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Cultural Organization

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Division of Public Information

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Monthly Report on the Use of UNESCO Public Information Products

June 2012

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Executive Summary

Disclaimer: The objective of the Executive Summary is to highlight the key salient issues and not to provide a comprehensive coverage of all topics discussed in the report.

Media and Major Events

June witnessed a sharp 20% increase over May 2012 in overall media coverage, and a 56% increase over June 2011, attributed to several events, particularly toward the end of the month. More specifically, European and North American media coverage representing almost 50% of the total media coverage went up respectively by 43% and 30%.

Once again, the annual session of the World Heritage Committee, with the inscription of new sites in the World Heritage List, was covered massively all over the world. This year, the destructions of sacred shrines at the World Heritage site of Timbuktu (Mali), and the Committee's condemnation prompted hundreds of articles in response.

Another widely circulated UNESCO story was the Rio+20 Conference, which garnered almost 1,300 articles mentioning the Organization over the course of the month. Coverage of UNESCO's involvement in Rio+20 was dominated by North and South American (Brazilian), as well as Asian media outlets.

The 2012 World Open Education Resources (OER) Congress was held concurrently with Rio+20 and took place at UNESCO HQs. With only 120 articles monitored on the Congress, and the 'Paris Declaration' it produced, coverage was relatively light.

Also held at HQs was UNESCO's 'Recovered Treasures' exhibition which resulted in a number of articles and TV reports by prestigious news outlets such as the New York Times, Le Figaro, La Stampa and more.

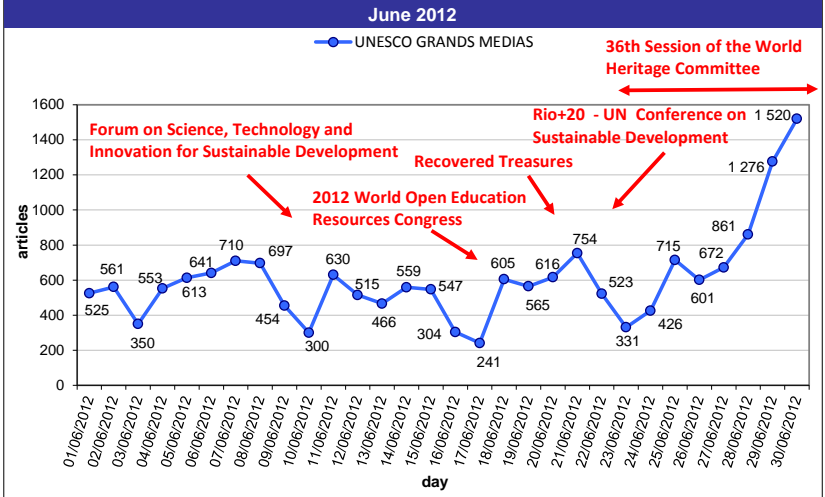
The following events are highlighted in the Major Events pages:

- **Forum on Science, Technology and Innovation for Sustainable Development (11-15 June 2012)**
- **Rio+20 - United Nations Conference on Sustainable Development (20-22 June 2012)**
- **2012 World Open Educational Resources Congress (20-22 June 2012)**
- **Recovered Treasures (20 June – 6 July 2012)**
- **36th session of the World Heritage Committee (24 June-6 July 2012)**

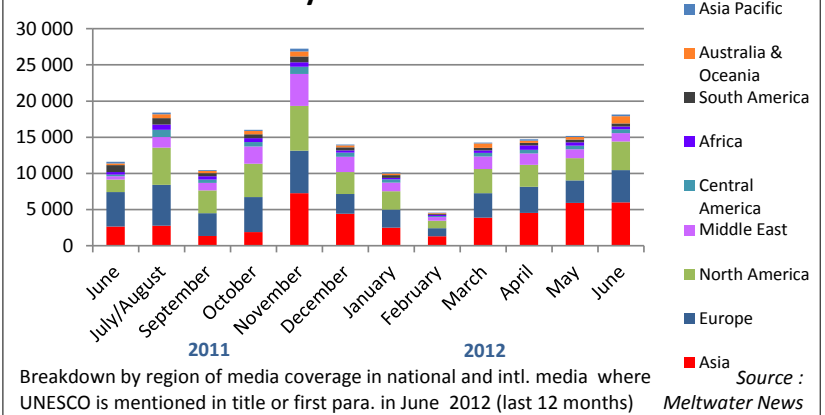
UNESCO Website and Social Media Channels

Web traffic peaked this month on 4 June with more than 66,000 visits. The top performing content attracting visitors this day was the documents of the 36th World Heritage Committee which were for the first time made public. As of 28 June, the start of the 2012 World Heritage Committee helped to generate a new surge of web traffic on unesco.org.

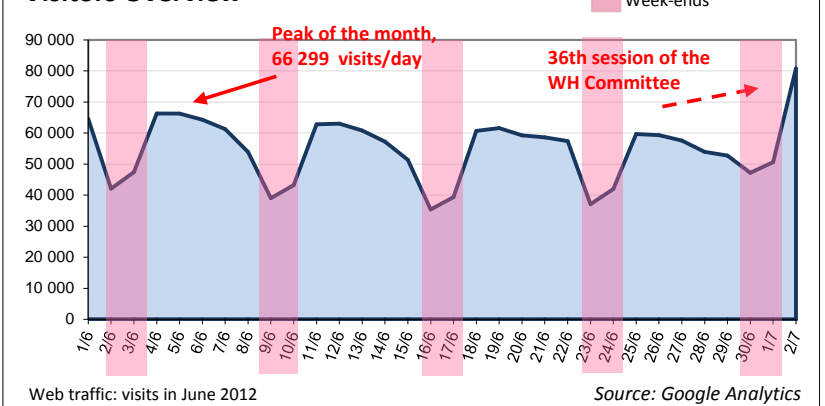
Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



Media coverage increased by almost 20% from May 2012, and by 56% from June 2011



Visitors Overview



The Bethlehem inscription did not generate exceptionally high interest on the site; the news item about the inscription generated only 2,264 unique page views, all languages combined. From 3 to 6 June, 36 Committee documents total 3,374 page views.

It is noteworthy that the page of World Environment Day, created by the Web Team and Sector Focal Points in an effort to systematize the work on International Days, generated at almost 2,000 page views, all languages combined. The Rio+20 event, as promoted on unesco.org, generated almost 15,000 page views, for 4,600 visitors.

A new web editorial strategy to make our news less technocratic and more appealing to the global public was implemented this month, beginning with the Open Educational Resources Congress (in early June). The in-focus article, advocating for the OER cause in all 6 UN languages, generated some 2,190 page views within days, and stands as one of our most impactful web content.

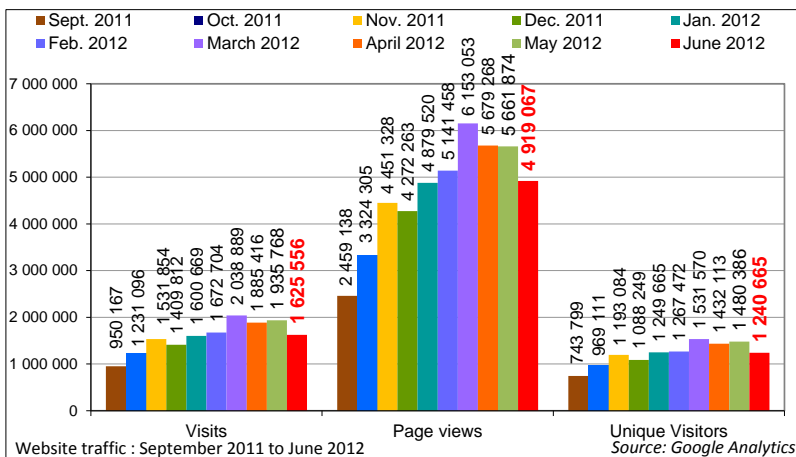
Since the implementation of a new social media strategy in January 2011, UNESCO's social media channels have all made strong progress. The Facebook pages have 74 810 total likes, a 140% increase from June last year. The microblogging sites, such as Twitter and Weibo, have 241 591 total followers, a 121% increase from last year. Momentum will grow strongly, as the entire Organization has come to understand, during the past year, the benefits of communicating through central channels, rather than launching a multitude of independent, uncoordinated channels, often with flawed data or messages.

UNESCO Publications

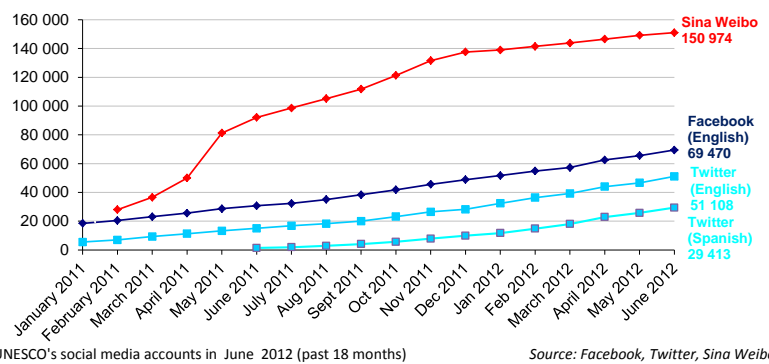
June, marking the beginning of the school holidays in many countries, is a traditionally bad month for viewing and selling of books. The month's viewing was down by some 30,000 views. This is true of on-line views on UNESCO's web sites and of consultations of publications on Google Books. But overall viewing was better than in June 2011. The top two publications viewed in June are in Spanish and have been at the top for some 6 months. Only one title in the top ten was linked to the themes around the Rio +20 event (UN World Water Report 4). Publications related to World Heritage and culture sold well both in the book shop and through on-line sales.

UNESCO Visits

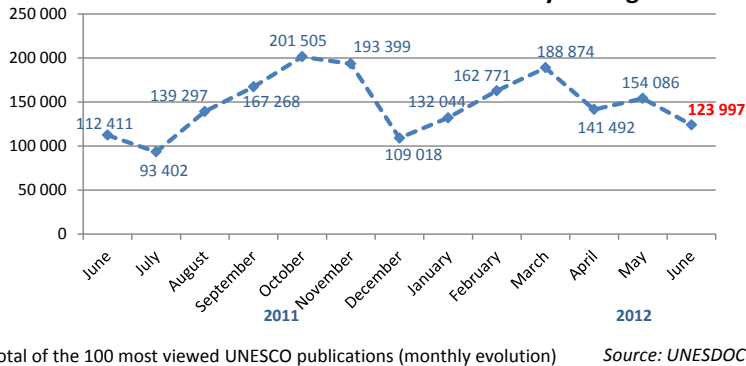
Since January 2012, the visitor's service has received some 6,500 visitors, showing a 75% increase over the same period last year. With over 1,100 visitors this month, their number went up by 60% from June 2012.



UNESCO social media accounts have now over 315 000 followers Most significant evolutions are for Sina Weibo, Facebook & Twitter



Online views of publications grew by 10% from June 2011 but were 20% less than the 2012 monthly average



Number of visitors received increased by 60% from June 2011 More than 1,100 visitors received this month



Major events:

I. Forum on Science, Technology and Innovation for Sustainable Development (11-15 June 2012)

This major five-day Forum, held in Rio de Janeiro, from 11 to 15 June 2012, was the culmination of the preparatory process for Rio + 20 of the scientific community. It provided a platform to strengthen dialogue between researchers, governments, policy-makers and civil society to produce the knowledge and technology needed to build sustainable, green societies. Together they drafted a set of thematic recommendations to prepare the way for the implementation of a new global agenda after Rio+20. Key leaders in the international science community and the science policy community from over 75 countries actively participated.

Two important conclusions stood out: the necessity for social and natural scientists to work closely together, and the need for integrated policy approaches. A bold new 10-year initiative 'Future Earth: research for global sustainability' on global environmental change research for sustainability was launched by an Alliance of international partners from global science, research funding and UN bodies during the Forum. The initiative will coordinate scientific research which is designed and produced in partnership with governments, business and, more broadly, society.

UNESCO played very important leadership roles on thematic issues in this Forum both in the plenary and side events, particularly on biodiversity, water security, disaster risk reduction, engineering, indigenous knowledge, the ocean and gender-related issues. Not only did we make great connections with Brazilian science in this Forum; we also solidified our position as the leading organization for science in the UN system.

This Forum was organized by ICSU, in partnership with UNESCO, the International Social Sciences Council (ISSC), the World Federation of Engineering Organizations (WFEO) and the Brazilian Ministry of Science, Technology and Innovation, the Brazilian Academy of Sciences, and the State of Rio de Janeiro.

Participants: Over 1,000 people attended the event, with another 1,000 watching the live webcast and many more interacting via social media.

Public: Scientists, policymakers, industry, NGOs, journalists, and youth from more than 75 countries.

Communication materials and activities:

- Media advisory
- [News on SC website](#)
- [ICSU Forum website](#)
- [Recommendations and summaries](#)
- [Recorded sessions](#)
- [Live blogs](#)
- [ICSU Photo gallery](#) on flickr

Webcast/Live streaming connections: 1 000 connections

Press coverage:

Brazilian media and some specialized outlets covered the Forum. It garnered positive and widespread coverage with more than 151 articles in the international press (The Guardian, Al Jazeera, SciDevNet, Science, Chinadialogue,..). Approximately half of the coverage originated in South America, with 56 articles published in Brazil alone.

Social media:

- 1 tweet went out about the Forum taking place in Rio, with zero feedback. Live-tweeting was not possible because of webcasting difficulties and last-minute notice.
- Generally it is difficult to promote such events on social media unless the audience is made to participate virtually (ie: opening up the event to questions), or unless the promotions are done after the event, with communications material that engagingly helps readers understand what happened and its importance.

II. Rio+20 – United Nations Conference on Sustainable Development (UNCSD) (20-22 June 2012)

The United Nations Conference on Sustainable Development, also referred to as Rio+20, took place in Rio de Janeiro, Brazil, 20 – 22 June. Its three main objectives were: to secure renewed political commitment to sustainable development, assess progress and gaps in implementation of agreed commitments, and to address new and emerging challenges. The two themes of the Conference were a *green economy within the context of sustainable development and poverty eradication*, and *the institutional framework for sustainable development*.

During the conference UNESCO organized three officially recognized side events, several special events and participated in various other events and initiatives. Four official main publications were distributed during the conference (see below). An intersectoral UNESCO Rio+20 website was set up prior to the Conference.

UNESCO's side-event on Education for Sustainable Development (ESD), co-organized with and supported by the Government of Sweden and the Ministry of Education, Culture, Sports, Science and Technology of Japan as well as the Danish Ministry of Foreign Affairs, was highly successful and very well attended. Speakers included Shigeharu Kato, Director-General for International Affairs, Ministry of Education, Culture, Sports, Science and Technology of Japan, and Secretary-General of the Japanese National Commission for UNESCO; Annika Markovic, Environment Ambassador, Ministry for the Environment, Sweden; Greg Selinger, Premier of Manitoba, Canada and Jeffrey Sachs, Director of the Earth Institute, Columbia University. The panel was opened by the Director-General of UNESCO, and chaired by ADG/SC. Arjen Wals, UNESCO Chair of Social Learning and Sustainable Development at Wageningen University, The Netherlands, presented the latest UNESCO report on the UN Decade of ESD, *Shaping the Education of Tomorrow*. Speakers pointed to ESD as one of the key priorities when advancing towards sustainable development and highlighted ESD's potential to transform and innovate education. UNESCO's leadership in education and ESD was widely recognized. The ESD side-event was attended by around 250 participants.

The Intergovernmental Oceanographic Commission (UNESCO-IOC) co-organised and co-chaired the Oceans Day together with the Global Ocean Forum. This one-day event consisted of seven panels, addressing various issues, such as renewing political commitments, ocean governance, building resilience for Small Island Developing States and the ocean, climate change and ocean acidification, as a contribution to the Rio+20 process. The Oceans Day brought together high-level representatives from governments, international organizations, nongovernmental organizations, industry, and the science community, allowing a very productive level of dialogue among participants. The Oceans Day Co-Chairs, Biliiana Cicin-Sain, President of the Global Ocean Forum, Tuiloma Neroni Slade, Secretary General of the Pacific Islands Forum Secretariat, and Wendy Watson Wright, Executive Secretary of the UNESCO-IOC, issued a [Rio Ocean Declaration](#), calling for strong and immediate action through 7 concrete measures to meet the sustainable development goals for oceans, coasts, and small island developing States (SIDS) at Rio+20 and beyond; these were presented to UNCSD Executive Coordinator Elizabeth Thompson. Wendy Watson Wright also announced the launch by the IAEA of the *Ocean Acidification International Coordination Centre* (OA-ICC).

The IOC official side event "Know our Ocean, Protect our Marine Treasures, Empower Ocean Citizens" was moderated by ADG/IOC. The Director-General addressed the event in a key note speech. A prestigious panel discussed and presented a number of initiatives that support Rio+20 ocean targets leading to the sustainable use of the ocean. The first part of the session focused on the importance of science and observation to support sustainable management of ocean and coastal resources, the protection of coastal population and to maintain ecosystem services. Part two of the session addressed the preservation of natural and cultural heritage of the ocean and coastal and the essential services that ocean provide to society. Part three underlined the need for empower ocean citizens and society to reach an effective ocean stewardship. The UNESCO brochure [Healthy Ocean, Healthy People](#), was launched during the event. It is also worth noting that, as a result of IOC's involvement in the preparatory process, the Rio+20 Outcome document recognizes the importance of strengthening the marine science capacities of developing nations and emphasizes the need for cooperation in scientific research "as well as for the transfer of technology, taking into account the *Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology*."

During the UNCSD, UN Secretary-General Ban Ki-moon announced his decision to set up a Scientific Advisory Board, bringing together eminent specialists from natural sciences, social and human sciences, and engineering, representing diverse backgrounds and regions. The Secretary-General requested that UNESCO take the lead in creating the Board, and provide its secretariat. Through this Board, the Secretary-General and UN agencies will obtain comprehensive advice on all dimensions of science, technology and innovation for sustainable development. The Board will also promote cooperation among various UN agencies and with the international scientific community.

Through UN Water, UNESCO was tasked to lead a side event on the UN International Year of Water Cooperation 2013, for which UNESCO was designated the lead agency. The session was chaired by ADG/SC. Speakers included H.E. Emomali Rahmon, President of Tajikistan, Sven Alkalaj, Executive Secretary of the United Nations Economic Commission for Europe, and Johan Kuylenstierna, Executive Director, Stockholm Environment Institute. The speakers concurred that water cooperation is essential to guarantee a decent daily life and basic well-being to

all by providing water security. Several experts highlighted that adequate technical, scientific and institutional capacity is crucial in this respect. UNESCO will lead the International Year with its unique multi-disciplinary approach, combining natural and social sciences, education, culture and communication. UNESCO's commitment to international water cooperation was welcomed during the event.

Together with the Global Compact Secretariat, UNEP and UNU, UNESCO presented a higher education initiative launched by the Executive Coordinator of Rio+20, Elizabeth Thompson. Higher education institutions have been invited to sign up to a declaration on higher education and sustainable development and make concrete commitments. Many of the voluntary commitments made in advance of the conference come from this initiative. UNESCO-IOC co-chaired the Oceans Day where the Global Partnership for Oceans was launched officially, with 80 countries, civil society groups, private companies and international organizations, including UNESCO, signaling their commitment to work together around coordinated goals to restore the health of the world's oceans. UNESCO also contributed to a high-level panel discussion on sustainable development and water organized by the Finnish government and a side event on "social sciences support to policies promoting the social dimension of sustainable development", organized by the Norwegian National Commission for UNESCO. UNESCO participated in numerous other side events and initiatives such as *Culture and Sustainability at Rio+20*; *The Importance of Informal Mechanisms beyond Rio – A Commitment from China's civil society*; *Thematic Session on Water Cooperation*; *Broadband and ICTs for smart, inclusive and sustainable societies*.

Rio+20 provided the opportunity for UNESCO to advocate for the importance of culture for sustainable development. In order to make the most of this opportunity a new series of web pages on 'Culture for Sustainable Development' were created to explain how Culture is an integral factor for sustainable development, including examples and case studies of how culture can contribute. This advocacy was built upon by the attendance of the ADG/BSP to a side event on Culture and Sustainable Development, held by United Cities and Local Governments (UCLG) and the Brazilian Ministry of Culture. The meeting, chaired by the (interim) Brazilian Minister for Culture, Vitor Ortiz, brought together a wide range of stakeholders, including decision-makers, representatives of Major Groups and foundations. The event aimed at creating a dialogue around culture and sustainability on the basis that truly sustainable development must include culture as a key dimension. Although there was little coverage of culture in the press and no specific paragraph dedicated to culture and the cultural industries in the Rio+20 outcome document, there are still positives to take away. The outcome document itself mentions culture in a number of paragraphs; the most significant reference to culture is in support of the importance of cultural diversity, but there is also recognition of the importance of protecting cultural heritage and indigenous culture, revitalizing urban heritage and fostering the interaction between bio-diversity and cultural diversity.

Three special events were organized by ERI and in cooperation with the Brasilia Office. Created by Spanish artist Angel Arenas, UNESCO launched a giant poem on the sidewalk of Copacabana beach. Over the course of a day, people could write a collective poem on a 150 meter sheet about the oceans. At the end of the day the Giant Poem path was covered with thoughts and emotions, handwritten and in different languages. A teaser campaign "The Future is Green and Blue" was launched just before the Conference with QR Codes linked to three promotional short films. Posters in Rio were used to display UNESCO's commitment to sustainable development. The campaign, created by Agência África, focused on three UNESCO action pillars: Ocean Conservation, Education for Sustainable Development and Sustainable Lifestyles. The short films were also featured on Brazilian TV. Approximately 500 people, among them the mayor of Rio de Janeiro, artists, and leading experts in sustainable development, came together for the E-Award ceremony, at Forte Copacabana, Rio de Janeiro. The event, which was organized with Instituto E in cooperation with Oskar Metsavaht, UNESCO Goodwill Ambassador, awarded prizes to outstanding initiatives on sustainable development.

Participants: An estimated 50 000 people. E.g.: ESD side event: 250 participants. Giant Poem: 4,000 participants

Public: Heads of State and Government, decision-makers, civil society, media, UN system, private sector

Communication materials and activities:

- Dedicated website in English, French and Portuguese
- [72 related news](#) on Rio+20 website
- Press kit with case studies
- Contribution to on-line blogs
- Green and Blue powerful campaign in partnership with Nizan Guanaes, Brazilian Goodwill Ambassador (outdoors, street panels, bus stop banners, news stands, back and airport panels with QR-Codes leading to 3 films on UNESCO Rio+20 themes (oceans, sustainable society, and education for sustainable development)
- [+20 ideas to Rotate the World project](#) launched by the Brasilia Office
- Video on [UNESCO's visibility during Rio+20](#)
- Videos: [I want a sustainable society](#) (Alice Braga); [I want to preserve our ocean](#) (Rodrigo Santoro); [I want quality education](#) (MV Bill)
- [Animation](#) produced by Brasilia Office's partners
- [Catalogue on key publications](#) related to sustainable development with QR-Codes
- Publications: From Green Economies to Green Societies ([in English](#), [French](#) and [Portuguese](#)); Healthy Ocean, Healthy People ([English](#)); A Blueprint for ocean and coast sustainability: a summary for decision-makers ([English](#), [French](#), [Spanish](#), [Korean](#))

- Production of banners for UNESCO side and special events
- Success stories on ESD in practice and Leaflet with ESD key messages published on UNESCO's website
- Shaping the Education of Tomorrow: 2012 Report on the UN Decade of ESD distributed via the website and presented at the event.
- [Dedicated Culture for Sustainable Development website](#)
- Attendance at UCLG/Brazilian Ministry of Culture event

Website statistics: The Rio+20 event, as promoted on unesco.org, generated 14 878 page views, for 4 591 visitors.

Press coverage:

The Rio+20 Conference drew worldwide attention. At the time of this writing, over 1,300 articles have been monitored on UNESCO's participation in Rio+20. Coverage was almost evenly distributed between Asia, North and South America (Brazil), with some notable African outlets writing about UNESCO's involvement. DPI organized a press breakfast ahead of the conference and distributed eight opinion articles signed by the Director-General. Three of them were published by O Globo (Brazil) and five other by Manaichi (Japan).

Social media:

- Since January 2012, UNESCO's social media channels have been communicating on the "Future We Want" campaign. Rio+20 messaging was stepped up early June, in the 15 day lead-up to the event. About 80% of all messages published on social media during this period contained the "Future We Want" slogan. Most messages were about oceans and education, even though all sectors were mobilized to communicate on how their work was relevant to sustainability.
- The "science Q-cards" produced served as UNESCO's main communications tool for helping the general audience understand complex issues such as ocean acidification and waste. Unlike just about all existing UNESCO content, issues were presented in bullet point form, with concise definitions & action points aimed at inspiring the public to help find solutions. These "Q-cards" helped make the content easier to understand, in terms that would help to stimulate debate. Considering that the average UNESCO.org "Natural Sciences" web page is viewed 20 times (Google Analytics: Btw June 1 & June 31, there were 126 650 unique views for 6 292 total "natural sciences" pages, with average stay of 1m55s), our Q-card content, promoted on all UNESCO social media channels, performed relatively well. Results for June: [Ocean Acidification](#): 251 unique views; [Marine pollution](#): 318 unique views
- Taking only messages about oceans and education: Most tweets were retweeted between 9 and 30 times. Two notable exceptions are **Education related**: No country has ever climbed the human development ladder without steady investment in education #unescoED #FutureWeWant: 116, and **Ocean related**: I need a new home, my island has sunk! The story of the world's 1st climate change refugees <http://ow.ly/btSj5> #FutureWeWant (58)
- On Facebook, the top performing content was a photo gallery of our "Giant Poem" side event (144 likes). The audience especially appreciated the editorial that accompanies the photos, as it explains how an activity like poetry was fundamentally a "path towards peace" to help save the oceans.
- Social media coverage of the Rio event was very limited as the side events were overwhelmingly technical (ie: engineering buildings for sustainability) and ill-suited for the general public. Of all the activities UNESCO had planned for Rio+20, only the "Giant Poem" was best adapted for our social media channels and results prove it.
- For civil society, social media's added value, for an event like Rio+20, is to share news, and more importantly, to help people mobilize around causes. Yet, most of our Rio+20 communications was too technocratic, and did not incite civil society to action. Other agencies performed much better: "StandUpAgainstPoverty.org" (UN), "WeFeedBack.org" (WFP), "Send a message to the world" (UNCSD), "Kick the CO2 habit" (UNEP)
- On Sina Weibo: 32 Tweets were sent out on Rio+20 which resulted in 711 retweets and 151 comments.
- Total views for the videos on You Tube: [I want a sustainable society](#): 3 124 (Pt: 1 348; En: 1 152; Es: 369; Fr: 255); [I want to preserve our ocean](#): 1 918 views (Pt: 1 048; En: 498; Es: 251; Fr: 121); [I want quality education](#): 1 213 views (Es: 651; En: 326; Pt: 236). On Youku, the video [I want a sustainable society](#) was viewed 2 115 times.
- Brasilia Office: Facebook: 56 posts/323 likes/204 shares/30 360 people reached/211 new fans; Twitter: 98 tweets /401 retweets.

III. 2012 World Open Educational Resources Congress (20-22 June 2012)

The World Open Educational Resources (OER) Congress was held at UNESCO Headquarters from 20 to 22 June 2012. Organized in full partnership with the Commonwealth of Learning (COL) and supported by a generous grant from the William and Flora Hewlett Foundation (USA), the goals of the Congress were to:

- Release the 2012 *Paris OER Declaration*;
- Showcase through an Open Seminar & Exhibition the world's best practices in OER policies and initiatives; and
- Celebrating the 10th anniversary of the 2002 UNESCO Forum that coined the term Open Educational Resources (OER).

The *Paris OER Declaration 2012* calls on Governments to openly-license educational materials produced with public funds.

The Congress was organized as an open multi-stakeholder event. Physical and remote participants were able to continually follow and participate in all sessions and directly contribute to the Paris OER Declaration via live-streaming or through Twitter and Identi.ca using the hashtag #oercongress.

Participants: Over 330 delegates.

Public: Representatives of Government, educators, NGOs, and universities. 13 Ministers of Education, 5 Vice-Ministers, and over 30 Rectors and senior officials from universities.

Communication materials and activities:

- Media advisory
- [Dedicated Congress website](#)
- Extensive background documents
- [Video](#) on the UNESCO Multimedia Archives
- [Photo gallery](#)
- [Poster gallery](#)

Webcast/Live streaming connections: Room XI (Floor: 17; EN: 36; FR: 8). Room XII (Floor 5; EN: 11; FR:6)

Website statistics: On dedicated 3-language website: 1 692 visits (EN: 1343; FR: 179; ES: 170)/4 685 page views (EN: 3 703; FR: 503; ES: 179). OER News articles: 247 visits/1 057 page views. OER video "[Why are OERs so important](#)": 117 views.

Press coverage:

Held in UNESCO headquarters, the 2012 Open Education Resources Congress brought pedagogues and education specialists from around the world to confer, debate, and eventually accept the Paris OER Declaration. Because the Congress itself was relatively technical in its approach, coverage was light in the international press, resulting in only 120-odd articles and a couple of interviews.

Social media:

- Social media and CI's OER team worked together to develop a new generation of web communications material for OERs. All existing content was in technocratic language addressing an OER expert and government officials only, so efforts to promote OERs through UNESCO's social media channels fell flat over the past year. Defining the messages that would get the general public to care about OERs was the first priority.
- [The resulting feature article](#) is a successful example of institutional messaging that is driven by, and optimized for, social media and the web. Translated into all 6 UN languages, the article was viewed 2152 times in June. This is 200x more than the average news article, which receives 10 page views.
- Past tweets about OERs never generated more than 3 retweets. Results for the OER Congress are exceptional. Some highlights:
 - 41 RT: Is the textbook dead? Why the future lies in Open Educational Resources #OER <http://ow.ly/bGbYj> #unescoCOMM
 - 32 RT: In today's knowledge-driven economies, a quality education must be available to all <http://ow.ly/bJB9E> #OERcongress
 - 26 RT: Why selling textbooks for profit is quickly becoming obsolete in today's online world <http://ow.ly/bHW8H> #OERcongress
 - 14 RT: Why pay 200\$ for a chemistry book in some countries but 50\$ in others? <http://ow.ly/bLh39> #OERCongress

IV. Recovered Treasures (20 June-6 July 2012)

Several archaeological vases, two fresco portions, a painting by Guercino, and one by Ludovico Carracci, a precious XIIIth century ivory cross, several pages of illuminated manuscripts, one of the first letters written by Christopher Columbus printed in Latin, and two XVth century panel paintings by Bernardino Fungai were exhibited at the Miró room in the UNESCO Headquarters from 19 June to 6 July 2012.

All the objects had been stolen or illicitly exported from their respective countries of origin and were recovered by the Italian Carabinieri Department for the Protection of Cultural Heritage, in collaboration with Police Forces and Judicial Authorities of others countries such as Ecuador, France, Switzerland, Greece and the United States of America.

With the help of a Carabinieri in the exhibition room, this cultural event was a very special and interesting opportunity for visitors and especially young people to better understand the contemporary problem of illicit trafficking of cultural objects throughout the world as well as of the mechanisms to facilitate their restitution to their countries of origin, as outlined in the framework of the 1970 UNESCO Convention on the Means of Prohibiting and Preventing the illicit Import, Export and Transfer of Ownership of Cultural Property.

The opening of the exhibition took place on 19 June 2012 in connection with the Second Meeting of States Parties to the 1970 Convention, the 18th session of the Intergovernmental Committee for Promoting the Return of Cultural Property to its Countries of Origin or its Restitution in case of Illicit Appropriation, and the First Meeting of the Special Committee to review the Practical Operation of the 1995 UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects.

The first meeting of the series “Come to meet ...” was organized for the staff around the exhibition and proposed a private visit of the “Recovered Treasures” with detailed explanations, and a discussion. It brought together some 30 colleagues.

Participants: About 200 visitors each day (approximately 2600 for the duration of the exhibition, including 20 journalists)

Public: UNESCO Staff, Permanent Delegations, scholars, general public, journalists.

Communication materials and activities:

- Guided visits
- 96 page catalogue
- Didactical panels
- Invitation cards
- Posters
- Press visit
- Dedicated webpage
- Photo gallery
- Come to meet ... the Carabinieri TPC
-

Website statistics: On dedicated 4-language website: 470 visits / 1 741 page views; [Video](#): 1 065 views on YouTube, 110 on Youku; Photo gallery: 318 visits / 871 page views

Press coverage:

The Carabinieri exhibition, which continues beyond June, has already drawn ample attention from both French and international media outlets. More than 20 journalists attended a visit especially organized for them and subsequently produced over 80 pieces on the subject. Publications which covered the ‘Recovered Treasures’ exhibit include, but are not limited to: The New York Times, RAI, La Stampa, Prensa Latina, EFE, Agence France Presse, Le Figaro, La Tribune de l’Art, Journal des Arts, RFI, 24h Suisse, Reforma, NHK, etc. The quality of the exhibition resulted in the best coverage for such an event at UNESCO in years.

Social media:

The June 19 tweet promoting the photo gallery showing the recovered treasures was retweeted only 11 times – perhaps because the pictures featured in the photo gallery do not tell the history of what they had gone through, and look not so exceptional outside of this crucial context. Intensive photoshopping of the images is under way to transform the photos into highly stylized images communicating the message that “culture is not merchandise”, for publication on Pinterest.

V. 36th session of the World Heritage Committee (24 June-6 July 2012)

The 36th session of the World Heritage Committee was held in Saint Petersburg, Russian Federation from 24 June to 6 July. During the session the Committee reviewed 40 state of conservation reports for sites already inscribed on the World Heritage List, and added 26 new sites to the List (20 cultural, 5 natural and one mixed). Five sites were added to the List of World Heritage in Danger, and two were removed. The World Heritage List now numbers 962 properties: 745 cultural, 188 natural and 29 mixed, in 157 States Parties. Chad, Congo, Palau and Palestine had sites inscribed on the List for the first time.

The 40th anniversary of the World Heritage Convention was also marked during the session.

This was the first session to be live web streamed via home page of the World Heritage Centre website (whc.unesco.org), with all Committee documents available to the public.

There was also extra media attention during the session due to the destruction of sacred tombs in Timbuktu, Mali by armed groups. The reactions of the DG, Mali and Committee members were shared through UNESCO press releases or the sharing of official statements with media upon request.

Participants: 1 300 participants

Public: Members of the World Heritage Committee, States Parties to the World Heritage Convention, Permanent Delegations, NGO Observers, the wider public

Communication materials and activities:

- “Save the Date” media advisory ahead of the meeting
- 16 related press releases
- B-rolls of new sites and sites in danger
- Photo galleries for all new sites
- Press conference on opening day + two others
- 193 accredited journalists (incl.178 Russian)
- Social media coverage direct from the meeting throughout the event
- In Focus on the front page of unesco.org
- Distribution of 800 copies of the World Heritage Review N° 64, Special Issue on the Russian Federation
- Presentation and distribution of the WH Map in Russian
- Distribution of WH material in English, French and Spanish

Webcast/Live streaming connections: High and low resolution transmissions were available in English and French, as well as audio transmission with no interpretation. Statistics will be available at the end of July.

Website statistics: Web traffic on WHC website increased significantly starting 2 July 2012. Detailed statistics will be available at the end of July.

Press coverage:

As expected, the World Heritage Committee’s session in Saint Petersburg has been the subject of massive media interest, generating thousands of news stories. Coverage was particularly high for this session, at which Palestine saw its first site inscribed (Church of the Nativity and the Pilgrimage Route in Bethlehem), and during which extremists in North of Mali destroyed several sacred mausoleums in Timbuktu. Moreover, dozens of interviews were conducted with WHC specialist Lazare Eloundou and Op-eds signed by the Director-General were published in the online site of CNN (English), Le Figaro (French) and Elaph (Arabic). As the Committee remained in session until the 6 of July, the complete statistics for the WHC meeting will be made available later in July.

Social media:

- From Saint Petersburg, DPI’s Media relations team live-tweeted news of the latest inscriptions, as well as decisions involving some high-profile sites (eg, Seville, Great Barrier Reef) once they were official. Most tweets were retweeted between 15-30 times. The top tweets were about Bethlehem: Details on #WorldHeritage inscription of Church of the Nativity & the Pilgrimage Route in Bethlehem & other sites: <http://ow.ly/bUW7W>; Bethlehem, Church of the Nativity just inscribed on #WorldHeritage in Danger list, more information to follow.
- Daily recaps of new inscriptions were visually communicated via photos on Facebook and have been the most popular content on Facebook in June.
- Among this year’s 26 inscribed sites, few have pointed to [UNESCO.org](http://unesco.org) and social media through their own digital properties to announce the news of their official inscriptions. Efforts to actively and systematically involve nominated WH sites in the web and social media promotions of the actual inscription process, UNESCO’s WH program & UNESCO values, would have helped UNESCO reach out to diverse, new global audiences through their social networks.
- Brasilia Office: Facebook: 2 posts / 24 likes/10 shares; Twitter: 16 tweets/99 retweets

1. UNESCO Website – <http://www.unesco.org>

Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al).

Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact d.pham@unesco.org).

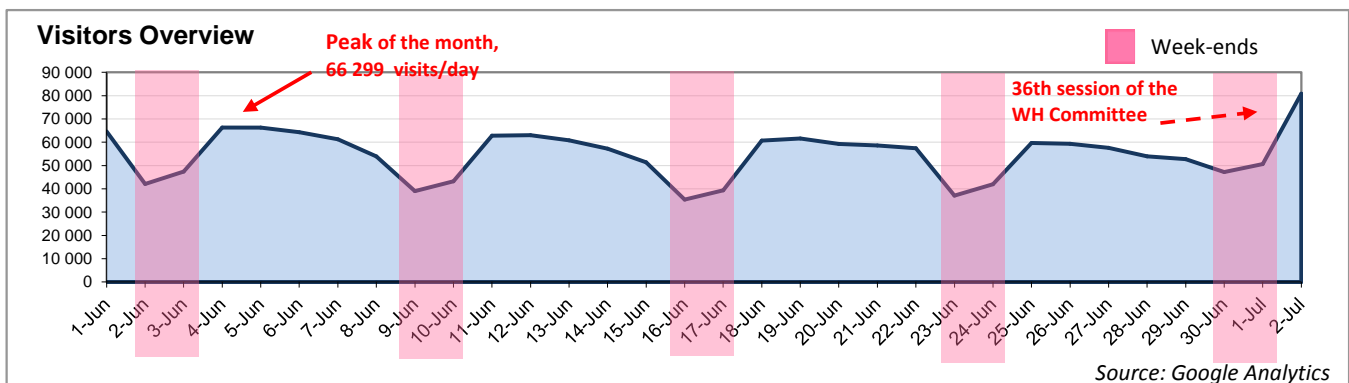
Web traffic peaked this month on 4 June with more than 66,000 visits. The top performing content attracting visitors this day was the documents of the 36th World Heritage Committee which were for the first time made public. As of 28 June, the start of the 2012 WH Committee helped to generate a new surge of web traffic on unesco.org. The Bethlehem inscription did not generate exceptionally high interest on the site; the news item about the inscription generated only 2,264 unique page views, all languages combined. From 3 to 6 June, 36 Committee documents total 3,374 page views.

It is noteworthy that the page of World Environment Day, created by the Web Team and Sector Focal Points in an effort to systematize the work on International Days, generated at almost 2,000 page views, all languages combined. The Rio+20 event, as promoted on unesco.org, generated 14,878 page views, for 4,591 visitors.

A new web editorial strategy to make our news less technocratic and more appealing to the global public was implemented this month, beginning with the Open Educational Resources Congress (in early June). The in-focus article, advocating for the OER cause in all 6 UN languages, generated 2,186 page views within days, and stands as one of our most impactful web content.

1.1 June 2012 Traffic

Daily Web Traffic Patterns



- 10th Summit of Heads of State in South-East Europe (2-3/06)
- World Oceans Day (8/06)

- Forum on Science, Technology and Innovation for Sustainable Development (11-15/06)

- Rio+20 (20-22/06)
- 2012 World OER Congress (20-22/06)
- Recovered Treasures (20/06-6/07)
- 36th session of the WH Committee (24/06-06/07)

1.2 Monthly visits

	Page views ¹	Monthly variation	Visits ²	Monthly variation	Unique Visitors ³	Monthly variation	New Visitor ³	Returning Visitor
September 2011	2 459 138	N/A	950 167	N/A	743 799	N/A	77.09%	22.91%
October 2011	3 324 305	+35.18%	1 231 096	+29.57%	969 111	+30.29%	76.14%	23.86%
November 2011	4 451 328	+33.90%	1 531 854	+24.43%	1 193 084	+23.30%	74.79%	25.21%
December 2011	4 272 263	-4.02%	1 409 812	-7.97%	1 088 249	-23.11%	73.33%	26.67%
January 2012	4 879 520	+14.21%	1 600 669	+13.54%	1 249 665	+14.83%	73.77%	26.23%
February 2012	5 141 458	+5.37%	1 672 704	+4.50%	1 267 472	+1.42%	71.44%	28.56%
March 2012	6 153 053	+19.68%	2 038 889	+21.89%	1 531 570	+20.84%	70.64%	29.36%
April 2012	5 679 268	-7.70%	1 885 416	-7.53%	1 432 113	-6.49%	70.83%	29.17%
May 2012	5 661 874	-0.31%	1 935 768	+2.67%	1 480 386	+3.37%	71.14%	28.86%
June 2012	4 919 067	-13.12%	1 625 556	-16.03%	1 240 665	-16.19%	70.76%	29.24%

1.3 Visits by Area of Interest in June 2012 (This data only covers tagged subsites)

Areas of interest	Visits ² in June 2012	Variation vs M-1
UNESCO.ORG	1 625 556	-16.03%
Home & Central Service pages	187 362	-22.04%
Worldwide	18 178	-21.64%
Education Sector	96 006	-17.30%
Natural Sciences Sector	50 804	-7.56%
Social and Human Sciences Sector	21 876	-12.14%
Culture Sector	800 182	-13.86%
World Heritage	748 517	-13.79%
Culture Sector (excluding legacy content)	51 665	-14.81%
Communication and Information Sector	42 971	-34.99%
Field offices (only those tracked)	79 776	-19.39%
UIL*	13 451	-12.09%
IIEP*	138 116	-17.33%
UNEVOC*	26 795	-25.77%

* UIL, IIEP and UNEVOC statistics are tracked separately.

1.4 UNESCO Website Visitors

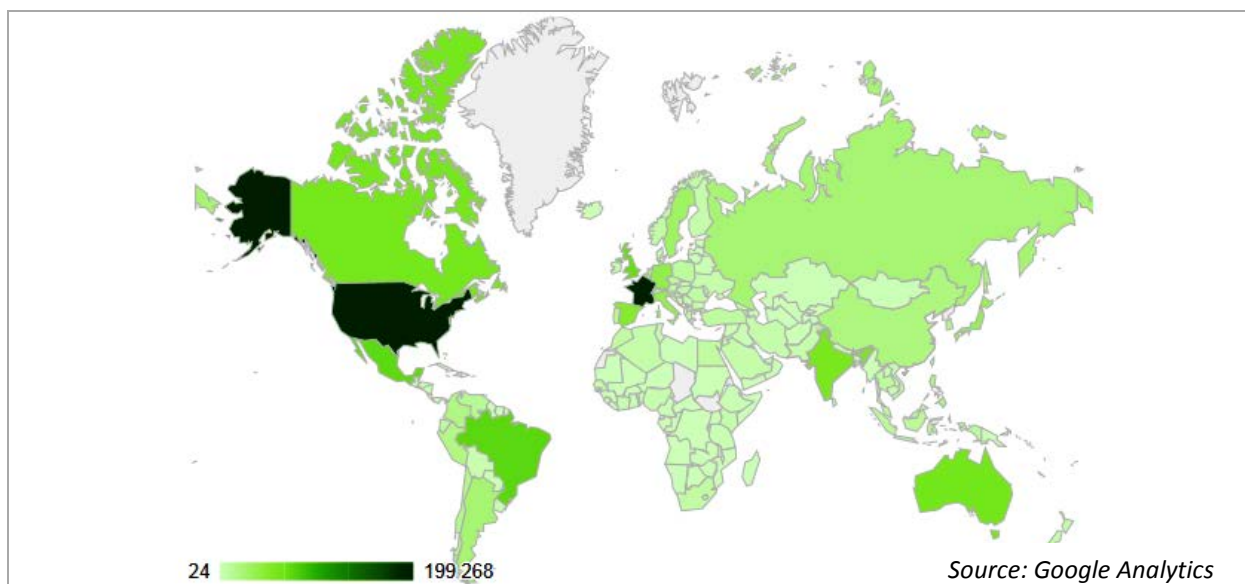
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	199 268	12.26%	-25.42%	2.84	00:02:14
France	197 212	12.13%	-6.19%	3.79	00:04:15
Mexico	74 423	4.58%	-25.76%	2.28	00:02:33
Australia	73 309	4.51%	-22.59%	2.83	00:03:13
Brazil	69 728	4.29%	-21.78%	2.92	00:02:48
United Kingdom	60 365	3.71%	-27.89%	3.41	00:04:03
Canada	59 214	3.64%	-27.03%	3.24	00:03:03
Spain	56 290	3.46%	-13.32%	2.54	00:02:29
India	47 953	2.95%	-12.94%	3.15	00:02:50
Italy	40 010	2.46%	-7.72%	3.28	00:02:59

Top 10 visitors' language

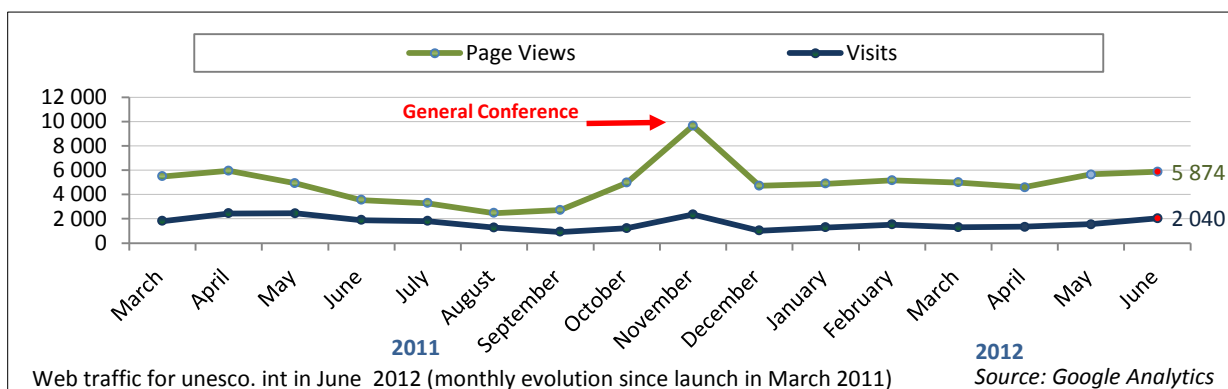
Language	Visits ²	% of Total visits	Variation vs M-1
English	795 785	48.95%	-15.26%
Spanish	234 958	14.45%	-21.61%
French	223 427	13.74%	-17.54%
Portuguese	81 443	5.01%	-16.56%
Russian	39 762	2.45%	+2.02%
Italian	33 368	1.95%	-18.17%
German	31 710	1.95%	-17.24%
Chinese	31 363	1.93%	-17.97%
Japanese	29 967	1.84%	+6.39%
Dutch	18 937	1.16%	-6.69%

1.5 Geographical origin of visits in June 2012



1.6 UNESCO.int Website – <http://www.unesco.org/int> - Add new graph

2012	Page views	Monthly variation	Visits	Monthly variation	Pages/ Visit	Monthly variation	Avg Visit duration	New visitor	Returning Visitor
January	4 882	+3.67%	1 289	+25.51%	3.31	-14.69%	00:04:26	39.02%	60.98%
February	5 159	+5.67%	1 517	+17.69%	3.28	-0.91%	00:04:49	36.91%	63.09%
March	4 988	-3.31%	1 298	-14.44%	3.47	+6.71%	00:04:34	45.92%	54.08%
April	4 603	-7.72%	1 345	+6.24%	2.87	-18.00%	00:03:39	46.84%	53.16%
May	5 658	+22.92%	1 564	+16.28%	3.28	+14.29%	00:03:39	51.47%	51.15%
June	5 874	+3.82%	2 040	+30.43%	2.87	-12.50%	00:03:50	44.07%	55.93%



Traffic indicators explained:

¹ **Page views:** The page view is the most widely used indicator to reflect the level of traffic to a website. A page view is counted when the page requested by the user is loaded into the internet browser. Note: Page views are very different from the outdated concept of 'hits'. A 'hit' is counted for each of the many elements in a Web page (i.e. image, animation or video are all counted as separate 'hits', while a page view counts all elements on a page as one page view).

² **Visits:** A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

³ **Visitors:** A Visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as two Visitors.

2. UNESCO Media Services - <http://www.unesco.org/new/en/media-services>

UNESCO products for written and audiovisual media are:

- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

Most of these products are distributed widely to the media and are available through the Media Services webpage. In order to improve our promotion and distribution of video images, all subjects/reportages and Background Footages are systematically sent to UNifeed and European Broadcasting Union (EBU), and made available to TV networks and online news sources via UNESCO's Multimedia webpage.

2.1. Media Service webpage - <http://www.unesco.org/new/en/media-services>

Languages	Page views	Variation vs M-1
Total	102 306	+16.26%
English (EN)	55 819	+23.89%
Spanish (ES)	21 928	+4.35%
French (FR)	13 350	+12.25%
Russian (RU)	5 046	+25.58%
Arabic (AR)	3 107	-19.61%
Chinese (ZH)	3 056	+42.34%

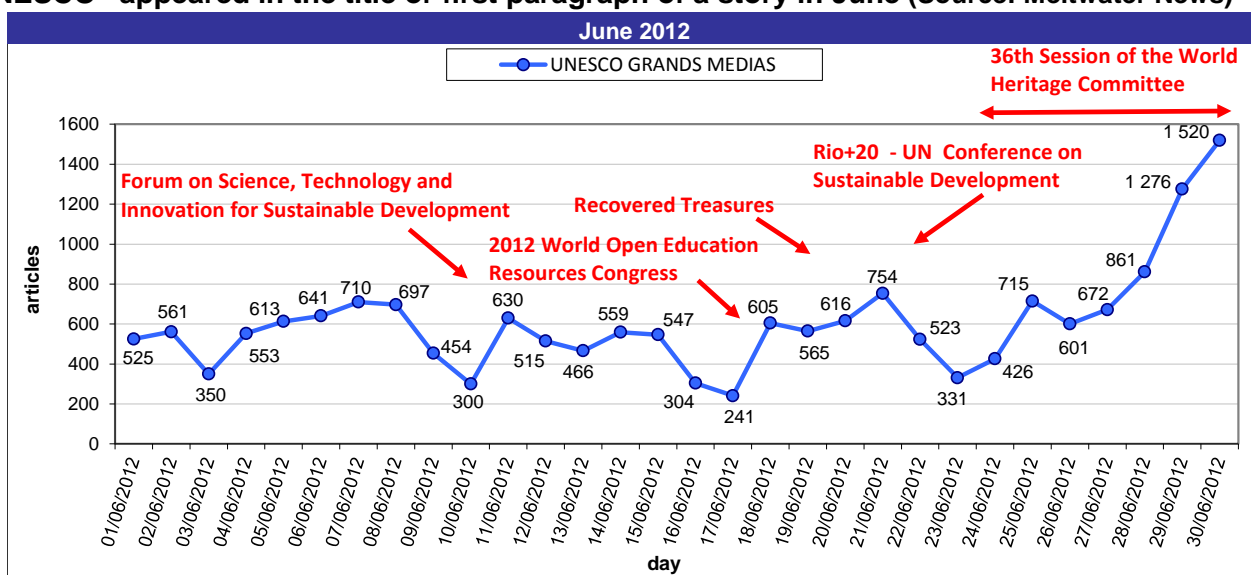
2.2 Press releases/Media advisories/Web releases in June 2012

1.	01/06	Director-General deplores murder of Pakistani journalists Abdul Razaq Gul and Aurengzeb Tunio
2.	01/06	Heads of States from South-East Europe to discuss heritage, dialogue and development in the Old City of Mostar
3.	01/06	"Paris+20" - 7 and 8 June 2012 - UNESCO Headquarters: A simulation of Rio+20 gives youth a voice and inspires the world
4.	01/06	World Heritage Committee to consider inscription of 33 sites on UNESCO's World Heritage List at forthcoming session (St Petersburg 24 June – 6 July)
5.	04/06	International Forum for Reflection on the Culture of Peace in West Africa
6.	06/06	Director-General urges investigation into murder of journalist Abdul Qadir Hajizai in Baluchistan, Pakistan
7.	07/06	Director-General calls for end to violence following murder of Mexican journalist Marco Antonio Ávila García
8.	07/06	On the eve of Rio+20, a scientific forum sounds the alarm on the state of the planet
9.	08/06	Towards a Sufficiency Economy: A New Ethical Paradigm for Sustainability
10.	12/06	Renewed cooperation between UNESCO and ISESCO
11.	15/06	After years of progress, new UNESCO study shows numbers of out-of-school children rising, especially in Africa
12.	17/06	Revolutionizing education: 2012 World Open Educational Resources Congress
13.	20/06	Correction of press reports concerning UNESCO Goodwill Ambassador for the promotion of sports values, Rabah Madjer
14.	21/06	Director-General urges Syrian authorities to investigate deaths of five Syrian journalists in shell attacks
15.	24/06	36th session of World Heritage Committee opens with focus on sustainable development
16.	25/06	International Conference on Media and Information Literacy for Knowledge Societies
17.	26/06	Better conservation in Pakistan and the Philippines allow Committee to remove two sites from World Heritage List in Danger

18.	26/06	World Heritage Committee places Liverpool on List of World Heritage in Danger
19.	27/06	Panamanian fortifications inscribed on List of World Heritage in Danger
20.	28/06	Church of the Nativity and the Pilgrimage Route in Bethlehem, Palestine, inscribed on UNESCO World Heritage List along with sites from Israel, Palau, Indonesia and Morocco
21.	29/06	Church of the Nativity and the Pilgrimage Route in Bethlehem, Palestine, inscribed on UNESCO World Heritage List along with sites from Israel, Palau, Indonesia and Morocco
22.	29/06	Xanadu (China), Bassari Country (Senegal) and Grand Bassam (Côte d'Ivoire) added to UNESCO's World Heritage List
23.	30/06	Bahraini pearling site and the Mosque of Isfahan inscribed on UNESCO's World Heritage List
24.	30/06	UNESCO Director-General calls for a halt to destruction of cultural heritage site in Timbuktu
25.	30/06	Sites in Iran, Malaysia, Canada, Slovenia, Spain, Germany, Portugal and France on UNESCO's World Heritage List

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in June (Source: Meltwater News)



June witnessed a sharp 20% increase over May 2012 in overall media coverage, and a 56% increase over June 2011, attributed to several events, particularly toward the end of the month. More specifically, European and North American media coverage representing almost 50% of the total media coverage went up respectively by 43% and 30%.

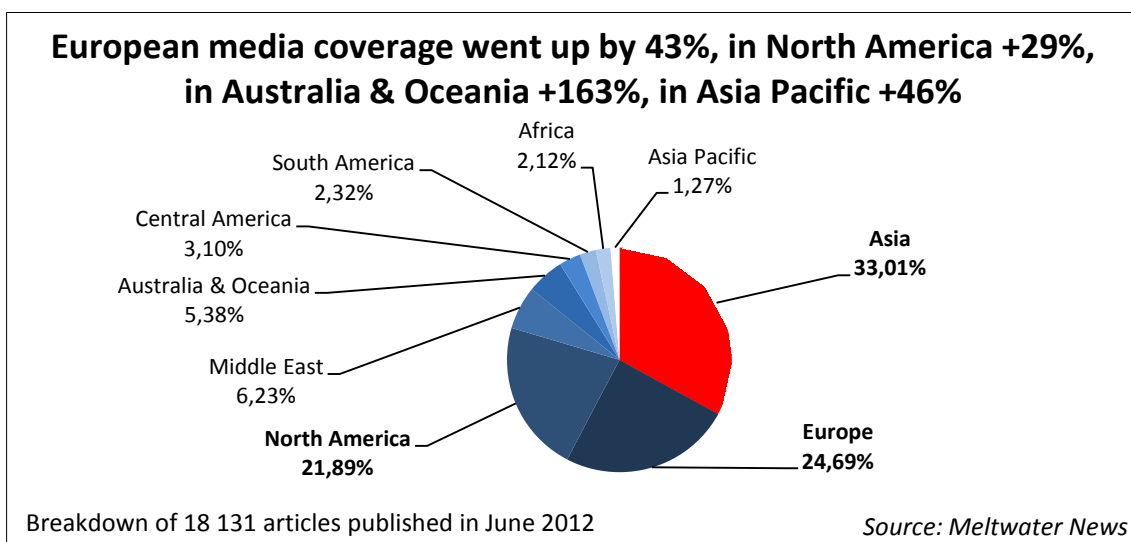
Once again, the annual session of the World Heritage Committee, with the inscription of new sites in the World Heritage List, was covered massively all over the world. This year, the destructions of sacred shrines at the World Heritage site of Timbuktu (Mali), and the Committee’s condemnation prompted hundreds of articles in response.

Another widely circulated UNESCO story was the Rio+20 Conference, which garnered almost 1,300 articles mentioning the Organization over the course of the month. Coverage of UNESCO’s involvement in Rio+20 was dominated by North and South American (Brazilian), as well as Asian media outlets.

The 2012 World Open Education Resources (OER) Congress was held concurrently with Rio+20 and took place at UNESCO HQs. With only 120 articles monitored on the Congress, and the ‘Paris Declaration’ it produced, coverage was relatively light.

Also held at HQs was UNESCO’s ‘Recovered Treasures’ exhibition which resulted in a number of articles and TV reports by prestigious news outlets such as the New York Times, Le Figaro, La Stampa and more.

Regional breakdown of media coverage in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in June (Source: Meltwater News)



2.4 Published Opinion Editorials (Op-Eds) by subject and media

Date	Subject / Title	Language	Media
04/06/2012	What priorities for post-2015?	Japanese	Mainichi Newspaper (Japan)
08/06/2012	The Future of earth depends on the sea	Portuguese	O Globo (Brazil)
19/06/2012	Culture for Sustainability	Portuguese	O Globo (Brazil)
20/06/2012	Education for sustainability	Swedish	Sydsvenska Dagbladet (Sweden)
24/06/2012	Education for sustainability	Portuguese	Folha de São Paulo (Brazil)

2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Education in conflict zones	Marisol Sanjines	English	www.educationinsider.net (India)
UNESCO's financial situation	Getachew Engida	English	Süddeutsche Zeitung (Germany)
Saint Petersburg's Committee	Mechtild Rössler	English	Georgian TV (Georgia)
Andean glaciers	Anil Mishra	Spanish	El Comercio (Peru)
Andean glaciers	Thomas Schaaf	English	Intl. Institute for Sustainable Development Climate Change Policy and Practice
WHC Timbuktu	Lazare Eloundou	French	Arts Magazine (France)
WHC Myanmar	Roni Amelan	French	Geo (France)
WHC	Alessandro Balsamo	French	EFE (Spain)
WHC	Nuria Sanz	Spanish	Excelsior (Mexico)
WHC	Nuria Sanz	French	France Culture (France)
WHC	Lucia Iglesias	Spanish	ABC de Sevilla (Spain)
WHC	Roni Amelan	English	Decanter (UK)
WHC Liverpool	Roni Amelan	English	The Independent (UK)
WHC	Francesco Bandarin	French	Le Monde
Recovered Treasures (exhibition)	I. Martinez Müller (Curator of the exhibition)	Spanish	RFI (France)
Rio+20	Irina Bokova		TV Brasil (Brazil)
Rio+20	Eric Falt		TV Globo, TV Bandeirantes, TV Brasil, and TV SBT (Brazil)
Rio+20	Celso Schenkel (Brasilia)		Globo News, Futura Channel (educational TV channel), Brazil
Rio+20	Douglas Nakashima	French	France Culture (Science publique)

2.6 Background Footage (B-roll) downloads from Multimedia

<http://www.unesco.org/new/en/unesco/resources/multimedia/>

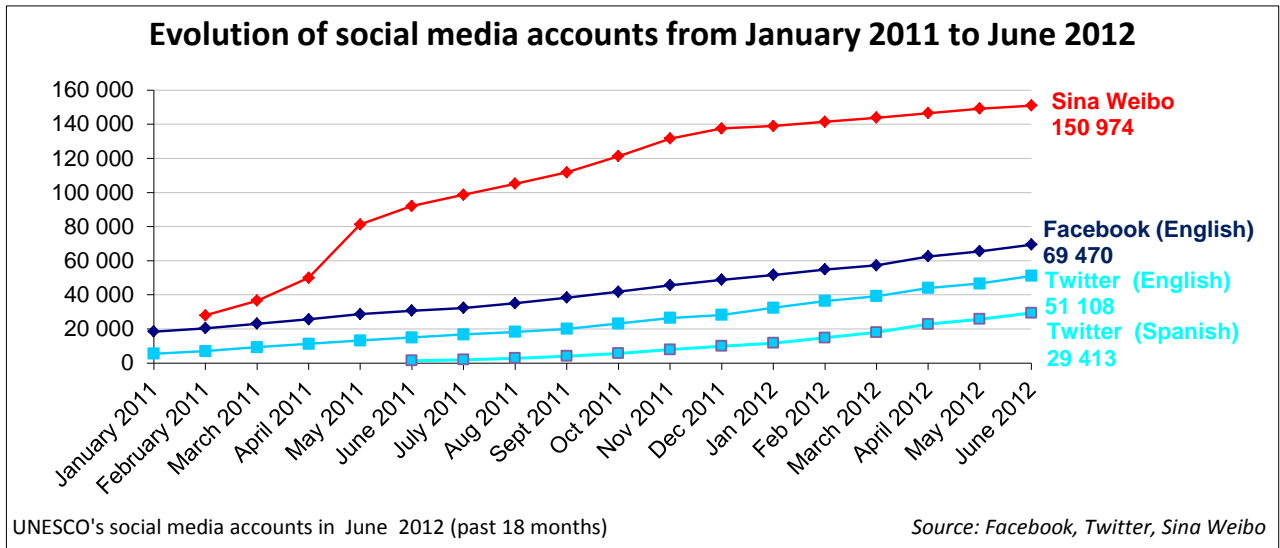
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	CLT/WHC	9	N/A
2	DG statement on Timbuktu	7	EBU, Unifeed, TV Tchad
3	Education	11	N/A
4	Science	5	N/A
5	UNESCO's activities (official visits, nomination of Goodwill Ambassadors)	12	
6	Palestine	12	
7	Headquarters	2	
8	UNESCO Priorities	1	

3. UNESCO Social Media Channels

Since the implementation of a new social media strategy in January 2011, UNESCO's social media channels have all made strong progress. The Facebook pages have 74 810 total likes, a 140% increase from June last year. The microblogging sites, such as Twitter and Weibo, have 241 591 total followers, a 121% increase from last year. Momentum will grow strongly, as the entire Organization has come to understand, during the past year, the benefits of communicating through central channels, rather than launching a multitude of independent, uncoordinated channels, often with flawed data or messages.

One major issue that has hindered the development of our social media channels is that UNESCO.org web content is overwhelmingly technocratic, targeting experts, NGOs, governments or other UN agencies. 4 feature articles, prepared with the social media team, were launched in June, with an eye on the need to translate our work for the mass public and to show why it is relevant in their daily lives. The articles totaled almost 4 000 page views, which is substantially higher than the average, and had strong pickup on social media in terms of retweets, likes and new followers. The web team will work actively on this front in the coming year to bring our work to new audiences.



3.1. Social networking sites

Facebook - www.unesco.org/facebook/ / VKontakte- <http://vk.com/unesco>

Variation June 2012 vs May 2012

Likes/fans*		June 2012	May 2012	Variation vs May
Total likes/fans(all languages)		74 810	69 865	-
Facebook	English	69 470	65 545	+5.99%
	French	2 930	2 194	+33.55%
	Arabic	1 655	1 414	+17.04%
	Russian	695	618	+12.46%
	Chinese	60	58	+3.45%
VKontakte	Russian	289	N/A	-

Top 10 Facebook posts (ranked by highest % feedback - number of comments and likes per impression -from users)

Message	Posted	Likes*	Multimedia/links
Isn't it fitting that the inscriptions to our famous UNESCO World Heritage Program be decided this year in St Petersburg, Russia's former imperial capital whose historic center is a World Heritage Site? Discover the 36 sites that are being considered & share with us your picks! http://ow.ly/bxv08	June-13	246	
Learn about the new World Heritage sites inscribed today: http://ow.ly/bVqXy & http://ow.ly/bVr7B They are: Birthplace of Jesus: the Church of the Nativity and the Pilgrimage Route, Bethlehem (Palestine); Site of Human Evolution at Mount Carmel: The Nahal Me'arot/Wadi el-Mughara Caves (Israel), Rock Islands Southern	June-29	183	

Lagoon (Palau), and The Cultural Landscape of Bali: the Subak System as a Manifestation of the Tri Hita Karana Philosophy (Indonesia), Rabat, modern capital and historic City: a shared heritage (Morocco), Xanadu (China), Bassari Country (Senegal) and Grand Bassam (Côte d'Ivoire)			
<p>Day 3 from St Petersburg: Environmental factors, lack of maintenance and uncontrollable urban developments have been cited as reasons to inscribe the Fortifications on the Caribbean Side of Panama: Portobelo-San Lorenzo on UNESCO's List of World Heritage in Danger. The site, comprising a group of fortifications, is a magnificent example of 17th- and 18th-century military architecture built on Panama's Caribbean coast to protect transatlantic trade. The Committee considered that the site, inscribed on UNESCO's World Heritage List in 1980, is deteriorating at a rate which could undermine the outstanding universal value for which it was inscribed.</p> <p>Over more than a decade, the Committee has been asking for measures to preserve the site. During Wednesday's session it emphasized the call for Panama to undertake a risk assessment for structure in the site and reinforce the walls, batteries and platforms of the forts. Other measures requested included the development of a comprehensive conservation plan and an end to urban encroachment on the property. There was concern for the absence of funding to protect the site.</p> <p>The List of World Heritage in Danger is designed to inform the international community of threats to the outstanding universal values for which a property has been inscribed on the World Heritage List, and to encourage corrective action.</p>	June-28	155	
<p>Day 2 from St Petersburg: Great, encouraging news! 2 sites, from Pakistan & the Philippines, were taken off the "World Heritage In Danger" list thanks to better conservation. The photo here shows the Rice Terraces of the Philippine Cordilleras, inscribed on the World Heritage List in 1995</p> <p>* More details about the decision: http://ow.ly/bQwRY</p> <p>* Mughal artistic expression at its height : http://ow.ly/bQwYi</p> <p>* A stunning cultural landscape built 2000y ago: http://ow.ly/bQx4I</p>	June-27	149	
<p>Poetry is a collection of universal resonances, a universal country in which peoples may meet through words of all colors, rhythms and musicality. Words that, regardless of the language from which they blossomed, reach out far for a light that captures the very essence of the human being, the dignity of each person. Poetry is what deciphers that inexpressible light of humanity, and our collective dreams for the Future We Want. Check out our partner: Facebook.com/GiantPoem</p>	June-22	144	Photo gallery
<p>Is this how you visualize youth unemployment? Uncertain shapes & ambiguous features illustrate "how the link between youth, skills and jobs remains in the middle of nowhere," says Khalid Mohamed Hammad Elkhateem, the 23yo Sudanese winner of our Education for All art contest. (In Oct, be on the lookout for our report on how to boost young people's opportunities for decent jobs & better lives)</p>	June-6	128	
<p>Day 2 from St Petersburg: Liverpool's maritime port is the first World Heritage Site to be placed in our "World Heritage In Danger" list, in our 2012 edition of the UNESCO World Heritage Committee sessions. * Learn why: http://ow.ly/bQw8O; * Discover the site's outstanding heritage: http://ow.ly/bQwuC</p>	June-27	126	
<p>I want to preserve our ocean. The fish that feed our families. The life at the bottom of the ocean where we can find the cures to a number of diseases. The coral reefs and mangroves that protect us from tsunamis. We depend on the ocean. The ocean cares for us. Let us care for the ocean. I want a green and blue future. What about you?</p>	June-18	111	Video
<p>June 5 is World Environment Day (http://ow.ly/bmcS8). How can you build a green society, or a green economy? You'd be surprised by how much of a difference you can make in your everyday life.</p>	June-5	90	youthXchange UNEP Publication
<p>Add us on Instagram! Our ID is "unesconow" (5 photos)</p>	June-5	82	

*Facebook users subscribe to the UNESCO Facebook page by "liking" it. Once this is done, they receive updates in their news feed when we post new content to our page.

3.2. Microblogs:

Twitter - <http://twitter.com/#!/unescoNOW> / Sina Weibo - <http://t.sina.com.cn/unesco>

Variation June 2012 vs May 2012

Followers/Fans		June 2012	May 2012	Variation vs May
Total (all languages)		241 591	230 502	+4.81%
Twitter	English	51 108	46 646	+9.57%
	Spanish	29 413	25 707	+14.42%
	Arabic	6 866	6 267	+9.56%
	French	2 719	2 262	+20.20%
	Russian	511	473	+8.03%
Sina Weibo	Chinese	150 974	149 147	+1.22%

Top 10 Twitter Posts

Message	Posted	Re-tweets
No science equals no sustainability http://ow.ly/bAENB #FutureWeWant	June-15	138
We must challenge the idea that cultural diversity is a problem. It's a dynamic force that renews humanity & enlarges opportunities.	June-3	138
No country has ever climbed the human development ladder without steady investment in education #unescoED #FutureWeWant	June-18	116
"Forgive & love", urges our Goodwill Ambassador Kim Phuc. Her shocking picture, a symbol of war's horror, turns 40 http://ow.ly/bqKQW	June-7	92
Bethlehem, Church of the Nativity just inscribed on #WorldHeritage in Danger list, more information to follow	June-29	84
Culture is the key component of sustainable development http://ow.ly/bGcX6 #FutureWeWant	June-19	69
Olympic torch carried through iconic UNESCO Geopark http://ow.ly/btN8Z @London2012	June-10	67
Who's ready to commit to adopting or planting a tree? June 5 is World Environment Day http://ow.ly/bmcyV #FutureWeWant	June-5	67
Details on #WorldHeritage inscription of Church of the Nativity & the Pilgrimage Route in Bethlehem & other sites: http://ow.ly/bUW7W	June-29	66
So much of our history is now accessible to us digitally. Discover the Memory of the World http://ow.ly/bRFsQ #unescoCOMM	June-27	65

Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
Xanadu is now inscribed in World heritage!	June-26	382	77
Protection of the ocean with action: no garbage in water; learning more about ocean; support scientific research of ocean.	June-8	211	21
"Open education Resource" are any type of teaching materiel freely available and accessible to the public. A revolution of Education? The 2012 World OER Congress is to be held at UNESCO Headquarters from 20-22 June. http://t.cn/zWzDGRg	June-19	182	14
[Video: 40 years World Heritage Convention] To be listed in World heritage is not the final goal, Preservation Is the key.	June-26	170	31
Birthplace of Jesus: Church of the Nativity and the Pilgrimage Route, Bethlehem (Palestine); is inscribed in World heritage list	June-29	92	14
[Video: Rio+20 the future we want, http://t.cn/zWZiR8s] Information and Communication for sustainable development: Green transformation will need an information revolution, relying greatly on the role of the media to enable well-informed policy choices. The capacity of media professionals to investigate and report on issues related to sustainable development must be built. Raising public awareness and building solidarity can only be achieved with free, independent and pluralistic media.	June-19	91	11
Chinese Qiaopi inscribed to Asia/Pacific Memory of the World Register: Chinese some 170,000 items of personal correspondence tracing the fortunes of Chinese emigrants to South East	June-1	62	15

Asia, Oceania and America in the 19th and 20th centuries			
Open education resource: Wanna to participate the course of MIT? No tuition, No Registration, just a click away, http://t.cn/7vQWX	June-21	54	11
[Video: Rio+20 the future we want, http://t.cn/zWZiR8s] Culture and development: Culture accelerates this transition, by ensuring that approaches to sustainable development match the context in which they are implemented.	June-19	51	6
Xanadu, designed by Liu Bingzhong in 1256, was the base from where Kublai Khan established the Yuan Dynasty that ruled over China over a century: http://t.cn/zW4ZOwb	June-30	50	10

3.4 Video Traffic

Video views are tracked on YouTube and Youku. Significant content of UNESCO archives is not part of the below statistics yet.

3.4.1. UNESCO Channel on YouTube - <http://www.youtube.com/unesco> Variation June 2012 vs May 2012

Video views	June 2012	May 2012	Variation vs May
English	165 336	208 399	-20.66%
Spanish	59 303	85 826	-30.90%
French	32 319	44 040	-26.61%
Russian	6 942	11 554	-39.92%
Arabic	5 798	6 482	-10.55%
Chinese	61	75	-18.67%

Language	New subscribers	Variation vs May	Total Subscribers	Variation vs May
English	263	-18.32%	6 489	+4.22%
Spanish	67	-29.47%	1 029	+3.34%
French	23	-64.62%	2 071	+2.29%
Russian	7	-61.11%	214	+3.38%
Arabic	6	-64.71%	186	+3.33%
Chinese	3	-25.00%	43	+7.50%

• Top 10 videos on UNESCO TV English Channel

	165 336 views in June 2012	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	13 164
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	10 118
3	Kabuki Theatre	CLT/ITH	5 166
4	The Hudhud Chants of the Ifugao	CLT/ITH	3 811
5	Baul Songs	CLT/ITH	3 759
6	Lacemaking in Croatia	CLT/ITH	2 912
7	Falconry, a living human heritage	CLT/ITH	2 601
8	Gagaku	CLT/ITH	2 335
9	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	2 199
10	Georgian Polyphonic Singing	CLT/ITH	1 880

• Top 10 videos on UNESCO TV Spanish Channel

	59 303 views in June 2012	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	17 371
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	2 505
3	Día Internacional del Jazz "On Broadway"	CLT	1 821
4	Discurso de Ernesto 'Che' Guevara	UNESCO	1 525
5	La Patum de Berga	CLT/ITH	1 320
6	El teatro Kabuki	CLT/ITH	912

7	Día Internacional del Jazz, Celebración en la Sede de la UNESCO (27/04)	CLT	813
8	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	771
9	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	764
10	La huaconada, danza ritual de Mito	CLT/ITH	721

▪ **Top 10 videos on UNESCO TV French Channel**

32 319 views in June 2012		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 215
2	Le Maloya	CLT/ITH	1 814
3	Routes de l'Esclave: Une Vision Globale	CLT/ITH	1 120
4	Le chant polyphonique géorgien	CLT/ITH	1 093
5	Le repas gastronomique des Français	CLT/ITH	1 042
6	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	887
7	Une école maternelle à Paris	CLT/ITH	762
8	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	736
9	Le Canto a tenore, chant pastoral sarde	CLT/ITH	710
10	La tradition du tracé dans la charpente française	CLT/ITH	617

▪ **Top 10 videos on UNESCO TV Russian Channel**

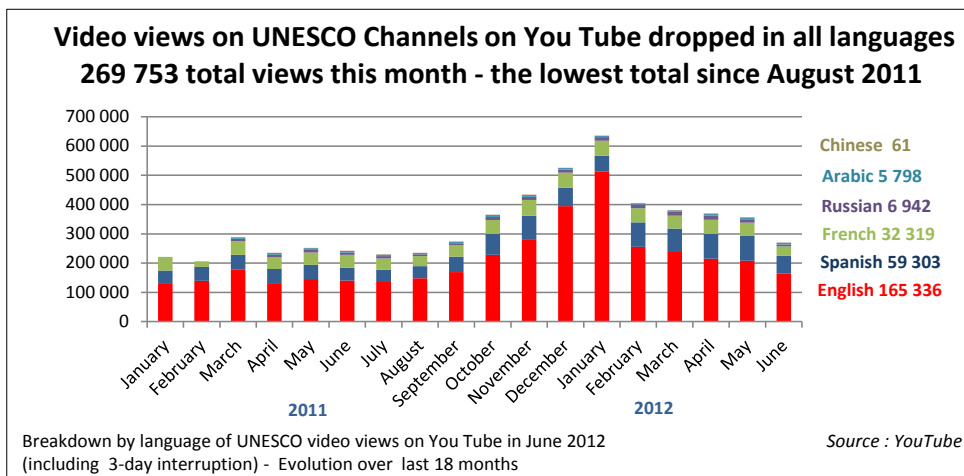
6 942 views in June 2012		Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 315
2	Old Walled City of Shibam	CLT/WHC	359
3	Historic Areas of Istanbul	CLT/WHC	240
4	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	197
5	UNESCO and FC Barça	UNESCO	185
6	The ancient city of Petra	CLT/WHC	177
7	The Historical Center of Rome	CLT/WHC	153
8	Palace and Park of Versailles	CLT/WHC	131
9	Historic Centre of Brugge	CLT/WHC	125
10	Archaeological Site of Mohenjodaro	CLT/WHC	120

Top 10 videos on UNESCO TV Arabic Channel

5 798 views in June 2012		Subject	Total views
1	Venice Beach and its Lagoon	CLT/WHC	902
2	Palace and Park of Versailles	CLT/WHC	324
3	Taj Mahal	CLT/WHC	193
4	Royal Botanic Gardens, Kew	CLT/WHC	174
5	Mount Kenya National Park/Natural Forest	CLT/WHC	138
6	Te Wahipounamu – South West New Zealand	CLT/WHC	131
7	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	128
8	Palmyre	CLT/WHC	113
9	The ancient city of Petra	CLT/WHC	111
10	I want a sustainable society	UNESCO	93

▪ **Top 10 videos on UNESCO TV Chinese Channel**

61 views in June 2012		Subject	Total views
1	Our world heritage: UNESCO World Heritage Convention	CLT/WHC	27
2	Technical and Vocational Education for smart and green growth	ED	6
3	Ocean	IOC	6
4	Video n°6 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	5
5	UNESCO History	UNESCO	4
6	Video n°3 submitted for Video Challenge for Youth on cultural diversity	ED	3
7	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
8	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
9	Language Matters	ED	1
10	Video n°29 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1



3.5 UNESCO Channel on Youku - <http://u.youku.com/联合国教科文组织>

• Top 10 Videos

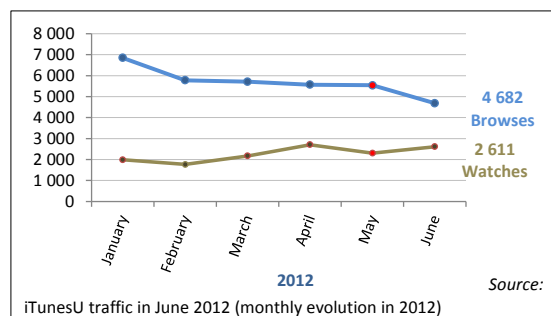
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 072	4 625
#intangible heritage# Chinese shadow puppetry	01/12/11	15 643	812
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	6 886	5 710
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 032	5 798
International Jazz Day	23/04/12	5 144	848
UNESCO Director-General's statement on US funding cut	03/11/11	4 296	376
Word Teachers'Day: Interview of ADG Mr Qian Tang	05/10/11	3 745	571
Youth Forum PSA	19/10/11	3 551	1 504
Herbie Hancock UNESCO Goodwill Ambassador	20/07/11	2 884	303
UNESCO Director-General launches Emergency Fund	19/11/11	2 651	874

* Views of the video from other websites

3.6 UNESCO on iTunes U - <http://www.unesco.org/new/itunes/>

On 22 June 2011 UNESCO has joined iTunes U with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available in three languages (English, French and Spanish), ranging from training support materials, to policy reports and journals, and lectures, interviews and documentaries which can be downloaded for free to a computer, iPad, iPhone or iPod touch.

Metrics	TOTAL 2012	June 2012	Variation vs M-1
Watches (downloads /streams)	13 558	2 611	+13.03%
Browse	34 136	4 682	-15.53%



3.7 UNESCO Fotopedia iPhone/iPad "app"

The Fotopedia / World Heritage iPhone/iPad "app" was launched in August 2010. Installed on all demonstration machines at stores worldwide, it is ranked as a "favorite" by Apple.

Metrics	TOTAL 2012	June 2012	Variation vs M-1
Downloads	783 012	54 618	-21.80%
Unique Visitors	1 103 991	271 653	-13.80%
Visits	17 524 885	2 110 106	-14.03%
Page views	253 177 206	35 532 942	-24.73%
Info pane with UNESCO logo & text	1 241 569	124 553	-31.07%
Preview of Heritage viewed within other apps	43 638	N/A	-
Open UNESCO page from Heritage	47 432	3 984	-32.49%
Distinct UNESCO WHC pages opened	545	138	-52.90%
Most viewed UNESCO WHC page	Kathmandu Valley	Site of Palmyra	

4. UNESCO Photobank

The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

4.1. Photos requested online

Themes

Themes	Nb of photos	%
UNESCO	36	38%
Education	20	21%
Natural Sciences	4	4%
Social and Human Sciences	0	0%
Culture	34	36%
Communication and Information	1	1%
TOTAL	95	100%

Origin of requests

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	13	43%
Media: Written and Audiovisual and Press	5	17%
Government	3	10%
Education (Schools, Universities, teachers, researchers)	3	10%
Public sector (Museums, Bookshops)	3	10%
Private sector	3	10%
Others	0	0%
TOTAL	30	100%

Use of photos

Use of photos	Nb of photos	%
Websites	18	19%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	69	69%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	6	6%
Exhibitions	2	2%
Private use	N/A	0
TOTAL	95	100%

5. UNESCO Documents and Library

5.1. UNESCO Documents - <http://www.unesco.org/new/en/unesco/resources/publications/unesdoc-database/>

The **UNESDOC database** – managed by MSS/BKI Clearing House - contains the full text and bibliographic records of documents and publications published by UNESCO since 1945 as well as bibliographic records of library acquisitions. These documents and publications are produced by UNESCO Headquarters, UNESCO Offices and Institutes and cover all areas of its activities: education, natural sciences, social and human sciences, culture, communication and information. An application has been specially developed for conducting the statistical consultation of electronic files (PDFs) from 1 January 2006.

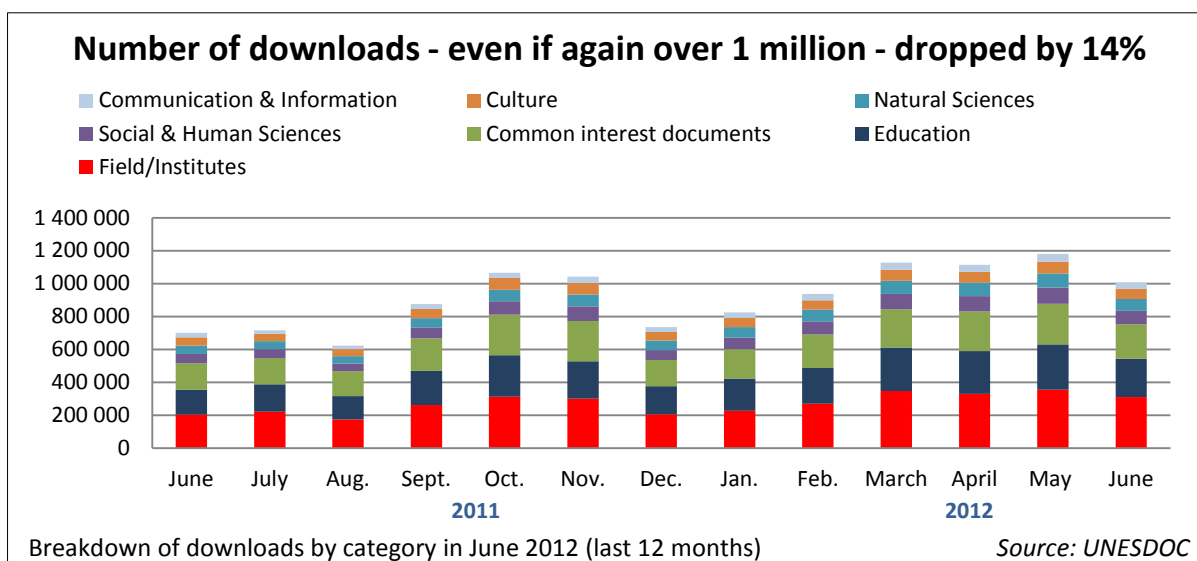
In June there were **132 201** records available online in PDF format (131 898 in May), including documents, publications, communication material and other working documents.

Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

Total number of downloads in June	1 004 803
--	------------------

<i>Sectors/Field/Institutes</i>	<i>Number of PDF</i>	<i>Number of downloads</i>	<i>Variation vs M-1</i>	<i>Average nb of downloads per PDF</i>
Education	9 561	233 662	-15.28%	4
Natural Sciences	9 566	72 735	-15.65%	13
Social and Human Sciences	5 609	80 642	-18.59%	7
Culture	3 185	61 673	-13.95%	5
Communication and Information	2 336	36 151	-20.66%	6
Fields & Institutes	8 503	310 290	-12.52%	3
Common interest documents	NA	209 650	-15.07%	NA



5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	76 030
2	France	63 308
3	Mexico	51 073
4	Brazil	44 438
5	India	29 393
6	Argentina	23 618
7	Philippines	21 977
8	Spain	21 819
9	Venezuela (Bolivarian Republic of)	21 439
10	Colombia	19 856
11	United Kingdom of Great Britain and Northern Ireland	19 599
12	Nigeria	18 593
13	Peru	17 695
14	Chile	16 482
15	Canada	13 134

5.1.3 Printable Communication materials

Title	Total downloads in June							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	193	72						265
2010 UNESCO Annual Report	185	29						214
UNESCO brochure	536	323					129	988
65 Ways UNESCO Benefits Countries all over the World	124	41	104		5		68	342
A New Humanism for the 21 st Century	65	50	86	22	2			225
TOTAL								2 034

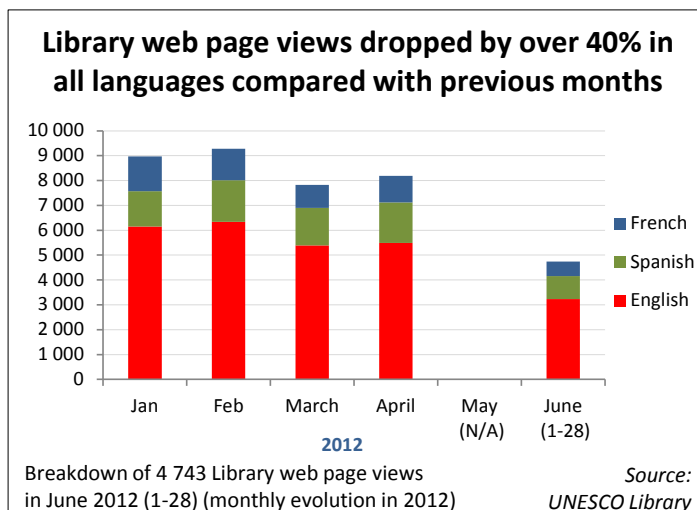
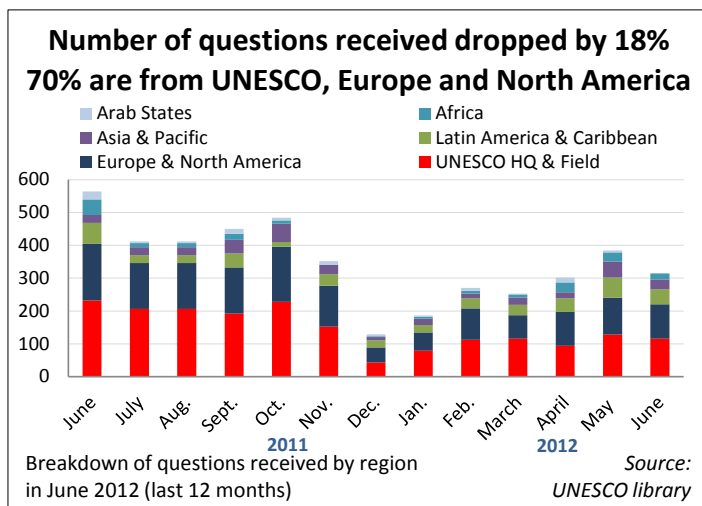
5.2. UNESCO Library - <http://www.unesco.org/library>

The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

Search assistance, access to information, answers to questions from staff (Headquarters and field), Permanent Delegations as well as the general public are provided via *virtual* reference and information services and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Questions received by: library@unesco.org

5.2.2 Web page views:



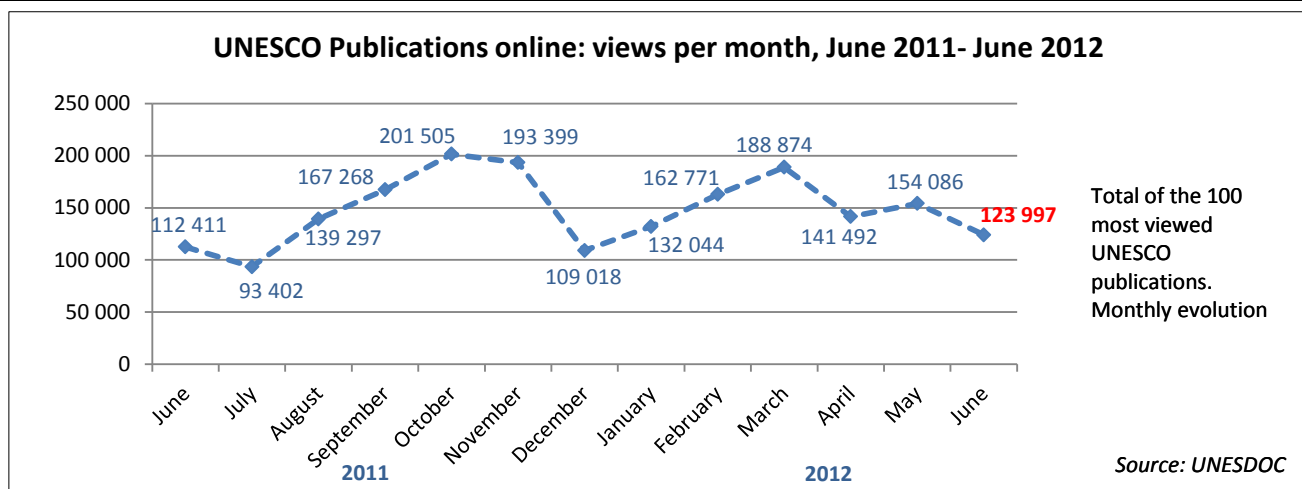
6. Publications - <http://www.unesco.org/new/en/unesco/resources/publications/>

'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical studies, atlases, etc.). They are distributed for free via UNESCO's networks and on-line, or as sales products under the 'UNESCO Publishing' imprint.

June, marking the beginning of the school holidays in many countries, is a traditionally bad month for viewing and selling of books. The month's viewing was down by some 30,000 views. This is true of on-line views on UNESCO's web sites and of consultations of publications on Google Books. But overall viewing was better than in June 2011. The top two publications viewed in June are in Spanish and have been at the top for some 6 months. Only one title in the top ten was linked to the themes around the Rio +20 event (UN World Water Report 4). Publications related to World Heritage and culture sold well both in the book shop and through on-line sales.

6.1. Top 10 most consulted PDFs in June (UNESDOC)

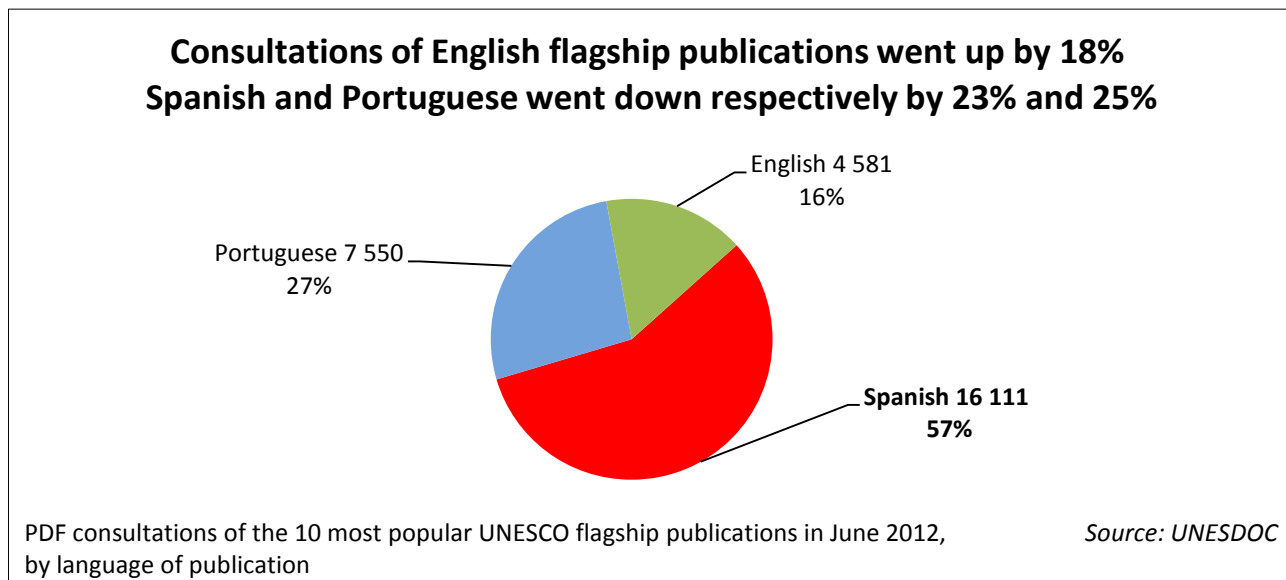
	Title	Sector	Language	Views	Published
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	6 531	Paris, 2005
2	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	5 801	UNEP, 1992
3	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 049	Brazil, 2010
4	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	CLT	Spanish	2 908	Santiago, 2005
5	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 743	Paris, 2012
6	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	SC	Spanish	2 578	Paris, 1974
7	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	CLT	Portuguese	2 461	Brazil, 2010
8	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	2 212	Santiago, 1998
9	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo (Global education digest 2010: comparing education statistics across the world)	UIS	Spanish	2 075	Montreal, 2011
10	História geral da Africa, II: Africa antiga (História geral da Africa, II: Africa antiga)	CLT	Portuguese	2 040	Brazil, 2010



6.2. PDF consultations of UNESCO flagship publications in June (UNESDOC)

	Title	Language	Views June	past 12 months
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	Spanish	6 531	69 441
2	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	Portuguese	3 049	44 776
3	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	Spanish	2 908	17 552
4	United Nations world water development report 4: managing water under uncertainty and risk	English	2 743	8 011
5	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	Spanish	2 578	25 954
6	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	Portuguese	2 461	23 873
7	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo (Global education digest 2010: comparing education statistics across the world)	Spanish	2 075	31 175
8	História geral da Africa, II: Africa antiga (História geral da Africa, II: Africa antiga)	Portuguese	2 040	22 855
9	Seven complex lessons in education for the future	Spanish	2 019	43 108
10	Engineering: issues, challenges and opportunities for development; UNESCO report	English	1 838	16 417

Note: PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

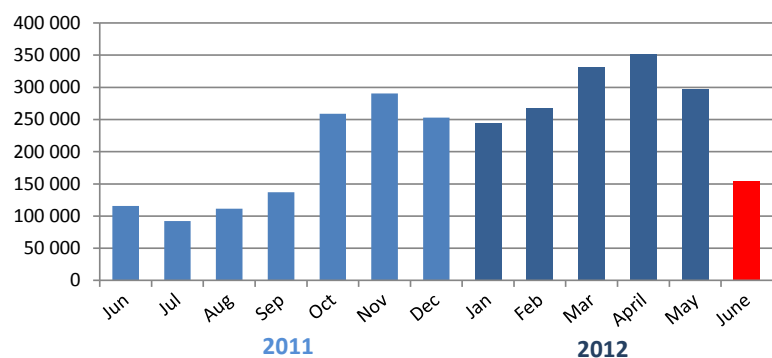


6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 210 UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
June 2012	210	12 141	155 048	97
June 2011	133	8 808	115 598	76

Google Books: page views per month



Page views evolution June 2011/June 2012

Source: Google Books

Book visits: A book visit is registered each time a user views a book.

Page views: The number of individual pages a user views in a session (counted as a 24-hour period). Regardless of the number of times a user views a particular page, it is only registered once per session.

Book visits with buy clicks: This is registered each time a user clicks on a "Buy" link.

6.4 UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in June, top 5

	Title	Copies sold	Sector
1	The World's Heritage: The bestselling guide to the most extraordinary places – 2nd edition	46	CLT/WHC
2	Witnesses to History - Documents and writings on the return of cultural objects	14	CLT
3	Raconte-moi l'UNESCO (Edition brochée)	8	ERI/BPI
4	Archivos 55 : Casa grande & Senzala	6	ERI/BPI
5	Histoire générale de l'Afrique – Volume II	6	CLT

Bookshop sales of non-UNESCO publications in June, top 5

	Title	Copies sold	Publisher
1	Catalogue of the exhibition: "Recovered Treasures. International cooperation in the fight against illicit trafficking of cultural property : successes of the italian Carabinieri»	6	SILLABE
2	Charter of the Unites Nations and statute of the International Court of Justice	4	UN
3	Charte des Nations Unies et statut de la Cour Internationale de Justice	4	UN
4	The United Nations Today	4	UN
5	La plume des Andes - Voyage imaginaire en terre amérindienne	3	KANJIL

6.5 Online and international sales

Online and international sales of UNESCO Publications in June, top 5*

	Title	Copies sold	Sector
1	General History of Africa vol VIII: Africa since 1935	570	CLT
2	Managing Water under Uncertainty and Risk	27	SC
3	From Space to Place	14	SC
4	General History of Caribbean volume IV: The Long Nineteenth Century	10	CLT
5	The World's Heritage: The bestselling guide to the most extraordinary places	10	CLT/WHC

6.6 Least-sold recent UNESCO publications (published over the last 12 months)*

Bookshop sales of UNESCO publications, lowest sellers in June

	Title	Copies sold	Sector
	Revista n°62 Patrimonio Mundial - Patrimonio Mundial y Indigeneidad	0	CLT/WHC
	Compendio mundial de la educación 2011 - Comparación de las estadísticas de educación en el mundo	0	ED
	Rapport mondial sur les sciences sociales - Divisions dans les savoirs	0	SHS
	Planifier le développement des compétences techniques et professionnelles Collection Principes de la planification de l'éducation, numéro 94	0	IIEP
	Trade in Higher Education: The role of the General Agreement on Trade in Services (GATS) Fundamentals of Educational Planning series, number 95	0	IIEP

Online and international sales of UNESCO publications, lowest sellers in June

Title	Copies sold	Sector
Compendio mundial de la educación 2011	0	UIS
Recueil de données mondiales sur l'éducation 2011	0	UIS
Planifier le développement des compétences techniques et professionnelles	0	IIEP
Bouba et Zaza savent dire "non"	0	ED
Bouba et Zaza learn to say "no"	0	ED

* Figures do not include sales of publications by co-publishers, partners or, in the case of the IIEP, by the Institute itself.

6.7 Licensing and co-publishing agreements and amendments, June 2012

Contract No.	Title	Publisher	Language	Date of signature
J.2012-011	UNESCO World Heritage Atlas	De Agostini Libra SpA	English	01/06/2012
C. 2012-011	Confronting the shadow education system-What government policies for what private tutoring?	STT Publishing	Russian	10/06/2012
C.2012-012	Confronting the shadow education system-What government policies for what private tutoring?	Self Employment Artur Grigoryan	Armenian	10/06/2012
C.2012-014	Atlas of the World's Languages in Danger	Shufusha Publishing Co. Ltd	Japanese	22/06/2012

6.8 Permissions granted to use or translate UNESCO content, June 2012

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Ibermuseum Program	<ul style="list-style-type: none"> - The Role of Museums in Today's Latin America, Museum, Vol. XXV, N°3, 1973 © UNESCO 1974; - "Mesa redonda sobre el desarrollo y la importancia de los museos en el mundo moderno – Informaciones generales para los participantes", SHC-72/CONF.28/INF.1, © UNESCO 1972; - "Mesa redonda sobre el desarrollo y la importancia de los museos en el mundo contemporáneo – Programa y horario", SHC-72/CONF.28/2, © UNESCO 1972; - "Guía para la preparación individual de la mesa redonda sobre los museos", SHC-72/CONF.28/3, © UNESCO 1972; - "Mesa Redonda sobre el desarrollo y la importancia de los museos en el mundo moderno – Informe del Director de la mesa redonda", SHC-72/CONF.28/4, © UNESCO 1973 	Inclusion in a facsimile reproduction for a total print run of 3,000 copies to be distributed for free on the occasion of the 40th Anniversary of the Round Table on the Role of Museums in Today's Latin America (Santiago de Chile, 1972).	<p>Non-exclusive rights are granted for this edition only, in printed book form, in the English, French, Spanish and Portuguese languages only, for free distribution on the territory of South America.</p> <p>Free of charge.</p> <p>Copyright mention and due acknowledgement.</p>	18/06/2012
Taylor & Francis The Netherlands (incorporating A.A. Balkema Publishers)	- Figure 9 "Blue water economic productivity (€/m ³) concerning agricultural water consumption by crop and year in the Upper, Middle and Lower Guadiana and TOP domain", p.13 in Water Footprint Analysis (Hydrologic and Economic) of the Guadiana River Basin, by Maite Martinez Aldaya and Manuel Ramon Llamas © UNESCO 2009.	Inclusion in a chapter of the forthcoming publication entitled <i>Water, agriculture and the environment in Spain: can we square the circle?</i> , to be published by Taylor & Francis in October 2012, for a maximum total print run of 800 copies to be sold at £ 76.99 per unit.	<p>Non-exclusive world rights are granted for this edition in print form in the English language only.</p> <p>Free of charge.</p> <p>Copyright mention and due acknowledgement.</p>	26/06/2012

7. UNESCO Calendar of events - <http://www.unesco.org/events/>

Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet reflects all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. These events are entered respectively by the services responsible for them.

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
SC	27	26	1	
CLT	20	10	10	
ERI	15	15		
SHS	13	11	2	
CI	11	4	7	
ED	8	5		3
BSP	3	3		
MSS	2	2		
ODG	2	2		
AFR	1	1		
GBS/SCX	1	1		
Total	103	80	20	3

7.2 Events organized by Field Offices/ Institutes

Venice	8
Havana	2
Jakarta	2
Windhoek	2
UNEVOC	2
Amman	1
Bangkok	1
Beirut	1
Brasilia	1
Montevideo	1
Santiago de Chile	1
IIEP	1
Total	23

7.3 Type of Events organized by Headquarters/Field Offices/ Institutes

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	7	1
Category 3- Non-governmental conference	-	-
Category 4- International Congress	2	1
Category 5-Advisory Committee	-	2
Category 6-Expert Committee	1	-
Category 7-Seminars and Workshops	3	9
Category 8-Symposium	1	9
Event under patronage	1	2
Exhibition	5	-
Film Projection	-	1
Headquarters Committee	2	-
Concert	1	1
Interagency Meeting	2	4
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	3	12
Show	3	1
Secretariat meeting	1	-
Special Event	6	6
Working group/Expert Meeting	1	6
Information meeting for Permanent Delegations	-	-
Consultative meeting	2	6
Press conference	-	1
Total	41	62

8. UNESCO Headquarters

Due to its position in Paris, its architectural value, well-known works of art and facilities, the UNESCO Headquarters building offers excellent communication and visibility opportunities. Therefore its meeting rooms as well as external and internal spaces are used for UNESCO related activities organised by the Secretariat and other institutions Secretariat's purposes but also for external rentals.

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

8.1 Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/06	Assemblée générale	BFM/USLS	Salles II	400
29/05-08/06	20e Session du Conseil intergouvernemental du PHI	SC/HYD	Salles III, V, VII-X	300
01/06	Réunion informelle du Bureau du Comité pour la protection des biens culturels en cas de conflit armé	CLT/CEH/CHP	Salle XV	30
04/06	Conférence « Récits et construction de la responsabilité environnementale »	SHS/EST/ST	Salle XIV	50
05/06	Réunion de la Directrice générale avec le personnel	DG/SEC	Salle I	1 000
05/06	Assemblée générale de l'Economat	ADM/ADG	Salle IV	200
05/06	Intergovernmental Oceanographic Commission Coastal Hazards Meeting	SC/IOC/ADG	Salles XIII et XV	40
05/06	76e Session du Comité consultatif et Panels thématiques, et 27e Session de l'Assemblée générale de l'ICOM	ICOM	Salle XIV	40
06/06	Réunion Unité Administrative (AO)	BFM/DIR	Salle XI	100
07/06	La guerre contre le dopage	SHS/SRP/POL	Salle XI	260
07-08/06	Paris + 20 : Une simulation de Rio + 20 qui donne la parole aux jeunes et inspire le monde	SHS/SRP/POL	Salle XII	400
08/06	Réunion d'information sur les Géoparcs avec les Délégués permanents auprès de l'UNESCO	SC/EES/GEO	Salle XIII	40
08/06	Réunion de Division dans le cadre du programme de la Paix	SC/PSD	Salle XIV	20
11-15/06	Human Variome Project	SC/BES/BS	Salles I, III-V	200
11/06	UNESCO Future Lecture on "Sufficiency Economy"	BSP/FOR	Salle X	200
11-13/06	Réunions de concertation Sud-Sud et Sud-Nord sur SEP2D (Sud Expert Plantes Dvpt Durable)	SC/EES/BNC	Salle XIII	35
11-12/06	Réunion du Comité directeur de l'Education pour tous (EPT)	ED/EFA	Salle XIV	50
11-15/06	Conférence UNESCO du futur sur la "Sufficiency Economy"	ERI/NCS/NGO	Salle III	50
14-15/06	Atelier sur l'approche globale de l'évaluation	IOS/DIR	Salle VIII	30
15/06	La Journée de l'Enfant africain	ERI/NCS/NAC	Salles XIII-XV	30
18-22/06	Assemblée générale des Etats parties à la Convention de 1970	CLT/CIH/MCO	Salles II et III	300
18/06	Réunion Délégation perm. de la Palestine avec le bureau de Ramallah	Bureau de Ramallah	Salle XI	250
18-29/06	Réunion extraordinaire de la COMEST	SHS/EST/ST	Salle XIV	40
19/06	Retraite de la Division de l'apprentissage de base et du développement des compétences (Education)	ED/BHL	Salle VI	40
19-22/06	Congrès mondial des REL	CI/KSD/ICT	Salle XII et pas perdus	410

20/06	Réunion du groupe de travail TASCO	ADM/CLD/DIR	Salle VII	40
22/06	Réunion de l'AIC	ADM/CLD/I	Salle VII	40
25-29/06	27e session du conseil exécutif de la COI	SC/IOC/ADG	Salles III-VIII	300
25/06	Meeting for the Memory of the World	CI/INF	Salle XIII	50
25-26/06	Impacts mondiaux sur les villes: Réflexions post Rio+20	SC/EES	Salle XVI	50
27-29/06	UNDG/OECD WP-EFF	BSP/UN	Salle X	200
27-29/06	UN HR Network	HRM/POL	Salle XII	60
28/06	Célébration du 500e anniversaire de l'œuvre du scientifique et astronome Abd-ol-Ali ibn Muhammad ibn Husayn Birjandi	Délégation perm. d'Iran	Salle XIII	60
28-29/06	Réunion du Comité exécutif du GRASP	SC/EES/BNC	Salle XVI	20
Total participation				5 335

* The titles given may include several events (seminar, workshop,...)

8.1.2 External rentals

Date	Title	Organizer	Place	Public
04-06/06	76e Session du Comité consultatif et Panels thématiques et 27e Session de l'Assemblée générale de l'ICOM	ICOM	Salles XI-XIII	300
04/06	Colloque Scientifique	DEL/FR	Salle IX	260
09/06	Remise des Titres EPITA	ISG	Salles I et III	1 000
09/06	Colloque sur Collectif inter universitaire pour la coopération avec les Universités Palestiniennes	Délégation perm. de Jordanie	Salle IX	95
14/06	Réunion du Groupe Polyhandicap France	Groupe Polyhandicap France	Salle XII	400
26/06	Séminaire universitaire d'experts consacré à la situation énergétique en Allemagne	Université Paris Dauphine	Salle IX	96
29/06	Forum de la Culture Libyenne	Délégation perm. de la Libye	Salle II	30
30/06	Remise des titres pour l'ESME Sudria	Sudria	Salle I	1 300
Total participation				3 481

8.1.3 Information Meetings for Member States

Date	Title	Organizer	Place	Public
11/06	Réunion d'information des ONG sur le C/4 et C/5	ERI/NCS/NGO	Salle XI	150
Total participation				150

8.1.4 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
01/06	Réunion du groupe ASEAN-UNESCO (AUC)	Délégation perm. Du Brunéi Darussalam	Salle XIII	40
06/06	Réunion Plénière du Groupe 77	Groupe 77	Salle XI	60
11/06	Réunion du groupe arabe	Délégation perm. du Maroc	Salle XVI	30
12/06	Réunions Plénières de GRULAC	ERI/MSO/LAC	Salle XV	50
12/06	Réunion Plénière du Groupe africain	Délégation perm. d'Ouganda	Salle XI	60
12/06	Réunion du Groupe UE	Délégation perm. du Danemark	Salle XVI	50
14/06	Table Ronde - Groupe des 77 et la Chine	Groupe 77	Salle XI	100
14/06	Réunion du Groupe Commonwealth	Délégation perm. du Canada	Salle XIV	40
18/06	Réunion du Groupe Electoral I	Délégation perm. des Pays-Bas	Salle XIII	50
18/05	Réunion du Groups Electoral I	Délégation perm. de Serbie	Salle XIII	40
21/06	ASEAN UNESCO Committee Meeting (AUC)	Perm. Délégation of Brunei Darussalam	Salle XIII	50
26/06	Réunion avec les Etats africain membres du Conseil exécutif	Délégation perm. de Djibouti	Salle XV	30
Total participation				600

8.2. UNESCO Cultural Events / Exhibitions - www.unesco.org/en/cultural-events

- The June electronic calendar was sent to 4 624 subscribers (76 new subscribers – 3 unsubscriptions)
- The paper version for June events was printed out in 2 500 copies (in French)
- 14 events were organized, co-organized and/or promoted in June by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
Until 01/06/2012	Sky, Earth and Time - by Qu Qianmei	International Catholic Centre for Cooperation with UNESCO (CCIC)	Pas Perdus	N/A
4-8/06/2012	Women, water and wells by Gil Garcetti	Natural Sciences Sector of	Pas Perdus	N/A
5-8/06/2012	The Silk Road by Gang Wu	Permanent Delegation of the People's Republic of China	Miró Rooms	N/A
20/06-6/07/2012	Recovered Treasures	Culture Sector	Miró Rooms	N/A

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
01/06/2012	Gustine Saussey school: end of year show	STU	Room I	1 000
02/06/2012	Concert	Permanent Delegation of Greece	Room I	N/A
04/06/2012	Secret History of the Mongol Costume	Permanent Delegation of Mongolia	Room I	N/A
7/06/2012	The War on Doping - Documentary film by Mats Omne	Social and Human Sciences Sector	Room XI	100
8/06/2012	Albert Falco, l'océanaute - Documentary by Sylvain Braun	IOC - Intergovernmental Oceanographic Commission	Room I	300
18-20/06/2012	The Golden nights – Panorama 2012 3 days screening – 44 short films awarded by worldwide film academies	Sector of External Relations and Public Information	Room I	400
21/06/2012	Folkloric Songs and Dances of Croatia	Permanent Delegation of Croatia	Room I	N/A
28/06/2012	Opera Faust - International Philharmonic Choir	AIPU	Room I	800

8.2.3 Conferences

Date	Title	Organizer	Place	Public*
11/06/2012	Towards a sufficiency economy: a new ethical paradigm for sustainable development	The Bureau of Strategic Planning and the Perm. Delegation of the Kingdom of Thailand to UNESCO	Room X	Cf. 9.1 above

8.2.4. Special Events

Date	Title	Organizer	Place	Public*
26-29/06/2012	Iranian Cultural Week To mark the 500th anniversary of the work of scientist and astronomer Abd-ol-Husayn ibn Ali ibn Muhammad Birjandi	Permanent Delegation of the Islamic Republic of Iran		N/A
26-29/06/2012	Exhibition: "Perspectives on Iranian cultural heritage, tourism and handicrafts"		Pas Perdus	
28/06/2012	Round table: "A look at the work of Abd-ol-Ali ibn Muhammad ibn Husayn Birjandi"		Room XIII	
29/06/2012	Cultural evening		Room I	

Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1 350 seats

8.3. UNESCO Visits

The Visitors' Service organized a total of 58 visits for **1 164** visitors in June 2012.

Most visitors came within the framework of spontaneous visits and group visits. The major part of the organized visits was conducted in French for a European and North American public.

1. Requests	
Number of emails received	212
Number of requests received	93
Accepted requests	10%
Declined requests	90%

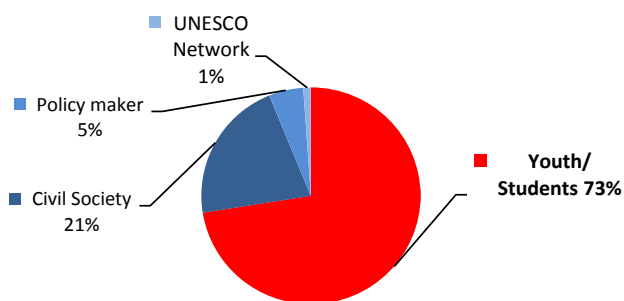
2. Languages		
Visits in English	18	31%
Visits in French	29	50%
Other	11	19%

3. Type of visits		
Individual Visits	6	10%
Group Visits	20	34%
Spontaneous Visits	28	48%
Thematic Conferences	4	7%

4. Origin		
Africa	12	1%
Arab States	63	5%
Europe and North America *	957	82%
Latin America and the Caribbean	31	3%
Asia and Pacific	101	9%

5. Profile of visitors

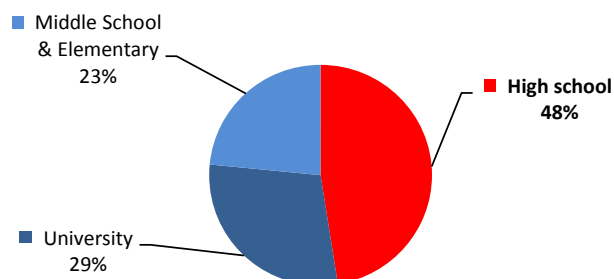
Youth/students represented almost 3/4 of all visitors



Breakdown of 1 164 UNESCO visitors in June 2012

Source: UNESCO

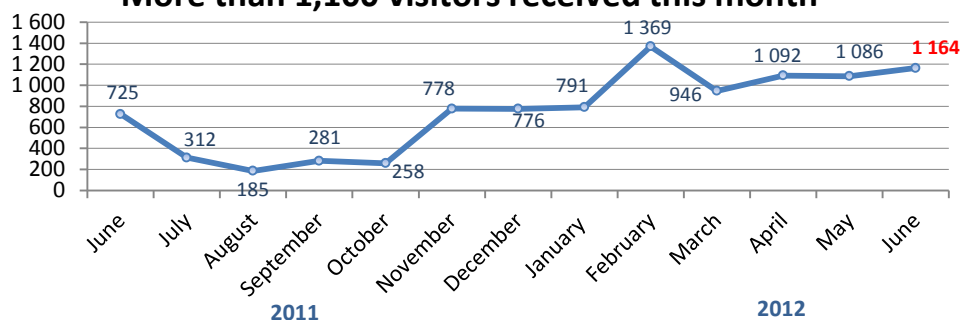
Number of visiting High School Students increased by 83%



Breakdown of 844 Youth/Student visitors in June 2012

Source: UNESCO

Number of visitors received increased by 60% from June 2011 More than 1,100 visitors received this month



Visitors received by the Visitor's Service in June 2012 (past 12 months)

Source: UNESCO

9. UNESCO logo exposure

9.1. Patronage

Patronage is UNESCO's most prestigious form of moral support. It is granted to demonstrate UNESCO's endorsement of an activity organized under the responsibility of an external organization. UNESCO's patronage is granted to a range of activities, such as cinematographic and audiovisual productions, publications, meetings, conferences and cultural performances, award ceremonies, as well as a range of other events of regional and international scale. Information on patronage requests and their follow-up is recorded in a central database managed by ERI/DPI/PBM. The database is updated daily and shared with the focal points for UNESCO name and logo use of each Sector.

The following 12 events which have been granted UNESCO's patronage took place in June 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/06/2012	France	Airbus « Fly Your Ideas 2013 » competition to encourage young students to pursue careers in engineering	Students	SC
01/06/2012	Poland	« Korczak » - Artistic and education event which includes a play with a theme on the Holocaust, accompanied by an educational programme focusing on children's rights	Civil society	CLT
03/06/2012	France	Forum de chercheurs du Patrimoine culturel immatériel	Specialists & researchers	CLT
05/06/2012	Austria	"Global Sustainable Action Day" – Event dedicated to sustainability and energy efficiency	Civil society	SC
10/06/2012	Russian Federation	International Festival "Meeting of the UNESCO Masterpieces on the Land of Olonkho"	Civil society	CLT
14/06/2012	Armenia	5th International Type Design Competition "Granshan 2012"	Type design specialists & civil society	CLT
17/06/2012	Bulgaria	Conférence nationale sur la morale, l'éthique et l'éducation civile	Policy-makers & educators	CLT
21/06/2012	Austria	United World Games 2012	Youth & students	SHS
25/06/2012	Bulgaria	Sixth European Hemiptera Congress	Scientists	SC
26/06/2012	New Caledonia	Exposition "Dialogues d'outre monde. Résonances kanak autour d'Annonciation"	Civil society	CLT
27/06/2012	United Kingdom	World Heritage Youth Summit	Specialists & youth	CLT
30/06/2012	Poland	8th Edition of the Brave Festival -Against Cultural Exile"	Policy-makers, art specialists & civil society	CLT

10. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan, SWR / Germany). Memoranda of Understanding have been recently signed with major press agencies (RIA Novosti / Russia, Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar).

The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

10.1 NHK (Japan)

Area of collaboration: **Tangible and Intangible Cultural Heritage**

Partnership began: August 2004, renewed in August 2009

Duration: until December 2012

Products: **1 series of TV programmes (5 minutes) + several special programmes**

Title of the Program: **Series World Heritage 100**

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17 791 000 households in main Kanto region = 1 percent of audience share corresponds to 177 910 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc): **40 596 000**

Logo use: **For every broadcast/rebroadcast. Exposure is 6 seconds (Series World Heritage 100 only)**

Explanation of partnership: http://www.nhk.or.jp/sekaiisan/info_unesco.html

Reaction from audience: **10-20 calls per week, requesting rebroadcast, asking more info on the content etc.**

<i>Date</i>	<i>Subject</i>	<i>Format</i>
Every day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes

Average audience share per household for the "Series World Heritage 100" in the Kanto region of Japan: **5 percent** (for the first broadcast) = **886 250 households = 2 038 375 viewers.**

Average audience share per household in the Kanto region of Japan for: the "Search and Go! Treasured World Heritage": **9.8 percent = 1 743 518 households in Kanto region**

10.2. TBS (Japan)

Area of collaboration: **World Heritage** (Cultural Heritage)

Partnership began: 1994

Product: **A series of TV programmes (30 minutes): The World Heritage** <http://www.tbs.co.jp/heritage/>

Frequency of broadcast: **Every Sundays; Rebroadcast on the following Saturdays**

Countries and regions of broadcast: **Japan**

Logo use: **For every broadcast/rebroadcast 5 seconds exposure.**

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
3/06	Kinabalu Park	30 minutes	4.2%
10/06	Greater Blue Mountains Area	30 minutes	6.1%
17/06	Ningaloo Coast	30 minutes	5.1%
24/06	Monastery of the Hieronymites and Tower of Belem in Lisbon	30 minutes	4.4%

Average audience share in June: 4.95 percent (for the first broadcast)

Estimate number of viewers in Japan: 4 510 000 (for the first broadcast)

The total number of audience accessed to the program in June was estimated at **18 160 000**

10.3. Xinhua News Agency (People's Republic of China)

Area of collaboration: **extensive coverage on UNESCO activities**

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

Output: **Xinhua website** (<http://xinhua.org>) in Chinese, English, Spanish, French, Russian, Arabic and **20 newspapers and dozen magazines in Chinese**

Website Page views: **100 000 000 per day** (100 000 000 hits)

Network: partnership with more than 100 foreign news

Links to titles by language (other than Chinese) & site on the web	Nb of reports
English	42
Spanish	28
French	22
Russian	21
Arabic	6
In June, a total of 119 reports were released on UNESCO through Xinhuanet.	

10.4. RIA Novosti

Area of collaboration: **extensive coverage on UNESCO activities**

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

Output: **RIA Novosti website** (<http://en.rian.ru/>) in Russian, English, German, French, Arabic, Persian, Spanish, Japanese, Chinese

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page Views
01/06	Young violinists to take part in the Khachaturian contest	165
02/06	First regional old believers festival to start in Transbaikal	235
02/06	Nesebar is Dubrovnik of Golden Beach	140
03/06	Arab states promised Palestines \$100 M monthly	610
05/06	Culture Ministry commissioned Novodevichy Convent restoration plan.	63
05/06	Palestine to bid Bethlehem Basilica of Nativity into UNESCO list	170
06/06	Great Wall length is over 21 K km – scientists	9 207
06/06	Cole mining near Teletsky Lake may shatter ecosystem	140
07/06	Belorussia proposes hat fulling into UNESCO heritage list	91
07/06	Russian EXPO-2012 hall was visited by many foreigners	76
08/06	Inaccessible to the disabled colleges are losing applicants – Kashirina.	826
10/06	Song festival in Ulan-Ude to present Russia's song culture.	43
12/06	Russian woman died walking in the US reserve.	9 686
13/06	Volunteers cleaned paths from litter in Belikha Park in Gorny Altai.	69
14/06	Divers took up over 100 kg of garbage from the Teletskoe lakebed.	631
14/06	Modernization program may become part of "Culture Law".	222
14/06	PFUR Chancellor headed UNESCO "Education for everyone" program committee.	180
15/06	Altai reserve inspectors detained 18 poachers.	46
15/06	Altai reserve to open mini ecopaths for touring in 2012-2013.	90
20/06	UNESCO heritage list to be broadened at the session in St. Pete.	147
20/06	UNESCO in St. Pete not to place Baikal on "heritage under danger" list.	110
20/06	Three hydro weather stations to be launched in Teletskoe Lake in Gorny Altai.	94
20/06	"Sabantui-2012" to be held in Noginsk on June 23.	426
20/06	Kusturica facing problems with Stone town construction.	115
20/06	Altai artists' "Anti-poaching" pictures show to be held in Moscow.	77
21/06	Over 1,3 K historical buildings in St. Pete are endangered	70
22/06	Each tenth world heritage nature object is endangered.	579
22/06	"Rio+20" and Tuva paratroopers.	114
24/06	UNESCO to consider including 31 objects in St. Pete into heritage list.	1 565
24/06	Medinsky checked Naval St. Nicolas Cathedral reconstruction in Kronstadt.	492
25/06	UNESCO session in St. Pete to elaborate world heritage list	607
25/06	Fancying Gaudi	3 118
25/06	Ecologists encourage Australia investing corral reefs salvation.	57
25/06	Conservation of St. Pete center not to be discussed at UNESCO session.	936
25/06	WWF asks UNESCO committee to preserve "Kamchatka volcanoes"	111
26/06	Ancient games revive in stadium in Greek Nemea.	438
26/06	UNESCO committee excluded two objects from endangered heritage list.	1 544
26/06	Putin visited the place of Christ's baptism on Jordan river.	560
27/06	Culture heritage masterpieces to be presented at event in Yakutia.	51
28/06	Kamchatka administration not to construct HES in Kronotsky reserve	108

28/06	UNESCO included Panama military bastilles into endangered heritage list.	258
29/06	Cathedral of Nativity in Bethlehem included into UNESCO list.	353
29/06	Timbuktu and Askia tomb included into UNESCO endangered heritage list.	681
30/06	Islamists destroying UNESCO monuments in Timbuktu in North Mali.	4 043
30/06	UNESCO regrets over destruction of Mali monuments	289
Total reports in Russian: 45		Total page views: 39 633

Date	Titles of Reports on UNESCO in Spanish	Page views
01/06	Nuevo proyecto de Google permite visitar virtualmente lugares del Patrimonio Mundial	6
06/06	La Gran Muralla china mide 21.196 kilómetros, más del doble de lo que se creía	10
14/06	El Hierro será la primera isla del mundo con conexión gratuita a Internet	6
26/06	Putin y Abbas inauguran el Centro Ruso de Ciencia y Cultura en Belén	6
30/06	Islamistas armados destruyen obras del Patrimonio de la Humanidad al norte de Malí	4
Total reports in Spanish: 5		Total page views: 32

Date	Titles of Reports on UNESCO in English	Page views
24/06	UNESCO to Consider 31 Sites for World Heritage List	12
29/06	Bethlehem Church Gets UNESCO World Heritage Status	4
30/06	Islamists Attack Timbuktu World Heritage Site	7
Total reports in English: 3		Total page views: 23

Date	Titles of Reports on UNESCO in French	Page views
06/06	La Muraille de Chine bien plus longue qu'on ne le pensait (experts)	15
26/06	Prisonniers palestiniens: Abbas demande l'aide de Moscou	3
Total reports in French: 2		Total page views: 18
TOTAL REPORTS: 55		TOTAL page views in June: 39 706

10.5 Südwestrundfunk (SWR) - www.schaetze-der-welt.de

Area of collaboration: **production and broadcasting of World Heritage documentaries**

Partnership began: 1995

Products: **Documentary films – 399 films produced to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and [Südwestrundfunk website](#)

Films shown on World Heritage in June 2012: **Viewers Treasures of the World – Heritage of mankind**

▪ 3sat – cultural channel (Germany / Austria / Switzerland)

Day/time	Nb of films	Audience share	Viewers
Sunday 7.45 pm	3	0.4	103 333/film ; 310 000/total
Monday 12.45 pm	4	0.7	55 000/film ; 220 000/total
Tuesday 9.45 pm	3	1.1	370 000/film ; 1 110 000/total
Extra shows, different times	3	0.6	56 667/film ; 170 000/total
Total	13 films	-	1 810 000 estimated viewers

▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers
Different days and times	4	1.3	110 000/film ; 440 000/total
Total	4 films	-	440 000 estimated viewers

▪ SWR Fernsehen – regional channel of ARD (South West of Germany)

Day/time	Nb of films	Audience share	Viewers
Saturday 6 am	5	2.1	14 000/film ; 70 000/total
Saturday 10.45 am	5	2.3	40 000/film ; 200 000/total
Monday 10.45 am	4	2.5	50 000/film ; 200 000/total
Extra shows, different times	1	4.3	50 000/film ; 50 000/total
Total	15 films	-	520 000 estimated viewers