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Non-legislative activities

The online and social media presence of UNCITRAL

Note by the Secretariat

Addendum

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I. Introduction

1. This document provides information on the activities relating to the online and social media presence of UNCITRAL from 1 January through 31 December 2024.

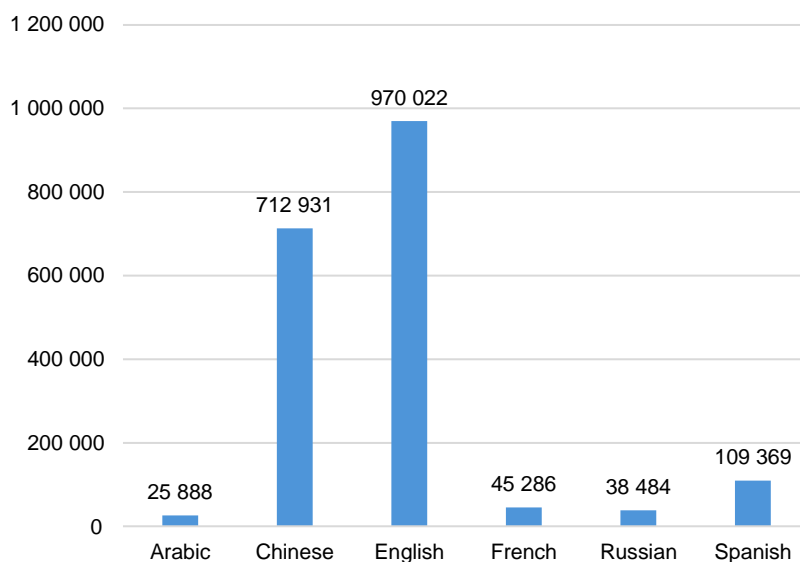
II. The online and social media presence of UNCITRAL

A. UNCITRAL website

2. The UNCITRAL website (uncitral.un.org) is available in the six official languages of the Organization and provides access to full-text UNCITRAL documentation¹ and other materials relating to the work of UNCITRAL, such as publications, treaty status information, press releases, events and news.

3. In the current reporting period, there were 1,983,524 visitors to the website.² This is a substantial increase over the last reporting period, with a notable increase in the number of visitors to the Chinese and English language pages. The fact that forty-nine per cent of visitors were to pages in Arabic, Chinese, French, Russian and Spanish reinforces the significance of the UNCITRAL website as a multilingual source of information on international trade law.

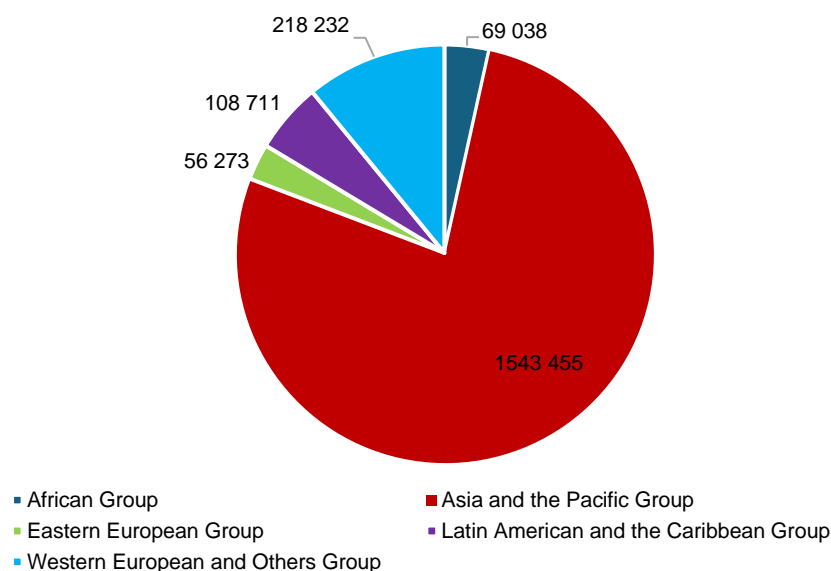
Figure I
Website visitors by United Nations language



¹ Official documents are provided, when available, via linking to the United Nations Official Document System (ODS) <https://documents.un.org/>.

² Based on data generated by the statistic gathering tool of the United Nations Office of Information and Communications Technology (OICT) for the UNCITRAL website.

Figure II
Website visitors by regional group



B. Social media channels³

4. During the reporting period, the secretariat has continued posting materials on the following social media channels,⁴ accessible from the UNCITRAL website:⁵

Table 1
Social media followers by platform

<i>Social medial platform</i>	<i>No. of followers</i>
LinkedIn	57 612
Facebook	5 965
YouTube	2 366
X	1 277

5. As usual, posts on the adoption, publication or finalization of UNCITRAL texts or CLOUT abstracts attracted the most viewers (e.g. the adoption of the UNCITRAL Model Law on Automated Contracting; of the adoption in principle of the Statute of an Advisory Centre on International Investment Dispute; the publication of the Code of Conduct for Arbitrators in International Investment Dispute Resolution and the Code of Conduct for Judges in International Investment Dispute Resolution; and the finalization of the Explanatory Notes to the UNCITRAL Model Clauses on Specialized Express Dispute Resolution).

6. During the reporting period, there were 20,355 views of the UNCITRAL-related YouTube content, slightly more than during the last reporting period. The recordings on that platform are made available in the language in which they are delivered or in

³ For the origin of the UNCITRAL presence on social media channels, see [A/CN.9/980/Rev.1](#), paras. 52–54.

⁴ For background information on the development of these approaches, see [A/CN.9/1033](#), para. 27.

⁵ For links to the various social media accounts, see the social media icons at the bottom of the UNCITRAL website, <https://uncitral.un.org/>.

all the six official languages of the United Nations when translation services or in-house resources are available. In 2024, 24 new videos were added, including:⁶

- (a) Informational videos celebrating the 10th anniversary of the UNCITRAL Transparency Standards;⁷
- (b) Explainer videos about the background and status of the Negotiable Cargo Documents project;⁸
- (c) Informational videos about the Negotiable Cargo Documents Pilot Projects;⁹
- (d) The fifth anniversary of the UNCITRAL Model Law on Enterprise Group Insolvency.¹⁰

7. At its fifty-seventh session, in 2024, the Commission encouraged the secretariat to explore different social media platforms to raise awareness of the work of UNCITRAL among younger generations.¹¹ In response, throughout the year, the secretariat surveyed:

(a) Younger stakeholders engaged with UNCITRAL (e.g. interns and UNCITRAL Days participants). Although the survey response rate was low, with under 10 percent filling out the survey or providing feedback, and the responses focused more on content than platform (e.g. webinars, podcasts and online courses, internships, moot competitions and educational games to teach international trade law concepts), those responses that focused on social media platforms showed a slight preference for LinkedIn because it was deemed a platform for professionals. Several respondents felt hesitant to use platforms with a broader appeal and with a visual focus for professional activities. There were a small number of responses that mentioned platforms with a more visual focus, but recommendations of whether these would be an effective way for the UNCITRAL secretariat to deliver its message were mixed;

(b) Experience with the use of social media platforms by other communication teams of the United Nations Communication Group (UNCG) in Vienna. The results of that survey indicate that a consistent visually focused presence on those platforms requires time and resources and special skills for quick engagement of the viewer by the message;

(c) A variety of social media platforms that require a more visual method of engagement to see if there was an existing community of followers engaged with the topic of international trade law on those platforms. The results of that survey indicated that the number of followers engaged with the topic of international trade law on those platforms is very small.

8. The secretariat will continue with exploring and expanding the presence of UNCITRAL on social media channels, as appropriate and resources permitting.

C. E-learning programme

9. The UNCITRAL e-learning programme courses aim to provide substantive training and capacity-building on UNCITRAL texts,¹² and more generally, to raise awareness of UNCITRAL, its mandate and its work. During the reporting period, the courses continued being developed in cooperation with the International Labour Organization's International Training Centre (ITC-ILO)¹³ and with the financial support from China. Translations of online courses into certain official languages of the

⁶ www.youtube.com/@uncitralunitednationscommi2175/videos.

⁷ www.youtube.com/playlist?list=PLRd-EyTxHMfv6RGpke-bGBIMYG6bXa7fR.

⁸ www.youtube.com/playlist?list=PLRd-EyTxHMfv-gq006K71BrVV9D1ekLC8.

⁹ www.youtube.com/playlist?list=PLRd-EyTxHMfu2WclwNZaKv5nHVOHzxZVi.

¹⁰ www.youtube.com/watch?v=i0LWd1AG9EY.

¹¹ *Official Records of the General Assembly, Seventy-ninth Session, Supplement No. 17 (A/79/17)*, para. 341.

¹² A/CN.9/1174/Add.5, paras. 16 and 17.

¹³ On the partnership with ITC-ILO, see A/CN.9/1174/Add.1, Section II A 1, para. 17(c).

Organization other than English have been provided through the generous financial support of China, Saudi Arabia and the European Bank for Reconstruction and Development (EBRD).¹⁴ The Commission may wish to express appreciation to China, Saudi Arabia, the EBRD and ITC-ILO for their support in the development of the UNCITRAL e-learning programme.

10. The UNCITRAL e-learning programme courses¹⁵ were expanded since the last report¹⁶ with the addition of the “Introduction to UNCITRAL Insolvency Texts” course. Additionally, the “UNCITRAL International Commercial Arbitration” course was translated into Arabic and the “UNCITRAL Texts on Public Procurement and Public-Private Partnerships” course was translated into both Arabic and Russian.

11. Below, are statistics for the UNCITRAL e-learning programme since the first course was launched in July 2021.

Table 2
E-learning course participation

<i>e-learning courses</i>	<i>No. of participants</i>	<i>No. of certificates issued</i>
Introduction to UNCITRAL	10 207	3 543
UNCITRAL international commercial arbitration	4 497	2 106
UNCITRAL mediation framework	2 493	1 522
UNCITRAL texts on public procurement and public-private partnerships	1 642	648
Introduction to UNCITRAL Insolvency Texts	112	10
Total	18 951	7 829

¹⁴ For discussions about translation of the e-learning courses in the six official languages of the Organization, see [A/CN.9/1174/Add.5](#), para. 21.

¹⁵ The e-learning courses can be accessed for free both through the homepage of the UNCITRAL website (<https://uncitral.un.org/onlinecourses>) and through the ITC-ILO e-Campus website (www.ecampus.itcilo.org/login/index.php).

¹⁶ [A/CN.9/1174/Add.5](#), para. 10.