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Non-legislative activities
UNCITRAL’s online and social media presence
Note by the Secretariat
Addendum

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I. Introduction

1. As explained in the introductory document [A/CN.9/1174](#), as of 2024 the secretariat will report on its non-legislative activities to the Commission following a calendar year cycle. Taking into account this reporting period and considering that the report from the last Commission session, [A/CN.9/1139](#), covered the period from 1 April 2022 until 31 March 2023,¹ this document [A/CN.9/1174/Add.5](#) provides information on the activities relating to the online and social media presence of UNCITRAL for the remaining period (1 April through 31 December 2023).

II. UNCITRAL's online and social media presence

A. Background

2. Responding to the call of the Commission to the secretariat to be innovative in its approach to dissemination of information concerning UNCITRAL texts and taking into the account that the dissemination of information concerning international trade law is one of the mandated functions of UNCITRAL and envisaged as a permanent aspect of the work of the Commission,² the secretariat has continued to develop and implement tools to provide information on the mandate of UNCITRAL, its activities and texts, including through an increased presence online. The increase in the use of secretariat-produced online materials and social media information attests to the growing reach of UNCITRAL generally, and the fact that the initiatives of the secretariat in this area are welcomed by users of UNCITRAL instruments and resources. An online approach to awareness-raising also enhances efficiency in delivery, and, by reducing the need for travel, it provides a positive contribution to sustainability. From a substantive perspective, it allows the secretariat to devote more time and resources to preparation for and delivery of activities and targeted capacity-building, thus enhancing outcomes.

B. UNCITRAL website

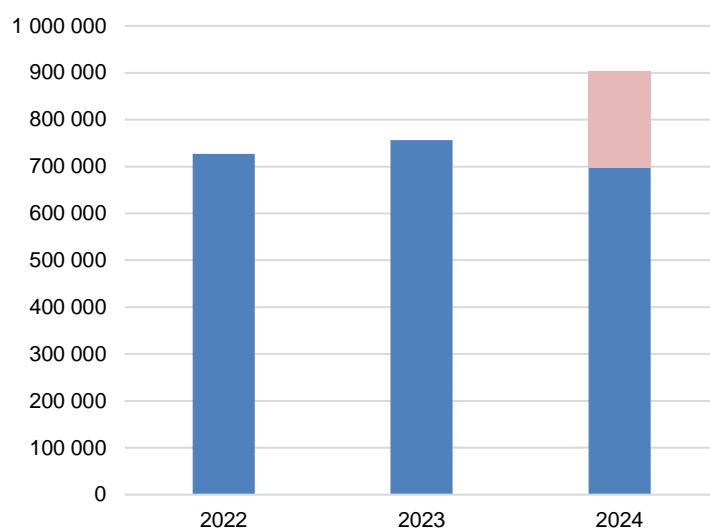
3. The UNCITRAL website (uncitral.un.org) is available in the six official languages of the Organization and provides access to full-text UNCITRAL documentation and other materials relating to the work of UNCITRAL, such as publications, treaty status information, press releases, events and news. In line with United Nations policy for document distribution, official documents are provided, when available, via linking to the United Nations Official Document System (ODS).

4. In conjunction with the Office of Information and Communications Technology (OICT), the secretariat has access to a statistic gathering tool for the UNCITRAL website. Statistical information about the website is included for the past three reporting periods in order to demonstrate trends over time.

5. The number of visitors to the website in the last three reporting periods are as follows: 726,765 unique visitors in the 2021–2022 reporting period, to 756,520 unique visitors in the 2022–2023 reporting period and 698,600 unique visitors in the current reporting period. It should be noted that this reporting period is a shorter reporting period as the transition is made to a calendar year cycle. If the number of unique visitors is calculated from 1 January to 31 December 2023, the number of unique visitors reported has increased over the prior reporting period. The trend is shown in the chart below (the year indicates the year when the relevant information was reported to the Commission).

¹ This is the period between documents [A/CN.9/1100](#) (fifty-fifth session of UNCITRAL) and [A/CN.9/1139](#) (fifth-sixth session of UNCITRAL).

² *Official Records of the General Assembly, Seventy-second Session, Supplement No. 17 (A/72/17)*, paras. 435–436.

Figure I. Website visitors, 2022–2024

6. Fifty-three per cent of the visitors in this reporting period were directed to pages in English. Forty-seven per cent were directed to pages in Arabic, Chinese, French, Russian and Spanish. For ease of understanding, these statistics and a presentation of visitors per regional group are reproduced in the graphics below.

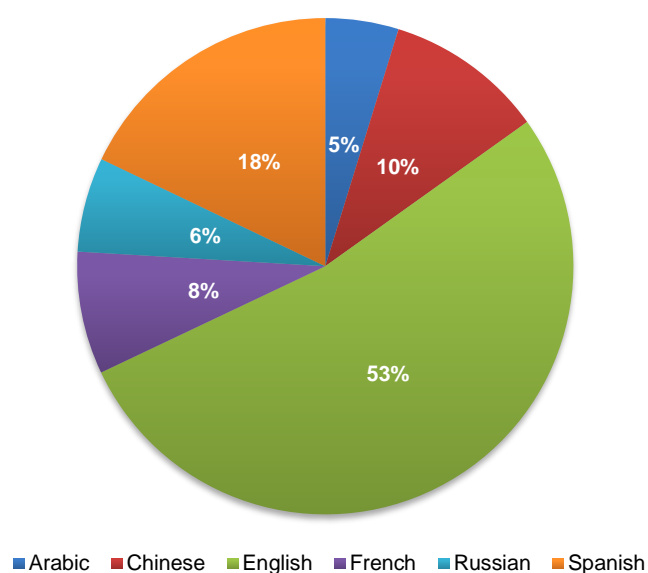
Figure II. Website visitors by United Nations language, 2024

Figure III. Website visitors by United Nations language, 2022–2024

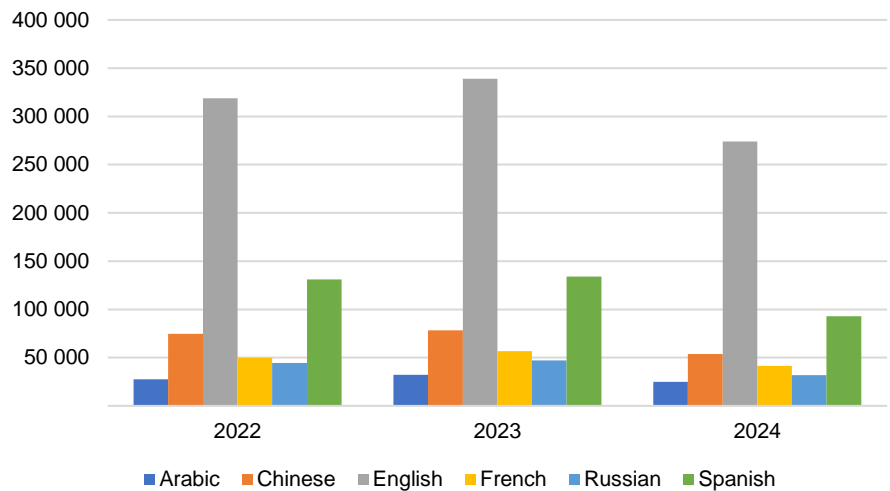
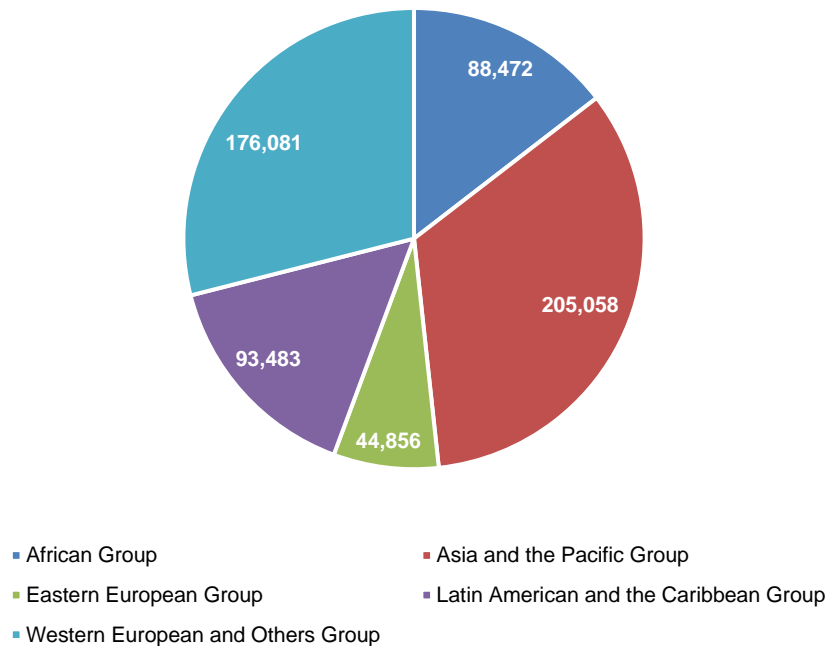


Figure IV. Website visitors by regional group, 2024



7. The statistics show a substantial interest in non-English sources, reinforcing the significance of the UNCITRAL website as a multilingual source of information on international trade law. Some of these statistics may reflect new audiences reached through the UNCITRAL Days series in different regions.³

C. Social media channels⁴

8. During the reporting period, the secretariat has issued and posted materials on social media channels and the UNCITRAL website to explain implementation issues,

³ On the UNCITRAL Days, see [A/CN.9/1174/Add.1](#) and the unofficial reports on the UNCITRAL Days on the Commission web page of the UNCITRAL website, under the fifty-seventh session.

⁴ For the origin of the UNCITRAL presence on social media channels, see [A/CN.9/980/Rev.1](#), paras. 52–54.

common issues of interpretation and UNCITRAL practice guidelines for government officials, judges and legal practitioners.⁵

9. The secretariat continues to make use of UNCITRAL social media channels as a means of raising awareness. The number of subscribers and views of social media channels has increased since the last reporting cycle.

10. The YouTube platform has been used for disseminating recordings of events, activities and the work of UNCITRAL, including:

(a) The UNCITRAL Colloquium on Climate Change and the Law of International Trade;⁶

(b) The 2023 UNCITRAL South Asia Conference;⁷

(c) The Third Incheon Law and Business Forum;⁸

(d) The 2023 Dispute Resolution in the Digital Economy Forum: Asia and Beyond.⁹

11. The recordings are made available in the language in which they are delivered and are available in all the six official languages of the United Nations when translation services have been provided.

12. During the reporting period, 36 new videos were posted,¹⁰ and the videos on the channel garnered 18,423 views, approximately the same as during the last reporting period. YouTube channel subscribers increased from 1,618 to 1,958 during the reporting period, an increase of 21 per cent.

13. UNCITRAL also maintains LinkedIn, Facebook and X social media accounts. The following may be noted:

(a) At the end of the reporting period the UNCITRAL LinkedIn account had 52,012 followers, an increase of 7,291 from the previous reporting period. The LinkedIn community is very engaged, and LinkedIn posts regularly receive substantial interest from the community.

Highlights for the reporting period include: a post on the publication of the UNCITRAL Legislative Guide on Insolvency Law, Part five: Insolvency law for micro- and small enterprises, receiving over 57,000 views; a post on the completion of the draft codes of conduct for arbitrators and judges in international investment dispute resolution, and draft provisions and guidelines on investment mediation by Working Group III, receiving almost 20,000 views; a post about the e-learning course on the UNCITRAL framework on mediation, receiving almost 18,000 views; a post on the publication of CLOUT issues, receiving over 15,000 views; and a post on the accession of Japan to the United Nations Convention on International Settlement Agreements Resulting from Mediation (the “Singapore Convention on Mediation”), receiving almost 15,000 views.

(b) The Secretary of UNCITRAL has a X account to disseminate information about events and the work of UNCITRAL. The X account has 1,187 followers and generates numerous retweets.

(c) The UNCITRAL Facebook account has 5,600 followers.

⁵ For background information on the development of these approaches, see [A/CN.9/1033](#), para. 27.

⁶ <https://uncitral.un.org/en/climatechangecolloquium>.

⁷ <https://uncitral.un.org/en/2023UNCITRALSOUTHASIAConference>.

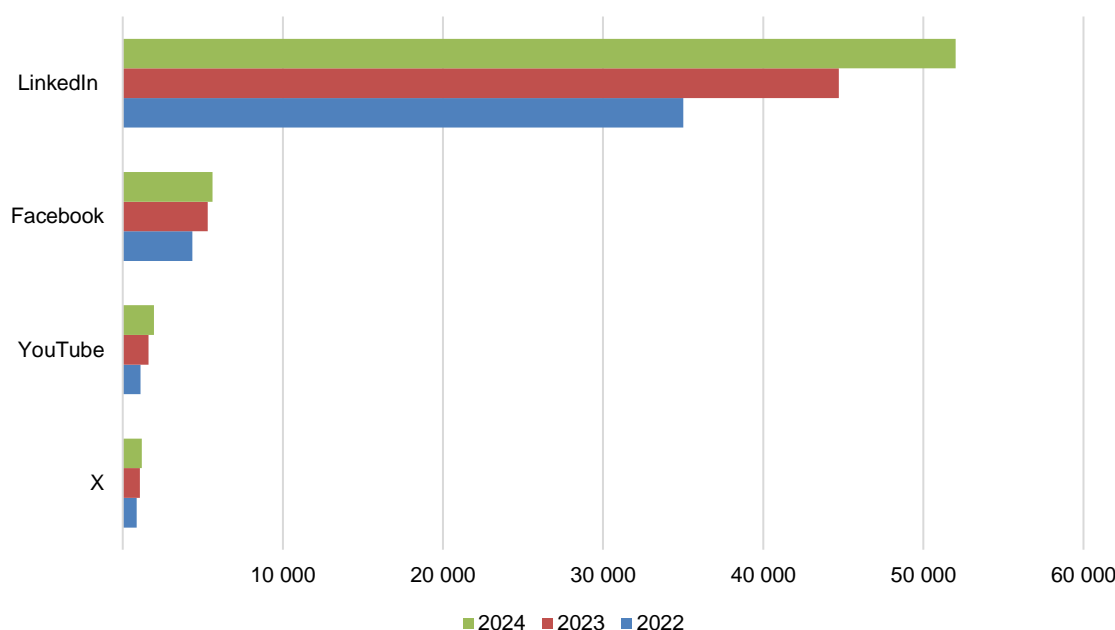
⁸ <https://uncitral.un.org/en/2023IncheonLawandBusinessForum>.

⁹ <https://youtu.be/VxV4llmyzNo>.

¹⁰ www.youtube.com/@uncitralunitednationscommi2175/videos.

14. The increasing use of social media is shown in the below diagram:

Figure V. Social Media Statistics, 2022–2024



15. The social media channels are accessible from the UNCITRAL website.¹¹ They offer an additional entry point into the work of the Commission and have continued to generate significant interest in the work of UNCITRAL. The secretariat will continue to develop UNCITRAL's presence on social media channels.

D. E-learning programme

16. The UNCITRAL e-learning programme was conceived as a tool to raise awareness of UNCITRAL, its mandate and its work for all audiences, and for capacity-building purposes. The e-learning programme courses aim to provide substantive training on UNCITRAL texts, addressing: (a) the main objectives of the relevant text; (b) how the provisions in the text are designed to achieve those objectives; (c) key policy choices, considerations and options reflected in the text; and (d) issues of enactment and use, ensuring uniform interpretation. These courses are, in particular, intended:

(a) For prospective UNCITRAL delegates, representatives of permanent missions, government officials and policy makers dealing with UNCITRAL matters to introduce them to UNCITRAL and its texts and current work;

(b) To complement UNCITRAL capacity-building and awareness-raising activities by allowing deeper levels of discussion of UNCITRAL subjects and texts between participants and those leading these activities, instead of covering the more basic concepts addressed in the e-learning courses;

(c) For those interested in discovering more about international commercial law and the achievements of UNCITRAL in this field, or to deepen an overall understanding of international commercial law, particularly for law students and new generations of legal practitioners.

17. The programme therefore sits squarely within the objective of the secretariat in relation to its non-legislative activities: to explain UNCITRAL texts, their benefits

¹¹ For links to the various social media accounts, see the social media icons at the bottom of the UNCITRAL website, <https://uncitral.un.org/>.

and usefulness to the attention of both those already engaged with UNCITRAL and those interested in commercial law reform in the broader context.

18. The UNCITRAL e-learning portal¹² was expanded since the last report. The portal provides access to four self-paced courses of e-learning programmes. The e-learning courses are entitled, respectively:

(a) “Introduction to the United Nations Commission on International Trade Law” (first launched July 2021);¹³

(b) “UNCITRAL Texts on Public Procurement and Public-Private Partnerships” (online since the fourth quarter of 2022);

(c) “UNCITRAL International Commercial Arbitration” (online since the fourth quarter of 2022); and

(d) “UNCITRAL Mediation Framework” (online since the first quarter of 2023).

19. The contents of the listed courses were developed in cooperation with the International Labour Organization’s International Training Centre (ITC-ILO)¹⁴ and with the financial support from China. The development of a further series of e-learning courses covering the United Nations Convention on Contracts for the International Sale of Goods (“CISG”), and UNCITRAL insolvency law texts started towards the end of 2023. The preparation of another series of e-learning courses on electronic commerce, and micro-, small and medium-sized enterprises (MSMEs) is being considered.

20. The courses listed in paragraph 18 above are currently available in Chinese and English. Arabic and Russian translations of the “UNCITRAL Texts on Public Procurement and Public-Private Partnerships” are expected to be made available prior to the Commission session.

21. The intention of the secretariat is to provide all e-learning courses in the six official languages of the Organization. However, since translation of those courses cannot be handled by the United Nations translators due to limited in-house resources and no regular budgetary resources allocated for this type of work, outsourcing of such translation work will be necessary, and requires the identification of potential donors. Translations of the courses to Chinese became possible through the generous financial support of China. The Arabic and Russian translations of the “UNCITRAL Texts on Public Procurement and Public-Private Partnerships” became possible through the generous financial support of the European Bank for Reconstruction and Development (EBRD).

22. The Commission may wish to express appreciation to China, EBRD and ITC-ILO for their support in the development of the UNCITRAL e-learning programme.

23. The e-learning courses can be accessed for free both through the homepage of the UNCITRAL website (<https://uncitral.un.org/en/onlinecourses>) and through the ITC-ILO e-Campus website (www.ecampus.itcilo.org/login/index.php). The dual access enables the secretariat to reach a more diverse audience, including technical contributors, researchers and practitioners with a general interest in UNCITRAL, potential users of UNCITRAL texts that might otherwise remain invisible to the secretariat and those who are not yet aware of the work of UNCITRAL.

¹² <https://uncitral.un.org/en/onlinecourses>.

¹³ This e-course comprises three modules: (i) on an introduction to harmonized commercial law and its relevance for economic development; (ii) the origin, organization and methods of work of UNCITRAL; and (iii) UNCITRAL’s contribution to sustainable development. A glossary is included in each module, which can be updated as appropriate. For more information on the first e-learning courses that were made accessible online, see [A/CN.9/1059](#), Section II.C, paras. 11–14.

¹⁴ On the partnership with ITC-ILO, see [A/CN.9/1174/Add.1](#), Section II A 1, para. 17(c).

24. The e-learning courses have been prominently featured in the three series of the UNCITRAL Days generating significant interest from students and early practitioners.

25. Below, are statistics that evidence the reach of the UNCITRAL e-learning programme since the first course was launched in July 2021:

<i>e-learning courses</i>	<i>No. of participants</i>	<i>No. of certificates issued</i>
Introduction to UNCITRAL	8 263	2 586
UNCITRAL international commercial arbitration	2 523	1 176
UNCITRAL mediation framework	1 672	1 006
UNCITRAL texts on public procurement and public-private partnerships	982	326
Total	13 440	5 094