

[ACSI A]

PARIS

REPORT

2021

TABLE OF CONTENTS

1

Introduction

2

Our Story So Far

3

Our 2022 Strategy

4

Environmental Protection & Rights

5

Human Rights, Democracy & Governance

6

Global Health

7

Education, Arts & Culture

8

Humanitarian Aid & Development

INTRODUCTION

What does the nonprofit community look like in Paris? In 2021, we set out to answer a simple question with novel quantitative data and social network analysis. What follows is the first publication of its kind.

The Global Action Paris Report 2021 provides unique opportunities to unpack the dense layers of nonprofit networks operating across Paris using state-of-the-art tools and methods. But it's more than that—we demonstrate how our results can be extrapolated to learn features about other communities, regardless of location or interest.

So how can you use this report? Suppose you are leading a startup nonprofit in Paris with limited resources perhaps and you are interested in social media ad-buys.

- What type of content is most engaging?
- What are other nonprofits doing in my particular sector?
- What platforms are best to connect with supporters?

Answers to these questions remain illusive as no central repository for the Paris nonprofit community currently exists. Information is diffuse across databases, websites, and social media. How can we know if we have the most up-to-date and relevant information available?

The Global Action Paris Report 2021 is more than just information on the Paris community. It is the bridge to connect nonprofit communities across borders. This year we will begin to expand the Global Action Report beginning here in New York City. Our intent is to map nonprofit communities on both sides of the Atlantic to identify key actors, their relationships, and most importantly—future opportunities for collaboration. We have big plans for Global Action just around the corner including:

- An interactive multi-layered common operating picture (COP)
- The New York Report 2022-2023
- Global Action Portal featuring crowdsourced up-to-date info on nonprofit communities in Paris and New York City
- Opportunities for collaboration with academic partners at NYU and the American Graduate School in Paris

In 2022, global challenges are myriad and require collective action to mitigate the effects of climate change, reduce poverty, promote good governance, and improve global health. At ACSIA, we believe that a strong, independent and diverse nonprofit sector is an essential component of a healthy, functioning society. Our mission is to create globally empowered communities of knowledge to make collaboration easier. This report is the first step on that journey. We hope you will join us.

Gabrielle Childs, MPH
ACSIA Co-founder & Global Action Director

OUR STORY SO FAR

OUR MISSION

Our mission is to create globally empowered communities of knowledge.

Our vision is to advance collaboration between academia, industry, and civil society through applied research, public advocacy, and strategic partnerships.

Our values:

- We believe that strong, independent, and diverse civil societies are essential to good governance and transparency
- We believe that a diverse and inclusive team drives innovation
- We are a nonpartisan and independent team of scholars, researchers, and field practitioners
- We are committed to Open Access (OA) scholarship and FAIR data principles
- We adhere to principles of intellectual integrity, accountability, and ethical conduct
- We are committed to sustainability and good stewardship of our resources

OUR PURPOSE

The Global Action Paris Report 2021 is a more than just a collection of social media metrics on the nonprofit community within Paris. It is the first holistic attempt to map the constellation of civil society actors that are committed to improving the world in which we live. With social network analysis, we can measure and visualize the dense web of interconnected relations across civil society. And by connecting teams with people, we can move the social sciences from observing the world to *changing* it.

90%

OF NGOS WORLDWIDE
**USE SOCIAL MEDIA
TO ENGAGE THEIR SUPPORTERS
AND DONORS**

OUR 2022 STRATEGY

The Paris Report 2021 was a successful "proof of principle" on the application of social network analysis to network map nonprofit communities. During 2022, we plan to build on that success in NYC by:

- Expanding the sample space to include other platforms where nonprofits engage supporters and donors, including Twitter and Instagram
- Extending our methods to include stochastic actor-oriented modeling and simulation to understand the growth and evolution of civil society networks over time
- Providing an interactive, multilayered Global Action common operating picture (COP) for the general public, practitioners, and researchers with easy-to-use tools to learn about their nonprofit communities
- Building a Global Action Portal for open source collaboration in support of the GitHub Social Impact project and to improve the quality of crowdsourced data collection on NYC and Paris civil society
- Leveraging relationships with academic and industry partners in NYC and Paris to establish a standing Global Action team focused on enabling the New York Report 2022 and Global Action COP

PROJECTS	DETAILS	OUTCOME
New York Report 2022-2023	The New York Report will map ~7K NGOs currently operating within NYC in 2022	<ul style="list-style-type: none">• Novel usage of SNA to map NYC community• Transparent and replicable results
Global Action COP	An interactive, multilayered map to visualize the dense web of NGO networks	<ul style="list-style-type: none">• Fine-grained data analysis and visualization tools• Easy-to-use digital platform
Global Action Portal	An online portal for collaboration and crowdsourcing within the NGO community	<ul style="list-style-type: none">• Crowdsourced social media data and analysis• Open source coding collaboration (GitHub)

28

Paris-based
Environmental NGOs

3.61M

Total Interactions from 01/01/2020 - 01/01/2021



Photo Courtesy of PETA France

During 2020, the Environmental Protection and Animal Rights sector remained the nonprofit leader for social media within the greater Paris market. Although we observed reduced interaction rates during 2020-2021, we can observe consistent growth over the past five years. Yet, the Environmental sector’s overall interaction rate was more than double that of the Human Rights, Democracy, and Governance sector. This suggests that the environmental sector maintains smaller but more engaged followers on its social media accounts.

ENVIRONMENTAL PROTECTION & ANIMAL RIGHTS

3.6M

Total Facebook Interactions 2020-2021

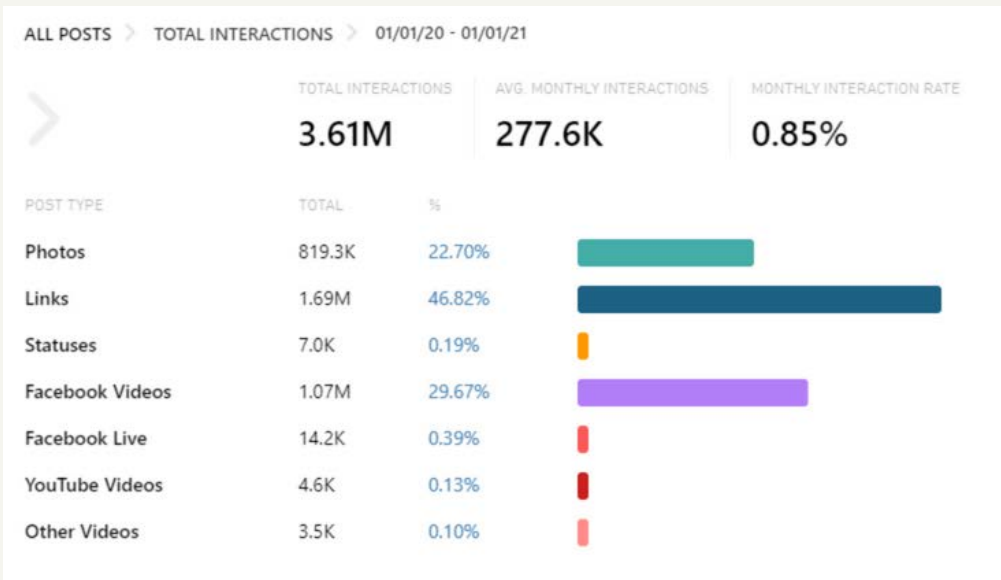
2.5M

Unique Facebook Page Followers

9.2%

Page Growth since 2019

Key Social Media Metrics on Facebook, 2020-2021



The top five nonprofits in terms of total engagements included Greenpeace France, PETA France, World Wildlife Fund France, Wildlife Angel, and CCFD-Terre Solidaire. PETA France, in particular, maintained significantly higher interaction rates on its social media platforms than other environmental nonprofits.

NGO	Total interactions	Interaction rate	Avg. posts per day	Page followers	Growth
Greenpeace France	1390000	0.37%	1.25	869145	9.83%
PETA France	1250000	2.79%	1.10	117628	12.46%
WWF-France	573657	0.29%	0.63	899401	9.56%
Wildlife Angel	130913	1.66%	0.88	27648	28.50%
CCFD-Terre Solidaire	78364	0.13%	0.99	174468	2.89%

Data from CrowdTangle, a public insights tool owned and operated by Facebook.

TOP 2020 POSTS

During 2020, link sharing and photos accounted for approximately 69.52% of total interactions on Facebook. With a monthly interaction rate of 0.85%, the Environmental sector leads social media interactions across the greater Paris nonprofit sector. The greatest level of engagement took place between July and September 2020. We saw the greatest growth in followers between March and May 2020 (+83.5K; +3.84%) and in September 2020 (+30.5K; +1.22%).

1

World Wildlife Fund - France

In terms of reach, the World Wildlife Fund (WWF-France) has the greatest reach within Paris (899,401 page followers) despite a low interaction rate with the public relative to its page followers (0.291% interaction rate; 573,657 total interactions). WWF-France excels at the use of video to spread awareness about its core mission.



2

Greenpeace France

Greenpeace France total interactions (1.39M) topped all other environmental sector pages during 2020 despite its relatively low interaction rate (0.366%) compared to other top environmental performers. Greenpeace maximizes its viral reach through the use of 30-second video messages that are easily shared across its social media platforms.

TOP 2020 POSTS

"The Paris environmental sector is highly effective at fostering community engagement through the use of viral video and photo content. Link sharing accounted for 46.8% (1.69M) of its total interactions in 2020."

3

PETA France

PETA France exhibited the highest interaction rates (2.758%) during 2020 suggestive of its core group of highly concentrated activists and supporters. PETA France's most popular post in terms of total interactions during 2020 focused on the Egyptian Ministry of Tourism's ban on dromedary and horseback rides at popular tourism sites.



4

Wildlife Angel

Anti-poaching nonprofit Wildlife Angel led sector growth overall for 2020 (+28.50% +6,132) in terms of page followers. Foundation Good Planet experienced significant growth in 2020 compared to other environmental nonprofits (+1.26% + 1,467). Created in 2015 as a nonprofit under the Loi of 1901, became a public interest foundation in 2009. In July 2015, Paris City Council granted the Domaine de Longchamp to the Foundation for a 30-year period to turn it into a site dedicated to ecology and humanism.

40

Paris-based
Human Rights NGOs

3.31M

Total Interactions from 01/01/2020 - 01/01/2021



Photo Courtesy of ATTAC France

During 2020, the Human Rights, Democracy, and Governance sector exhibited a high degree of public interaction with more than 3.31m interactions, a page growth of 5.61% (+130,881) from previous year, and an average interaction rate of 0.39 percent. We can see evidence of high levels of public engagement on issues of globalization, police brutality, domestic security, identity, and migration .

HUMAN RIGHTS DEMOCRACY & GOVERNANCE

3.3M

Total Facebook Interactions 2020-2021

2.4M

Unique Facebook Page Followers

5.6%

Page Growth since 2019

Key Social Media Metrics on Facebook, 2020-2021



The top nonprofits in terms of total engagements included ATTAC France, Amnesty International, Ligue des Droits de l'Homme, Survival International, and La Cimade. During 2020, ATTAC France maintained high interaction rates on its social media accounts due to its anti-globalization stance on French taxation.

NGO	Total interactions	Interaction rate	Avg. posts per day	Page followers	Growth
ATTAC France	1230000	0.79%	3.08	148876	17.76%
Amnesty International France	930742	0.38%	1.11	616159	4.29%
Ligue des droits de l'Homme	394572	0.12%	6.31	153958	9.86%
Survival International	170334	0.04%	3.92	312339	0.65%
La Cimade	59025	0.39%	0.52	86134	14.55%

Data from CrowdTangle, a public insights tool owned and operated by Facebook.

TOP 2020 POSTS

Despite the Environmental sector leading overall interactions for 2020, the Human Rights, Democracy and Governance sector also exhibited a high degree of public interaction with more than 3.31M interactions, page growth of 5.61% (+130,881) from previous year and an average interaction rate of 0.39 percent. We can see evidence of high levels of public engagement on issues of globalization, police brutality, domestic security, and the regularization of undocumented migrants.

1

Attac France

ATTAC France was categorized in the Human Rights, Democracy, and Governance sector despite its single issue focus on asserting control over financial markets, it focused on the pursuance of anti-globalization policy and its inclusion within the category. The top shared post of 2020 highlighted the February 15, 2020 #TousseEnPiste protests at l'Aéroport de Chambéry.



2

Amnesty International France

In the wake of the Black Lives Matter movement and George Floyd protests in the US, Amnesty International committed significant resources to raise public awareness in 2020. A five minute video shared by Amnesty International France in May 2020, which focused on police brutality in France received more than **2.41M** views and was shared more than **58K** times.

TOP 2020 POSTS

"Growing public engagement on issues of social justice, human rights, and good governance suggests common interests in the US and France to improve the accountability and responsiveness of our institutions."

3

Ligue des Droits de l'Homme

The Ligue des droits de l'Homme press release in November 2020 called for the French government to respect United Nations recommendations and international law concerning a controversial French domestic security bill. Despite significant protests within Paris, the French Parliament passed legislation in April 2021 that extended municipal police powers including the use of drones for public monitoring and tougher sentences for people guilty of police assault.



4

La Cimade

A La Cimade video from June 2020 argued for the regularization of undocumented foreigners within France. It was viewed more than 69.5K times on the La Cimade Facebook Page. It is argued that regularization provides a legal mechanism to address undocumented migrants within France by providing access to residency permits for vulnerable groups such as victims of domestic violence, trafficking, or exploitative working conditions.



35

Paris-based
Global Health NGOs

1.48M

Total Interactions from 01/01/2020 - 01/01/2021



**CE DONT NOUS AVONS
LE PLUS BESOIN C'EST
L'OXYGÈNE
POUR LA
RÉANIMATION
DES PATIENTS**

Photo Courtesy of Alliance for International
Medical Action (ALIMA)

The effects of the COVID-19 pandemic are apparent in the growth of interactions in the Global Health Sector during 2020. Despite the average number of posts per day remaining relatively steady since 2018, we can observe a significant increase in the number of total interactions as well as interaction rate. The COVID-19 pandemic dominated the health sector posts and interactions. Health Sector interactions almost doubled from 878,611 total interactions in 2019 to 1.49M total interactions in 2020. The public saliency of global health issues will remain durable for the foreseeable future.

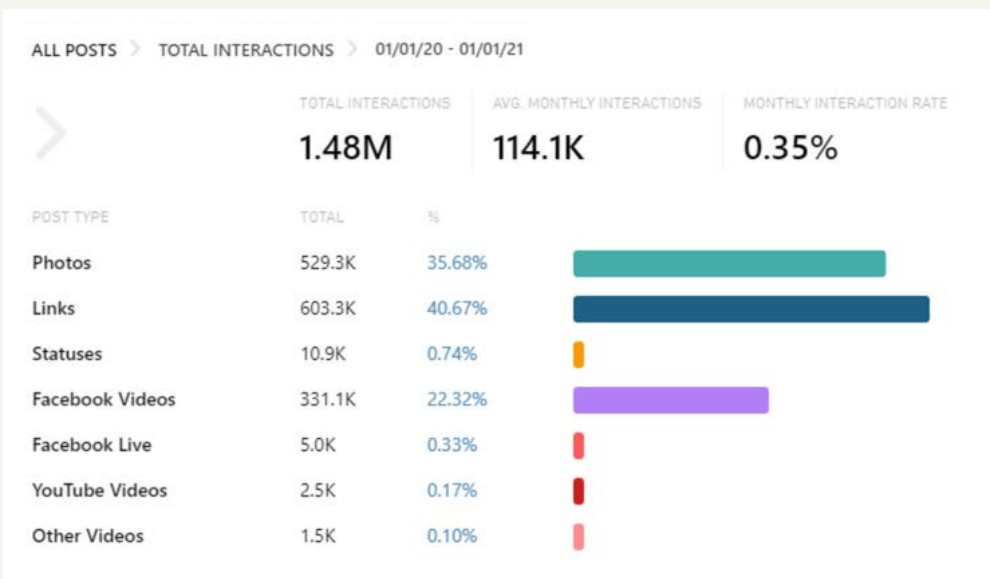
GLOBAL HEALTH DURING COVID-19

1.4M
Total Facebook Interactions, 2020-2021

2.3M
Unique Facebook Page Followers

6.1%
Page Growth since 2019

Key Social Media Metrics on Facebook, 2020-2021



The top five nonprofits in terms of total engagements included Médecins Sans Frontières, Croix-Rouge Française, Médecins du Monde, European Society of Cardiology, and AIDES. Higher interaction rates with Médecins Sans Frontières and Croix-Rouge Française highlights the growing saliency of global health issues.

NGO	Total interactions	Interaction rate	Avg. posts per day	Page followers	Growth
Médecins Sans Frontieres	747658	0.22%	1.59	610129	5.85%
Croix-Rouge Française	346901	0.25%	0.72	549852	6.16%
Médecins du Monde France	82930	0.06%	0.86	426132	3.61%
European Society of Cardiology	62356	0.08%	0.95	239150	9.47%
AIDES	46113	0.16%	1.17	69289	7.43%

TOP 2020 POSTS

As observed in Environmental Protection and Animal Rights sector, the Global Health sector relies on a mix of photos (35.68%), link-sharing (40.67%) and video content (22.32%) to engage its supporters and followers. With a monthly interaction rate of 0.35%, Global Health is within the upper range across sectors. We saw the greatest growth in engagements and followers between September (+25.1K; +1.09%) and December 2020 (+29.3K; +1.25%) at the height of the second wave of pandemic.

1

Médecins Sans Frontières

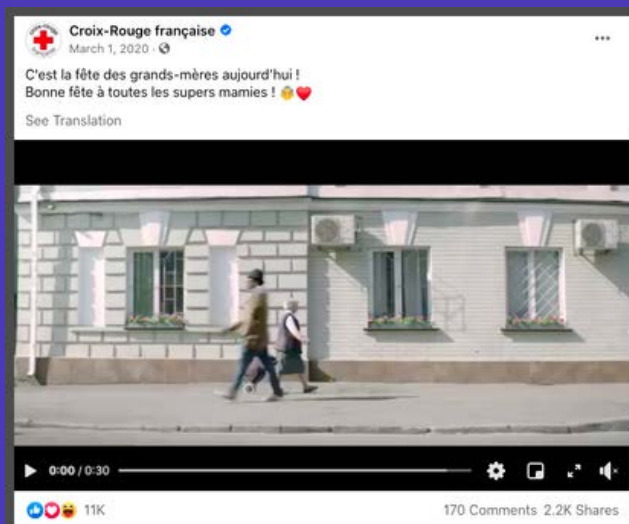
In June 2020, MSF called attention to Brazil and the rising number of cases approaching 1M cases with no end in sight. The post garnered the most interactions of all their 2020 posts. MSF posted a video in early March 2021 urging the international community to insure vaccine equitability in all countries. The video garnered 236.9K shares—the second highest video shared in the last fifteen months. The highest interaction rates are posts that highlight health disparity or calls attention to places where medical care is desperately needed.



2

Croix-Rouge Française

The Croix-Rouge Française posts in the last year primarily focused on COVID-19. The posts address issues related to psychological impact of confinement to prevent the spread of the virus, to testimonials of the efforts of the volunteers. But it was a video they posted to honor Grandmothers that garnered the 2.2K shares. Many of the posts are informational or instructional with videos garnering the most reactions.



TOP 2020 POSTS

"In 2021, the global health conversation shifted from concerns over access to domestic health care to vaccine equitability abroad. Misinformation remained a durable feature of social media that public outreach has yet to overcome."

3

Médecins du Monde France

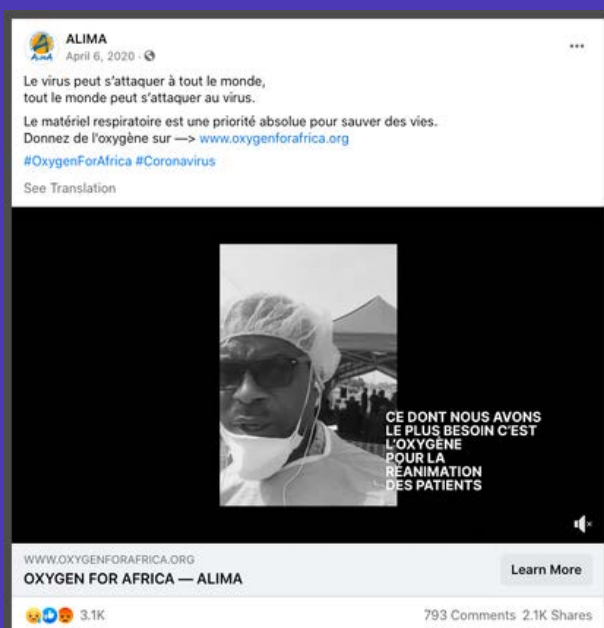
Médecins du Monde France posts are predominantly powerful messages highlighting human and civil rights and disparity awareness and call to action both in France and the international community. In March 2020, Médecins du Monde France highlighted human rights concerns for refugees at the Greece and Turkish border. This particular post received the highest number of shares of any post during 2020.



4

Alliance for International Medical Action (ALIMA)

ALIMA is a non-profit organization that responds to international humanitarian crises working in 13 countries worldwide, mainly in Africa, to provide free medical care to the world's most vulnerable people. ALIMA experienced a 27% increase in interactions during 2020. In particular, an ALIMA campaign video "Oxygen for Africa," which highlighted the need for medical respirators in Africa due to the COVID-19 pandemic garnered more than 508.4K views on Facebook.



82

Paris-based
Educational NGOs

929.3K

Total Interactions from 01/01/2020 - 01/01/2021



francophone

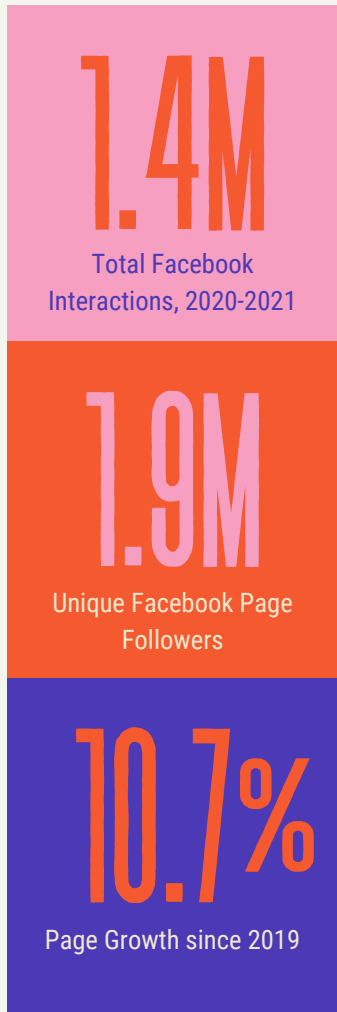
TA VOIX
COMPTTE

#Francophoniedelavenir

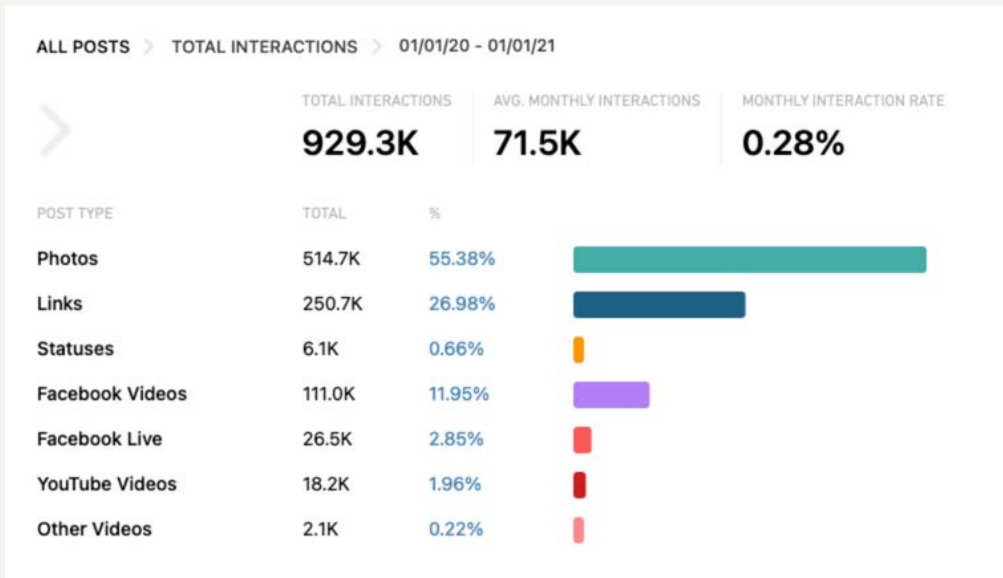
Image Courtesy of Organisation Internationale
de la Francophonie (OIF)

During 2020, top nonprofits within the Education, Arts, and Culture sector highlighted international collaborations, events, and forums that promoted Francophonie culture. Likewise, there was significant growth in engagement with other aspects of cultural and ethnic identity online. For example, culture and faith-based aid organization, Secours Islamique France's social media growth was substantial with an increase of more than +31.52% (+86,943 followers) in one year. Photos and link-sharing represented the dominant form of social media content during 2020.

EDUCATION ARTS & CULTURE



Key Social Media Metrics on Facebook, 2020-2021



The top nonprofits in terms of total engagements included the OIF, Institut du Monde Arabe, Fondation Napoleon, Enfants du Mekong, and Jeux de la Francophonie. Significant growth in nonprofits dedicated to the promotion of Francophone and Arabic culture suggests the growing relevance of identity in the public space.

NGO	Total interactions	Interaction rate	Avg. posts per day	Page followers	Growth
Organisation internationale de Francophonie (OIF)	117533	0.14%	0.08	297035	1.32%
Institut du Monde Arabe	97735	0.10%	1.70	174870	12.86%
Fondation Napoleon	86317	0.66%	2.58	15188	20.69%
Enfants du Mekong	48085	0.21%	0.96	64432	3.74%
Jeux de la Francophonie	47539	2.00%	0.44	15912	15.81%

TOP 2020 POSTS

During 2020, the Education, Arts, and Culture Sector experienced a significant increase in total public interactions from 2019—from 828,332 total interactions to 1.49M total interactions. The types of content that the public engaged also diversified with more than a two million increase in video views despite the fact that there was little change in the interaction rate and average number of posts.

1

Organisation Internationale de la Francophonie (OIF)

Organization internationale de Francophonie is a nonprofit that promotes cooperation between french-speaking countries with programs focused on the French language, education, cultural diversity, civil society and youth. The top post interactions were posts highlighting the 50th anniversary, the International Organization of La Francophonie and announced the launching a major meeting with 15-35 year olds from all over the Francophonie.



2

Institut du monde Arabe

Institut du Monde Arabe is a cultural center to build ties between Arab countries, France and Europe through sharing history, culture, arts, language, science and religion. IMA posts informative events, news, singers and artists to showcase Arab culture and arts. A September 2020 video message used to raise awareness for a humanitarian benefit in support of Lebanon was the most shared post of 2020 for the Institut du Monde Arabe.



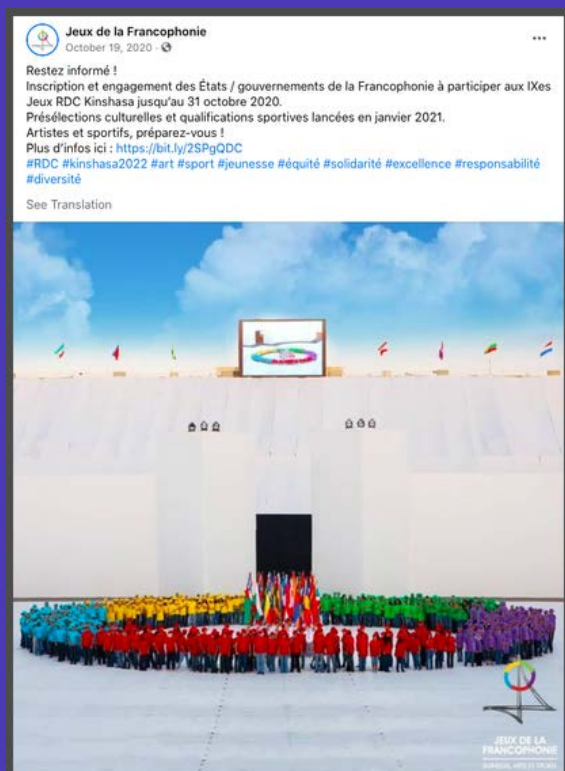
TOP 2020 POSTS

"During 2020, the significant increase in page followers and interactions with nonprofits dedicated to the promotion of Francophone culture highlights the growing salience of identity within French society."

3

Fondation Napoléon

Fondation Napoleon is a nonprofit charity whose stated aim is to preserve and share French history. A July 2020 post by Fondation Napoleon highlighted the removal of a statue of the empress Josephine from Fort de France in Martinique. In terms of engagement, the post significantly over-performed (6.8x) all prior content during 2020.



4

Jeux de la Francophonie

Jeux de la Francophonie is a nonprofit funded, in part, by the French government to promote Francophone community unity, cooperation, and solidarity abroad. The top Jeux de la Francophonie post with the highest interaction rate during 2020 announced the 2022 games in Kinshasa, Democratic Republic of Congo.

11

Paris-based
Humanitarian NGOs

540.3K

Total Interactions from 01/01/2020 - 01/01/2021



Photo Courtesy of Action Contre le Faim

The Humanitarian Aid and Development sector highlights a diverse mix of faith-based and secular nonprofit organizations engaged in humanitarian activities. During 2020, the social media content with the highest interactions were those that highlighted the deleterious effects of the COVID-19 pandemic. Aid organizations large and small, local and national, rallied to mitigate the socio-economic impacts on at-risk populations both within France and abroad. Of interest, France is perhaps unique in terms of the outsized role that faith-based organizations have historically played in supporting humanitarian efforts abroad.

HUMANITARIAN AID & DEVELOPMENT

540K

Total Facebook Interactions

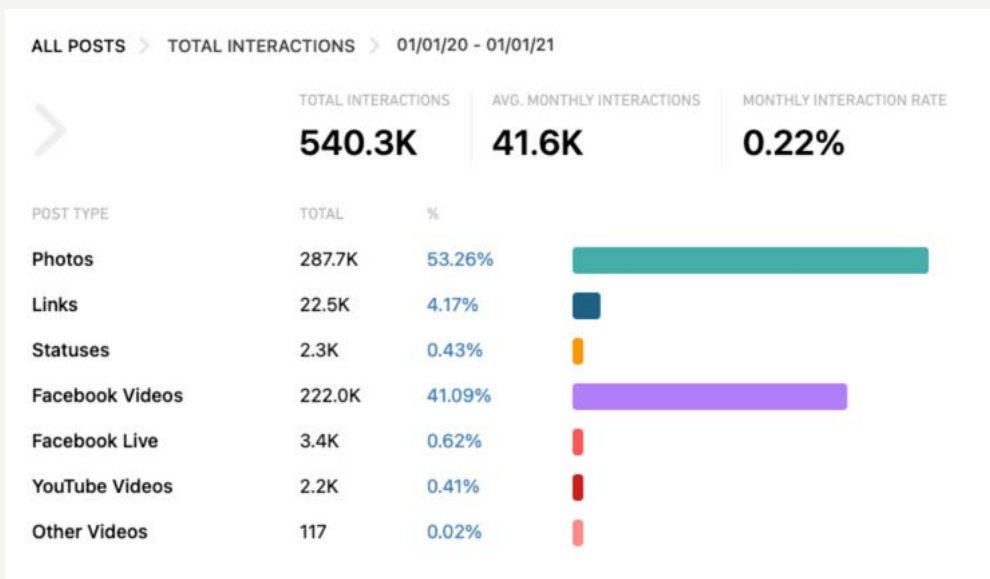
1.3M

Unique Facebook Page Followers

12.6%

Page Growth since 2019

Key Social Media Metrics on Facebook, 2020-2021



The top five nonprofits in terms of total engagements included Secours Catholique-Caritas France, Action Contre le Faim, Secours Islamique France, ALIMA and ACTED. Secours Catholique-Caritas, in particular, maintained significantly higher interactions and interaction rates (55,978; 0.80%) on social media in 2020.

NGO	Total interactions	Interaction rate	Avg. posts per day	Page followers	Growth
Secours Catholique-Caritas France (SC-CF)	55978	0.80%	0.51	40859	20.78%
Action contre la Faim	35156	0.08%	0.43	281558	2.42%
Secours Islamique France	24232	0.03%	0.81	362737	31.52%
The Alliance for International Medical Action (ALIMA)	23820	0.41%	0.78	22770	27.36%
ACTED	18912	0.33%	0.36	48424	23.66%

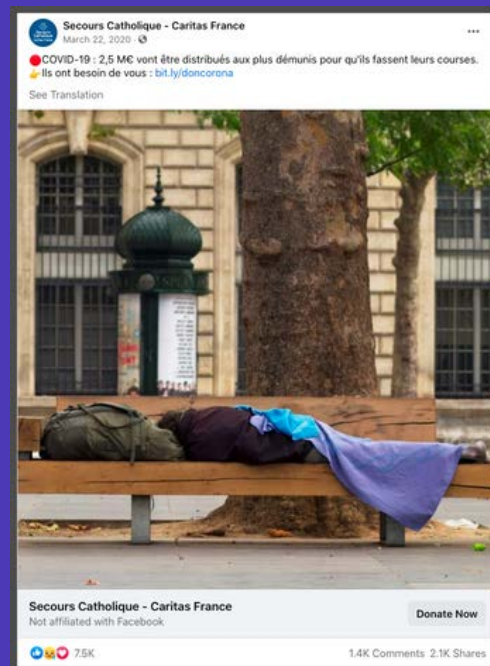
TOP 2020 POSTS

As observed in Environmental Protection and Animal Rights sector, the Humanitarian Aid and Development sector relies on photos (53.26%) and video content (41.09%) to engage its supporters and followers. With a monthly interaction rate of 0.22%, Humanitarian Aid is within the median range across sectors. We saw the greatest growth in engagements and followers between September (+35.5K; +2.85%) and November 2020 (+34.8K; +2.68%) at the height of the second wave of pandemic.

1

Secours Catholique-Caritas France

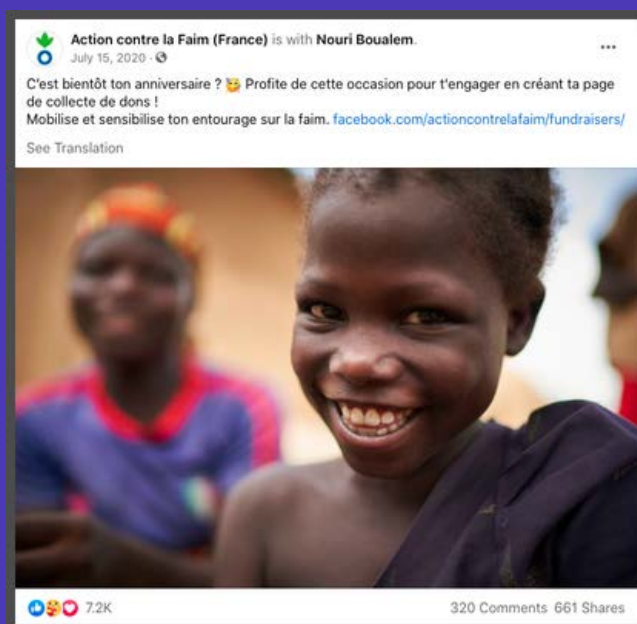
Secours Catholique-Caritas France (SC-CF) is a religious charity organization whose mission is to strengthen local capacity to address poverty, exclusion and inequality in France and throughout the world. COVID-19 posts received the most interactions. SC-CF and top posts highlight the efforts, donations, and support to address and alleviate poverty that has risen during the COVID-19 pandemic. Its most shared post of 2020 focused on the socioeconomic impacts of the pandemic with a fundraising drive.



2

Action contre la Faim

Action contre la Faim is a nonprofit organization who addresses international hunger. The posts with the highest interactions are those that call attention to hunger and ways individuals can contribute to hunger reduction. The top post for total engagements and shares created a call for action to establish a donation page for Facebook users birthdays. The most effective Facebook content for fundraising integrates donation buttons and links directly into the post.



TOP 2020 POSTS

"The pandemic has disproportionately impacted lower-income households. During 2020, religious-based nonprofits sought to fill the gaps in public services to meet the needs of marginalized and at-risk populations within France."

3

Secours Islamique France

Secours Islamique France is a nonprofit that addresses social and humanitarian assistance and development activities to make the most vulnerable people independent. Secours Islamique France has a robust humanitarian aid program that addresses food security, water and sanitation, poverty and inclusion, and protection of children through advocacy, emergency aid, and social programs. The most shared post of Secours Islamique France featured a 2:04 minute video focused on solidarity during Ramadan 2020.



4

ACTED

ACTED is an international nonprofit that operates in 39 countries and whose mission is to provide humanitarian and development support to vulnerable populations. The top post for 2020 was a post paying homage on World Humanitarian Day to seven of their colleagues who were murdered in Niger on 9 August 2020.



ACKNOWLEDGEMENTS

We wish to thank our reviewers for their helpful comments and suggestions in the production of the first Global Action Paris Report 2021. We wish to thank the students from the American Graduate School in Paris who helped with difficult work of mapping the various NGOs operating in Paris, France.

In particular, we would like to acknowledge the support of following individuals whose invaluable assistance made this work possible:

Dr. Ruchi Anand, AGS in Paris
Mr. Larry Kilman, AGS in Paris
Jean-Claude Mauridi
Olivia Grajewski
Ike Lyons

**American Center for Strategic and
International Affairs (ACSIA)**

222 E 44th St
New York, NY 10017

4 Rue de Chevreuse
Paris, FR 75006

www.joinacsia.org
info@joinacsia.org

VISIT US AT
JOINACCSIA.ORG/GLOBALACTION
TO LEARN MORE