



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 - 31 December 2008)

Public information

Part II.C – Programme-related services

Paragraph 10312

Chapter 3 – Public information

| | |
|--|------------------------|
| Regular budget: Activities (rounded to \$ thousand) | |
| Planned: \$2 566 | Actual: \$1 113 |

| 34 C/5 Expected Results | Achievements | Challenges/ Lessons Learnt | Cost-Effectiveness | Sustainability (Indicators or Measures) | Recommendations by the Executive Board |
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| <p>Comprehensive communication plan to promote UNESCO's priority themes consistent with programme priorities elaborated and implemented.</p> | <ul style="list-style-type: none"> 297 events on the communication plan took place between July and December 2008, including 84 events that benefited from the activities of the Bureau of Public Information (press releases, media advisories, photo reports, WebWorld's In Focus). These events were announced in the integrated calendar of events. | <ul style="list-style-type: none"> The communication plan initiated as a pilot project in 2007 has now become an established practice within the Secretariat, with the active participation of all the sectors. The gradual implementation of a new software tool (NICE) will integrate all the existing systems relating to events and their programming, implementation and evaluation. The implementation of a communication plan based on improved planning, coordination and assessment of the impact of our activities allows for better anticipation, programming and organization of forthcoming activities. | <p>This tool, which should be available for production in 2009, will prevent duplication of information in the Organization's various communication media and contribute to achieving savings.</p> | | |
| <p>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> | <ul style="list-style-type: none"> Increase in the content available on the web portal in the six working languages The average monthly page views on the portal were over 6.4 million, representing a 9% increase from 2007 plus 900,000 UNESDOC documents viewed by month. Search engine optimization completed for 50% of the portal content. 31 colleagues at Headquarters and in the field followed online training for Web content providers. | <ul style="list-style-type: none"> Content across the portal needs to be reviewed and archived. | <p>Technical platform deployed for Arabic content is used for Russian and Chinese versions.</p> | <p>Dependent on human and financial resources available for translation and putting texts online.</p> | |
| <p>Media information prepared and disseminated.</p> | <p><u>Print media</u></p> <ul style="list-style-type: none"> 68 press releases and 48 media advisories distributed to the press worldwide; 71,941 articles, in which UNESCO is featured, have been monitored in newspapers, magazines and online information sites around the world (34,335 in | <ul style="list-style-type: none"> Information needs to be timely and relevant to target audience. | <p>A news-based approach to public information is extremely cost-effective. BPI does not have the resources necessary for major public awareness or</p> | | |

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| | <p>Europe, 17,174 in North America).</p> <p>Some highlights: Launch of the EFA Global Monitoring report and the International Conference on Education in Geneva, which resulted in 830 articles in newspapers and on leading information sites in 61 countries.</p> <p><u>Broadcast media</u></p> <ul style="list-style-type: none"> • The Studio provided images for the production of 22 television programmes concerning UNESCO's activities and took part in four television festivals. • The distribution of the institutional film about UNESCO on DVD in six languages has been completed. • Eight short videos without narration, illustrating the Organization's main activities in recent months, have been produced and distributed. These videos are available online, on the UNESCO website. The video regarding the launch of the <i>EFA Global Monitoring Report</i> was produced in the Organization's six working languages. • One narrated video (French, English and Spanish) on the reinstallation of the Aksum Obelisk was produced and distributed. • The impact assessment conducted in 16 Member States from mid-June to mid-July was followed by constant monitoring of a limited number of television channels. • 50 sequences co-produced with the Japanese channel, NHK, on World Heritage sites were placed online, on the Organization's website, to add to the 150 sequences already online. These 200 sequences produced by the UNESCO-NHK partnership attracted 79,354 visitors, who watched 93,311 clips. • 2,200 photographs were distributed by the photobank and were used by publications officers. | <ul style="list-style-type: none"> • Producing multilingual videos is very expensive and requires considerable time. For instance, any word change in the narration requires recording and mixing all the videos again, and encoding them again in order to place them online. • As a result of the distribution of images and of television coverage, UNESCO is increasingly portrayed in the broadcast media as a cultural organization involved mainly in the preparation of the World Heritage List. Moreover, the concept of world heritage appears as a label. Active protection initiatives, however, are rarely associated with the Organization. For example, although the reinstallation of the Aksum Obelisk had been given extensive television coverage, the role of UNESCO was mentioned only rarely. | <p>advertising campaigns.</p> <p>UNESCO needs a download centre for its videos and photographs.</p> | | |
| <p>Organization's publications programme implemented.</p> | <ul style="list-style-type: none"> • A preliminary List of the Publications and Distributions Plan has been published both on paper (annex to 180 EX/40) and on the Internet. • 29 UNESCO publications (books, periodicals, | <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 places new responsibilities on the Organization to include all types of media and to | <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 critical for assuring sustainability.</p> | |

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| | <p>diaries) in the official languages:</p> <ul style="list-style-type: none"> - 13 in English (1 UNESCO publication + 3 UNESCO International Institute for Educational Planning (IIEP) + 1 UNESCO International Bureau of Education (IBE) + 4 co-publications + 4 periodicals); - 12 in French (3 UNESCO publications + 1 IIEP + 2 co-publications + 6 periodicals); - 3 in Spanish (periodicals); - 1 multilingual publication (diary). <ul style="list-style-type: none"> • 8 co-publishing agreements (4 English, 3 French, 1 Portuguese). • 6 licensing agreements (3 Chinese, 1 French, 1 Portuguese, 1 Spanish). • 7 authorizations for the reproduction of excerpts from works whose copyright is owned by UNESCO were granted. | <p>apply high standards of quality control for all types of publications, for sale and for free distribution.</p> <ul style="list-style-type: none"> • The challenge for 2008 was to bring together a cross section of the Organization to agree on points for revision of the Administrative Manual and provide inputs for the Publication Plan and new guidelines for publications. • The Publications Plan for the 2008-2009 biennium has gathered a vast amount of information on publication projects from sectors, field offices and institutes. The plan will allow for the monitoring of distribution policies and the evaluation of impact, for example through reader surveys. | | | |
| <p>Ten issues per year of the online edition of the <i>UNESCO Courier</i> disseminated in the six working languages of the General Conference.</p> | <ul style="list-style-type: none"> • During 2008, The Courier website drew an average of 32,255 readers per month. • A total of 36,491 readers have subscribed to the webzine – 2,600 in the latter half of the year. <p>Highlights: A special edition of <i>the Courier</i>, which was published last summer, was dedicated to the life and work of Claude Levi Strauss. It presented an extraordinary range of documents from UNESCO's archives, and was co-published with the French magazine, <i>Sciences Humaines</i>.</p> | | | | |
| <p>Programme of cultural events organized.</p> | <ul style="list-style-type: none"> • Organization at UNESCO Headquarters of: 33 exhibitions and 38 cultural events (concerts, shows, film/documentary projections) with full information services (calendar, e-bulletin, emailing alert to targeted contacts database, etc.) • Elaboration of processes to maximize the return on investment for the exhibitions: <ul style="list-style-type: none"> - feasibility study for an MDG exhibition web-based sharing tool; - development of new formats for the exhibitions hosted at Headquarters in order to get them circulating and freely accessible online to field | <ul style="list-style-type: none"> • The 71 events have been planned and organized so as to allow greater access and to provide more opportunities to a larger number of organizers so as to contribute to making UNESCO the house of cultural diversity and exchange. Within the semester, 22 countries have enjoyed BPI/PCE services and expertise in setting up successful cultural events and welcoming local communities in France. • Much is still to be exploited through | <p>The overall events are fully funded by the organizers (programme sector or Member States). However, BPI's added value is not only to secure the success of the events but to optimize their impact locally and away from Headquarters.</p> <p>In addition, the return on investment in terms of visibility is at the core of BPI's work to ensure that the best communication vector is chosen to get our messages</p> | <p>The now systematic approach of reaching out to exhibition organizers to encourage them to increase their outreach efforts, contributes to the achievement of a more strategic and long-term approach to events management.</p> | |

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| | <p>offices and to a series of relevant hosting places (United Nations information centres, cultural centres, etc.)</p> <p>Development of public relation activities</p> <ul style="list-style-type: none"> • Elaboration of a strategy for 2009 and 2010 to develop UNESCO public relation activities in the Organization's major strategic domains* with the relevant Programme sectors, and through partnerships. <p>* <i>Cultural diversity, climate change, sustainable development, education for all.</i></p> | <p>patronage and partnerships to associate UNESCO with relevant circulating movies/documentaries, events and exhibitions that support UNESCO's main strategic domains and their respective messages.</p> <ul style="list-style-type: none"> • In order to develop proper public relations events for increased visibility, a networking process has been started with stakeholders that are working in UNESCO's strategic domains to develop sustainable partnerships and undertake concrete operations from 2009 onwards. | <p>through to the right audience.</p> <p>Partnerships are at the core of activities developed to maximize staff time and input into operations.</p> | | |
| <p>Public information services provided in Member States.</p> | <ul style="list-style-type: none"> • A formal survey was carried out with all National Commissions and Permanent Delegations concerning the distribution of UNESCO publications. | <ul style="list-style-type: none"> • The results of the survey (over 50 replies) show: <ul style="list-style-type: none"> - a strong interest in receiving more information materials; - diverse preferences for different formats (print vs. electronic); - diverse priorities in terms of target audiences. | | | |
| <p>Internal communication developed and intensified and provided in Member States.</p> | <ul style="list-style-type: none"> • About 43 UNESCOCOMMUNICATION Newsletters have been issued. • 11 dynamic screens have been installed in the Fontenoy and Miollis-Bonvin buildings and are updated daily through the addition of information content (texts, photographs, videos). • 13 "60 Minutes" meetings were held. An information publication in two languages, 14 fact sheets, 20 slide shows and 13 audiocasts were made available. • Internal communication was further intensified in particular through a special series of "60 Minutes" meetings on the new intersectoral platforms. This September cycle of meetings covering all 12 platforms drew a total audience of over 700 people and a publication in English and French on this theme was widely disseminated. | | | | |

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| Impact of partnerships on UNESCO's image and visibility evaluated. | <ul style="list-style-type: none"> Between July and December 2008, 48 sponsorships were awarded (out of 54 applications). Most of the events were cultural (48%) and international (65%). More than 70% of sponsorship applications concerned conferences and meetings, organized mainly by civil society and held in Europe. Evaluation sheets were finalized to assess the impact on UNESCO's visibility of campaigns, events and publications. | <ul style="list-style-type: none"> Programme sectors, institutes and UNESCO Networks need to be further mobilized for providing relevant data, especially in the planning/programming phase. | | | |
| Proper use of UNESCO's name, acronym and logo and Internet domain names protected nationally and globally. | <ul style="list-style-type: none"> Standards for logo use at the national level were finalized in consultation with an informal working group of National Commissions for UNESCO. | <ul style="list-style-type: none"> In addition to the publication of the administrative circular and Manual Item on the use of the name and logo of UNESCO and the UNESCO Brand Toolkit, practical guidelines need to be elaborated for all those authorizing the use of the name and logo of UNESCO. | | | |

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

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| Visibility and impact of UNESCO strengthened through UNESCO Prizes. | <p>To give effect to the overall strategy and criteria for the management and promotion of UNESCO Prizes, viewed by Member States as an important modality for increasing programme visibility and impact, the Director-General decided to transfer the focal point and the coordination of UNESCO prizes to BPI.</p> <ul style="list-style-type: none"> Practical implementation of the overall strategy for all UNESCO prizes by BPI was further developed in cooperation with all programme sectors and central services in consultation with Member States and donors. Five Award Ceremonies of five UNESCO Prizes from three Sectors (ED, SHS and CLT) were held with BPI coordination and support, including Web, Audiovisual and Press coverage. | | | | |

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