



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Report by the Director-General on the execution of the programme (34 C/5) (01 January 2008 - 30 June 2009)

Public information

Part II.C – Programme-related services

Paragraph 10312

Chapter 3 – Public information

Regular budget: Activities (rounded to \$ thousand)	
Planned: \$2,566	Actual: \$2,040

34 C/5 Expected Results	Achievements	Challenges/ Lessons Learnt	Cost-Effectiveness	Sustainability
Comprehensive communication plan to promote UNESCO's priority themes consistent with programme priorities elaborated and implemented	<ul style="list-style-type: none"> 239 events on the communication plan were held between January and June 2009 and 75 involved BPI activities (press releases, media advisories, illustrated reports, In Focus Web). 289 events were scheduled in the Integrated Calendar of Events. 	<ul style="list-style-type: none"> The communication plan launched experimentally in 2007 has now become established in the Secretariat, with all Sectors participating actively. Owing to the gradual introduction of a new computer tool (NICE) all existing systems relating to events and their programming, implementation and evaluation will be integrated into one. 	This tool, which should be operational by the end of 2009, will avoid duplication of information provided by various BPI media and will permit savings in essential resources.	The implementation of a communication plan, entailing improved programming, coordination and assessment of the impact of BPI activities, improves the anticipation, scheduling and organization of future activities.
Unesco.org portal further developed and enhanced in the six working languages of the General Conference, at least for the basic documents and materials, and recognized by users as an effective tool for information and knowledge-sharing in the Organization's fields of competence	<p>Increase in the content available on the web portal in the six working languages. Most notably Arabic content has increased.</p> <ul style="list-style-type: none"> The average monthly page views on the portal were over 7.2 million, representing a twelve percent increase from 2008. Search Engine Optimization: all major themes have been given a naming chart for keywords of all their websites. Web Quality Monitoring has begun for more than 15 000 web pages in order to reduce editorial mistakes, broken links and improve accessibility 49 colleagues at Headquarters and from the field followed the online web content provider training. 20 colleagues at Headquarters were trained in Web Quality Monitoring, which will assist sectors to improve the editorial and technical quality of their websites. 497 pages from key documents were translated into Arabic and are being uploaded onto the Arabic portal. Press releases and media advisories translated into Arab, Russian and Chinese. 	<ul style="list-style-type: none"> The web quality monitoring process has shown that many obsolete web pages exist on the web, and a concerted effort must be undertaken to remove erroneous and outdated pages. Maintenance of new language versions of the website is a structural challenge towards information management and editorial coordination. The Arabic, Russian and Chinese web portals are still lacking many basic texts. The sectors do not have the capacity to produce content in six languages, and often material is only available in English and/or French. New partnerships need to be found to improve the rate of translation. 	<p>An initial quantity of 15,000 web pages are currently being monitored by an external quality monitoring provider. This quantity is a representative sample of the UNESCO portal. Monitoring of this sample will help to promote best practices and websites can be monitored on a rotating basis in order to reduce costs.</p> <p>Developing and maintaining web sites in six languages is an extremely expensive exercise. Available resources are sufficient to achieve this objective.</p>	<p>Many teams do not have the resources to maintain the current number of websites under their responsibility. Resources should be reviewed for field offices and Sectors and web presence adjusted accordingly.</p> <p>Grants from Saudi Arabia and the Libyan Arab Jamahiriya have allowed significant progress to be made in the promotion of Arabic, but these resources need to be maintained if the work started is to be continued. Similarly, new resources will be required to go beyond the minimum service now provided in Russian and Chinese.</p>
Media information prepared and disseminated	<p>Print press</p> <ul style="list-style-type: none"> 78 press releases and 40 media advisories distributed to media worldwide; 	<ul style="list-style-type: none"> Too many press releases concerning events that do not interest the media create a certain "UNESCO fatigue" among journalists. Releases and media 	Distribution technology is expensive, but allows extensive outreach. Coverage achieved certainly justifies the investment.	The most expensive part of this operation is the translation and revision of texts into all six languages.

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	<ul style="list-style-type: none"> - 110,617 articles monitored in world media. Almost 60,000 of these articles appeared in the European media. 25,000 were attributed to media in North America. <p>Audiovisual</p> <ul style="list-style-type: none"> - six short videos, without commentary designed for television production; - four films: CONFINTEA, the 1970 Convention, the Seville meeting (WHC) and the MAB, in English and French; - Dutch version of an institutional film on UNESCO; - Co-production of 50 video sequences in collaboration with Japanese television channel NHK to be posted online; - Webcasting: more than ten meetings broadcast live on the web; - Several video interviews to enhance the web portal; - Selection and digitization of audiovisual archives; - Film-shooting: Mozambique, Lyon and Rome; - More than 30 film screenings/festivals held in the cinema; - 10,000 new digital photographs added to the Photobank; - 3,841 photographs ordered by the public in the Photobank; - 4,794 photographs of events at Headquarters. 	<p>operations, including press conferences, need to be produced more selectively and more closely targeted to the right media audience.</p> <p>Releases also need to be timed for the 24-hour news cycle. Delays in distribution can mean that a story is considered too old to be of interest.</p> <ul style="list-style-type: none"> • Those videos were distributed via the EBU network (Eurovision), which notably groups all European public television channels together. 	<p>UNESCO needs an uploading platform for its videos and photographs.</p>	
<p>Organization's publications programme implemented</p>	<ul style="list-style-type: none"> • Administrative Manual updated and Publications Guidelines published. • Publications and distribution plan updated: 42 free distribution publications issued. • 31 UNESCO Publishing titles (books, periodicals, CD-ROMs) in the official languages, in particular: <ul style="list-style-type: none"> 15 titles published in English 10 titles published in French 5 titles published in Spanish 1 multilingual title published as multilingual. - six co-publishing contracts in the Organization's official languages were negotiated. - eight licensing contracts for publications in non-official languages were negotiated. - 19 authorizations were granted for the reproduction of 	<ul style="list-style-type: none"> • The new Publications and Distribution policy which is outlined in the Director-General's blue note of 25 June 2008 and in the updated Administrative Manual (April 2009) which places new responsibilities on the Organization to include all types of media and to apply high standards of quality control for all types of publications, for sale and for free distribution. • The challenge for 2009 is to raise awareness across the Organization on the Publication Plan and train on new guidelines for publications. 	<p>Defining processes, roles and responsibilities in publication activities across the Organization is a prerequisite for cost-effectiveness.</p>	<p>This standard-setting process is also key to assure the sustainability.</p>

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	<p>excerpts from works copyrighted by UNESCO.</p> <ul style="list-style-type: none"> - More than 300 references and replies concerning works published by UNESCO Publishing were found in the press and on specialist sites. This is more than double the figure for the same period in 2005. 			
<p>Ten issues per year of the online edition of the UNESCO Courier disseminated in the six working languages of the General Conference</p>	<ul style="list-style-type: none"> • Five issues prepared from January to the end of June. The remaining five are under preparation. 	<ul style="list-style-type: none"> • It is extremely difficult to produce a publication of quality in six languages without a dedicated editorial team, which is the case for the Courier. 	<p>Too expensive for the relatively low readership (40,000 subscribers in all languages – mostly English, French and Spanish. Each edition costs about €20,000 to produce).</p>	<p>Maintaining the Courier in its present form is feasible, but there is no room for development that could turn it into a more substantial and influential publication.</p>
<p>Programme of cultural events organized</p>	<ul style="list-style-type: none"> • Within the context of its cultural policy which makes UNESCO a house of world cultures embodying in Paris the cultural diversity, BPI has organized cultural events at UNESCO Headquarters: <ul style="list-style-type: none"> - 18 exhibitions; - 25 cultural events (concerts, shows, movies/documentaries projections) with full information services. • In terms of management, it is essential to maximize the return on investment for the exhibitions: <ul style="list-style-type: none"> - development for a MDG exhibition web based project; - ever wider communication effort through the cultural event calendar, emailing alert to targeted contacts database, etc.; - development of new formats for the exhibitions hosted at Headquarters in order to get them circulating and freely accessible online, to field offices, and to a series of relevant hosting places (United Nations information centres, cultural centres, etc.). 	<ul style="list-style-type: none"> • The 43 events have been planned and organized so as to allow the access and opportunities to a great number of organizers so as to contribute to make UNESCO the house of cultural diversity and exchange. Within the semester, 30 countries have enjoyed BPI/PCE services and expertise (+36% compared to July-Dec 2008) in setting up successful cultural event, welcoming local communities in France. • Much is still to exploit through patronage and partnerships, associating UNESCO with relevant circulating movies/documentaries, events and exhibitions compliant with UNESCO main strategic domains and their respective messages. 	<p>The overall events are fully funded by the organizers (Programme Sector or Member States).</p> <p>However, BPI's added value is not only to secure the success of the events but also optimise its impact locally and away from Headquarters.</p> <p>In addition, the return on investment in terms of visibility leads BPI work and management, securing that the best communication vector is chosen to get our messages through to the right audience.</p>	<p>The now systematic proposal made to exhibition organizer to invest slightly more and get outreach, favours the circulation process and contributes to a more strategic and long-term approach of events management.</p>
<p>Public information services provided in Member States</p>	<ul style="list-style-type: none"> • BPI organized, with National Commissions for UNESCO in eight European countries and 16 African countries, training sessions and exchange of experience on how to enhance UNESCO visibility at the national level (Vienna and Yaoundé). • Public understanding of UNESCO priority themes enhanced through distribution of the brochure "60 Minutes Cycle on 	<ul style="list-style-type: none"> • A better coordination between UNESCO/Headquarters, field offices/Institutes and National Commissions is necessary to enhance visibility. Some concrete common initiatives have been identified to celebrate international days throughout the year in a concerted Public Information Plan. • Mobilization of resources will be needed to respond to the high demand from 	<p>The "60 Minutes" brochures and fact sheets offer low-cost provision of</p>	

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	<p>UNESCO and Ethics” to all National Commissions, along with reprints of brochures on the Intersectoral Platforms and Knowledge-Sharing, as well as availability of all “60 Minutes” fact sheets in UNESDOC.</p>	<p>National Commissions and field offices in developing countries for paper versions of the “60 Minutes” brochures and fact sheets. With continuing inequality of web access worldwide, greater priority should be given to provision of hard copy information.</p>	<p>succinct, up-to-date information.</p>	
<p>Internal communication developed and intensified</p>	<ul style="list-style-type: none"> • Understanding of critical world issues, UNESCO programmes and internal issues improved, through proactive and targeted scheduling of topics in weekly “60 Minutes” meetings, available to field and Institutes through audiocasts and online multimedia materials. - About 50 UNESCOMMUNICATION Newsletters have been produced and sent to the Secretariat and Permanent Delegations; - 12 dynamic screens have been installed in the Fontenoy and Miollis-Bonvin buildings and are updated daily through the addition of information content (texts, photographs and videos). 	<ul style="list-style-type: none"> • Fast-moving world events that impact on UNESCO entail highly responsive internal communication reaching staff worldwide. “60 Minutes” sessions and materials related to various global crises provided effective communication channels. 	<p>Major communication channel entailing low, widespread costs, maximizing use of existing resources.</p>	
<p>Impact of partnerships on UNESCO's image and visibility evaluated</p>	<ul style="list-style-type: none"> • In the reporting period, 87 organizations requested for UNESCO's patronage and for the use of UNESCO's name and logo. Out of which, 55 requests were granted. • A Risk Evaluation Form began to be used by the Secretariat in assessing requests for patronage, thus helping the Secretariat to ensure that patronage was granted to reputable organizations' events. A Report Form is now systematically sent out by the Secretariat to organizations that receive UNESCO's patronage, enabling in due course the Secretariat to evaluate the impact and outreach of UNESCO's patronage more concretely. • Administrative Circular (No. 2329) was published in February in English and French, thus helping to further clarify the roles and responsibilities of each Sector and Bureau. • UNESCO Brand Toolkit was completed. It sets out graphic standards on how the logo should be presented in Statutory use and Authorized use cases. This will contribute to the Organization's effort of projecting a consistent and strong image to the general public. Its Extranet version is tested with 20 NatComs. 	<ul style="list-style-type: none"> • The Secretariat needs to work more closely with the National Commissions and Permanent Delegations in order to encourage more patronage activities in countries in the regions of Africa, Arab States, Asia and Pacific and Latin America and the Caribbean so that UNESCO's outreach and impact could be further enhanced through UNESCO's patronage and through the use of UNESCO's name and logo in these countries. • The Secretariat also needs to work hand-in-hand with the National Commissions and Permanent Delegations in order to ensure a systematic reporting by patronage-receiving organizations so that the visibility and outreach of UNESCO can be measured thoroughly and concretely. 	<p>The granting of UNESCO's patronage to and the subsequent use of UNESCO's name and logo by civil society organizations is a cost-effective way to help the Organization to achieve visibility and impact. The reason is that while UNESCO provides moral support and thus ensures an opportunity for branding and co-branding, it does not commit any of its programme budget.</p>	
<p>Proper use of UNESCO's name, acronym and logo and Internet</p>	<ul style="list-style-type: none"> • There was the reporting of one case of unauthorized use of the UNESCO logo during this six-month period and actions 	<ul style="list-style-type: none"> • A specific Manual Item and comprehensive practical guidelines 	<p>Practical guidelines and systematic training on branding issues will help</p>	

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domain names protected nationally and globally	were immediately taken.	concerning the use of the UNESCO name and logo need to be produced for the attention of the Secretariat and National Commissions.	to ensure the correct use of UNESCO's visual identity, therefore contributing to the enhancement of UNESCO's outreach and visibility.	

Paragraph 12029*: Improving the visibility and image of UNESCO through efficient administration of UNESCO Prizes

34 C/5 Expected Results	Achievements	Challenges/ Lessons Learnt	Cost-Effectiveness	Sustainability
Visibility and impact of UNESCO strengthened through UNESCO Prizes	<ul style="list-style-type: none"> • Practical implementation of the overall strategy for all UNESCO prizes by BPI, as coordinator, was further developed in cooperation with all Programme Sectors and Central Services, in consultation with Member States and donors. The Director-General will report to the Executive Board at its 182nd session. • Publication of official calls for nominations and announcements of prize winners for all active UNESCO Prizes with web, audiovisual and press coverage by BPI: UNESCOCOMMUNICATION newsletters, integrated calendar of events, press releases, media advisories, in focus Web, etc. <ul style="list-style-type: none"> - Five Award Ceremonies of five UNESCO Prizes from four Sectors (ED, SC, CI and SHS) and ODG/CRP were held with BPI coordination and support, including web, audiovisual and press coverage: three award ceremonies were organized at UNESCO Headquarters and two abroad; one award ceremony was held on the occasion of an international journey: "the World Press Freedom Day". - Update of the list of UNESCO Prizes by BPI to be attached to document 182 EX/24. - Elaboration of a calendar of award ceremonies 2008-2009. 	The implementation of the strategy is being finalized. Further internal and intersectoral cooperation is expected.		Harmonization of UNESCO prizes is being achieved, including criteria set out in document 171 EX/19 and standard model texts for UNESCO prizes Statutes and Financial regulations attached as Annex I and Annex II to 171 EX/Decision 24.

* Transferred from ERC per DG/08/18 of 21/05/2008