate, conflict, and peace. Showcased throughout the week, it invited policy makers to consider creative expressions’ role in shaping effective, just, and inclusive climate strategies.

The GPP brought the “Nature Footprints” to Geneva Peace Week, reinforcing its commitment to integrating art into its peacebuilding activities, recognizing the unique ability of artistic expression to foster dialogue, inspire action, and bridge the gap between policy and lived experiences. The exhibition provided a poignant reminder of the interconnectedness between environmental issues and peacebuilding, sparking conversations and encouraging deeper reflection on the urgent need for climate action.



GENEVA PEACE WEEK



Geneva Peace Week (GPW), the flagship initiative of the GPP, is a leading annual forum in the international peacebuilding calendar through which organisations in Geneva and their international partners come together to share knowledge and practice on a diverse range of topics related to peace across contexts and disciplines.



The 11th edition of Geneva Peace Week

GPW24, held from October 14 to 18 at the Maison de la Paix and the Palais des Nations, brought together a vibrant community of peacebuilders to collectively reflect on the central question, “What is Peace?” This theme invited diverse perspectives and sparked deep discussions on how peace can be redefined, sustained, and realized in a rapidly evolving world.

With 70 events organized by 117 partners, GPW24 saw an impressive 4,140 registered participants from 166 countries. Attendance throughout the week was equally strong with 6,700 total event session attendances, including 3,469 online.

From high-level panels to interactive workshops, participants engaged with the intersections of policy, practice, and global governance, highlighting the unique role of Geneva as a nexus of international hubs and initiatives. GPW24 exemplified how interconnected efforts, spanning grassroots movements, civil society organizations, multilateral agencies, and academic institutions, can amplify strong peace messages and drive collective impact.

Storytelling played an essential role throughout the week, transforming narratives into powerful tools for inspiring action. By sharing lived experiences and lessons from diverse contexts, peacebuilders reinforced

the critical importance of empathy, understanding, and shared humanity in building sustainable peace. Moreover, GPW24 celebrated intergenerational collaboration, recognizing that the wisdom of leaders combined with the energy and innovation of youth can forge new pathways for peacebuilding.

Transitioning from four thematic tracks to 17 keywords allowed for more nuanced and expansive discussions, while a fully hybrid format ensured global accessibility. With interpretation in over 60 languages, a French-language website, and spaces dedicated to artistic expression, GPW24 embraced the richness of cultural and creative diversity, enabling participants to explore peace through new and meaningful channels. Whether through structured networking events or informal gatherings, the week facilitated the forging of lasting relationships and collaborations that will extend far beyond Geneva.



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YEARS

GENEVA
PEACE
WEEK

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Geneva Peace Week 2024 Highlights

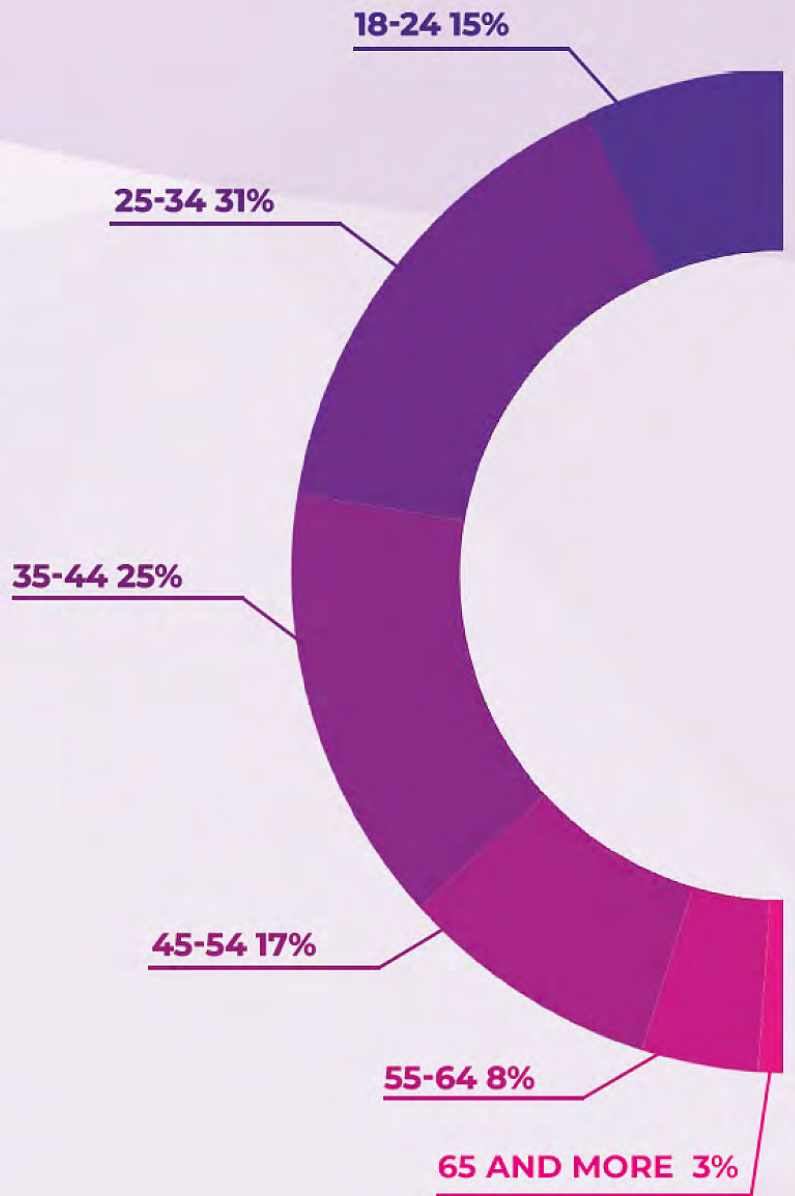
GPW24 proved to be a resounding success, with over 6700 participants. This edition was marked by our special events, panel discussions and workshops. Furthermore, this year all events were offered in a hybrid format, with interpretation, allowing for a wider audience reach.

This 11th edition's highlights included:

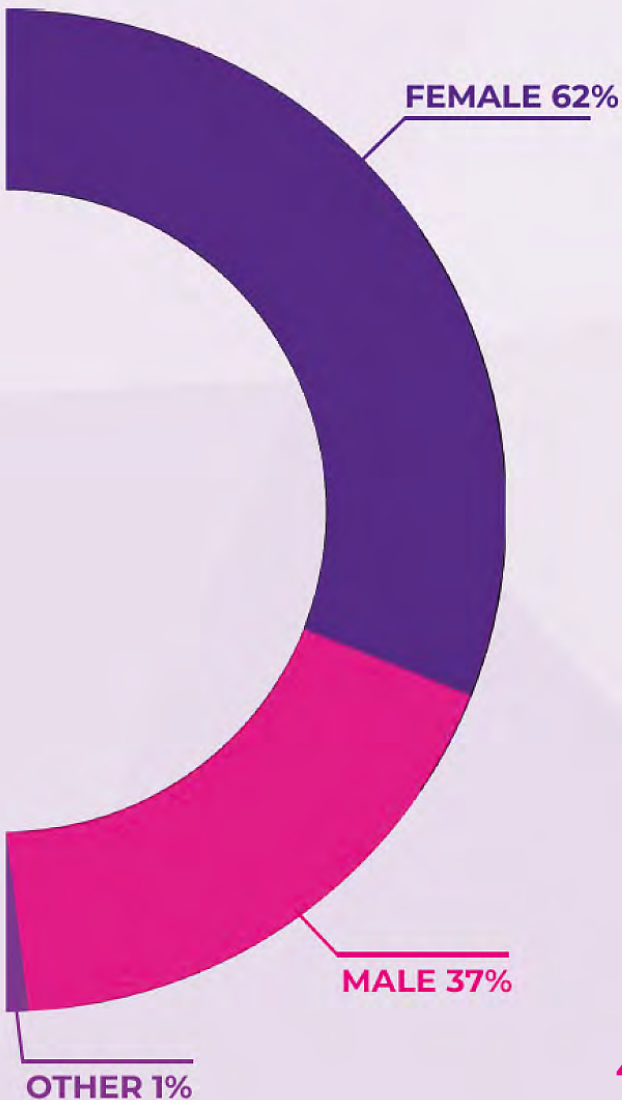
- **The Geneva Peace Week 2024 Opening Ceremony**, on October 14 at the Palais des Nations, drew 573 participants. Moderated by Ahmad Fawzi, the event featured remarks from Tatiana Valovaya (UNOG Director-General), Dr. Annyssa Bellal (Geneva Peacebuilding Platform), Guy Ryder (UN), and Amb. Thomas Guerber (Swiss Federal Department of Foreign Affairs). A peace message by Zeid Ra'ad Al Hussein (International Peace Institute) was followed by a high-level panel with Rebecca Grynsperg (UNCTAD) and Helga Maria Schmid (former SG of the OSCE) on multilateral cooperation and peace's links to trade and security.
- **The 2024 Kofi Annan Geneva Peace Address**, delivered by Mary Robinson, former President of Ireland and Chair of The Elders, served as a powerful call to action. Robinson urged the international community to embrace bold and courageous leadership in addressing the complex challenges facing our world. The event, organized in partnership with the Kofi Annan Foundation and other esteemed institutions, highlighted the critical role of leadership in navigating global crises and fostering sustainable peace.
- **Increased Political and diplomatic engagement**, with active participation from permanent missions, state departments, and governmental bodies. This strengthened the forum's global and multilateral perspective, underscoring the importance of collaborative action in addressing peace and security challenges.
- **A variety of forward-thinking conversations**, on critical topics shaping the future of peace efforts. This year we held of 20 panels. Discussions on the political potential of artificial intelligence, inclusive visions of peace, and the role of sport in peacebuilding fostered innovative thinking and explored new avenues for action. The integration of arts and culture throughout the week, including musical performances, a thought-provoking film screening, and two captivating art exhibitions, enriched the dialogue and provided a platform for diverse voices and perspectives.

SESSION ATTENDANCE

Attendance across all sessions totaled 6,700, with standout events like the 2024 Kofi Annan Geneva Peace Address attracting 660 participants, the Opening Ceremony engaging 573 attendees, and the PeaceTalks session hosting 261 participants.



GENDER



SECTOR



Achievements

Powerful Messages for Peace

Geneva Peace Week 2024 delivered a profound and unified call to action, as peacebuilders from around the world gathered to address some of the most pressing global challenges. Dr. Annyssa Bellal opened the week by dedicating it to the children and youth who have lost their lives to armed violence, emphasizing the critical role of human rights, respect for international law, and innovative solutions like trade, technology, and art in advancing peace. Prince Zeid Ra'ad Al Hussein urged global leaders to confront the “national amnesia” that perpetuates cycles of conflict, highlighting the resilience of activists who continue to advocate for peace amidst hatred and violence. Mary Robinson, delivering the Kofi Annan Geneva Peace Address, underscored the need for courageous and inclusive leadership, emphasizing the importance of systemic reform and the integration of women and youth into decision-making processes to create sustainable, equitable peace. Together, these messages reinforced the shared responsibility of addressing global instability with empathy, innovation, and accountability.

Shaping the Future of Peacebuilding

GPW24 exemplified how innovation and collaboration are shaping the future of global peacebuilding. Iconic venues like the Palais des Nations and Maison de la Paix served as symbolic backdrops for dialogue that bridged tradition and modernity. Sessions focused on transformative themes, such as artificial intelligence's potential to advance peace through conflict prediction and governance, while also addressing its risks, such as misinformation and inequality. The intersection of trade, development, and innovation was explored, demonstrating how economic resilience and inclusive global trade can foster stability in fragile contexts. The event emphasized breaking down professional silos, fostering partnerships across sectors, and leveraging Geneva's unique position as a hub for multilateral diplomacy to drive actionable solutions to the world's most pressing peacebuilding challenges.

Enhancing the GPW Experience

Geneva Peace Week 2024 went beyond traditional programming to create an inclusive, collaborative, and impactful experience for participants. Networking events, such as breakfasts, coffee breaks, and evening cocktails, facilitated connections among attendees, fostering a vibrant community of peacebuilders. The adoption of hybrid formats with AI-powered interpretation in 60 languages made the event accessible to a global audience, enhancing diversity and participation. Moving from thematic tracks to 17 keywords allowed for deeper and more nuanced discussions across a wide array of topics. Partnerships with local organizations, including Fondation Aigues-Vertes and les EPIS, added a socially responsible dimension, while operational improvements, such as a revamped website and upgraded organizer platform, ensured a seamless experience. These efforts reaffirmed GPW24 as a leading platform for advancing dialogue, collaboration, and innovation in peacebuilding.

Fostering Intergenerational Collaboration

Intergenerational dialogue was at the heart of GPW24, where experienced leaders and young peacebuilders came together to forge innovative pathways to peace. A highlight was the Elders and Youth Peacebuilders Dialogue, featuring Mary Robinson, Zeid Ra’ad Al Hussein, and dynamic young leaders like Arizza Ann Nocum, Nashiba Nakabira, and Maruee Pahuja. These youth champions brought forward fresh ideas, advocating for the role of cultural diversity, digital literacy, and creative arts in addressing division and fostering reconciliation. From countering disinformation with empathy to integrating artistic expression into trauma healing, the discussions illustrated how the wisdom of experience and the energy of youth can co-create sustainable peace. Youth contributions at the opening and closing ceremonies further emphasized the critical role of younger generations in shaping a more equitable and just world.

Exploring New Avenues to Peace

Creative expression emerged as a transformative force at GPW24, offering new avenues for advancing peace and reconciliation. Fernando Cometto, the event’s first artist-in-residence, captivated participants by creating a live painting that symbolized the themes of dialogue, innocence, and resilience, later auctioned to support social cohesion initiatives. Arts and Peace sessions explored the role of music, storytelling, and performance in building empathy and hope. Performances like Valeria’s rendition of “Imagine” and sports-focused discussions demonstrated the universal language of creative and physical expression in uniting divided communities. These initiatives highlighted the power of nontraditional tools, from art and sports to cultural exhibits, in inspiring action and cultivating peace in deeply divided societies.

YEAR	TOTAL EVENTS	TOTAL EVENT ORGANIZERS	TOTAL ATTENDANCE
2014	10	9	200
2015	41	50	700
2016	45	62	600
2017	50	100	1'250
2018	65	121	1'300
2019	67	109	1'700
2020	70	280	4'200
2021	30	115	3'000
2022	53	125	2'860
2023	61	149	5'500
2024	70	117	6'700

Art and Peace: Creative Expressions at the Heart of Peacebuilding

Fado and Musical Harmony at the Opening Ceremony of GPW24

GPW24 opened the week with a soulful fado performance by Marco Rodrigues. The opening ceremony set the tone for the week by celebrating cultural heritage and shared humanity, underscoring how music transcends boundaries and fosters unity. The inclusion of Fado in the opening ceremony underscores the vital role of cultural heritage in peacebuilding. Recognized by UNESCO on 27 November 2011 as part of the Representative List of the Intangible Cultural Heritage of Humanity, Fado carries deep cultural significance and a unique ability to foster human connections across borders.

Fernando Cometto: Artist in Residence

Argentinian painter Fernando Cometto brought a unique perspective to Geneva Peace Week 2024 as the artist in residence. Cometto's work captured the spirit of the week by weaving themes of resilience, transformation, and peace into his creations. During the closing matinee, he unveiled a captivating piece inspired by the week's discussions and interactions, offering attendees a glimpse into his creative journey and highlighting how art can serve as a bridge to understanding and connection.





Arts and Peace Encounters

The Arts and Peace Encounters at Geneva Peace Week 2024 showcased the transformative power of art in fostering empathy, hope, and action in fragile contexts and conflict zones. Held on October 18 at Maison de la Paix and online, this immersive event featured diverse artistic expressions, music, theater, poetry, and visual arts—alongside storytelling and expert talks. Highlights included a performance by South Korean violinist Hyung Joon Won, interactive theater with UNESCO, Theater & Conflict Resolution with Dr. Guila Clara Kessous, the unveiling of a painting by our artist in residence Fernando Cometto, and discussions on projects like the JerusalemS fresco and Colombia’s ACORDES initiative. Organized collaboratively by the Geneva Peacebuilding Platform, Caux Initiatives of Change, and international partners, the event emphasized art’s vital role in peacebuilding and cultural reconciliation.

The GPW Consortium

Strategic direction for Geneva Peace Week is guided by a dedicated Consortium. This collaborative body, led by the GPP oversees key decisions, shaping the thematic focus, application criteria, event formats, and participation modalities for each edition.

Comprised of diverse stakeholders in the Peacebuilding network, the Consortium fosters a rich exchange of perspectives, innovative ideas, and specialized skills. In 2024, we held a retreat with our members in February, as well as other meetings throughout the year, to keep updates on the consortium's organisation's activities. The consortium is composed of the following members in 2024:

Consortium members in 2024

DCAF- Geneva Centre for Security Sector Governance

- **Hans Born**, Assistant Director and Head of the Policy and Research Department
- **Dawn Lui**, Project Officer, Policy & Research Division

Geneva Centre for Security Policy

- **Annika Hilding Norberg**, Head of Peace Operations and Peacebuilding
- **Carla Laudien**, Junior Professional Officer Global Support Group

Geneva Graduate Institute's Centre on Conflict, Development and Peacebuilding

- **Eliza Urwin**, Head of Research

Geneva International Centre for Humanitarian Demining (GICHD)

- **Beatrice Presutti**, Programme Officer, Policy Research Programme

Geneva Graduate Institute

- **Léna Menge**, Manager of Strategic Partnerships and Public Relations
- **Sabrina Imhof**, Head of Events
- **Alain Vogel**, Events and Conference Coordinator

Initiatives of Change Caux Foundation

- **Sarah Noble**, Head of Global Engagement in International Geneva

Interpeace

- **Luvini Ranasinghe**, Head of Communications



- **Tanika West**, Strategic Partnerships and Fundraising Manager

Permanent Mission of Switzerland to the UN and other international organisations in Geneva

- **Andrea Aeby**, Counselor, Peace & Security

Principles for Peace Foundation

- **Peter Batchelor**, Director Partnerships and Advocacy

Quaker United Nations Office, Geneva

- **Lindsey Fielder Cook**, Interim Deputy Director and Representative for the Human Impacts of Climate Change

- **Laurel Townhead**, Representative Human Rights and Refugees

The Kofi Annan Foundation

- **Maud Roure**, Deputy Director for Programmes
- **Sofia Anton**, Programme Manager - Youth and Peace

The United Nations Office at Geneva

- **Sophie Torelli Chironi**, Chief a.i. of the Political Affairs and Partnerships Section
- **Elena Zhelokhovtseva**, Associate Expert - Office of the Director-General



al History and Politics

the Geneva Peacebuilding Platform

OUTLOOK FOR 2025



GPW meets Addis Ababa

Building on the success of the inaugural “Geneva Peace Week meets New York” in November 2023, which brought together over 400 participants over two days, both in person and online, the GPP will hold the second edition of this innovative series: “Geneva Peace Week meets Addis Ababa.”

Building on the momentum generated in New York, this upcoming event will bring the spirit and dynamism of Geneva Peace Week, close to the African Union, fostering crucial dialogue and collaboration between these two diplomatic hubs. Scheduled for April 2025 in Addis Ababa, this gathering will provide a unique platform for actors from diverse sectors and regions to connect, exchange knowledge, and forge partnerships for peace.

Geneva Consultations

An exclusive discussion on the UN Peacebuilding Architecture Review (PBAR) and the role of Geneva’s ecosystem, as part of a new edition of the “Geneva Consultations”, was held on Friday 14 February 2025. The event brought together key stakeholders from international organizations, diplomatic missions, civil society, and academia to explore how Geneva’s expertise and innovative approaches can contribute to strengthening UN peacebuilding efforts. The event was co-organized by the Swiss Federal Department of Foreign Affairs (FDFA), the Geneva Peacebuilding Platform, and Interpeace.

The results of the Geneva discussions will contribute to the negotiations for the final resolutions of the 2025 PBAR, which are to be held this year in both the UN General Assembly and the Security Council. In addition, a follow-up conference will be held next October as part of the 12th Geneva Peace Week to reflect on the progress and challenges of the 2025 PBAR.

Board members’ anniversary

2025 marks significant milestones for the GPP’s board members institutions, the Geneva Centre for Security Sector Governance (DCAF) celebrates its 25th anniversary, and the Geneva Centre for Security Policy (GCSP) reaches its 30th anniversary, GICH will join the celebrations. The GPP is proud to collaborate with the three centers in celebrating these achievements, recognizing the invaluable contributions of these institutions to the field of peacebuilding and security governance.

ABOUT US

Our mission

The GPP is a knowledge hub that connects the critical mass of peacebuilding actors, resources, and expertise in Geneva and worldwide.

Founded in 2008, the Platform has a mandate to facilitate interaction on peacebuilding between different institutions and sectors and to advance new knowledge and understanding of issues and contexts related to building peace. It also plays a creative role in building bridges between International Geneva, the United Nations peacebuilding architecture in New York, and peacebuilding activities in the field. As of July 2024, to perpetuate this initiative, the GPP became a Foundation, to provide a platform to facilitate interaction on peacebuilding and peacekeeping between different sectors and institutions.

The Platform's network comprises more than 4'000 peacebuilding professionals working on building peace directly or indirectly. The Platform ensures the continuous exchange of information through seminars, consultations, and conferences, and facilitates outcome-oriented dialogues on peacebuilding practice.

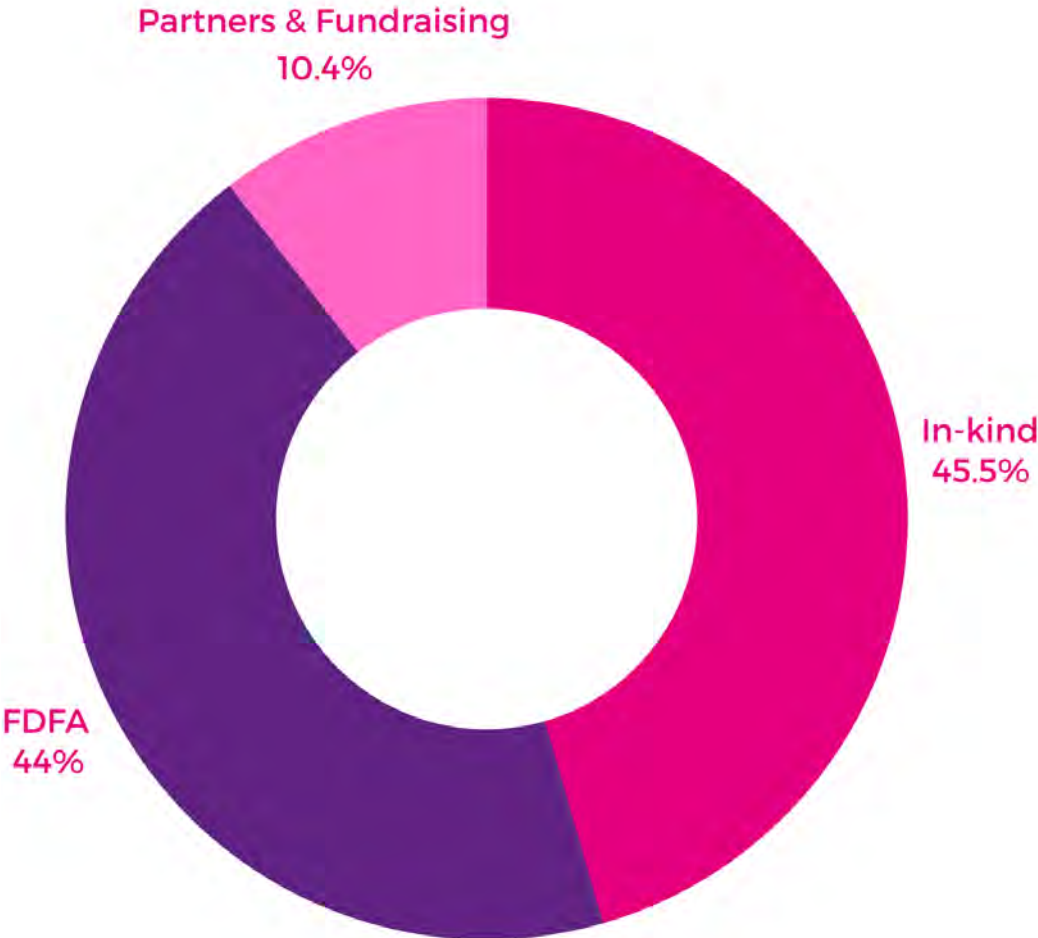
GPP BUDGET IN 2024

The GPP budget is mainly funded by the Swiss FDFA. Additional funding is provided by our core partners as financial or in-kind contributions. Furthermore, since 2023, fundraising campaigns aimed at financing specific projects during Geneva Peace Week also complete the annual budget of the Platform.

Here is a breakdown of our budget and the activities it was able to fund in 2024.

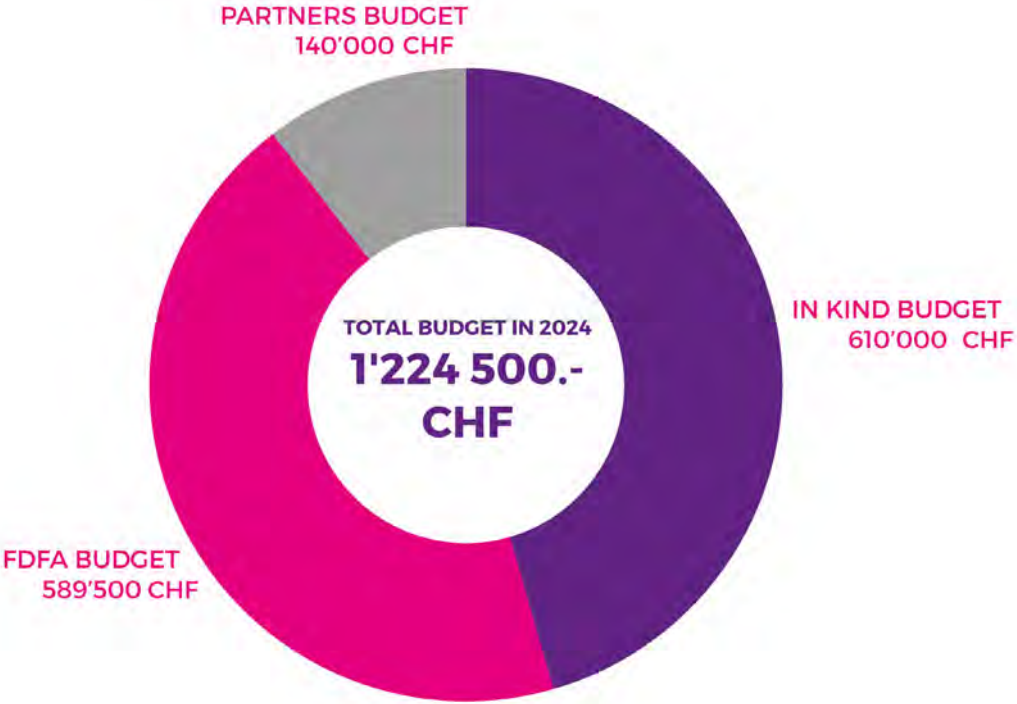
CORE FINANCIAL FUNDING

GPP’s core funding is provided with the support of the Swiss Federal Department of Foreign Affairs. Additional funding is provided by our partners contributions and fundraising.



ANNUAL BUDGET

The GPP budget in 2024 is of about 1'224 500 CHF. It is composed of financial and in-kind support by the Swiss Federal Department of Foreign Affairs and the Platform Partners as well as in-kind support of activity partners.



PARTNER CONTRIBUTIONS & FUNDRAISING

The following partners and donors, made financial contributions to support GPP activities and Geneva Peace Week in 2024. These contributions are crucial to conduct activities to gather the peacebuilding community and to increase the Geneva Peace Week visibility. Additionally, our fundraising campaign also contributed to finance Geneva Peace Week events or to support it through in-kind contributions.

- GENEVA CENTER FOR SECURITY POLICY
- GENEVA CENTRE FOR SECURITY SECTOR GOVERNANCE
- UNITED STATES PERMANENT MISSION TO THE UN IN GENEVA
- PRINCIPLES FOR PEACE
- PRIVATE FOUNDATIONS

GPP Communications

In 2024, the GPP experienced significant growth in its communications reach, driven primarily by its flagship initiative, Geneva Peace Week. Through strategic engagement across multiple platforms, GPP strengthened its visibility and broadened its audience.

Social Media and Website Growth

Our social media platforms saw a substantial increase in engagement, with a total gain of 2,898 new followers. LinkedIn recorded the highest growth, adding 2,313 new followers.

Our digital presence expanded further, with over 300,000 page views across both the GPP and GPW websites. Additionally, over 25,000 users accessed our online resources. In an effort to enhance accessibility and inclusivity, both websites were made available in French, allowing us to better engage with local audiences in Geneva and Francophone communities globally.

Content Performance and Engagement

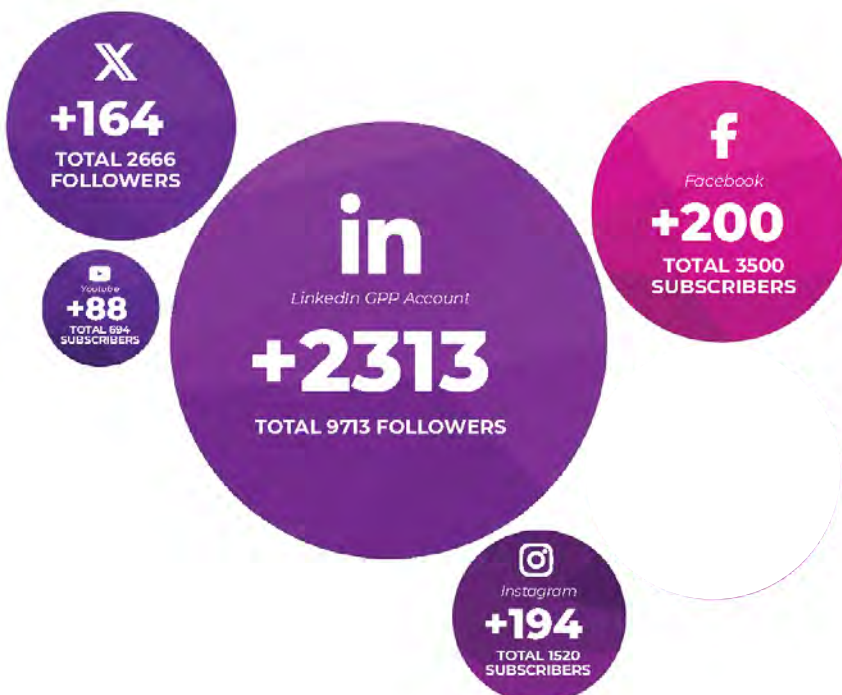
The most viewed content on our platforms remained our GPW project and its related pages. However, additional resources also saw strong engagement, particularly:

- The training on Sustaining Peace: What Role for Geneva-Based Diplomats
- The Multistakeholder Dialogue Exploring Local Solutions for Peaceful Coexistence Amid Global Displacement Crisis, co-organized by UNHCR and UPEACE.

Audience Reach

Website traffic analysis revealed a diverse international audience. The top five countries of origin for our visitors were:

1. Switzerland
2. France
3. United States of America
4. Italy
5. United Kingdom



Newsletter Outreach

Our monthly newsletter remains a key tool for engaging our network, reaching over 2,500 subscribers with updates on events, resources, and initiatives. Through these combined efforts, GPP has continued to amplify its impact, foster dialogue, and strengthen connections within the global peacebuilding community.



Engaging with Local Media: Bringing Peacebuilding Expertise to Public Discourse

In 2024, our Executive Director, Dr. Annyssa Bellal, actively contributed to public debates through various media engagements, offering expert insights on key international legal and peacebuilding issues. She participated in multiple interviews with the Swiss Radio and Television (RTS), including the Point J podcast on 29 May, where she analyzed the significance of the International Criminal Court’s announcement, and on 30 May, where she discussed the implications of recognizing Palestine as a state.

On 27 May, she joined *Le Grand Débat* to examine whether Switzerland could serve as a venue for peace negotiations involving Russian President Vladimir Putin. Additionally, on 19 July, she provided expert commentary for the 19:30 Journal RTS on the landmark ruling by the International Court of Justice regarding Israeli policies in Palestine. Through these engagements, Dr. Bellal reinforced the Geneva Peacebuilding Platform’s role in shaping public understanding of pressing global issues and advocating for informed dialogue on peace and justice.

Geneva Peace Week 2024 attracted attention from various media outlets, securing coverage in 12 different publications. Notable mentions included Swiss media outlets such as *Tribune de Genève*, *Le Temps*, *Léman Bleu*, *Radio Cité*, *Geneva Solutions*, and *RSI* (Radio Television Swiss Italian). The event also gained international attention, featuring in *The Gulf Times* and *The Christian Science Monitor Daily*.

Staff

The GPP staff carries out the mandated activities. In 2024, the GPP staff was constituted of:

- **Annyssa Bellal**, Executive Director
- **Dany Diogo**, Geneva Peace Week Lead
- **Cyprien Fluzin**, Policy and Research Fellow
- **Tatiana Avanthay**, Communications Coordinator
- **Gabriela Buser**, Fundraising and Partnership Coordinator
- **Claire Inderkummen**, Project and Outreach Associate
- **Annika Erickson-Pearson**, Community Management Lead (until March 2024)



Credits

Photo credits:

- **Olivier Chamard:** for pictures on cover and pages, 1, 3, 5-6, 10, 11-12, 16, 20, 23-24, 26, 35-36, 40, 43, 44, 45-46, 47 and 55.
- **Interpeace:** for picture on page 32.
- **Natalia Mroz:** for picture on page 34.

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