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Cultural Organization

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Monthly Report on the Use of UNESCO Public Information Products

September 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

A full calendar of events led to considerable media exposure for UNESCO during the month of September. International Literacy Day was the first major event on UNESCO's agenda, and drew extensive coverage on all continents. The other big education event was the launch on 26 September of Education First by UN Secretary-General Ban Ki-moon, with the Director-General in New York. Hundreds of articles were published on the Day, along with several op-eds in leading media, signed by Bank Ki-moon and his special envoy for this campaign, Gordon Brown. Coverage of the new Geoparks was more disappointing as was coverage of the Digital heritage conference in Vancouver.

The following events are highlighted in the Major Events pages:

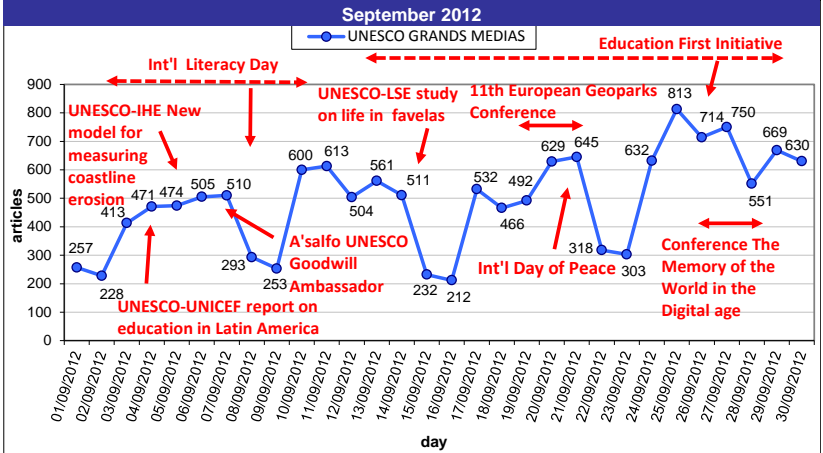
- **International Literacy Day (8 September 2012)**
- **Underground Sociabilities: identity, culture and resistance in marginalized communities (13 September 2012)**
- **11th European Geoparks Conference (19-21 September 2012)**
- **Launch of "Education First" (26 September 2012)**
- **The Memory of the World in the Digital age: Digitization and Preservation (26-28 September 2012)**
- **Criança Esperança Show 2012 – Results of the fundraising campaign**

UNESCO Website and Social Media Channels

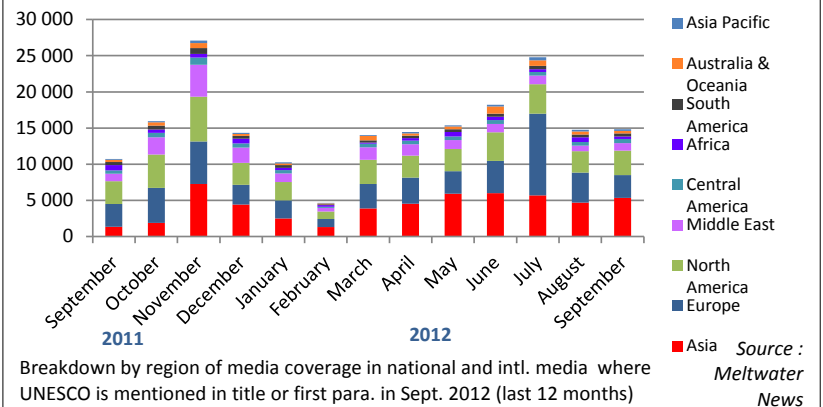
With the numerous international days and major events of the month (see pages 4-9), the September page views went up by 15%, and the number of visits by 22%. These results are particularly significant when compared to September 2011 which showed half less traffic (see graph to the right). The strategy to push the information via the social networks participated in the dispersion of the content and increased the traffic. In addition, the strong coordination to adapt the web content in the different languages to UNESCO's activities in the region has shown very positive results (ie. in Latin America).

September has been the month of development and improvements of the new integrated web platform (IWP). This new framework, based on Drupal and more social content oriented, will host the new Intranet (UNESCOCOMMUNITY) and the beta version (meaning the content is not stable and the website structure can change) of the UNESCO website. Furthermore, this platform will integrate the social media and the Search Engine Optimization standards.

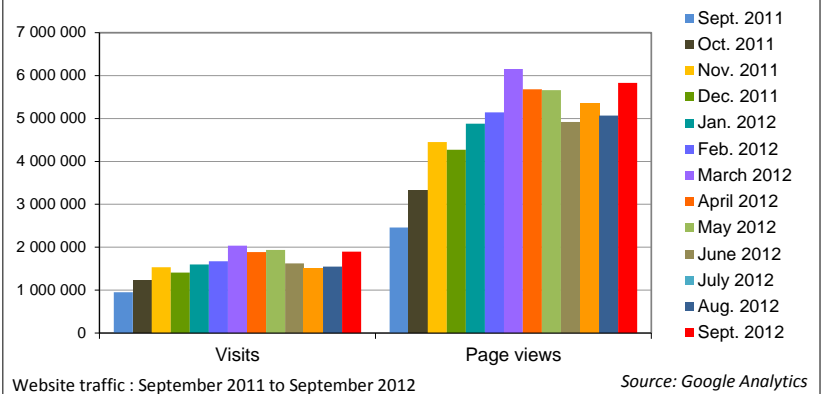
Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



With 14 800 articles this month and their increase in almost all regions, coverage went up by 40% from September 2011



September 2012 website traffic has doubled compared to same month in 2011



Kicking off the beginning of term, social media communications on International Literacy Day brought together a number of actions that were developed over the past year: an International Day page, feature article key-messaged for advocacy, success stories from the field, comprehensive multimedia offerings, development of organizational-wide referral networks to amplify our communications reach. This new planning strategy will be systematically deployed for all future social media communications.

Social media messaging was heavy on education in September. Many of the top-performing tweets relate to education, such as UNESCO's first-ever infographic dedicated to literacy, using data from the UNESCO Institute of Statistics. Yet it should be noted that the few messages that were published on "culture of peace" rocketed to the top of the month's 10 most popular posts on Twitter and Facebook. The use of a word cloud, inviting the audience to suggest words relating to peace and thus involving them in the symbolic construction of UNESCO values, was a crowd pleaser, with 436 likes on Facebook. A story on how Anousheh Ansari became the world's first female space tourist beat the word cloud with 480 likes on Facebook, with a large majority of "likers" being our female audience, inspired by our call to "chase your dreams like Anousheh". These 2 posts rank among the 5 most popular Facebook posts published in the past 12 months.

After the slow summer period, the total video views on UNESCO Channels on YouTube are up again by more than 56%. The most significant increase is for Spanish video views which went up by 76%.

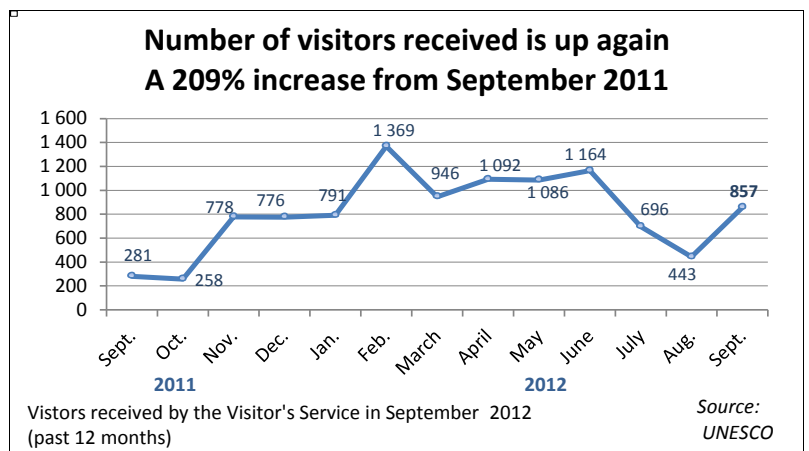
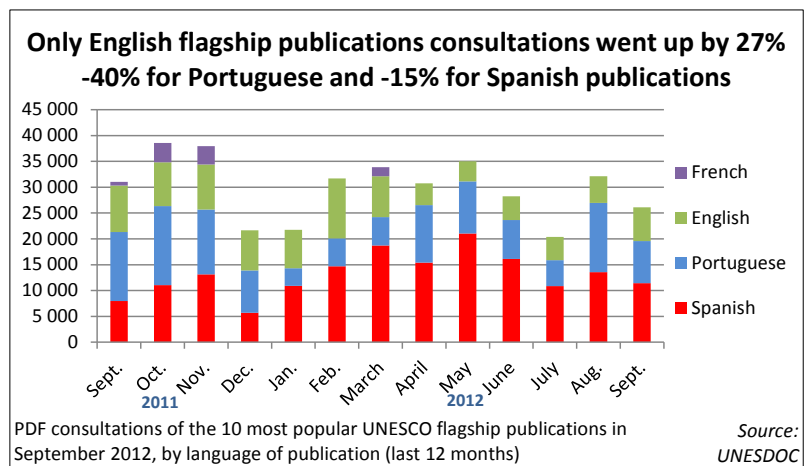
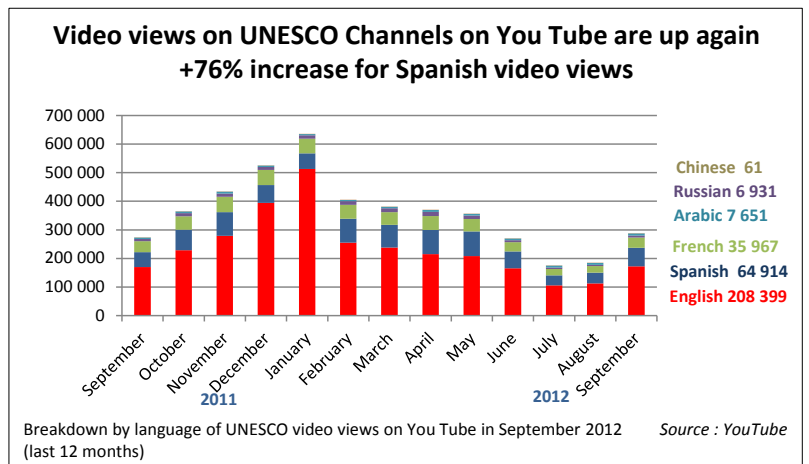
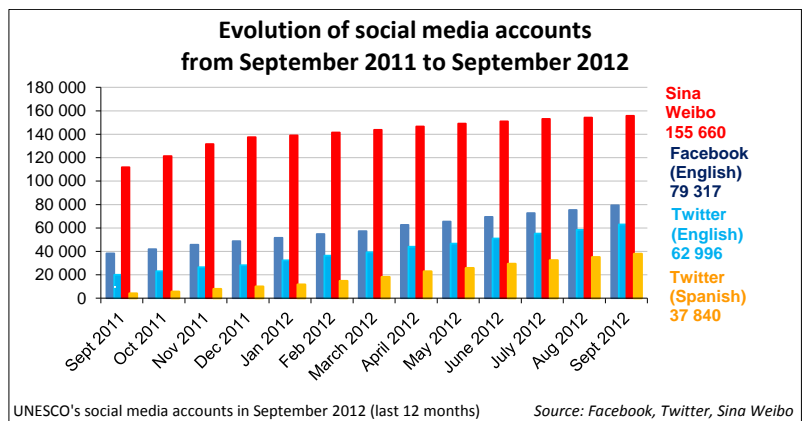
UNESCO Publications

September saw drop in on-line consultations for the top ten flagship publications compared to July-August 2012. The top 10 best views are still mainly Spanish and Portuguese titles but overall only English titles have improved consultations thanks to the World Water Development Report 4, the Engineering Report and the publication on Sexuality Education from the Education Sector. On the other hand, views of UNESCO publications on Google were better than in July/August and for the same month in 2011.

Bookshop sales were dominated as usual by World Heritage publications but with good sales of publications on Bioethics and Copyright.

UNESCO Visits

After the slow summer holiday period, the number of visitors received is up again, with the 52% visiting students (see details page 33). Even if the Feb. to June 2012 records are not reached, the 209% increase in visitors compared to same month in 2011 is notable.



Major events:

I. International Literacy Day (8 September 2012)

UNESCO convened a High-level International Round Table on Literacy, entitled 'Reaching the 2015 Literacy Target: Delivering on the Promise!' on 6 and 7 September at its Headquarters, on the occasion of International Literacy Day (ILD). The Round Table provided a forum of interaction for more than 40 countries with considerable numbers of illiterate populations, including the 36 countries which are part of UNESCO's Literacy Initiative for Empowerment (LIFE), as well as UN agencies, civil society organizations and development partners. The Round Table resulted in the adoption of the [Paris communiqué on Scaling Up Literacy](#), which urges governments and development partners to make accelerated efforts in attaining the 2015 target for EFA goal 4.

The ceremony for the UNESCO International Literacy Prizes was also part of the ILD celebrations. Representatives from the award-winning programmes (Indonesia, Colombia, Bhutan, Rwanda, Morocco and Niger), received a diploma and a medal from UNESCO's Director-General. The ceremony was followed by a cultural performance of Korean artists.

The ILD celebration continued with the designation of A'solfo as UNESCO's Goodwill Ambassador, in the presence of Côte d'Ivoire's First Lady and followed by a concert with his band, Magic System.

Other events were conducted by UNESCO Field Offices around the world, notably in Cambodia, Chile, Cuba, Egypt, Iraq, Sudan and Nigeria. ILD was also celebrated in Thailand, with a high profile ceremony attended by UNESCO's Director-General, the Minister of Education of Thailand, as well as Ministers and Vice-Ministers from Laos, the Maldives, Mongolia, India, Myanmar, and Nepal.

Participants: Round Table on Literacy: close to 200 participants.

Public: At the Round Table: Ministers and Vice Ministers of Education, Country Delegations, Permanent Delegates, literacy experts and development partners. **Country participants:** 14 Ministers and Vice-Ministers of Education from: Bangladesh, Burkina Faso, Guinea-Bissau, Eritrea, India, Iran, Mali, Nigeria, Pakistan, Senegal, Sierra Leone, Togo and Yemen, as well as senior officials and Delegations from Ministries of Education from the 41 countries. **Partner organizations** including intergovernmental organizations, NGOs and private sector: Save the Children, SIL International, Global Campaign for Education, African Network Campaign on Education for All, Centre for International Cooperation for Education Development, Aga Khan Foundation, ADEA, Aide et Action, Arab Network for Literacy and Adult Education, International Council for Adult Education (ICAE), Microsoft, Nokia, Intel Corporation, ISESCO, World Food Programme, OECD, Islamic Development Bank.

Communication materials and activities:

- Media advisory (04/09)
- Message from the Director-General for the Day in 6 languages (+ Portuguese by the Brasilia Office)
- UN Secretary-General's message for the Day
- Video message by H.R.H. Princess Laurentien of the Netherlands for the Day from UN
- Video message of Laura Bush, Honorary Ambassador of the United Nations Literacy Decade
- Infographic on Literacy in 7 languages (6 UN + Portuguese)
- Booklet of Literacy Prize winners in English and French
- International Literacy Day Poster in Ar/En/Fr/Sp
- High-level International Round Table on Literacy
- 2012 UNESCO Literacy Prizewinners ceremony and music and dance performance of Korean artists from National Gugak Centre
- Interviews with prizewinners
- Photographic Exhibition of the 2012 UNESCO International Literacy Prize-winning programmes
- Exhibition of programmes of 2012 Literacy Prize winning programmes in UNESCO House
- Nomination of A'solfo as a Goodwill Ambassador
- Magic system concert
- Video of A'solfo's nomination and concert

Website statistics: 18 238 visits / 30 159 page views (peak on 08/09: 3 447 visits)

Press coverage: Although the focus was most frequently on national situations, UNESCO statistics were systematically quoted. Several interviews were given by UNESCO experts on major networks and in leading national news outlets on the subject. This is the second year in a row that ILD has drawn such impressive coverage, indicating that the issue is now firmly on media agendas.

Social media: UNESCO's first **infographic** on literacy was released in 7 languages (see [English version](#)). Attractively presenting the literacy data compiled by the UNESCO Institute for Statistics, our branded infographic was shared by many UN agencies and NGOs, in addition to the general audience. Between 7-9 Sept., it was the most popular content relating to UNESCO on social media sites, according to *analytics.topsy.com*. On *Visual.ly*, the main site which used to share the high-resolution version of the infographic, the 7 versions gathered at least 6K views, with many likes and tweets directly on those pages. On Facebook: The post with our infographic received 243 likes, with a high 203 shares. A selection of 3 Facebook covers were also offered, all containing figures from the infographic, and the audience was asked to post these covers on their personal Facebook pages to help us advocate for the cause of literacy.

Communications for Development (C4D) material: As a result of a collaboration with the Sudan Office to communicate on solutions they bring on the field to spread literacy, valuable C4D material were sourced, such as a book of handwritten texts written by neo-literates in Iraq showing how literacy changed their lives. ED sector produced [an inspiring interview](#) with a Juba-based program specialist, talking about her experience as UNESCO staff in bringing literacy to post-conflict countries such as Afghanistan, Iraq and South Sudan: Posts to this article performed very well with 211 likes on Facebook, and was picked up by several United Nations agencies, including the UN Headquarters. Brasilia Office: Facebook: 8 posts / 305 likes / 596 shares / 10 456 people reached; Twitter: 12 tweets / 132 retweets.

II. Underground Sociabilities: identity, culture and resistance in marginalized communities (13 September 2012, in Cantagalo, Rio de Janeiro, Brazil)

This first Seminar held in Cantagalo, Rio de Janeiro (Brazil) launched the results of a survey to study forms of sociability that remain invisible and underground within favela communities in Rio de Janeiro. The pioneering research in four communities - Cantagalo, Cidade de Deus, Madureira, and Vigário Geral - has mapped the causes of social exclusion and identified methods used to help people break free of their backgrounds which could improve the lives of the urban poor across the globe. Researchers entered dangerous no-go zones to interview over 200 favela residents as well as the leaders of community-based organizations, the police and other external bodies. They also analysed 130 social development projects.



The study was conducted by the London School of Economics and Political Science (LSE) in partnership with UNESCO, grass-roots organizations AfroReggae and CUFA, Itaú Bank, Fundação Itaú Social and Instituto Itaú Cultural.

UNESCO acted as mediator to the debate about alternative means of integration and socialization that are developed by communities which live in extreme poverty and social exclusion. The discussion also included the methodology of working with youths developed by groups such as AfroReggae and CUFA.

The launch had the presence of the study coordinator, director of the Masters Program in Social Psychology of LSE, Sandra Jovchelovitch, of national and international specialists in public security and human rights, of NGO leaders and authorities of the Federal Government, and of the State of Rio de Janeiro.

Another launch ceremony will take place in London at LSE on 2 November 2012, in the presence of ADG/SHS Pilar Alvarez-Laso representing the Director-General. This second seminar will be attended by some 100 participants.

Participants: 230 participants

Public: International organizations, NGO's, activists, favela residents, private sector, academics, students, research institutions and think-tanks.

Communication materials and activities:

- Brasilia Office Press release (13 September 2012)
- Dedicated webpage
- Video on the research produced by LSE
- LSE Press release
- News item (In focus)

Press coverage: The survey results were widely reported by the press. There were 37 news published in Brazilian newspapers including O Globo, and magazines (i.e Exame) distributed by the Brazil News Agency, as well as interview given to CBN Radio, the major Brazilian radio channel.

Social media:

Brasilia Office: Facebook: 9 posts / 108 likes / 107 shares / 9 967 people reached; Twitter: 9 tweets / 40 retweets.
YouTube: LSE video on the research: 748 views

III. 11th European Geoparks Conference (19-21 September 2012, Arouca, Portugal)

The 11th European Geoparks Conference, which took place in the town of Arouca, Portugal, co-sponsored by the Portuguese UNESCO National Commission, was a contribution for a smart, inclusive and sustainable growth of European Geoparks, sharing the main aims of the “European Strategy 2020”. It focused on key areas such as: knowledge and innovation, a more sustainable economy, high employment and social inclusion. The UNESCO representative gave a keynote and was involved in the festive ceremony for the new Global Geoparks Networks (GGN) members.

The main themes of the Conference were: the European Geopark Network progress; contribution to the smart, sustainable, inclusive growth of European Geoparks; sharing good experience on education programmes and projects; consolidating the European Geoparks as territories of excellence for Geo-tourism; exchanging new trends on geo-conservation strategies; presenting new public and private investments in Geoparks, and certifying Geoparks.

In the framework of the Conference the governing bodies of the European Geoparks Network (EGN) and the Global Geoparks Network (GGN) held their annual meetings. At these meetings important discussions took place under the lead of the UNESCO representative on the recent consultation process within UNESCO with Member States on options for a future formalized relationship between UNESCO and the GGN. UNESCO was able to engage with the EGN and GGN on specific issues such as the Guidelines, National Committees for Geoparks, national quotas, quality control and the need to avoid duplication of existing UNESCO programmes as well as at the same time ensuring complementarity and cohesion. .

The above meetings were very timely with regard to the ongoing UNESCO-GGN consultations and resulted in sharing with the Geoparks community the possible implications of developments inside UNESCO and to gauge their response. As a direct follow-up it was agreed that the next meeting of the advisory and coordination committees of the European Geoparks Network will occur in UNESCO Headquarters, 20-23 March 2013. This will provide UNESCO Member State delegates to observe the operation of the European Geoparks Network and will give them the opportunity to meet the Geopark communities directly.

Participants: 300 participants, mostly from across Europe but also from North America, South America and Asia.

Public: Geopark practitioners, tourism specialists, economists, education people, politicians and decision makers, students, geologists, GGN network members and aspiring Geopark representatives

Communication materials and activities:

- UNESCO Press release (21/09/2012)
- [Video address](#) by José Manuel Barroso, President of the European Commission
- 7 documentaries on Geoparks by Portuguese TV (30 min each) broadcasted from 24/09 to 2/10/2012 on RTP2, + YouTube
- 12 videos produced by Aroucatv, RTP, and TV Porto
- Video advertisement on Arouca TV
- 12 press releases that originated more than 50 news
- [Dedicated website](#)
- [UNESCO photo gallery](#) of new GGN members
- Interview of Arouca Geopark Director Artur Sa on TV (RTP1)

Website statistics: Press release: 697 visits / 2 015 page views (peak on 22/09: 422 visits); Photo gallery: 65 visits / 462 page views.

Press coverage: Despite a considerable effort to promote the nomination of the new Geoparks, coverage was limited mainly to the countries in which the new sites are located.

Social media: 1 tweet announcing the 4 selected sites (12 RT) and 1 Facebook post featuring the new geoparks in a photo gallery (180 likes). A different strategy could help to better promote geoparks in the future. To the casual eye, it can become hard to tell the difference between geoparks, other UNESCO natural sites. Our geoparks communications focuses, for the most part, on photos showing their natural scenery, but misses out on the local communities that live there and whose heritage the geoparks were conceived to protect. Suggestions: We ask the winners to author a short piece of 3-4 paragraphs illustrating the sustainability challenges specific to each geopark, with the goal of underscoring what the general public can do to avoid/rectify/overcome these challenges. These short articles would be accompanied by the usual glossy pictures of geoparks, but also provide close-ups about worrying issues. Local communities could introduce these Geoparks, show us what they think is unique, and how these landscapes are connected to their heritage. More connections should be drawn between new UNESCO Geoparks and other existing UNESCO Geoparks, Biospheres and World Heritage sites in the country

IV. Launch of “Education First” (26 September 2012, New York, USA)

Launched on 26 September 2012, “Education First” is a five-year initiative sponsored by Ban Ki-moon, Secretary-General of the United Nations. As a global advocacy platform, it aims to generate a renewed push to achieve the internationally-agreed education goals set for 2015 and get the world back on track to meeting its education commitments. The Secretary-General asked the Director-General, Irina Bokova, to serve as Executive Secretary of the Initiative’s 15-member Steering Committee, which will provide advice on the strategic orientations of Education First and how to translate its vision into practice over the next five years.

Members of the Steering Committee include the principals of UNICEF, UNDP, UNFPA and UN Women, the Secretary-General’s Special Envoy for Global Education, Gordon Brown, the President of the World Bank, the chair of the Global Partnership for Education, and representatives from civil society, the private sector, teachers and youth organizations.

New York events associated with the launch:

- 24 September 2012 - Two days ahead of the official launch, the Director-General participated in the [UN General Assembly Side Event on 'Delivering Quality Education in Humanitarian and Conflict-affected Environments'](#) where she made a powerful appeal to place education at the heart of peace building and to better integrate emergency responses with long-term development aid. The side event was co-convened by UNICEF, Save the Children, INEE, the Global Partnership for Education and UNESCO. Other speakers on the panel included: the Ministers from Côte d’Ivoire, Norway and Denmark, Her Highness Sheikha Mozah, Anthony Lake, Executive Director of UNICEF, and Mr Gordon Brown, UN Special Envoy for Global Education. This meeting brought together more than 30 organizations involved in education in emergencies. The participants agreed on a plan of action including that more emergency funding should be allocated to education.
- 25 September 2012 - The Director-General participated in the launch of new campaign, [Every Child Needs a Teacher](#), co-hosted by the Global Campaign for Education and Education International, with Mr Gordon Brown, UN Special Envoy for Global Education and Amina J. Mohammed, UN Special Adviser on Post-2015 Development Planning. The campaign focuses on the fact that without trained teachers, there will never be education for all. Just to achieve universal primary education, we need to deliver 1.7million more teachers - and this does not account for natural attrition rates.
- 26 Sept 2012 - [Official launch in New York during a side-event of the 67th session of the UNAG](#) by the UN Secretary-General Ban Ki-moon. Participants included: Mr Chenor Bah, youth-student representative, Mr Jacob Zuma, President of South Africa, Ms Helle Thorning-Schmidt, Prime Minister of Denmark, Her Highness Sheikha Mozah, Dr Thomas Yayi Boni, President of Benin and Chairperson of the African Union, Ms Julia Gillard, Prime Minister of Australia, Mr Zoran Milanovic, Prime Minister of Croatia, Mr Aloizio Mercadante, Minister of Education of Brazil, as well as Mr Jim Kim, President of the World Bank, Ms Irina Bokova, Director-General of UNESCO, Mr Anthony Lake, Executive Director of UNICEF, and Mr Gordon Brown, Special Envoy for Global Education., In the room attending the panels and launch: Ambassadors, delegates attending UNAG session in NY (NGO, IGO and MS).
- 27 Sept 2012 - [High level meeting on Global Business Coalition for Education](#), The Director-General participated in a working breakfast with Secretary-General Ban Ki-moon, Mr Gordon Brown, United Nations Special Envoy for Global Education, and international business leaders. The purpose of the breakfast was to mobilize several major private-sector firms in order to find innovative solutions and identify local programmes that could be developed on a large scale to ensure the initiative’s success. Some US \$1.5 billion have already been pledged for the Education First initiative from members of the Global Business Coalition.

Participants: Post conflict event (24/09): 100 participants; Official launch (26/09): 350; Working breakfast (27/09): 50.

Communication materials and activities:

- Web release
- Numerous news items
- [Dedicated website “Education First”](#) (En, Fr, Es, Ru)
- Webcast of the launch on UN TV
- Private viewing of the webcast in UNESCO HQ during reception hosted by the Permanent Delegation of Uruguay
- UN media advisory and press release
- [UN Education First brochure](#)
- [UNESCO Education First flyer](#) (En/Fr/Es)
- E-mail to Permanent Delegations

Website statistics: On dedicated website: 1 064 visits / 4 411 page views.

Press coverage: The new education initiative led by the UNSG prompted hundreds of articles in national, regional and local media. Most stories focused on the first contributions to this new campaign, which totaled US\$1.5bn.

Social media: Interest in this initiative was generally low on social media, since it is largely a UN-level partnership with no tangible outcomes just yet. Education First was a difficult sell on our Facebook page. The dedicated page and brochures garnered 100 and 56 likes, respectively. Explaining the need to put education at the heart of development efforts, this content may have been too academic for our audiences. Twitter messages however were successful, with 10 of 27 messages pushed out the week before the Education First launch being retweeted over 50 times. UNESCO’s efforts at feeding its social media messages to the central social media messaging plan coordinated by UNICEF were scarcely taken into account. This is really a pity since some UNESCO tweets about #EducationFirst, for example, received very high retweets, exceeding well beyond the average number of central retweets. Brasilia Office: Facebook: 2 posts / 19 likes / 6 shares / 1 577 people reached.

V. The Memory of the World in the Digital age: Digitization and Preservation (26-28 September 2012, Vancouver, BC, Canada)

This multi-stakeholder three-day international conference, held in Vancouver (BC, Canada) was co-hosted by UNESCO and the University of British Columbia (Canada), with the financial support of several public and private sponsors, as part of the commemoration of the 20th anniversary of UNESCO's Memory of the World Programme. The Memory of the World provides the umbrella for actions to protect, preserve and promote documentary heritage worldwide, and proposed the conference as a means to find solutions to the growing concerns about the ephemerality of digital heritage which now forms the main method of communication and transmission of information and knowledge.

The complex and delicate ecosystem underpinning digitization and digital preservation lags behind technological development, and can be overcome only through collaborative strategic alliances and sharing of resources that will moreover, contribute to sustainable development. The recommendations formulated by the participants will form the basis of UNESCO's 'digital agenda' in the coming years as it seeks to establish a roadmap proposing solutions, agreements and policies that also correspond to national and international priorities.

The wide-ranging recommendations that arose from the discussions are addressed to UNESCO, its Member States, professional organizations and the private sector. The ultimate objective is to avoid digital amnesia by ensuring that records and data created today, either in digital form or through migration from analogue formats, will remain accessible in future.

The conference's sponsors included: Google, Microsoft, the governments of Azerbaijan, the Netherlands and Quebec Province, the Canadian National Commission to UNESCO, the InterPARES Project, the University of British Columbia, the University of Toronto, the University of Ottawa, the Canadian Research Council, and the Internet Society.

Participants: More than 500 participants from over 100 countries from all regions.

Public: Decision-makers in governments and professionals from stewardship institutions, specialists in the IT industry, legal and intellectual property experts, academics and other interested stakeholders.

Communication materials and activities:

- Press release (26 September 2012)
- Media advisory (18 September 2012)
- Video message by Irina Bokova
- Conference programme (44 pages)
- Radio and television interviews throughout the conference with Canadian media
- Live webcast for plenary sessions of the conference

Website statistics: 3 373 visits / 8790 page views (peak on 26/09: 399 visits)

Press coverage: Several interviews were done by conference participants in Canada itself, however the conference generated little interest further afield.

Social media: The Memory of the World inscriptions are not well known by our global audience. To promote the conference, CI and DPI/WEB collaborated to write a [feature story](#), translated in all 6 UNESCO languages, to help a non-expert audience better understand what is at stake in preserving digital memory and to advocate for this cause: Optimized to encourage interaction from the audience, the page has at its top right a section entitled "Join the conversation!" Readers are encouraged to answer the question, "What documents, audio, video, photos, films capture defining moments of your country's history?" by going on our social media channels.

Overall, audience interest for this topic is lower than other topics for which we have written a feature story. The article was heavily promoted on social media channels. A Facebook post pointing to the article garnered only 188 likes. Further, of the 8 tweets published pointing to the link, none had over 30 retweets.

Brasilia Office: 2 tweets / 9 retweets.

VI. Criança Esperança Show 2012 (18 August 2012, Rio de Janeiro, Brazil)

Results of the fundraising campaign

The Criança Esperança Programme, a Globo TV initiative in partnership with UNESCO since 2004, is a social mobilization programme aiming at transforming the future of vulnerable children and young people. Every year, a large campaign mobilizes Brazilians who donate to support social projects in all five regions of Brazil.

Since last year, more than 1,400 people worked for the Criança Esperança show 2012 which took place on 18 August 2012 in Rio de Janeiro (Brazil), and was produced and broadcasted at prime time by TV Globo, one of the most important TV channels worldwide. The show paid tribute to ethnic groups that contributed to the formation of the Brazilian people. In nearly three hours of celebration, joy and solidarity, where artists and celebrities advocated for the programme, viewers donated R\$ 2,544,796.00. From 28 July until the end of the show R\$ 11,364,704.00 were collected to be invested in Brazilian social projects to benefit children and adolescents.

The communication developed by TV Globo for Criança Esperança campaign has five steps:

1. Manifesto Phase, telling about the programme and its theme - four 30" films with 11.105.265 insertions on TV Globo programming schedule from 18/6 to 06/07, and six ads in five nationwide newspapers (Folha de SP, O Estado de SP, Agora SP, O Globo e Extra) on 30 June;
2. Accountability Phase, showing where the public contributions were invested – three 30" films with 562 insertions on TV Globo from 07/07 to 27/07; 3 ½ pages color ads with 15 issues in five nationwide newspapers (*idem* above), and three double page ads with four insertions in three nationwide magazines.
3. Donation Phase 0500, encouraging people donation by phone – five 30" films with 21.808 insertions on TV Globo, Sport TV, GNT, Multishow, Viva and Universal TV channels from 28/07 to 19/08; three color ½ page ads with 15 issues in five nationwide newspapers (*idem*), and 15 double page ads with 13 issues in four nationwide magazines (Veja, Época, Caras and Quem).
4. Countdown Phase, generating expectation for the end of donation period - seven 30" films with 5.709 insertions on TV Globo from 19/08 to 26/08, and four ½ page ads with 20 issues in five nationwide newspapers (*idem*).
5. Post-campaign Phase, after the show and donation period – one 30" film yet to be aired on TV Globo.

Participants: 5,000 participants present at the show.

Public: Children and youngsters from social projects supported, by the Criança Esperança Programme, authorities, partners, and the general public including many children with their parents.

Communication materials and activities:

- One In Focus and two news items on Brasilia Office Website
- [Dedicated webpage](#) (Brasilia Office)
- [Criança Esperança Programme Website](#) (in Portuguese)
- Brochure "[The Criança Esperança Programme](#)"
- Interviews on show and supported projects
- [Video-presentation](#) by the Brasilia Office SHS coordinator for the Criança Esperança Prog.
- Films, insertions on TV Globo (see above)
- Ads in newspapers (see above)

Press coverage: Numerous articles in Brazilian newspapers, including O Globo, Folha online and Folha do Pará, and in magazines, such as Caras, Quem, Contigo, and Fuxico.

Social media:

- During the 10 days before the Criança Esperança show (18 August), the Brasilia Office produced a special mobilization on the Facebook account calling for donations. This short campaign used photos on the timeline cover (counting down to the show) of the 10 most relevant Criança Esperança's projects followed by information on each one. The 13 posts resulted in 156 likes / 28 shares / 19 215 people reached.
- Twitter (August): 10 tweets / 25 retweets
- YouTube on UNESCO TV Portuguese: The [Video-presentation](#) by the Brasilia Office SHS coordinator for the Programme about the campaign and encouraging donations got 1 484 views in July/August (and 17 shares), and 206 in September (including 118 on the Brasilia Office website).

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).

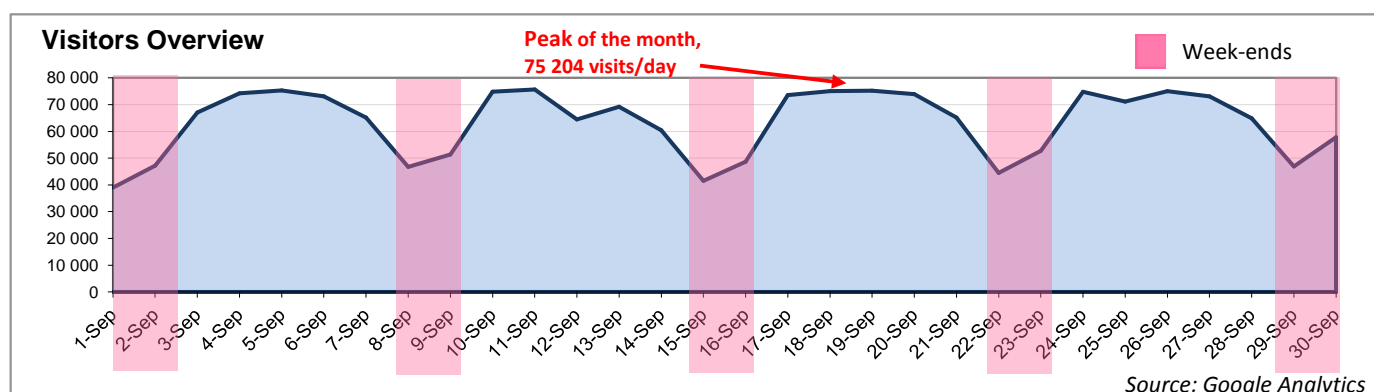
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request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

With the numerous international days and major events of the month (see pages 4-9), the September page views went up by 15%, and the number of visits by 22%. These results are particularly significant when compared to September 2011 which showed half less traffic. The strategy to push the information via the social networks participated in the dispersion of the content and increased the traffic. In addition, the strong coordination to adapt the web content in the different languages to UNESCO's activities in the region has shown very positive results (ie. in Latin America).

September has been the month of development and improvements of the new integrated web platform (IWP). This new framework, based on Drupal and more social content oriented, will host the new Intranet (UNESCOMMUNITY) and the beta version (meaning the content is not stable and the website structure can change) of the UNESCO website. Furthermore, this platform will integrate the social media and the Search Engine Optimization standards.

1.1 September 2012 Traffic

Daily Web Traffic Patterns



-High lev. Round table on Literacy (6-7)
-A'salfo named Goodwill Amb. (6)
-Int'l. Literacy Day (08)

-Pan-African Conf. on Journalists Safety (14-15)
- Int'l. Day of Democracy (15/09)

-11th.Geoparks Conf. (19-21)
-Int'l. Day of Peace (21)
-High level debate on Culture of Peace and Non-Violence (21)

-3rd Int'l. Symp. on the Ocean in a High CO2 World (24-27)
-IOC Training workshop on Tsunami Models and Risk ass-West Pacific (24-27)
-Education First launch (26)
-Memory of the World Conf. (26-28)

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%
July 2012	5 340 675	+8.57%	1 504 831	-7.43%	1 155 703	-6.85%	71.12%	28.88%
August 2012	5 066 334	-5.14%	1 547 197	+2.82%	1 202 114	+4.02%	72.37%	27.63%
September 2012	5 828 526	+15.04%	1 897 640	+22.65%	1 467 108	+22.04%	72.36%	27.64%

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

Areas of interest	Visits ² in September 2012	Variation vs M-1
UNESCO.ORG	1 897 640	+22.65%
Home & Central Service pages	226 741	+30.49%
Worldwide	22 722	+23.07%
Education Sector	153 406	+32.61%
Natural Sciences Sector	53 608	+18.59%
Social and Human Sciences Sector	30 344	+21.86%
Culture Sector	879 787	+17.92%
World Heritage	798 700	+13.74%
Culture Sector (excluding legacy content)	81 087	+84.76%
Communication and Information Sector	57 930	+34.81%
Field offices (only those tracked)	102 039	+4.10%
UIL*	17 715	+16.35%
IIEP*	163 667	+18.34%
UNEVOC*	26 436	+2.39%

* UIL, IIEP and UNEVOC statistics are tracked separately.

1.4 UNESCO Website Visitors

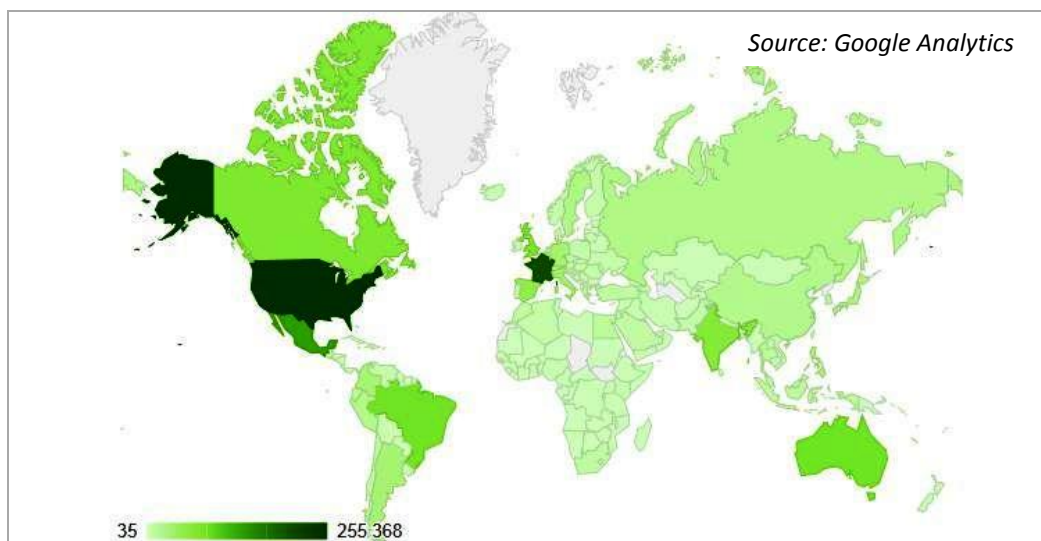
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	255 368	13.46%	+31.71%	3.00	00:02:21
France	210 352	11.08%	+36.01%	3.86	00:03:54
Mexico	137 674	7.26%	+43.37%	2.47	00:02:39
Australia	85 643	4.51%	-3.32%	3.93	00:05:07
Brazil	83 114	4.38%	-5.92%	2.13	00:02:15
United Kingdom	77 028	4.06%	+19.97%	3.20	00:02:50
Canada	70 661	3.72%	+62.97%	3.78	00:03:30
India	63 715	3.36%	+6.88%	2.72	00:02:35
Spain	53 213	2.80%	+53.46%	3.33	00:02:58
Italy	37 719	1.99%	+7.79%	3.68	00:03:00

Top 10 visitors' language

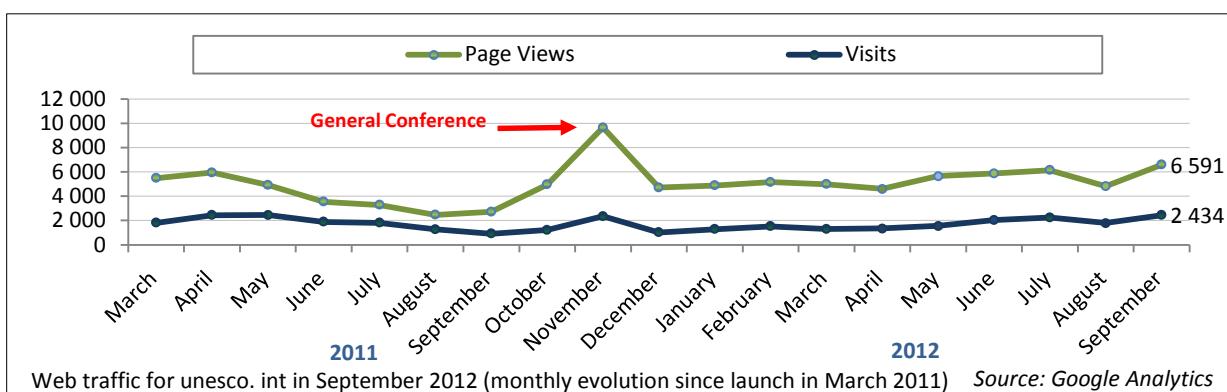
Language	Visits ²	% of Total visits	Variation vs M-1
English	935 231	49.28%	+19.59%
Spanish	332 283	17.51%	+34.44%
French	250 317	13.19%	+38.01%
Portuguese	90 068	4.75%	-1.45%
Russian	35 939	1.89%	+55.44%
German	34 328	1.81%	+10.09%
Italian	32 451	1.71%	+6.07%
Chinese	31 366	1.65%	+12.13%
Japanese	24 630	1.30%	-8.07%
Dutch	18 045	0.95%	+9.74%

1.5 Geographical origin of visits in September 2012



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

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%
July	6 140	+4.53%	2 242	+9.90%	2.93	+2.09%	00:03:26	43.76%	56.24%
August	4 825	-21.42%	1 792	-20.07%	2.71	-7.51%	00:02:47	51.73%	48.27%
September	6 591	+36.60%	2 434	+35.83%	2.86	+5.54%	00:03:21	50.21%	49.79%



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>

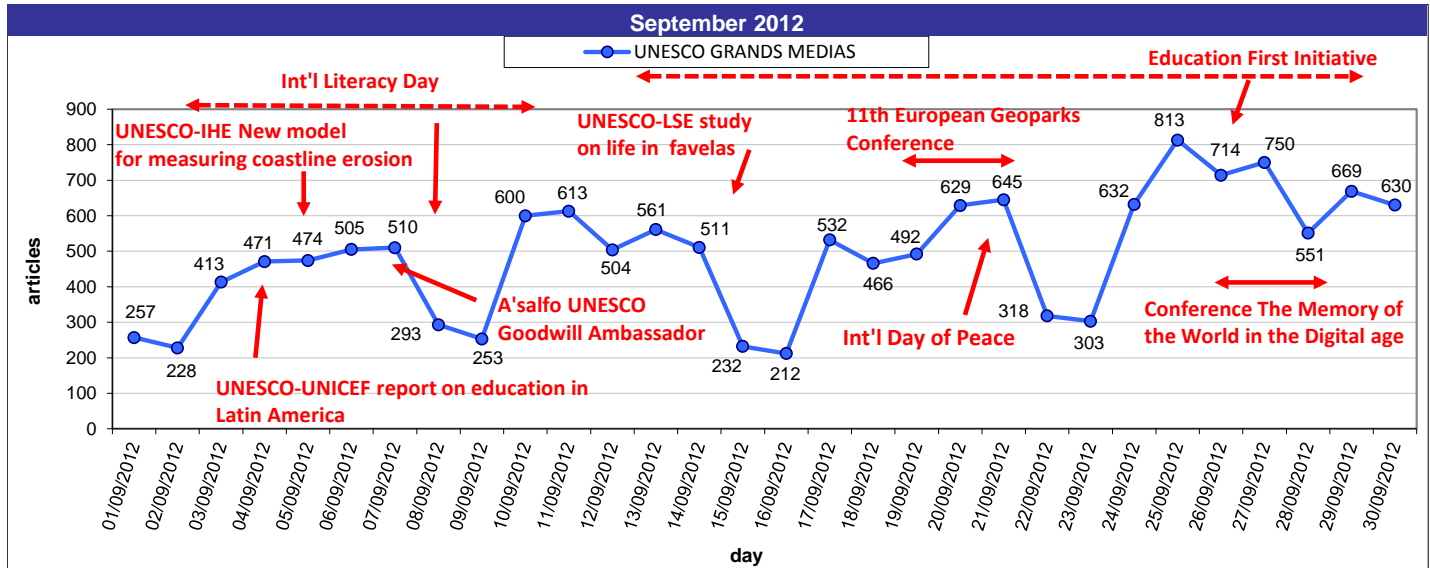
Languages	Page views	Variation vs M-1
Total	95 084	+21.08%
English (EN)	50 440	+13.90%
Spanish (ES)	22 262	+32.81%
French (FR)	11 835	+22.85%
Russian (RU)	5 209	+50.16%
Arabic (AR)	3 579	+45.55%
Chinese (ZH)	1 759	-8.43%

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

1.	04/09	Teaching about the Holocaust and genocide in Africa
2.	04/09	International Literacy Day 2012 UNESCO mobilizes governments to tackle illiteracy
3.	05/09	Traditional medicine and the principle of non-discrimination at the heart of next International Bioethics Committee
4.	13/09	Director-General alarmed by media situation in Eritrea following the death of three journalists held in a prison camp since 2001
5.	13/09	Director-General denounces killing of Syrian journalist Musaab Mohamed Said Al-Odaallah
6.	17/09	Director-General condemns killing of Tanzanian TV journalist Daudi Mwangosi
7.	18/09	The Memory of the World in the Digital Age: Digitization and Preservation
8.	20/09	Director-General calls for investigation into killing of Philippine radio broadcaster Eddie Jesus Apostol
9.	20/09	Director-General condemns killing of Cambodian journalist Hang Serei Oudom
10.	20/09	Progress Towards a Tsunami Early Warning System in the North-eastern Atlantic, the Mediterranean and connected seas
11.	21/09	Four sites in China, Indonesia, Hungary and Spain added to Global Geoparks Network
12.	23/09	UNESCO Director-General alarmed by upsurge in killing of journalists in Somalia
13.	24/09	UN Broadband Commission for Digital Development releases first global broadband report
14.	25/09	UNESCO Conference on Preservation of Digital Heritage
15.	26/09	UNESCO Conference on Preservation of Digital Heritage
16.	28/09	Director-General condemns killing of two Syrian journalists: reporter Maya Nasser and citizen journalist Abdelkarim Al-Oqda
17.	29/09	UNESCO Director-General deplores destruction of ancient Aleppo markets, a World Heritage site

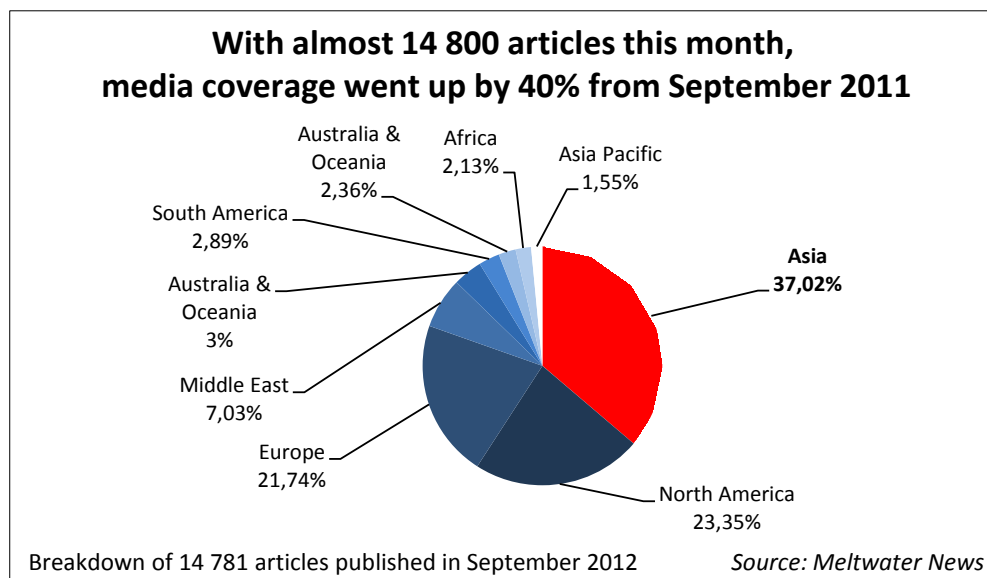
2.3. Statistics on articles referring to UNESCO

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 September (Source: Meltwater News)



A full calendar of events led to considerable media exposure for UNESCO during the month of September. International Literacy Day was the first major event on UNESCO’s agenda, and drew extensive coverage on all continents. The other big education event was the launch on 26 September of Education First by UN Secretary-General Ban Ki-moon, with the Director-General in New York. Hundreds of articles were published on the Day, along with several op-eds in leading media, signed by Bank Ki-moon and his special envoy for this campaign, Gordon Brown. Coverage of the new Geoparks was more disappointing as was coverage of the Digital heritage conference in Vancouver.

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



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

Date	Subject / Title	Language	Media
07/09/2012	Literacy is key to unlocking the cycle of poverty	English	Houston Chronicle (USA)
09/09/2012	Literacy for Peace	English	The Guardian (Nigeria)

2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Intangible Heritage- Nomination of Fado	Cécile Duvelle	French	Freelance (ex AP)
Biosphere Reserve (Lake Urmia)	Han Sunli	English	The Times (UK)
International Literacy Day	Nicole Bella	French	France Inter (France)
International Literacy Day	Subbarao Llapavuluri	English	UN Radio
International Literacy Day	Mmantsetsa Marope	English	Voice of America (USA)
International Literacy Day	Aliou Boly	English	Polish National Radio; Globe and Mail (Canada)
International Literacy Day	Aliou Boly	French	Radio SNCF (France); Radio Vaticana
International Literacy Day	Francesco Pedro	English	Radio Star FM (Australia)
Education- literacy in Egypte	Maha Berada	English	Euronews
Education in China	Chiao-Ling Chien(UIS)	English	The New York Times (USA)
WHC - How to apply to the list	Alessandro Balsamo	French	Dow Jones Newswire (USA)
WHC - How to apply to the list	Roni Amelan	French	Le Parisien (France)
WHC – Syrian heritage	Karim Hendili	Spanish	El Mercurio (Chile)
WHC - Mont-Saint-Michel	Sorosh Junaid	French	AFP (France)

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	1	N/A
2	DG statement on Timbuktu	1	
3	Literacy Prizes	5	N/A
4	MAB	4	N/A
5	A'Salfo named Goodwill Ambassador	1	
6	Palestine	1	
7	Headquarters	2	
8	UNESCO Priorities	1	

2.7 Number of Photographs ordered by the Media* (by subject)

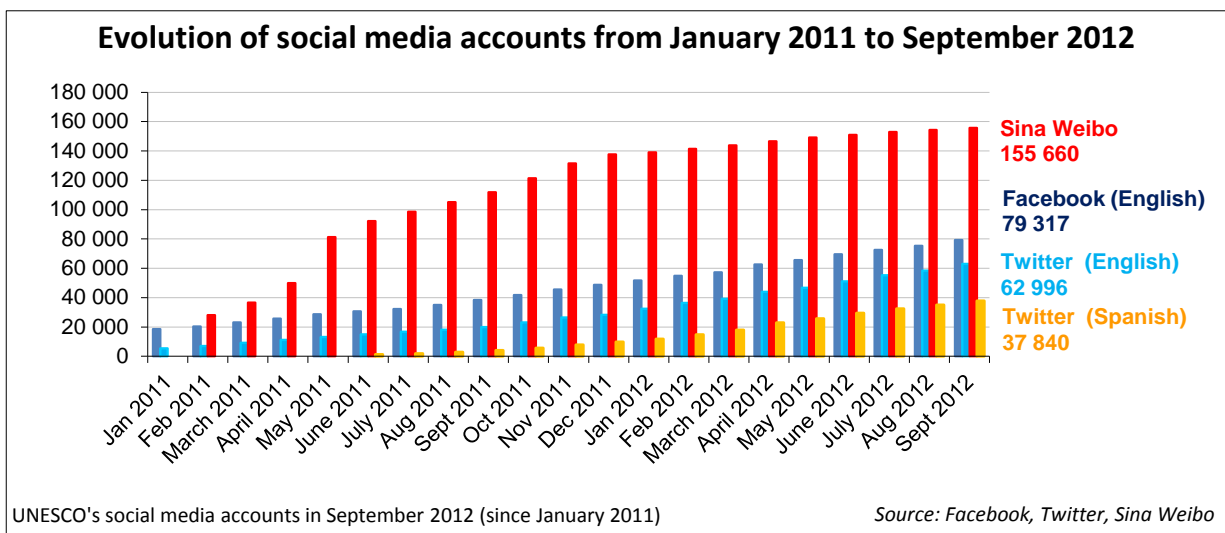
Subject	Media	Purpose	Date	Nb of Photos
Syria	Associated Press (USA)	Article	29/09	1
WH sites in Latin America	Altöttinger Liebfrauenbote (Germany)	Article	27/09	27

*In addition to photo galleries available on the website for the media.

3. UNESCO Social Media Channels

Kicking off the beginning of term, social media communications on International Literacy Day brought together a number of actions that were developed over the past year: an International Day page, feature article key-messaged for advocacy, success stories from the field (along with supporting communications for development material), comprehensive multimedia offerings (i.e.: photos, videos, infographics, interactive apps), development of organizational-wide referral networks to amplify our communications reach (i.e., program networks, Goodwill Ambassadors, corporate partners, UNESCO category 2 centers, institutions with strong UNESCO ties such as the World Digital Library and World Heritage sites). This new planning strategy will be systematically deployed for all future social media communications.

Social media messaging was heavy on education in September. Many of the top-performing tweets relate to education, such as UNESCO's first-ever infographic dedicated to literacy, using data from the UNESCO Institute of Statistics. Yet it should be noted that the few messages that were published on "culture of peace" rocketed to the top of the month's 10 most popular posts on Twitter and Facebook. The use of a word cloud, inviting the audience to suggest words relating to peace and thus involving them in the symbolic construction of UNESCO values, was a crowd pleaser, with 436 likes on Facebook. A story on how Anousheh Ansari became the world's first female space tourist beat the word cloud with 480 likes on Facebook, with a large majority of "likers" being our female audience, inspired by our call to "chase your dreams like Anousheh". These 2 posts rank among the 5 most popular Facebook posts published in the past 12 months.



3.1. Social networking sites

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

Variation September 2012 vs August 2012

Likes/fans*		September 2012	August 2012	Variation vs August
Total likes/fans(all languages)		87 839	82 278	+6.76%
Facebook	English	79 317	75 348	+5.27%
	French	2 986	2 768	+7.88%
	Arabic	2 527	2 083	+21.32%
	Spanish*	1 800	942	+91.08%
	Russian	823	781	+7.30%
Vkontakte	Russian	371	356	+4.21%

* Started on 24 July 2012

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

Message	Posted	Likes*	Multimedia /links
As a little girl, Anousheh Ansari dreamed of going to outer space ever since she saw photos of planets. She never let go of this dream, even though few people took her seriously... until she became the world's first female space tourist. Discover her inspiring story &	Sept-04	480	

chase your dreams too! http://ow.ly/dr1ep			
Sept 21 is the Intl Day of Peace. How would you define a “culture of peace” ? We'll add your words. For UNESCO it is “values, attitudes and behaviors that reflect and inspire social interaction and sharing based on the principles of freedom, justice and democracy, all human rights, tolerance and solidarity, that reject violence and endeavor to prevent conflicts by tackling their root causes to solve problems through dialogue and negotiation and that guarantee the full exercise of all rights and the means to participate fully in the development process of their society”	Sept-21	436	word cloud
How does literacy - the human right to be able to read & write - relate to peace, gender equality, health, poverty eradication & democracy? See how they all link together in our new infographic	Sept-07	243	
Here's a story that will inspire you to help people & countries in need! Meet Jessica, a UNESCO staff member who shares her experiences about helping people become literate in post-conflict countries, like Afghanistan & Iraq. She is currently in South Sudan, where only 27% can read & write. What's it like to bring the basic human right of literacy to these countries? What's it like working there as a woman? "Change will not come if it is only seen as an education ministry problem. It has to be seen as everyone's problem." http://ow.ly/dQoML	Sept-20	211	
This week, UNESCO will help South Sudan, the world's newest country (only 1y old), design its first-ever national museum. How can this museum help foster a national identity that respects the country's rich diversity? How will it be accessible to the population, 73% of which is illiterate? How is culture the basis of sustainable peace & development? http://ow.ly/dKJLg	Sept-17	208	
We're not asking you to change the world. Just its greatest places: http://www.peopleprotectingplaces.com/	Sept-13	189	
With so many people discovering & experiencing our common heritage via the Internet today, digital media has become indispensable in making accessible & preserving historical memory. You're just 1 click away from monumental treatises penned by one of your country's greats, hundreds of years ago, say, on the website of a national museum. But like any digital material, these images could be instantly deleted by a computer virus. What measures would the museum already have taken to avoid this scenario? How do we preserve the digital versions of our documentary heritage? Can't we just rescan the originals? Here's a look at what's involved & what's at stake http://ow.ly/dXzQt	Sept-25	188	
Geological heritage in Geoparks	Sept-21	180	photo gallery
Today, 21 countries spend more on arms than on primary schools (3 photos) For Intl Literacy Day on Sept 8, please help us raise awareness of this terrible finding: 16% of the world's population doesn't know how to read or write. They're denied the basic human right of literacy that enables all other human rights, such as peace, gender equality, good health & not living in poverty. Promoting literacy & education is everyone's duty. Volunteer to help illiterate adults or children in difficulty. Encourage your family, friends, and new people you meet to always expand their knowledge. Pass this key to empowerment to everyone you know	Sept-07	177	
Are you an artist, btw 25-35yo, wanting to search for your muse abroad to develop your work in Creative Writing, Music & Visual Arts? Apply for our UNESCO-Aschberg Bursaries for Artists! Our bursaries are catalysts for the development of artistic expression in all cultures of the world. Many of the world's most compelling art are indeed the fruit of the artists' contact with other cultures. Check out our offer & spread the word to your artist friends! http://ow.ly/dsMOW (The sculpture you see here is by bursary winner Anna Neizvestnova, who completed her artistic residency at Sanskriti Kendra, India. Copyright: Anna Neizvestnova, 2011)	Sept-04	166	

*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 September 2012 vs August 2012

Followers/Fans		September 2012	August 2012	Variation vs August
Total (all languages)		269 467	259 564	+3.82%
Twitter	English	62 996	58 408	+7.86%
	Spanish	37 840	35 022	+8.05%
	Arabic	8 610	7 923	+8.67%
	French	3 691	3 388	+8.94%
	Russian	649	586	+14.33%
Sina Weibo	Chinese	155 660	154 237	+0.92%

Top 10 Twitter Posts

Message	Posted	Re-tweets
Peace isn't an abstract concept. Everyone must have the right to imagine a better future & be able to shape reality to their aspirations	Sept-20	90
Why education is a human right http://ow.ly/dqZQF #unescoED	Sept-04	89
Culture is much more than stones and monuments - culture is who we are, it is what brings us together as a single community.	Sept-27	85
Why literacy, the human right of knowing to read & write, is fundamentally a question of peace http://ow.ly/dy0yg	Sept-07	78
Of the world's 775M illiterate ppl, 64% are #women and #girls with unrealized potential. #Infographic http://visual.ly/literacy-world	Sept-07	76
We must learn to use diversity as a motor of cohesion & innovation, not as a weakness or a source of division #unescoCULTURE	Sept-06	69
In Africa 31M children are out of school. Can we afford to lose the human potential of this generation? #EducationFirst@Unedufirst	Sept-23	66
Literacy is a basic human right. Yet 16% of world population can't read or write. #Infographic: http://visual.ly/literacy-world	Sept-07	63
Development is not sustainable if societies are not at peace w/ themselves & their neighbours, or in balance with the planet.	Sept-21	60
Knowing how to read & write is a human right, an accelerator for development, a force for peace http://visual.ly/literacy-world	Sept-11	57

Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
You are a young artist (creative writing, music and visual art) between 25-35, and you are searching for the inspiration and your own way of expression: apply the Aschberg bursaries now. You may win the opportunity to go to an art institution or a residency in other countries where you can experience different culture and find your own inspiration. http://t.cn/zWenQHB	Sept-08	430	83
Uruguay is the first country to cover its entire primary and secondary education with laptops; in Thailand the one tablet per child policy is on!	Sept-19	283	59
Literacy day- When we think about individual's fate and ups and downs of our lives, perhaps there is a moment that we suddenly feel that everything, including knowledge, is irrelevant. But when we are able to read the information in various types of media and to form our thoughts accordingly, would you imagine yourself back to illiterate and rely on others to pass us oral messages? In your memory isn't there also an old grandma who was illiterate, but whose wish was that we were all going to become a man or women with knowledge?	Sept-08	147	38
4 new members of global Geopark network added. Chinese Sanqingshan Geopark is one of them.	Sept-21	92	21
[World memory register] nothing is comparable to the original documents in transmitting human history - a heartbreaking tragedy in Anne's diary ; the glory of a mandarin which is still	Sept-24	91	21

shining in the Golden Lists of the Qing Dynasty Imperial Examination, or the disclose of the beginning of human culture in ancient Naxi manuscript http://t.cn/zl2gF4M			
The voice and courage of freedom of expression must not be stilled. 2012 is already a very dangerous year for journalists, particularly for Somali journalists: so far, 89 journalists were killed in this year; 5 Somali journalists were killed in three separate incidences from 1 to 21 September.	Sept-24	63	17
Education first : School is one of the places carrying our memories of childhood, but not for everyone, not for the 68million children out of school, help them to build a bright future and a good memory with school.	Sept-26	40	7
Are you organizing something for World Teachers' Day 2012 (a round table, media event, presentation, debate, exhibition, concert ...)? Please register your celebration on the World Teachers' Day map. http://t.cn/zl4sigF	Sept-27	40	9
UNESCO is helping South Sudan to build the first national Museum. The National Museum aims to tell the story of South Sudan and its people. A museum that tells stories and teaches history. A museum about South Sudan's people, about the different cultures and communities, the customs and traditions, the refugees, returnees and diaspora, the young and the old, the women and the men. A museum about arts, crafts and cultural expressions	Sept-21	38	12
Literacy is a basic human right. Yet 16% of world population can't read or write.	Sept-07	37	11

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 September 2012 vs August 2012

Video views	September 2012	August 2012	Variation vs August
Total (all languages)	287 987	184 241	+56.31%
English	172 463	112 986	+52.64%
Spanish	64 914	36 807	+76.36%
French	35 967	23 465	+53.28%
Arabic	7 651	6 403	+19.49%
Russian	6 931	4 557	+52.10%
Chinese	61	23	+165.22%

Language	New subscribers	Variation Vs August	Total Subscribers	Variation vs August
Total (all languages)	209	-35.29%	10 835	+1.97%
English	163	-15.98%	7 016	+2.38%
Spanish	75	0.00%	2 286	+3.39%
French	7	-78.79%	1 081	+0.65%
Russian	-11	-257.14%	217	-4.82%
Arabic	-9	-200.00%	199	-4.33%
Chinese	-16	-420.00%	36	-30.77%

• Top 10 videos on UNESCO TV English Channel

	172 463 views in September 2012	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	17 475
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	9 358
3	Kabuki Theatre	CLT/ITH	8 431
4	Falconry, a living human heritage	CLT/ITH	4 597
5	Baul Songs	CLT/ITH	4 473
6	Gagaku	CLT/ITH	2 982
7	EFA-GMR 2011 - The hidden crisis: Armed conflict and Education	ED	2 743
8	Georgian Polyphonic Singing	CLT/ITH	2 632
9	Lacemaking in Croatia	CLT/ITH	2 116
10	The Tradition of Vedic Chanting	CLT/ITH	1 932

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

	64 914 views in September 2012	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	15 906
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	3 720
3	Día Internacional del Jazz "On Broadway"	CLT	2 587
4	Discurso de Ernesto 'Che' Guevara	UNESCO	2 572
5	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 943
6	El Mariachi, música de cuerdas, canto y trompeta (Mexico)	CLT/ITH	1 096
7	El teatro Kabuki	CLT/ITH	1 002
8	El Mariachi, música de cuerdas, canto y trompeta	CLT/ITH	905
9	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	833
10	El canto polifónico georgiano	CLT /ITH	816

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

	35 967 views in September 2012	Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 418
2	Le Maloya	CLT/ITH	1 676
3	A'salfo, Ambassadeur de bonne volonté de l'UNESCO	UNESCO	1 468
4	Routes de l'Esclave: Une Vision Globale	CLT	1 416
5	Une école maternelle à Paris	ED	1 267
6	Le repas gastronomique des Français	CLT/ITH	1 187
7	Le chant polyphonique géorgien	CLT/ITH	1 139
8	Le Duduk et sa musique	CLT/ITH	994
9	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	985
10	La tradition du tracé dans la charpente française	CLT/ITH	788

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

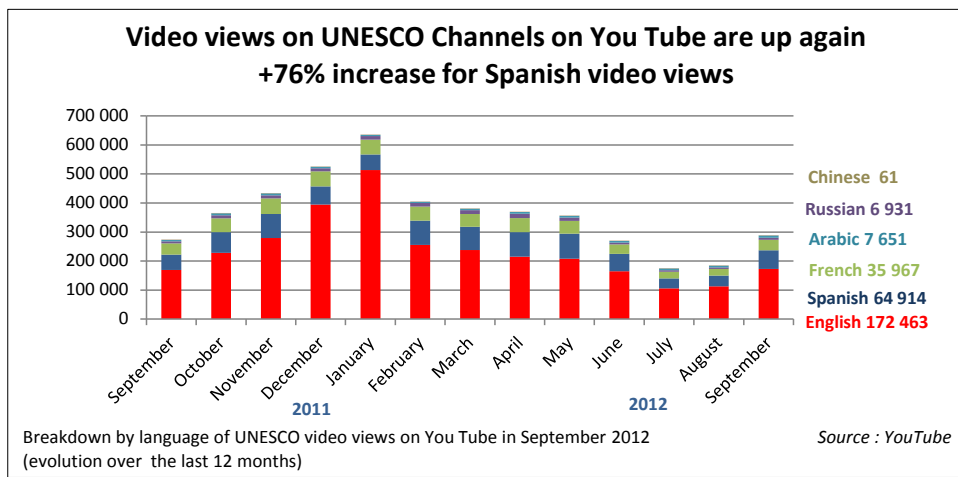
	6 931 views in September 2012	Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	614
2	Prehistoric Sites and Decorated Caves of the Vézère Valley	WHC	535
3	Historic Areas of Istanbul	WHC	268
4	Mausoleum of the Taj Mahal (Agra)	WHC	243
5	Palace and Park of Versailles	WHC	240
6	The ancient city of Petra	WHC	150
7	Historic Centre of Brugge	WHC	145
8	Archaeological Site of Mohenjodaro	WHC	136
9	UNESCO History	UNESCO	133
10	Global Partnership for Oceans	IOC	124

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

	7 651 views in September 2012	Subject	Total views
1	Venice and its Lagoon	WHC	650
2	Petra	WHC	261
3	Royal Botanic Gardens, Kew	WHC	242
4	Palace and Park of Versailles	WHC	225
5	Te Wahipounamu – South West New Zealand	WHC	190
6	Taj Mahal	WHC	190
7	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	WHC	177
8	Lines and Geoglyphs of Nasca and Pampas de Jumana	WHC	163
9	Paris, Banks of the Seine	WHC	160
10	I want a sustainable society	UNESCO	123

▪ **Top 5 videos on UNESCO TV Chinese Channel**

	61 views in September 2012	Subject	Total views
1	Patrimoinito 9	WHC	19
2	Ocean	IOC	16
3	Our world heritage: UNESCO World Heritage Convention	ED	9
4	UNESCO History	UNESCO	5
5	Language Matters	ED	4



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

• Top 10 Videos

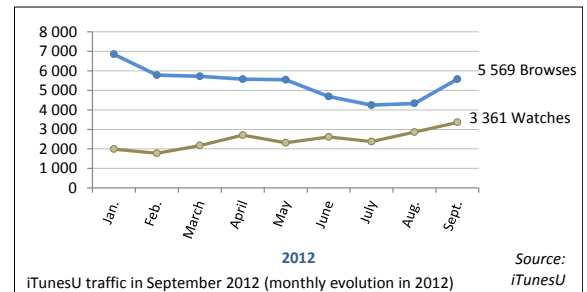
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/2011	44 177	4 637
#intangible heritage# Chinese shadow puppetry	01/12/2011	15 725	853
Intangible Heritage Kunqu Opera-The Peony Pavilion performed by UNESCO Artist for Peace Zhang Jun	15/04/2011	8 455	7 182
40 year anniversary of World Heritage Convention	22/06/2012	8 076	1 060
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/2011	6 193	5 916
International Jazz Day	23/04/2012	5 146	848
UNESCO Director-General's statement on US funding cut	03/11/2011	4 300	380
Word Teachers'Day: Interview of ADG Mr Qian Tang	05/10/2011	3 765	587
Youth Forum PSA	19/10/2011	3 544	1 517
Herbie Hancock UNESCO Goodwill Ambassador	20/07/2011	2 890	307

* 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	September 2012	Variation vs M-1
Watches (downloads)	22 150	3 361	+17.56%
Browse	48 274	5 569	+28.67%



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	September 2012	Variation vs M-1
Downloads	930 188	44 082	-1.20%
Unique Visitors	1 625 927	267 374	+5.57%
Visits	22 820 419	1 732 230	+4.90%
Page views	314 582 849	31 745 321	+12.60%
Info pane with UNESCO logo & text	1 575 807	108 688	+6.41%
Preview of Heritage viewed within other apps	N/A	N/A	-
Open UNESCO page from Heritage	58 742	3 439	+3.55%
Distinct UNESCO WHC pages opened	309	124	-48.76%
Most viewed UNESCO WHC page	Site of Palmyra	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	81	%
Education	41	%
Natural Sciences	0	%
Social and Human Sciences	0	%
Culture	40	%
Communication and Information	0	%
TOTAL	162	100%

Origin of requests

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	123	%
Media: Written and Audiovisual and Press	28	%
Government	0	%
Education (Schools, Universities, teachers, researchers)	3	%
Public sector (Museums, Bookshops)	0	%
Private sector	8	%
Others	0	%
TOTAL	162	100%

Use of photos

Use of photos	Nb of photos	%
Websites	29	%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	133	%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	0	%
Exhibitions	0	%
Private use	0	%
TOTAL	162	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.

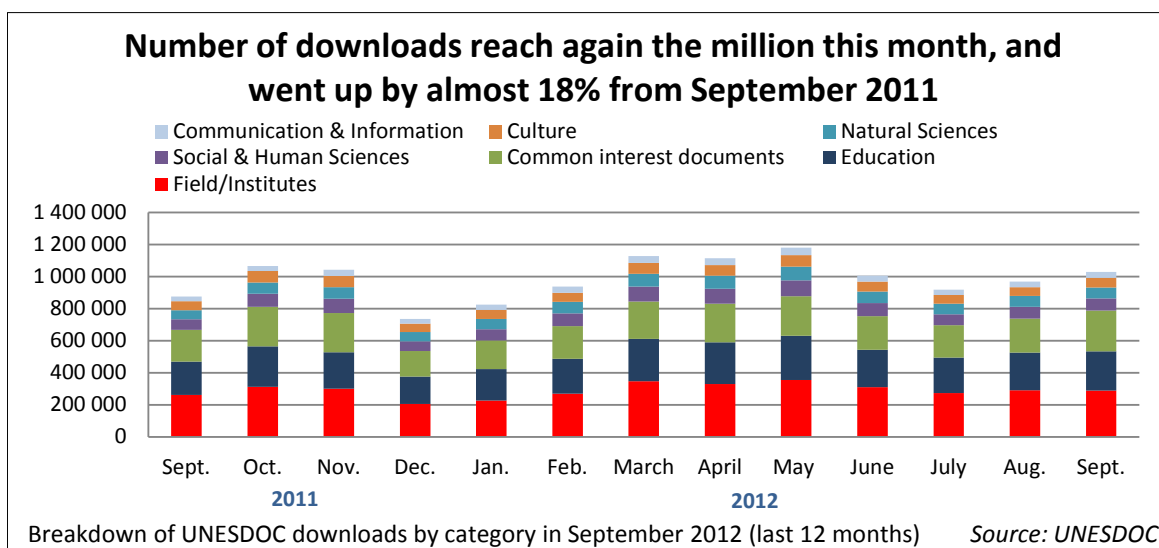
In September there were **133 428** records available online in PDF format (133 013 in August), including documents, publications, communication material and other working documents.

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 September	1 029 946
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 507	245 181	+4.67%	4
Natural Sciences	9 615	69 056	+2.23%	14
Social and Human Sciences	5 616	75 867	+2.03%	7
Culture	3 301	60 104	+12.26%	5
Communication and Information	2 350	37 258	+7.27%	6
Fields & Institutes	8 236	289 487	-0.72%	3
Common interest documents	NA	252 993	+19.37%	NA



5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	91 454
2	France	67 424
3	Mexico	64 165
4	Brazil	39 999

5	India	29 368
6	Colombia	22 938
7	Philippines	21 884
8	Spain	19 063
9	United Kingdom of Great Britain and Northern Ireland	17 960
10	Argentina	17 660
11	Peru	14 966
12	Nigeria	14 657
13	Canada	14 205
14	Australia	12 075
15	Japan	10 253

5.1.3 Printable Communication materials

Title	Total downloads in September							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	242	136						378
2010 UNESCO Annual Report	215	29						244
UNESCO brochure	647	338					117	1 102
65 Ways UNESCO Benefits Countries all over the World	394	47	127		4		59	631
A New Humanism for the 21 st Century	81	100	108	31	9			329
TOTAL	1 579	650	235	31	13	0	176	2 684

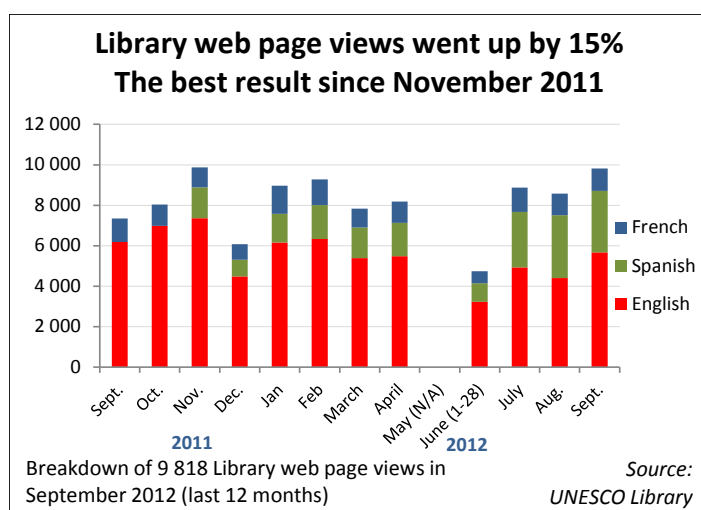
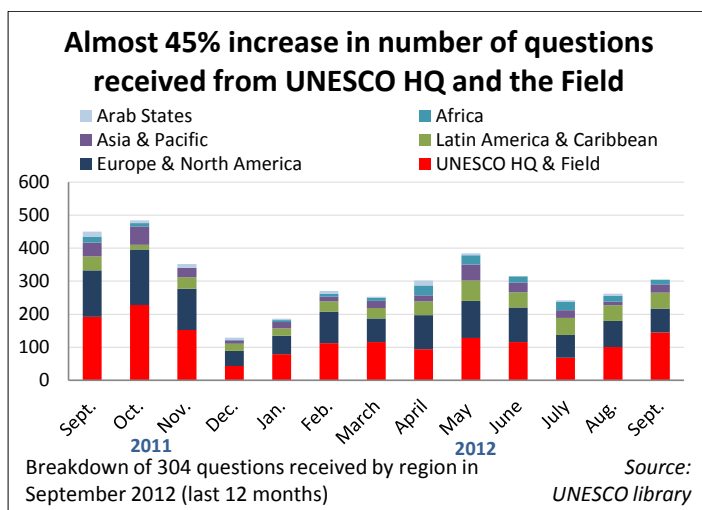
5.2. UNESCO Library - <http://www.unesco.org/library>

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.

September saw drop in on-line consultations for the top ten flagship publications compared to July-August 2012. The top 10 best views are still mainly Spanish and Portuguese titles but overall only English titles have improved consultations thanks to the World Water Development Report 4, the Engineering Report and the publication on Sexuality Education from the Education Sector. On the other hand, views of UNESCO publications on Google were better than in July/August and for the same month in 2011.

Bookshop sales were dominated as usual by World Heritage publications but with good sales of publications on Bioethics and Copyright.

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

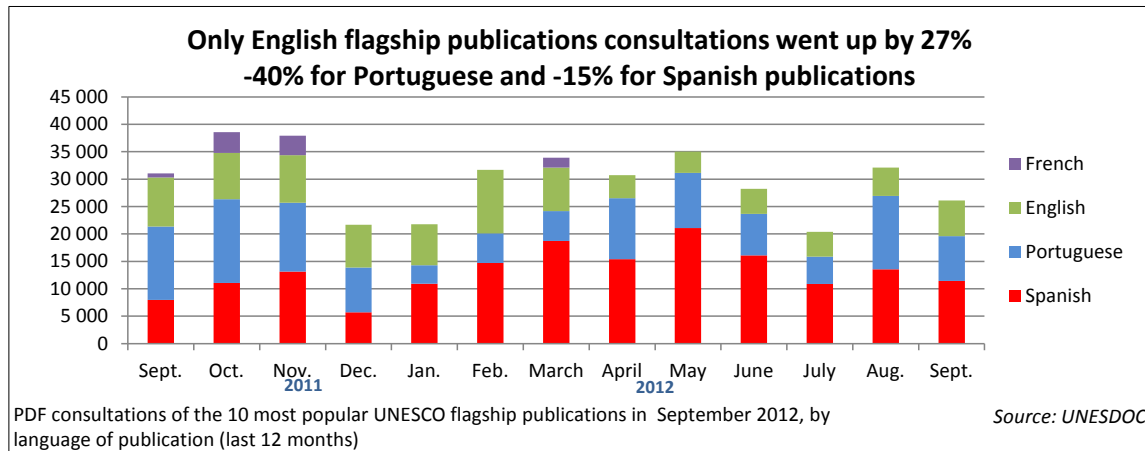
	Title	Sector	Language	Views	Published
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	6 539	Paris, 2005
2	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	4 374	UNEP, 1992
3	Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo	CLT	Portuguese	3 985	Brazil, 2010
4	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	3 366	Paris, 2010
5	United Nations World Water Development Report 4: managing water under uncertainty and risk	SC	English	3 172	Paris, 2012
6	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	3 099	Buenos Aires, 2001
7	El Ramayana y el Mahabharata: dos grandes epopeyas del Asia (The Ramayana and the Mahabharata: two epics of Asia)	UNESCO Courier	Spanish	2 698	Paris, 1967
8	Environmental education activities for primary schools: suggestions for making and using low cost equipment	ED	English	2 410	UNEP, 1992
9	História geral da Africa, VI: Africa do século XIX à década de 1880 (General history of Africa, VI: Africa in the nineteenth century until the 1880s)	CLT	Portuguese	2 183	Brazil, 2010
10	International technical guidance on sexuality education: an evidence-informed approach for schools, teachers and health educators	ED	English	2 180	Paris, 2009/2010

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

	Title	Language	Views	Past 12 months
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	Spanish	6 539	73 404
2	Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo	Portuguese	3 985	11 915
3	Engineering: issues, challenges and opportunities for development; UNESCO report	English	3 366	22 639
4	United Nations world water development report 4: managing water under uncertainty and risk	English	3 172	16 318
5	Los Siete saberes necesarios para la educación del futuro	Spanish	3 099	46 412

	(Seven complex lessons in education for the future)			
6	História geral da Africa, VI: Africa do século XIX à década de 1880 (General history of Africa, VI: Africa in the nineteenth century until the 1880s)	Portuguese	2 183	20 353
7	História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	Portuguese	1 977	23 099
8	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	1 808	33 869
9	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	Portuguese	1 543	40 413
10	N/A	-	-	-

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, 222 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
September 2012	222	12 232	188 682	99
September 2011	147	9 126	137 188	109

Google Books: page views per month



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 September, top 5

Title	Copies sold	Sector
1 UNESCO World Heritage Desk Diary 2013	35	CLT/WHC
2 Manual on Harmful Marine Microalgae	31	SC
3 The World's Heritage – The Bestselling Guide to the Most Extraordinary Places - Edition 2012	22	CLT/WHC
4 The Symbolic Globe	8	ERI/BPI
5 Tell me about UNESCO	6	ERI/BPI

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

	Title	Copies sold	Publisher
1	Charte des Nations Unies et statut de la Cour Internationale de Justice	7	UN
2	Papa tu peux sauver la planète ! / Daddy you can save the planet! Colouring Book for kids who want to educate their parents	6	UN
3	Charter of the Unites Nations and statute of the International Court of Justice	4	UN
4	Political Violence in South and Southeast Asia : Critical Perspectives	3	United Nations University Press
5	A 21st Century Garden	2	Edition Lammerhuber

6.5 Online and international sales

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

	Title	Copies sold	Sector
1	UNESCO World Heritage Desk Diary 2013	89	CLT
2	The UNESCO Universal Declaration on Bioethics and Human Rights	25	SHS
3	The World's Heritage – The Bestselling Guide to the Most Extraordinary Places - Edition 2012	17	WHC
4	Nuevos temas de derecho de autor y derechos conexos	15	CLT
5	Derecho de autor y derechos conexos	15	CLT

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

Bookshop sales of UNESCO publications, lowest sellers in September

	Title	Copies sold	Sector
	Atlas mundial de la igualdad de género en la educación	0	ED
	World Heritage Review n°63 - World Heritage and outstanding natural beauty	0	CLT/WHC
	Compendio mundial de la educación 2011 - Comparación de las estadísticas de educación en el mundo	0	ED
	Liberté de connexion - Liberté d'expression : Écologie dynamique des lois et règlements qui façonnent l'Internet	0	CI
	From Space to Place - An Image Atlas of World Heritage Sites on the 'In Danger' List	0	SC

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

	Title	Copies sold	Sector
	Planifier le développement des compétences techniques et prof. - IEP 94	0	IEP
	Rapport mondial sur les sciences sociales 2010	0	SHS
	Atlas mondial de l'égalité des genres dans l'éducation	0	UIS
	Recueil des données sur l'éducation 2011 – Statistiques comparées sur l'éducation dans le monde	0	UIS
	Compendio mundial de la educación 2011 - Comparación de las estadísticas de educación en el mundo	0	UIS

* 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, September 2012

Contract No.	Title	Publisher	Language	Date of signature
C.2012-019	Confronting the shadow education system-What government policies for what private tutoring?	Centre for Innovations in Education (ICE)	Azeri	12/09/2012
C.2012-020	World Water Development Report 4	K-WATER	Korean	19/09/2012
J.2012-019	Engineering: Issues, Challenges and Opportunities for Development	Korean Nat. Com. for UNESCO (KNCU)	Korean	4/09/2012
J.2012-020	YouthXchange Biodiversity & Lifestyles Guidebook	UNEP	English	4/09/2012
J.2012-021	YouthXchange Green Skills & Lifestyles Guidebook	UNEP	English	4/09/2012
	Amendment n°1 to co-publishing agreement n°J.2012-011	De Agostini Libra SpA	English, Spanish	25/09/2012

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
AFR	1	1		
BSP	1	1		
CI	9	6	3	
CLT	11	4	7	
ED	14	11	2	1
ERI	10	10		
SC	16	10	6	
SHS	8	7	1	
Total	70	50	19	1

7.2 Events organized by Field Offices/ Institutes

Bangkok	2
Beirut	1
Havana	1
Juba	1
Montevideo	2
Nairobi	2
Quito	1
Venice	9
UNEVOC	1
Total	20

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	2	1
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	2
Category 5-Advisory Committee	1	3
Category 6-Expert Committee	2	-
Category 7-Seminars and Workshops	2	15
Category 8-Symposium	1	3
Event under patronage	1	2
Exhibition	3	2
Film Projection	-	-
Headquarters Committee	-	-
Concert	1	-
Interagency Meeting	-	2
Consultative Meeting	1	2
Meeting by Member States or Institutions	-	4
Show	1	-
Secretariat meeting	-	-
Special Event	6	3
Working group/Expert Meeting	1	5
Information meeting for Permanent Delegations	1	-
Internal Meeting	1	-
Prize Giving Ceremony	1	1
Total	25	45

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
31/08-07/09	Convention 2003: réunion de l'organe consultatif du Comité	CLT/WHC/ARB	Salle XIV	40
05-07/09	Table ronde de haut niveau sur l'alphabétisation intitulée : 'Atteindre les objectifs d'alphabétisation de 2015 : Réaliser la promesse faite!'	ED/BHL/BAS	Salle X	150
05-06/09	Nansen	SC/IOC/OOS	Salle XV	30
05-17/09	19e session du CIB + session conjointe CIB et CIGB	SHS/EST/BIO	Salle XI + Salle VI	180
05-25/09	Célébration de la Journée Internationale de l'alphabétisation	ADM/CLD/PCS	Salles I (+ foyer), VII, VIII, XI	1000
06/09	Table ronde de haut niveau sur l'alphabétisation	ED/BAS/LIT	Salle XII	100
	Célébration Soirée Magic System	ODG/HGA	Salles V, IX, Salle des Actes	80 40
07/09	Réunion avec SIAB	ED/EO/PMC	Salle VII	12
13/09	Cornerstone Meeting	HRM/POL	Salle V	20
14/09	Anniversaire de Sir Georg Solti et Janos Szentagothai	GBS	Salle IV	150
14-21/09	Convention 2003: réunion de l'organe subsidiaire du Comité	CLT/WHC/ARB	Salle XIV	40
17-19/09	Atelier PACTED (Etude Régionale sur la Formation des Enseignants et des Formateurs en EFTP dans quelques pays arabes)	ED/THE/TEFAS	Salles VII, IX	100
17-20/09	Global Alliance of Continuous Plankton Recorder Surveys (GACS)	SC/IOC/OOS	Salle VIII	40
19/09	"Saint John Perse, Aimé Césaire, Edouard Glissant: Regards croisés",	CLT/DDD/SCI	Salle IV	350
20/09	Réunion de l'équipe spéciale de l'ADEA sur l'enseignement supérieur en Afrique	ED/BHL/HED	Salle VI	20
24/09	Réunion de travail, Enseigner le respect pour tous	ED/PSD/PHR	Salle VII	25
24-26/09	Réunion du groupe de travail - Convention sur la protection du patrimoine culturel subaquatique (2001)	CLT/CEH/CHP	Salle IV	100
26/09	CI Lecture	CI/INF	Salle XVI	40
27/09	Réunion Projet Aladin	ERI/EO	Salle III	20
Total participation				2 537

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
07/09	Day about the Archaeological Heritage of the Sultanate of Oman	Délégation perm. du Sultanat d'Oman	Salle IV + Salle des Actes	150
07/09	Présentation d'une étude sur le District	Délégation perm. de la	Salle XIII	40

	Historique de Panama	République de Panama		
17/09	Rencontre entre le Sous-Directeur général pour la culture de l'UNESCO et Vice-Ministre de l'éducation chinois	Délégation perm. de la Rép. pop.de Chine	Salle des Actes	10
20/09	Journées de Madagascar a l'UNESCO	Délégation perm. de la Rép. de Madagascar	Salle IV	300
25/09	Réunion interne avec la Commission Nationale Suédoise	Délégation perm. du Royaume de Suède	Salle VII	20
28/09	Conférence sur l'architecture contemporaine de l'Iran	Délégation perm. de la République islamique d'Iran	Salle XIII	80
19/09	Conférence dans le cadre de la gestion et la protection des ressources halieutiques	Syndicat National du Commerce Extérieur des produits congelés et surgelés	Salle VI	40
20/09	Cycle IHEPS 2012 2013	IHEPS	Salle XIII	50
21/09	Cérémonie de tirage au sort du Championnat d'Europe de Basket-ball Féminin	Fédération française de Basket-ball	Salle II	300
24/09	Comité exécutif	OEEP	Salle XIV	20
25-26/09	Session du conseil	OEEP	Salle XIII	70
Total participation				1 080

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
06/09	Réunion du Groupe électoral II	Délégation perm. de la République tchèque	Salle XVI	40
06/09	Préparation du Conseil exécutif Groupe Afrique	Délégation perm. de Djibouti	Salle IX	50
07/09	Réunions du Groupe électoral I	Délégation perm. des Pays-Bas	Salle VII	40
10/09	Réunion avec le Groupe Afrique	AFR/CEO	Salle XVI	25
11/09	Réunions du Groupe UE	Délégation de la Rép. de Chypre	Salle XIII	50
12/09	Réunion avec le Groupe Afrique (Va)	AFR/CEO	Salle XIII	80
13/09	Réunion du Geneva Group	Délégation de la Rép. de Corée	Salle XIV	30
13/09	Réunion du Groupe électoral I	Délégation des Pays-Bas	Salle XIII	60
14-21/09	Réunion préparatoire du Groupe Ad Hoc	GBS/DIR	Salle X	100
14/09	Réunion avec le Groupe des 77 et Chine	AFR/CEO	Salle XII	100
14/09	Réunion du Groupe ASEAN (AUC)	Délégation du Brunéi Darussalam	Salle XVI	40
19/09	Réunion dans le cadre du Conseil exécutif	Délégation de la Belgique	Salle III	20
19/09	Réunion du Groupe électoral I	Délégation des Pays-Bas	Salle XIII	60
20/09	ASPAC Meeting	Délégation de Philippines	Salle XVI	40
21/09	Réunion ADG/ED avec GRULAC (Groupe 111) sur "UNSG's Initiative on Education"	ED/ADG	Salle VI	35
21/09	Réunion du Groupe européen	Délégation perm. de Chypre	Salle VIII bis	30
21/09	Réunion plénière du GRULAC	Délégation perm. du Pérou	Salle XIII	70
24/09	Préparation du Conseil exécutif Groupe Afrique	Délégation perm. de Djibouti	Salle XIII	40
24/09	Réunion du Groupe du Commonwealth	Délégation perm. du Canada	Salle XV	35
24/09	Réunion du Groupe Francophone	Délégation perm. du Congo	Salle XIII	60
25/09	Réunions du Groupe UE	Délégation perm. de Chypre	Salle XIV	50
25/09	Réunion plénière du Groupe 77	Groupe 77	Salle IX	60
26/09	Réunion du Groupe européen	Délégation perm. de Chypre	Salle XVI	30
26/09	Préparation du Conseil exécutif Groupe Afrique	Délégation perm. de Djibouti	Salle VII	40
27/09	Réunion plénière du Groupe Afrique	Délégation perm. d'Ouganda	Salle IX	60
28/09	Réunion du Groupe arabe	Délégation perm. du Maroc	Salle VIII	40
Total participation				1 285

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

- The September electronic calendar was sent to **4 462 subscribers** (56 new subscribers)
- The paper version for September events was printed out in **2 500 copies** (in French and English)
- **11 events** were organized, co-organized and/or promoted in September by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
3-7/09	100 Years at the service of art and international cooperation – Tribute to the centennial of the Pushkin State Museum of Fine Arts	Permanent Delegation of the Russian Federation	Salle des Pas Perdus	N/A
6-24/09	UNESCO's 2012 Literacy Prizewinners On the occasion of the International Literacy Day	Education Sector	Railings around Headquarters	N/A
19-21/09	Les Malgaches, peuple artiste On the occasion of Madagascar Day (9th edition)	Permanent Delegation of the Republic of Madagascar	Miró rooms	N/A
Until 25/09/2012	Water, priority of a changing world - Exhibition organized with Xinhua News Agency (for the photos) and the Division of Water Sciences - Short visit of the Vice-President of Xinhua 30 July	Sector for External Relations and Public Information	Railings around Headquarters (avenue de Suffren)	N/A

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
6/09	Awards ceremony of the 2012 UNESCO International Literacy Prizes	Education Sector	Room XII	200
6/09	Nomination of A'salfo as UNESCO Goodwill Ambassador and Magic System concert	Section of Honoray and Goodwill Ambassadors	Room I	800
14/09	Concert: Sir Georg Solti – Conductor, "Global Ambassador for peace"	Permanent Delegation of Hungary	Room I	900
20/09	Show : " Viet Nam, my homeland"	Permanent Delegation of the Socialist Republic of Viet Nam	Room I	700
21/09	Concert-show: "Les Malgaches, peuple artiste"	Permanent Delegation of the Republic of Madagascar	Room I	1 200

8.2.3 Conferences

Date	Title	Organizer	Place	Public*
14/09	Round table: "The brain odyssey of János Szentágothai – Leading neuroscientist of our times, remembering the giant of 20 th century brain research and exploring ways forward"	Permanent Delegation of Hungary	Room IV	150
20/09	Round tables: "Malagasy art" and "The history and role of music in Malagasy society" On the occasion of Madagascar Day (9 th edition)	Permanent Delegation of the Republic of Madagascar	Room IV	200

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 47 visits for **857** visitors in September 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.

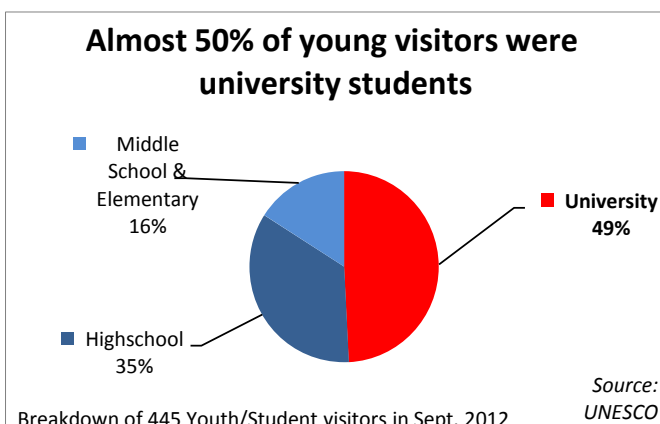
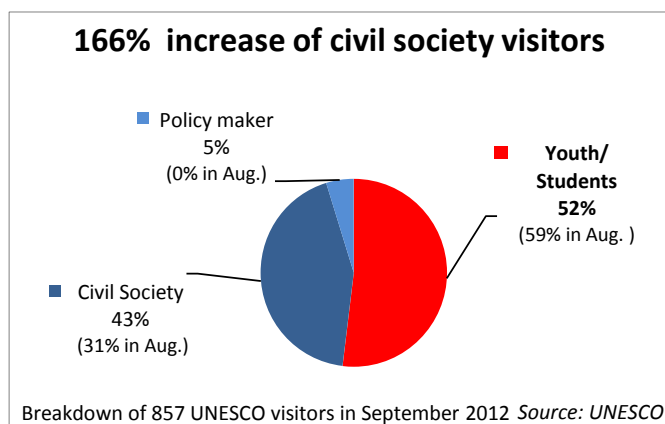
1. Requests	
Number of emails received	205
Number of requests received	68
Accepted requests	48%
Declined requests	52%

2. Languages		
Visits in English	17	36%
Visits in French	27	57%
Other	3	6%

3. Type of visits		
Individual Visits	5	11%
Group Visits	17	36%
Spontaneous Visits	24	51%
Thematic Conferences	1	2%

4. Origin		
Africa	24	3%
Arab States	26	3%
Europe and North America *	699	82%
Latin America and the Caribbean	14	2%
Asia and Pacific	94	11%

5. Profile of visitors



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 18 events which have been granted UNESCO's patronage took place in September 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/09/2012	Greece	Women's International Research Engineering Summit	women scientists	ODG
01/09/2012	Hungary	« Let's Bridge-Genfest 2012 » international event organized by New Humanity (meeting of young artisans)	youth	SHS
02/09/2012	France	Colloque international sur la culture scientifique et technique "Médiation des sciences - perspectives internationales, enjeux et stratégies" organisé par l'Université de Lorraine	scientists, researchers & policy-makers	SC
07/09/2012	Italy	31st International Violin Competition « Rodolfo Lipizer Prize »	artists	CLT
10/09/2012	France	Séminaire de formation sur l'Histoire de la Shoah et des persécutions nazies en partenariat avec le Mémorial de la Shoah	general public, in particular youth	ED
11/09/2012	France	"Festival international des textiles extra ordinaires"	civil society	CLT
12/09/2012	United Kingdom	International Conference on Cultural Management Education "Networked Culture"	culture institution managers	ED
15/09/2012	China	Hangzhou International Music Festival	civil society	CLT
15/09/2012	Senegal	2e édition du Festival des Formes et des Rythmes du Monde organisé par l'association Sobo Bade	civil society	CLT
17/09/2012	Slovenia	World Engineering Forum	scientists	SC
18/09/2012	Croatia	International ISES-Europe Eurosun 2012 Conference	scientists	SC
19/09/2012	France	Colloque international "Saint John Perse, Aimé Césaire, Edouard Glissant: Regards croisés"	academics	CLT
20/09/2012	Croatia	The 16th International Lace Festival	civil society	CLT
23/09/2012	Italy	24e édition des "Olympiades internationales d'informatique". Compétition d'informatique et conférence internationale sur les jeunes talents	students and young talents of information science	CI
24/09/2012	Azerbaijan	Regional Workshop "Collaboration of Museum Communities and Governmental Bodies in Developing Intangible Cultural Heritage"	museum managers, government officials	CLT
28/09/2012	Greece	International Conference on National Policies of Partnership on Copyright Enforcement on the Internet between Rights Holders and Internet Service Providers	decision-makers, publishers, internet companies	CI
30/09/2012	Italy	International Film and Television Festival "Eurovisioni"	film & television personalities, civil society	CLT
30/09/2012	Switzerland	Congrès international "Les défis de la protection des biens culturels"	professionals working in the protection of cultural heritage	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): **889 550 households in main Kanto region**. Total number of the viewers nationwide has not been surveyed.

Logo use: **For every broadcast/rebroadcast (except for special programmes). 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.**

Regular programmes

<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

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): **1 601 190 households** in main Kanto region.

Total number of the viewers nationwide has not been surveyed.

Logo use: **None for special programmes**

Special programs in September

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
22/09	Search and Go! Treasured World Heritage sites	"Heritage in our home countries"	73 minutes	9 %

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 Sunday; 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>
02/09	Lake Malawi National Park	30 minutes	5.5%
09/09	Ancient Building Complex in the Wudang Moutains	30 minutes	5.3%
23/09	The Wadden Sea	30 minutes	4.4%
30/09	Pontcysyllte Aqueduct and Canal	30 minutes	5.4%

Average audience share in September: **5.15 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4 700 000** (for the first broadcast)

The total number of audience accessed to the program in September was estimated at **18 900 000**

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	28
Spanish	12
French	10
Russian	12
Arabic	2
In September, a total of 64 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
02/09	Putin visits the Borodino War and History Museum	509
04/09	Ukok Park must be granted a federal status, says WWF	71
07/09	WWF holds rock concert in Moscow in support of the Ukok Plateau in the Altai Mountains	215
07/09	Russia needs to develop a culture of primordial landscapes, says Russian Geographic Society	56
08/09	School kids mix up verb endings	36 994
08/09	International Literacy Day	484
08/09	Beam holding up roof of Pompeii's Villa of Mysteries collapses	275
09/09	Baikal Day	328
10/09	The ISOCARP 2012 International Congress of City and Regional Planners opens in Perm	356
11/09	Putin to discuss the Southern Stream project with the President of Serbia	971
11/09	The Sayano-Shushensky Nature Reserve starts running eco-cruises	43
11/09	Russia's nature reserve inspectors need higher salaries, says expert	49
17/09	Ulyanovsk to put together giant Dürer jigsaw puzzle	129
18/09	The Sounds of Eurasia Festival of traditional music begins in Ulan-Ude	116
21/09	Best views of Katunsky Nature Reserve presented in 3D panorama shots	429
21/09	Authorities support transfer of Babolovsky Park to Tsarskoye Selo Museum	288
21/09	The restored Serapeum is ready to reveal its secrets to the world	91
24/09	Restoring Babolovsky Park may take over 10 years	218
25/09	Over 30 dead in Indian floods and landslides	312
27/09	Landmark of federal importance damaged from road works in Primorye	1 190
28/09	Biography and teachings of Chinese philosopher Confucius	523
28/09	International Day of the Deaf	96
Total reports in Russian: 22		Total page views: 43 743

Date	Titles of Reports on UNESCO in Spanish	Page views
25/09	Más de 30 muertos por lluvias y deslizamientos de tierra en la India	1
27/09	Lugares insólitos de Rusia	9
Total reports in Spanish: 2		Total page views: 10

Date	Titles of Reports on UNESCO in English	Page views
08/09	Moscow sites in Tolstoy's novel "War and Peace"	7
26/09	Algae Covers Washington, DC Landmark	4
27/09	Russia's Natural Attractions	6
28/09	Baikal Pulp Mill Faces Closure – Deputy PM	6
Total reports in English: 4		Total page views: 23

Date	Titles of Reports on UNESCO in French	Page views
25/09	Inde: un million de déplacés suite aux inondations	3
27/09	Les Palestiniens demanderont le statut d'Etat-observateur de l'Onu	3
27/09	La Russie et ses sites naturels à couper le souffle	9
28/09	Palestine "Etat observateur" à l'ONU: Netanyahu sceptique	3
Total reports in French: 4		Total page views: 18
TOTAL REPORTS: 32		TOTAL page views in September: 43 794

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 September 2012: **Treasures of the World – Heritage of mankind**

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	3	0.4	110 000	330 000
Monday 12.45 pm	4	0.5	47 500	190 000
Tuesday 9.45 pm	2	0.6	175 000	350 000
Extra shows, different times	0	-	-	-
Total	9 films	-	332 500	870 000

▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Different days and times	3	1.8	70.000	210.000
Total	3	-	70 000	210 000

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

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Saturday 6 am	5	2.0	18 000	90 000
Saturday 16.45 am	5	4.4	6 000	30 000
Monday 10.45 am	3	1.3	36 667	110 000
Extra shows, different times	2	2.9	40 000	80 000
Total	15	-	100 667	310 000