



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2014/PIPMR/45

# Monthly Visibility Report

## October 2014

### Table of Contents

<b>Executive Summary .....</b>	<b>2</b>
<b>Major events.....</b>	<b>4</b>
<b>Focus on UNESCO Office in Doha .....</b>	<b>9</b>
<b>1. UNESCO Website .....</b>	<b>10</b>
<b>2. UNESCO Media Services.....</b>	<b>13</b>
<b>3. UNESCO Social Media Channels .....</b>	<b>16</b>
<b>4. UNESCO Photobank .....</b>	<b>N/A</b>
<b>5. UNESCO Documents and Library.....</b>	<b>22</b>
<b>6. Publications.....</b>	<b>24</b>
<b>7. UNESCO Calendar of events.....</b>	<b>28</b>
<b>8. UNESCO Headquarters.....</b>	<b>29</b>
<b>9. UNESCO Logo exposure .....</b>	<b>33</b>
<b>10. Media Partnerships .....</b>	<b>34</b>

# Executive Summary

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

## Media and Major Events

The top media event for UNESCO in the global media during the month of October was World Teachers' Day. The press release issued by UNESCO revealing new data on qualified teachers was picked up by media across all regions. The other UNESCO event that drew press interest was the Cultural Industries forum, held in Florence, although coverage was mainly limited to Italian news outlets.

In other news about UNESCO, the press release announcing that a wreck off the Haitian coast was not Christopher Columbus' Santa Maria also made headlines around the world, promoting articles in top tier media including Le Monde, The Guardian, El Mundo, The Washington Post, CBC, the BBC and scores of others.

Otherwise, much of the reporting about UNESCO during the month concerned remarks made by the Director-General on a several issues. These included the awarding of the Nobel Peace Prize to Malala Yousafzai and Kailash Satyarthi, about which Ms Bokova was interviewed live by CNN, the BBC, Radio France International, Deutsche Welle and National Public Radio; the continuing destruction of cultural heritage in Iraq and Syria; and the condemnations of the murders of two Mexican journalists, including a "citizen journalist" who used social media to report on organized crime.

Articles also began to appear in different regions on elements nominated for inscription on the intangible heritage register.

The following events are highlighted in the Major Events pages:

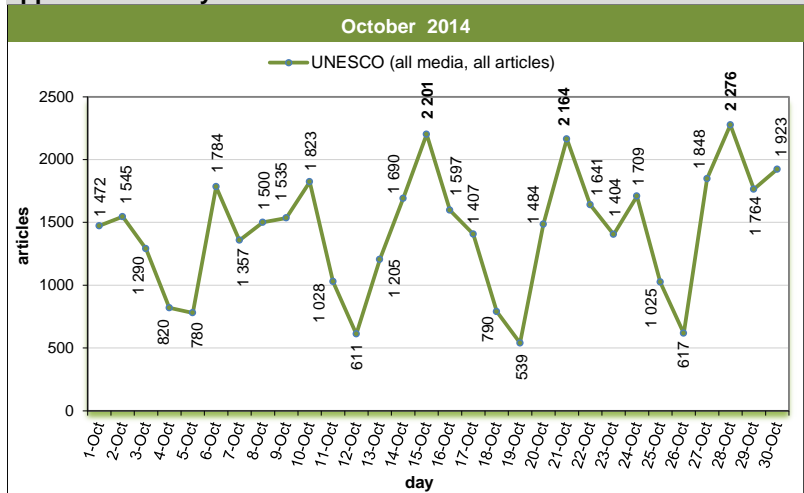
- **Third UNESCO World Forum on Culture and Cultural Industries (02-04/10)**
- **Report of mission to Haiti to investigate shipwreck (03/10)**
- **World Teachers' Day (05/10)**
- **1<sup>st</sup> Global Forum on Youth Policies (28-30/10)**
- **Launch Ceremony for the celebration of the 70th Anniversary of UNESCO – Tribute to Nelson Mandela (31/10)**

## UNESCO Website and Social Media Channels

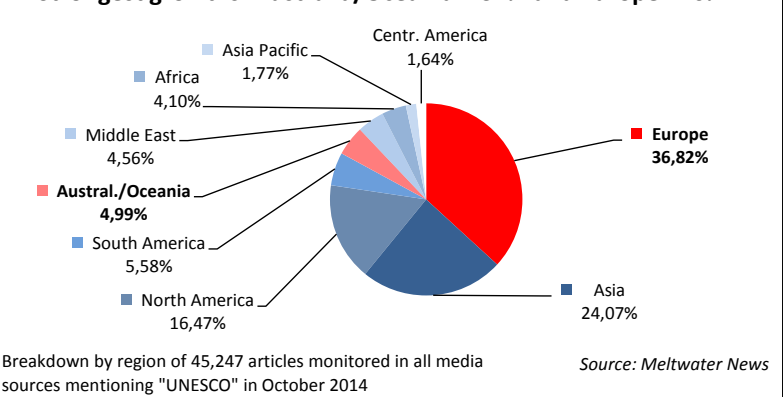
Web traffic has been growing for the third month in a row, but remains slightly lower than last year in the same period. October is usually one of the most busy months, and October 2014 is no exception with 2.6 million visits to our public website. Mobile and tablet browsers made up 22% of the total traffic. The specially developed page for the 70th anniversary of UNESCO scored almost 1,500 views per day since its go-live date on 30 October.

UNESCO.int registered a whopping 72% increase in page views during the Executive Board month, and Unescocommunity - who celebrated this month its 2<sup>nd</sup> anniversary -, performed also very well (+170% in page views), especially with articles about the Executive Board.

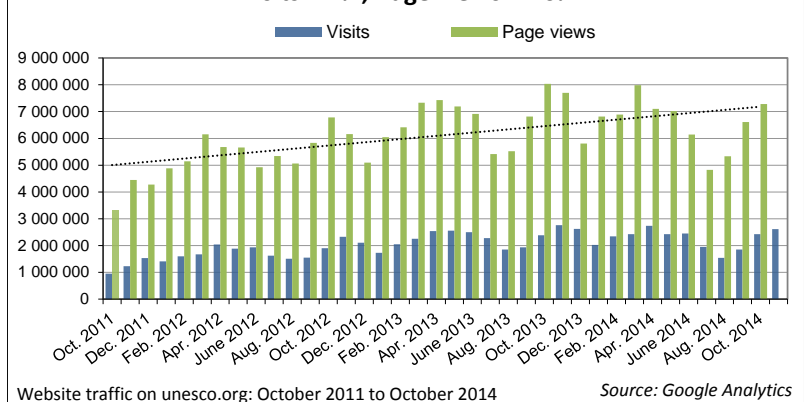
Articles monitored daily in all media sources in which "UNESCO" appears in a story



More than 45,200 articles monitored in all media sources in October  
Strongest growths: Australia/Oceania: +37% and Europe +16%



Web traffic is up for the 3rd month in a row  
Visits: +7%; Page views: +10%



October 2014 saw a compelling variety of innovative initiatives – such as a Twitter takeover of @GuardianTeach, an infographic competition with the world’s lead infographic site Visual.ly, and an exclusive Al Jazeera “The Stream” show aired on Oct 27 (stream.aljazeera.com/story/201410272102-0024294), connecting live TV with UNESCO experts and our social media channels. This dynamism drove growth on UNESCO’s social media channels in all languages, with remarkable performance in Arabic & French Twitter, and Spanish & Portuguese Facebook. Having doubled our combined audiences from 1.2 million last year to 2.4 million today, our social media channels generate stronger pick-up for each message we publish. It leaves no doubt in the judiciousness of our strategic decision to centralize content through global accounts.

Our partnerships with the Guardian newspaper and Al Jazeera “Stream” show the importance of tapping into the large social media communities of our “traditional” media partners. “Traditional” media is massively developing specialized communities on social media which we must target as a priority growth area in the future.

The Brasilia Office deserves special applause for the quality of social media content it designed. A simple but elegant “Parabéns” to Malala for winning the Nobel Prize was shared over 10K times.

A “Selfie” competition, with irresistibly adorable promotional visuals, proved a crowd-pleaser for World Teachers’ Day.



It underscores the critical need for in-house graphic design, as social media – which is increasingly driven by visual imagery – is becoming a visual messaging strategy.

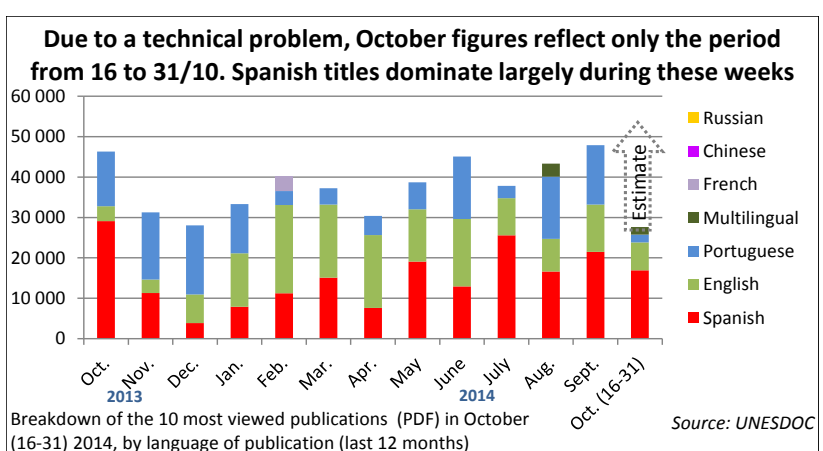
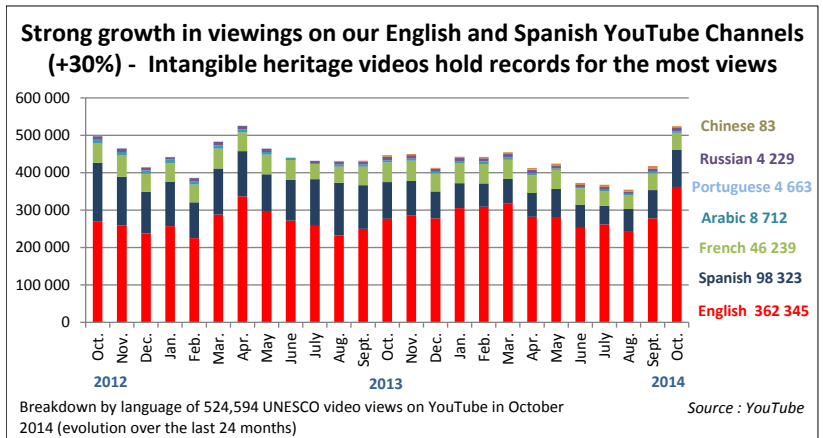
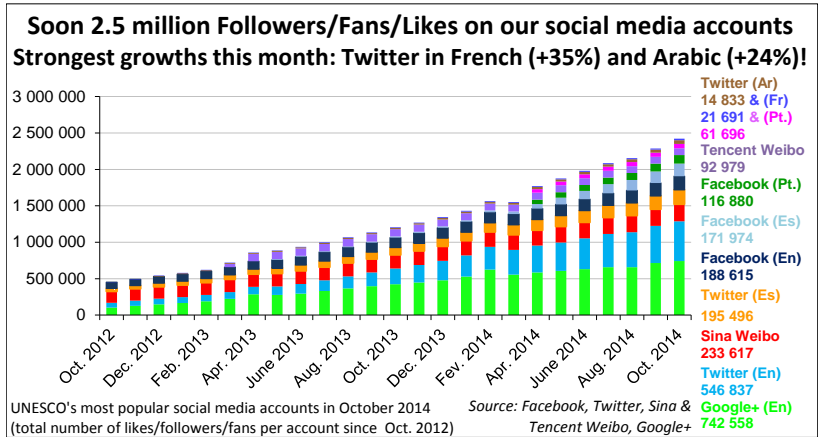
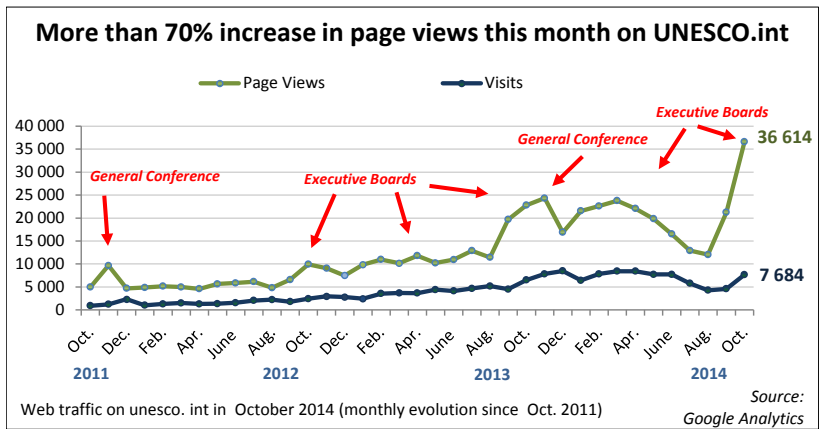
This month, more than 520,000 video views were registered on our YouTube channels (all combined), a 25% increase compared to September. Intangible heritage videos viewings continue to dominate by far.

### Publications

Online viewing of UNESCO’s top ten publications in October is difficult to estimate due to lack of figures for the whole month. Extrapolating from the two weeks where figures were available it is likely that the viewing was on the increase compared to September last and October 2013. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads. Titles in Spanish account for more than 60% of the publications in this table with the UNESCO World Report *Towards Knowledge Societies* in Spanish in second position. Page views on Google Books have more than doubled since the same period in 2013. Bookshop and online sales were largely dominated by titles on heritage and on education.

### Focus on a Field Office

The ninth episode of this topic aiming to highlight the outreach efforts in the Field focuses on our **Office in Doha** (see p. 9).



## Major events:

### I. Third UNESCO World Forum on Culture and Cultural Industries (02-04 October 2014)

The third edition of the UNESCO World Forum on Culture and Cultural Industries took place from 2 to 4 October 2014 in Palazzo Vecchio, Florence, Italy. The event, organized in cooperation with the Italian Government and with the support of the Tuscany Region and the Municipality of Florence, was devoted to the theme “Culture, Creativity and Sustainable Development. Research, Innovation, Opportunities”.

The objectives of this edition, were to share experiences and propose strategic recommendations on the role of culture and cultural industries in promoting sustainable development, showcase the results of the UNDG Post-2015 Dialogues on Culture and Development, and inform the elaboration process of the UN Post-2015 Development Agenda.

The Forum was opened by Irina Bokova, Director-General of UNESCO; Dario Nardella, Mayor of Florence; Mario Giro, Undersecretary of State for Foreign Affairs and International Cooperation of Italy; Sara Nocentini, Regional Advisor on Culture and Tourism; and Dario Franceschini, Minister of Cultural Heritage and Activities and Tourism of Italy.

Organized in plenary sessions and thematic panel discussions, the Forum was devoted to the following topics: Culture and Creativity: a Double Commitment to the Future; Cultural Industries, Employment and Growth; Nurturing Culture for the Sustainable Development of Urban and Rural Areas; Innovation, Technology and Know-How for Sustainable Futures; The Power of Culture for Inclusive Societies; New Approaches to Measuring Change; Investing in Culture; and Culture and the Post-2015 Development Agenda.

Keynote speakers included Mari Elka Pangestu, Minister of Tourism and Creative Economy of the Republic of Indonesia; Olga Kefalogianni, Minister of Tourism of Greece; Vittorio Gregotti, architect of international renown; Elizabeta Kanceska-Milevska, Minister of Culture of the former Yugoslav Republic of Macedonia and Mabel Causarano, Minister of Culture of Paraguay.

The plenary on “Culture and the Post-2015 Development Agenda” represented a defining moment of the Forum. Introductory remarks were given by Irina Bokova, Director-General of UNESCO and by Gina Casar, Under-Secretary General and Associate Administrator of UNDP, and representatives of the Governments of Serbia, Bosnia-Herzegovina, Morocco and Mali presented the results of national consultations on Culture and Development. The session was closed by Gustavo Meza-Cuadra, Permanent Representative of Peru to the UN and Chair of the Group of Friends on Culture and Development, and by Luis Mora, Representative of UNFPA.

On the margins of the Forum, a Round Table on “Safeguarding Cultural Heritage for Sustainable Development and Peace Building: Success-Stories of Italy-UNESCO Cooperation” involving representatives of Afghanistan, Myanmar, Mali, Jordan and major international experts, illustrated the concrete results of longstanding cooperation in favour of the emergency safeguarding of cultural heritage, also in terms of support to long-term economic development, and a multimedia exhibition “Supporting Cultural Heritage through Conflict and Transition: Partnering with Afghanistan” offered the opportunity to showcase fifty years of collaboration between UNESCO, Italy and Afghanistan in favour of the preservation of Afghan cultural heritage.

The Forum resulted in the adoption of the [Florence Declaration](#), a strategic document putting forth the core principles and priorities for culture and cultural industries within the post-2015 development agenda and calling governments, civil society and private sector actors to take action in global partnership to promote creative environments, processes and products.

**Participants:** Some 450 participants and 117 accredited journalists.

**Audience:** Governmental decision-makers, representatives of the private sector and civil society, including international experts and academics from all regions of the world, and journalists.

#### Communication materials and activities:

- Press releases ([02/10](#), [06/10](#)) and [Media advisory](#) (15/09)
- News ([02/10](#) (1), [02/10](#) (2))
- [Speech by the Director-General](#)
- [Official website](#) & [UNESCO dedicated webpage](#)
- Webcast (English/French/Italian)
- Programme and list of participants
- Presentations and speeches, biographies of speakers
- [Photo gallery](#)
- 2014 Florence Declaration on Culture , Creativity and Sustainable Development ([English](#), [French](#), [Spanish](#))

**Website statistics:** Press releases: [02/10](#): 836 visits/1,807 page views; [06/10](#): 133 visits/359 page views). [Media advisory](#): 97 visits/368 page views. News ([02/10](#) (1)): 18 visits/223 page views, [02/10](#) (2): 12 visits/79 page views. Photo gallery: 7 visits/89 page views. 2014 Florence Declaration: 64 views. [UNESCO dedicated webpage](#): 292 visits/580 page views.

**Press coverage:** Most of the coverage about the Forum came from the Italian media, however the event also drew the attention of news outlets in several other countries. The national Italian tv network, RAI, reported exhaustively on the event, and the ANSA and Adnkronos news agencies issued several dispatches. Interviews were done with the DG, programme specialists and other participants by journalists from leading titles, such as Le Monde or De Morgen (Belgium), as well as the EFE news agency (Spain), IPS, Russian news outlets and news media from as far away as Finland and Denmark.

**Social media:** Top message was: “Culture is our most powerful force for creativity & renewal. It must be central to the global development agenda” (100 RTs) Because the city of Florence – a WH site – was one of the organizers, it was an opportunity to showcase photos of the city’s architectural marvels. Given that this Forum was a high-level affair, outreach efforts via social media were necessarily limited. It must be highlighted that key Forum participants - such as the City of Florence (@ComuneFi) & Mario Giro – shared our messages via Twitter. This is standard practice in the social media of most UN agencies, and this reflex should become systematically integrated in the communications planning process.



## II. Report of mission to Haiti to investigate shipwreck (03 October 2014)

In May 2014, the American explorer Barry Clifford announced that he had discovered the remains of the famed Columbus wreck of the *Santa Maria* off Cap Haitien, Haiti. The announcement made immediate headlines internationally. Due to doubts about the identification of the wreck, the Minister of Culture of Haiti requested in June 2014 the UNESCO 2001 Convention's Scientific and Technical Advisory Body (STAB) to assist Haiti.

The UNESCO STAB sent an operational mission to Haiti, which took place from 5 to 22 September 2014 with strong cooperation of the UNESCO Port au Prince Field Office and the Haitian Ministry of Culture as well as backstopping from HQ. The UNESCO team made a careful examination of the site, and submitted a report to the STAB shortly after the completion of the mission. The Secretariat then contacted a wide number of experts, both from Europe and the US, in order to get their opinions on the information gathered during the mission. Based on the opinions of the experts, the STAB concluded that the site was not the *Santa Maria*. This opinion was expressed in the official UNESCO evaluation report on 3 October 2014, which was provided to the Ministry of Culture of Haiti on 6 October 2014. The report presents all of the evidence gathered during the mission, as well as the analysis and opinions of the other experts.

The report was published on 6 October and subject of a DPI press release. Its findings were reflected by several hundreds of articles in the international press.

A wider investigation of Haiti's underwater cultural heritage is now envisioned. History Channel, Discovery Channel and Arte have requested to be allowed to cover the further research of UNESCO.



**Participants:** 35

**Audience:** General public, Ministry of Culture of Haiti, archaeologists, heritage managers.

### Communication materials and activities:

- [Press release](#) (06/10)
- [News item on Convention homepage](#)
- [Dedicated webpage](#)
- [Mission report](#)
- [Photo gallery](#) from the mission
- Interviews

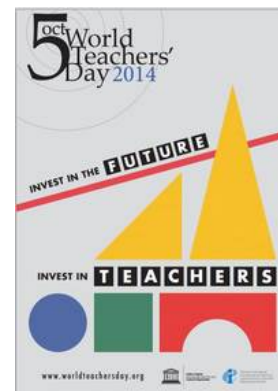
**Website statistics:** [Press release](#): 284 visits/2,438 page views. [News](#): 328 visits/480 page views. [Dedicated webpage](#): 219 visits/362 page views. [Mission report](#): 77 visits.

**Press coverage:** The press release announcing the outcome of the UNESCO mission was reported around the world, with over 600 stories monitored in media across all regions, including such leading titles including Le Monde, the BBC, El Mundo and the Washington Post.

**Social media:** Our tweets about this report received tepid interest – unsurprisingly so, given its speculative nature. But the global media took to it with great interest especially on the Twittersphere, as evidenced by many tweets – retweeted thousands of times – published on the details of the mission.

### III. World Teachers' Day (05 October 2014)

In recalling the commitments made by the international community in 1966, UNESCO and its partners ILO, EI, UNDP, UNICEF and the International Task Force on Teachers for Education for All organized, on the occasion of the 20th anniversary of World Teachers' Day (WTD), a series of events at UNESCO HQ on 6-7 October. The official WTD celebration was opened by Qian Tang, Assistant Director-General for Education. The forum entitled *"Teaching today: an international overview of professional development and conditions of work"*, allowed a large range of public (teachers, education specialists, researchers, student teachers, education ministry personnel, general public...) to discuss and exchange during the four participative workshops on "Life and working conditions of teachers", "Teachers' continuous professional development", "How can ICT support teacher training?" and "Pedagogical innovations in education".



For the first time this year, the UNESCO-Hamdan Prize was awarded at HQ on Tuesday 7 October. This 3rd edition of the Prize rewarded Oxfam Novib and Education International (Belgium) for the programme "Quality Educators for All: Every Child needs a Good Teacher (Quality-Ed)"; SOS Villages d'Enfants (Madagascar) for its "Teacher Training Programme"; and ProEd Foundation (Panama) for its "Teachers Teaching Teachers – Professional Learning Community (PLC)" project. The Prize ceremony was chaired by Qian Tang, Assistant Director-General for Education and the trophies and certificates were offered to the winners by H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and the United Arab Emirates Minister of Finance, and Irina Bokova, Director General of UNESCO.



A conference entitled *"Teachers for the 21<sup>st</sup> century"* was also organized on 7 October. The two-day celebrations were concluded by a concert – supported by the Hamdan Award Foundation – of the famous kora player from Mali, Balaké Sissoko.

In addition, 200 events were organized worldwide and pinned on the events map. From 8 to 19 September, an online consultation on the themes of the four forum workshops were held, and the conclusions were shared during the Forum's opening.

**Participants:** Forum: 400; Prize ceremony: 450; Conference: 150; Concert: 500

A major effort was made by UNESCO and partners to sponsor 50 experts from around the world to be present at the event resulting in a discussion spanning experiences from all regions.

**Audience:** Teachers and student teachers, education specialists, researchers and education ministry personnel, NGOs and general public

#### Communication materials and activities:

- [Press release](#) (03/10)
- [Media advisory](#) (06/10)
- News ([03/10](#), [06/10](#), [07/10](#))
- [Joint message on the occasion of WTD](#) (6 languages)
- [Dedicated webpage](#)
- [Official poster](#) (6 languages)
- [Programme+ Programme and on-line registration](#)
- [Celebrations map](#) and [blog](#)
- [Infographic](#)
- Videos : [World Teacher's Day 2014](#), [Teaching to transform lives in Kiber slum](#)
- [Policy Paper 15/Fact Sheet 30](#)

**Website statistics:** [Press release](#): 152 visits/1,335 page views. [Media advisory](#): 26 visits/170 page views. News ([03/10](#)): 52 visits/241 page views; ([06/10](#)): 6 visits/122 page views; ([07/10](#)): 200 visits/509 page views. [Dedicated webpage](#): 16,000 visits/22,162 page views. [Infographic](#): 36 visits. [Programme](#): 142 visits. [Prog. and on-line registration](#): 1,066 visits. Videos: [WTD 2014](#): 846 views. [Teaching to transform lives in Kiber slum](#): 235 views. [Celebrations map](#) and [blog](#): 69,269 visits/458,272 page views (from 30/09 to 10/10 only).

**Press coverage:** The press release highlighting the lack of qualified teachers in different regions of the world was published widely in several regions. At least 120 articles were monitored in English and French alone – all of them referencing UNESCO's data concerning teachers, and all transmitting the Organisation's concern over the global shortage of trained teachers.

**Social media:** On WTD, @UNESCO did a Twitter take-over of @GuardianTeach – a specialized education channel of the Guardian Newspaper, with 75K followers at the time of this operation. From 2pm to 4pm (UK time), we had full control of the Guardian's account. This exceptional opportunity allowed us to recruit new audiences back to @UNESCO. UNESCO's Director of Teaching Policy, Edem Adubra (@Adubra\_E), fielded questions from @GuardianTeach followers.

This communications scheme demonstrates great potential in tapping into the large social media communities of our "traditional" media partners. It is the perfect way of improving synergies, within UNESCO, between media relations and social media. This will be a priority growth area for the coming year. The top message, on both @GuardianTeach and @UNESCO, was: ["5 demands to improve teacher well-being on World Teachers Day. Do you agree? @GuardianTeach"](#). This message, combined with another by @EFAreport on the launch of a toolkit for teachers advocacy, performed better than any other message we've posted in the past 3 years for World Teachers Day. They are concrete, with a strong advocacy drive, that is missing from much of our communications material on the Day. This angle should be looked into for the upcoming edition of WTD. The Brasilia office did a wonderful "Selfie" photo competition, with adorable visuals that proved a crowd-pleaser for World Teachers' Day.

#### IV. 1<sup>st</sup> Global Forum on Youth Policies (28-30 October 2014)

The first Global Forum of Youth Policies was held from 28 to 30 October 2014, in Baku, Azerbaijan, hosted by the Ministry of Youth and Sport of Azerbaijan. Co-convened by the Office of the UN Secretary-General's Envoy on Youth, UNESCO, UNDP, and the Council of Europe, the Forum allowed to take stock of progress in the development, implementation, monitoring and evaluation of youth policies, since the adoption of the World Programme of Action for Youth in 1995.

Bringing together more than 700 participants from 165 countries, with a strong participation of ministers responsible for youth, experts, youth advocates, civil society representatives, UN representatives, international and regional organizations, to discuss youth policies through three different lenses (thematic, structural and region-specific), the Forum responded to the importance of looking at youth policy work in a holistic and multi-stakeholder perspective. It distilled lessons learned and good practices, while also identifying key challenges, in particular within the context of the Post-2015 Development Agenda.

The three-day Forum concluded with the launch of the “Baku Commitment to Youth Policies” which highlights 8 guiding principles for integrated and inclusive youth policy development and 10 concrete commitments made by the co-conveners of the Forum and open to all international, regional and national stakeholders interested in joining this global partnership. Among these, the most prominent is the launch of a Global Initiative on Youth Policies that will provide technical assistance to governments and countries that are in the process of developing national youth policies. UNESCO will be collaborating closely with co-conveners to operationalize the Initiative and to provide national governments and youth stakeholders with a concrete mechanism and tool for policy advice and support.

**Participants:** More than 700

**Audience:** Ministers, Deputy Ministers, State Secretaries, Senior Government Officials responsible for Youth issues; Members of Parliament, Young Parliamentarians, Parliamentary experts; Non-governmental experts and members of youth-led organizations, networks, movements; Research experts from universities, institutes, think tanks, laboratories; Independent experts, activists, thinkers, writers, entrepreneurs, and experts from the UN System and other global and regional intergovernmental organizations.

#### Communication materials and activities:

- [News](#) (23/10)
- [News](#) (05/11)
- [Official website](#)
- [The Baku Commitment to Youth Policies](#)
- [UNESCO Operational Strategy on Youth 2014-2021](#) (6 languages)
- Video : [8th UNESCO Youth Forum-Recommendations](#)
- [Photo gallery](#)

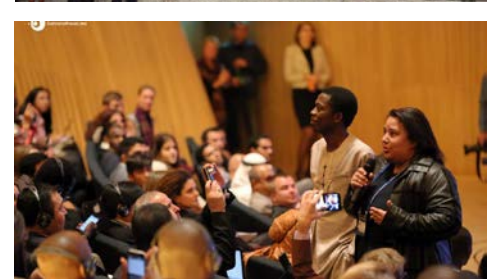
**Website statistics** (01/10-16/11): News: [23/10](#): 173 visits/626 page views); [05/11](#): 45 visits/127 page views. [UNESCO Operational Strategy on Youth 2014-2021](#): 459 views. Video: [8th UNESCO Youth Forum-Recommendations](#): 230 views

**Press coverage:** This event generated negligible coverage in mainstream media. The UN News Centre covered it and promoted it, but it was not picked up in many outlets beyond this.

**Social media:** @UNESCO supported this event by framing key discussions/debates of the day, and driving traffic back to <http://www.youthpolicy.org>. The top messages concern issues of cardinal importance for today's youth – the mismatch between education and skills, and the current state of youth policy. It is unfortunate that our partner's resources are not available in languages other than English, where these messages could get considerably more mileage.

See the current state of youth policy in your country & how you can make a difference. [#YouthPolicyMatters](#) <http://www.youthpolicy.org/factsheets/> (60 RT)

Does your country do enough to help [#youth](#) acquire relevant skills at school, needed for work? <http://ow.ly/D9ncO> [#YouthPolicyMatters](#) (53 RT)



## V. Launch Ceremony for the celebration of the 70th Anniversary of UNESCO – Tribute to Nelson Mandela (31 October 2014)

La cérémonie de lancement des célébrations du 70e anniversaire de l'UNESCO en hommage à Nelson Mandela s'est tenue le 31 octobre au Siège de l'Organisation. Plus de 1 000 personnes se sont déplacées pour assister à l'événement durant lequel discours, témoignages et performances artistiques se sont succédé pour rendre hommage à Nelson Mandela.

Ouverte par la Directrice générale, Irina Bokova et présentée par l'ADG/ERI, Eric Falt et l'artiste franco-malienne Inna Modja, la cérémonie était marquée par la présence et l'intervention du Président de la République d'Haïti, Michel Martelly, invité d'honneur, dont c'était la première visite officielle à l'UNESCO. De nombreuses personnalités ont également pris part à l'événement, notamment Nathi Mthethwa, ministre des Arts et de la culture d'Afrique du Sud ; Pr. Iba Der Thiam, député de l'Assemblée nationale, représentant Macky Sall, Président de la République du Sénégal ; Lakhdar Brahimi, ancien Représentant spécial du Secrétaire général des Nations Unies en Afrique du Sud ; Jean Chabi Orou, Ambassadeur du Bénin et Président du Groupe africain à l'UNESCO ; Mohamed Sameh Amr, Président du Conseil exécutif de l'UNESCO et Hao Ping, Président de la Conférence générale de l'UNESCO.

Ponctuant les interventions, les performances artistiques des Mahotella Queens, groupe de danse et de chant sud-africains, de Sally Nyolo, chanteuse camerounaise, accompagnée par l'artiste de Sand Art, David Myriam, de Sam Tshabalala, chorégraphe et de sa troupe, et de Mory Kanté, chanteur et musicien guinéen, ont été une autre forme d'hommage.

Plus tôt dans la journée, Irina Bokova inaugurait deux expositions présentées au Siège de l'UNESCO : « *Cultiver une culture de la paix* », exposée sur les grilles de l'Organisation, présentant les lauréats et finalistes du Prix Alfred Fried de photographie 2014, et "*Nelson Mandela - de prisonnier à président*", consacrée à Nelson Mandela et à son action, qui a remporté un vif succès auprès des visiteurs et du personnel.

Le colloque qui précédait immédiatement la cérémonie, intitulé « L'héritage de Mandela : la voie vers un avenir commun de paix et de solidarité », a réuni quelque 500 personnes autour de personnalités telles que Nathi Mthethwa, ministre des Arts et de la culture d'Afrique du Sud, représentant le gouvernement d'Afrique du Sud et en particulier l'African National Congress (ANC), le parti politique de Nelson Mandela ; le Professeur Akinwande Oluwole Soyinka, poète et dramaturge nigérian, premier auteur africain à recevoir le prix Nobel de littérature (1986).

Ces événements, ont bénéficié du soutien de Marianna Vardinoyannis, Ambassadrice de bonne volonté de l'UNESCO, des Délégations permanentes d'Afrique du Sud et de la République populaire de Chine auprès de l'UNESCO, et du Musée de l'apartheid et des Editions Lammerhuber.

A l'occasion de ces manifestations, un Campus OPEN UNESCO était organisé dans la même semaine et a accueilli 55 jeunes de banlieue de l'association « Fête le Mur », créée par le chanteur et ancien champion de tennis Yannick Noah, pour évoquer Nelson Mandela et ses actions.

**Participants:** Colloquium: 510; Ceremony: 1,100; OPEN UNESCO Campus: 55

**Audience:** Colloquium and Ceremony: Permanent Delegations, Goodwill Ambassadors, NGO's, associations, guests, and the public at large.

### Communication materials and activities:

- News ([31/10, 01/11](#))
- [On-line registration](#)
- Invitation, Programme
- [Website dedicated to the 70th Anniversary](#)
- Video: [Launch Ceremony for UNESCO's 70th Anniversary](#) (4'30")
- [Photo gallery](#)
- Colloquium
- 2 Exhibitions Open UNESCO Campus

**Website statistics** (30/10-09/11): News: [31/10](#) (57 visits/259 page views), [01/11](#): 77 visits/539 page views. [Photo gallery](#): 46 visits / 251 page views. [Website dedicated to the 70<sup>th</sup> anniversary](#): 827 visits/5,816 page views. Video: 804 views.

**Press coverage:** This event was mainly an internal activity and did not generate any mainstream media coverage.

**Social media:** The hashtag #unesco70 was launched for the 70th anniversary celebrations and will be used throughout 2015. Unfortunately, it was not communicated on time to Haitian president [@MichelJMartelly](#), who actively covered his visit to UNESCO on his Twitter & Facebook, which have almost 100K and 160K followers respectively. Again, this is evidence of a need to include social media in the communications planning of our external relations work. In the past month, we have lost out on too many opportunities to position UNESCO on the highly influential streams of our partners, which often have millions of followers. This operational gap must be closed – especially since just about every leading organization today has understood the value of increasing its outreach, through strategic positioning on the accounts of top influencers.





## Focus on UNESCO Office in Doha

To highlight the outreach efforts of Field Offices, the report focuses each month since January 2014 on a different Field Office, and publishes the results of their public information activities. For further details, please contact directly the office concerned.

### *Improving the Office's visibility*

The UNESCO Doha Office serves as the Cluster Office for Qatar, Saudi Arabia, Bahrain, Kuwait, United Arab Emirates, Oman and Yemen. In recent months, the Office has been building up both in terms of human resources and visibility, enabling the team to rethink its communication strategy and achieve the following visibility milestones. The Office's website is the main communication tool and is still going through development.

- A new website was launched in October 2014 using several platforms (links to social media accounts, video messages, photo albums, highlights) to offer information that is as diverse and rich as possible and provide insights into the main activities conducted by the office. So far, the Office has published an average **three to four articles** a week. With the new website available, the Office observed a rise in website traffic in October 2014 with 1,973 page views (+79%) and 575 visits (+53%), compared to September 2014.
- The UNESCO Office in Doha serves seven countries. As such, its website aims to reflect the diverse activities undertaken in the region, both in terms of geographical location and sectors. The website is available in Arabic and English and a strategy for translation of all materials in both languages is currently being finalized.

### *Informing the public and partners about the Office's major activities*



#### **UNESCO Doha collaborates with Qatar University for AL-Bairaq project**

UNESCO Doha is collaborating with Qatar University to launch the AL-Bairaq project, an outreach Programme which encourages high school students to discover and practice research methodologies and innovative scientific experiments with the Qatar University Center for Advanced Materials (CAM). The initiative is part of UNESCO Doha's efforts to unlock the potential of young people in Qatar to engage in activities related to science, technology, engineering and mathematics (STEM)



#### **Building a strong foundation for Open Educational Resources in Bahrain**

Within the framework of guaranteeing universal access to high quality education, UNESCO together with the Ministry of Education of the Kingdom of Bahrain and the Regional Centre for Information and Communication Technology (CICT) organized a three-day "National Workshop on Developing Open Educational Resources (OER) Policies", in Manama, Bahrain,



#### **Consultation meeting with National Commissions of the GCC to UNESCO**

To reinforce cooperation and establish a comprehensive plan for joint programming, the Doha Office organized for the first time a two-day consultation meeting with Secretaries General of the GCC National Commissions. The consultation was also an opportunity for the office to enhance its visibility in each cluster country through the National Commissions.



#### **Inaugural International Day to End Impunity for Crimes Against Journalists**

To inaugurate the first International Day to End Impunity, the Doha Office took part in various events in Qatar to mark November 2<sup>nd</sup> to convey the Director-General's message and share information about the implementation of the UN Plan of Action for the Safety of Journalists and the Issue of Impunity. Numerous interviews were conducted with local and international media, including a live interview on Al Jazeera English.



#### **World Innovation Summit for Education**

UNESCO was well represented during the WISE Summit for Education with the presence of the Assistant Director-General for Strategic Planning, Hans D'Orville as well as colleagues from the Education Sector both at Headquarters and in field offices. A video highlighting UNESCO's visibility during WISE will soon be available on the office's website.

### *In the press*

The UNESCO Doha Office was represented in Qatar media with at least 5 newspaper articles, 3 video interviews and 2 radio interviews in October. During the same period, the Office was also featured in Bahrain, Kuwait and Oman. In addition, UNESCO Doha Office has partnered with major local newspaper in Qatar to issue a series of dedicated pages in conjunction with COP 18 and the World Heritage Committee promoting UNESCO's role and activities. As part of UN Day, an Op-Ed written by all UN Agencies operating in Bahrain was published in a local newspaper to which UNESCO Doha Office contributed.

### *Photo & Video Gallery*

The UNESCO Doha Office has launched a new photo gallery to enable website's visitors to access photos linked to events organized by the Office as well as events attended by the UNESCO Doha team. The Office also intends to produce more video materials to promote the Office's activities.

# 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).

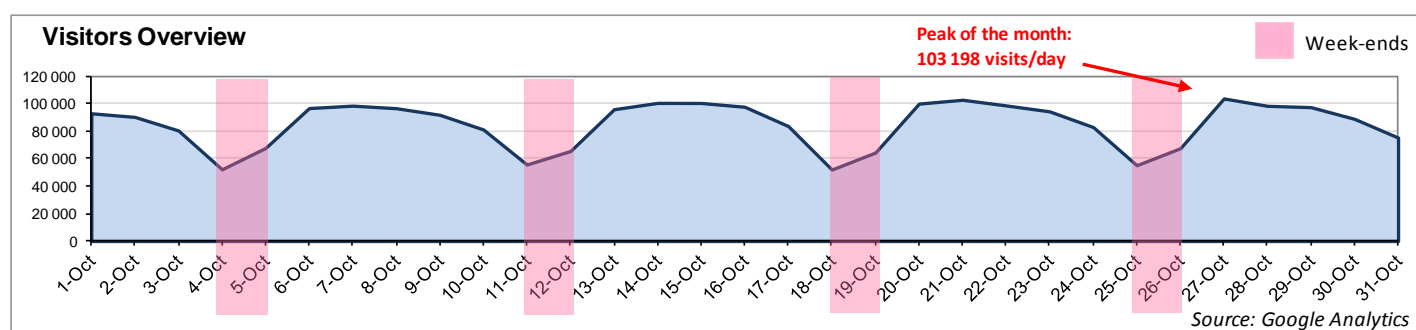
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request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

Web traffic has been growing for the third month in a row, but remains slightly lower than last year in the same period. October is usually one of the most busy months, and October 2014 is no exception with 2.6 million visits to our public website. Mobile and tablet browsers made up 22% of the total traffic. The specially developed page for the 70th anniversary of UNESCO scored almost 1,500 views per day since its go-live date on 30 October.

UNESCO.int registered a whopping 72% increase in page views during this Executive Board month, and Unescommunity - who celebrated this month its 2<sup>nd</sup> anniversary -, performed also very well (+171% in page views) especially with the articles about the Executive Board.

## 1.1. October 2014 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
Jan. 2013	6 089 948	+24.81	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
June 2013	6 916 019	+40.60	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%
Sept. 2013	6 811 946	+16.87	+23.43%	2 383 880	+25.62%	+23.45%	1 866 997	+27.26%	+24.55%
Oct. 2013	8 039 105	+18.57	+18.01%	2 758 024	+18.73%	+15.69%	2 172 606	+22.13%	+16.37%
Nov. 2013	7 697 000	+24.87	-4.26%	2 624 633	+24.53%	-4.84%	2 055 039	+28.25%	-5.41%
Dec. 2013	5 809 160	+13.99	-24.53%	2 021 049	+17.12%	-23.00%	1 605 614	+20.98%	-21.87%
Jan. 2014	6 818 120	+11.96	+17.37%	2 346 342	+14.73%	+16.10%	1 858 451	+18.14%	+15.75%
Feb. 2014	6 886 875	+7.37%	+1.01%	2 427 056	+7.64%	+3.44%	1 927 962	+11.77%	+3.74%
March 2014	7 989 912	+9.04%	+16.02%	2 737 332	+7.87%	+12.78%	2 121 680	+10.82%	+10.05%
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
Sept. 2014	6 613 378	-2.91%	+24.02%	2 425 768	+1.76%	+31.14%	1 904 998	+2.04%	+31.19%
<b>Oct. 2014</b>	<b>7 279 843</b>	<b>-9.44%</b>	<b>+10.08%</b>	<b>2 615 387</b>	<b>-5.17%</b>	<b>+7.82%</b>	<b>2 005 482</b>	<b>-7.69%</b>	<b>+5.27%</b>

### 1.3. Visits by Area of Interest in October 2014 (This data only covers tagged subsites)

Areas of interest	Visits <sup>2</sup>	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 615 387</b>	<b>-5.17%</b>	<b>+7.82%</b>
Home & Central Service pages	321 531	+11.36%	+13.48%
Worldwide	23 091	-22.18%	-0.21%
<b>Education for the 21st Century and ED Sector</b>	<b>215 194</b>	<b>-2.50%</b>	<b>+10.30%</b>
<b>One Planet, One Ocean &amp; Science for a Sustainable Future and SC Sector</b>	<b>69 755</b>	<b>-10.70%</b>	<b>+12.17%</b>
<b>Learning to Live Together and SHS Sector</b>	<b>59 908</b>	<b>-17.09%</b>	<b>+19.66%</b>
<b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>	<b>1 208 961</b>	<b>-6.37%</b>	<b>+10.36%</b>
World Heritage	1 038 637	-6.32%	+9.51%
Intangible Heritage	77 338	+32.14%	+16.26%
Culture Sector (excl. Intangible Heritage)	92 986	-21.08%	+15.49%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>66 511</b>	<b>-9.55%</b>	<b>+11.77%</b>
<b>Field offices (only those tracked)</b>	<b>188 122</b>	<b>+5.75%</b>	<b>+4.87%</b>
UIL*	22 030	-6.67%	-0.70%
IIEP*	238 926	+35.77%	+8.69%
UNEVOC*	47 508	+39.89%	+24.55%

\* UIL, IIEP and UNEVOC statistics are tracked separately. \*\* Based on figures published in the monthly reports.

### 1.4. UNESCO Website Visitors

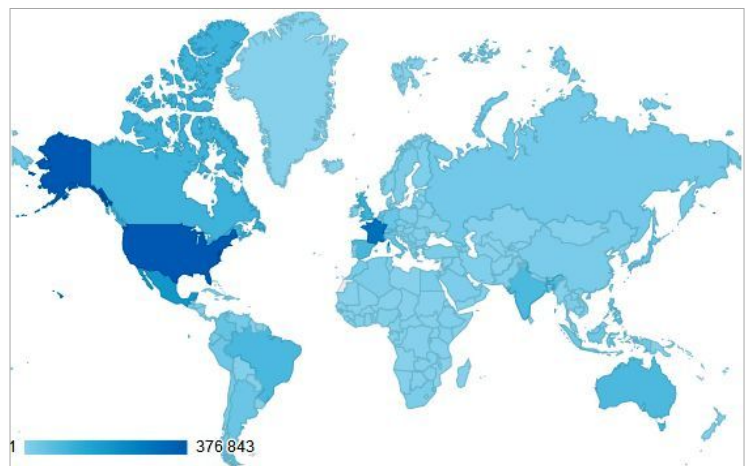
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	376 843	14.41%	+6.69%	2.59	00:02:32
France	309 692	11.84%	+17.78%	3.36	00:05:56
Mexico	198 437	7.59%	+6.52%	2.40	00:02:58
United Kingdom	107 189	4.10%	+11.97%	2.68	00:02:26
Canada	103 651	3.96%	+24.39%	3.94	00:04:34
Spain	90 209	3.45%	+20.92%	3.01	00:02:58
Brazil	86 745	3.32%	+1.81%	2.00	00:02:27
India	84 491	3.23%	-11.37%	2.37	00:02:38
Australia	82 091	3.14%	-16.92%	3.11	00:04:10
Italy	48 476	1.85%	+7.63%	3.51	00:03:34

#### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 252 161	47.88%	+1.90%
Spanish	489 676	18.72%	+8.41%
French	382 460	14.62%	+23.71%
Portuguese	96 886	3.70%	+5.48%
Russian	45 353	1.73%	+13.99%
Italian	41 050	1.57%	+11.51%
German	40 933	1.57%	+11.37%
Japanese	39 920	1.53%	+34.52%
Chinese	39 240	1.50%	+11.82%
Arabic	31 900	1.22%	+8.28%

#### Geographical origin of visits (source: Google Analytics)



## 1.5. UNESCO.int Website - <http://www.unesco.int>

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2013	October	22 800	+129.72%	+15.85%	7 843	+166.04%	+20.25%	3.17	+8.56%	00:05:26
	November	24 306	+167.30%	+6.61%	8 472	+200.96%	+8.02%	3.22	+1.58%	00:05:33
	December	16 879	+125.05%	-30.56%	6 423	+162.06%	-24.19%	2.92	-9.32%	00:05:14
2014	January	21 556	+118.93%	+27.71%	7 836	+120.61%	+22.00%	2.84	-2.76%	00:05:13
	February	22 600	+106.13%	+4.84%	8 433	+127.06%	+7.62%	2.86	+0.70%	00:05:08
	March	23 763	+134.05%	+5.15%	8 416	+129.26%	-0.20%	2.93	+2.45%	00:05:21
	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12
	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	September	21 225	+7.85%	+76.32%	7 684	+17.82%	+67.12%	2.74	+10.04%	00:04:42
	<b>October</b>	<b>36 614</b>	<b>+60.59%</b>	<b>+72.50%</b>	<b>8 663</b>	<b>+10.46%</b>	<b>+12.74%</b>	<b>2.87</b>	<b>+4.74%</b>	<b>00:05:01</b>

## 1.6. UNESCOMMUNITY - <https://en.unesco.org/unescommunity> and <https://fr.unesco.org/unescommunity>

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
2013	October	14 769	-39.79%	4 866	-46.75%
	November	11 307	-23.44%	3 885	-20.16%
	December	7 004	-38.06%	2 071	-46.69%
2014	January	14 234	+103.23%	3 619	+74.75%
	February	12 853	-9.70%	3 789	+4.70%
	March	12 651	-1.57%	4 114	+8.58%
	April	13 238	+4.64%	4 507	+9.55%
	May	8 408	-36.49%	2 573	-42.91%
	June	12 632	+50.24%	3 741	+45.39%
	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	September*	47 900	+590.10%	11 736	+565.31%
	<b>October</b>	<b>99 496</b>	<b>+107.72%</b>	<b>31 835</b>	<b>+171.26%</b>

\* New infrastructure implemented in early September.

### Traffic indicators explained:

<sup>1</sup> **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).

<sup>2</sup> **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.

<sup>3</sup> **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.

## 1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
World Teacher's Day 2014	07/10/2014	<ul style="list-style-type: none"> <li>• EN - 5</li> <li>• FR - 1</li> </ul>	<ul style="list-style-type: none"> <li>• EN - 15</li> <li>• FR - 2</li> </ul>	23

## 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 Y-1*	Variation vs M-1*
<b>Total</b>	<b>129 234</b>	<b>-8.99%</b>	<b>+22.41%</b>
English (EN)	65 901	-15.84%	+20.63%
Spanish (ES)	35 505	+8.82%	+33.98%
French (FR)	16 573	-5.74%	+14.71%
Arabic (AR)	4 880	-16.42%	+6.27%
Russian (RU)	4 624	+1.81%	+23.84%
Chinese (ZH)	1 751	-43.57%	+4.98%

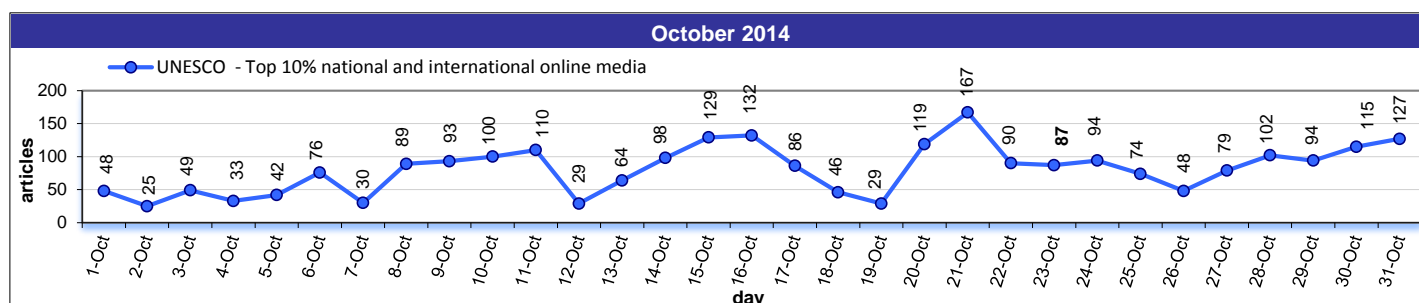
\* Based on figures published in the Monthly Reports.

### 2.2. Press releases/Media advisories

1.	02/10	<a href="#">Third UNESCO World Forum on Culture and Cultural Industries - Culture works for sustainable development</a>
2.	06/10	<a href="#">Culture is vital in the global development agenda, emphasizes Florence Declaration</a>
3.	06/10	<a href="#">Shipwreck is not Santa Maria, UNESCO experts say</a>
4.	17/10	<a href="#">Director-General denounces killing of Cambodian journalist Taing Try</a>
5.	06/10	<a href="#">Invest in the future. Invest in teachers. 5 October, World Teachers Day 2014.</a>
6.	17/10	<a href="#">"Train My Generation" ICT youth project launched by UNESCO and Airtel Gabon</a>
7.	23/10	<a href="#">Tsunami Warning Exercise in North-Eastern Atlantic and Mediterranean</a>
8.	24/10	<a href="#">UNESCO Director-General condemns killing of Iraqi journalist Raad Al Azawi</a>
9.	24/10	<a href="#">Director-General denounces killing of Paraguayan journalist Pablo Medina Velázquez and his assistant Antonia Maribel Almada Chamorro</a>
10.	27/10	<a href="#">Director-General denounces killing of citizen journalist Maria de Rosario Fuentes Rubio in Mexico</a>
11.	28/10	<a href="#">Director-General denounces killing of magazine editor Antonio Gamboa Urias in Mexico</a>
12.	30/10	<a href="#">Global stock taking of marine research at 2nd International Ocean Research Conference, (Barcelona, 17-21 November)</a>
13.	30/10	<a href="#">First ever Day to End Impunity for Crimes against Journalists held on 2 November</a>

### 2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 10% national and international on-line media, in which "UNESCO" appeared in the title or first paragraph of a story in October (Source: Meltwater News)



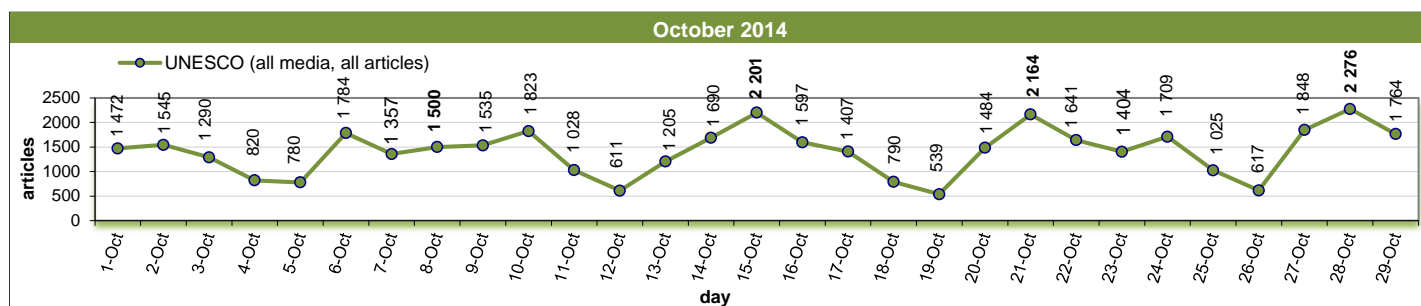
The top media event for UNESCO in the global media during the month of October was World Teachers' Day. The press release issued by UNESCO revealing new data on qualified teachers was picked up by media across all regions. The other UNESCO event that drew press interest was the Cultural Industries forum, held in Florence, although coverage was mainly limited to Italian news outlets.

In other news about UNESCO, the press release announcing that a wreck off the Haitian coast was not Christopher Columbus' Santa Maria also made headlines around the world, promoting articles in top tier media including Le Monde, The Guardian, El Mundo, The Washington Post, CBC, the BBC and scores of others.

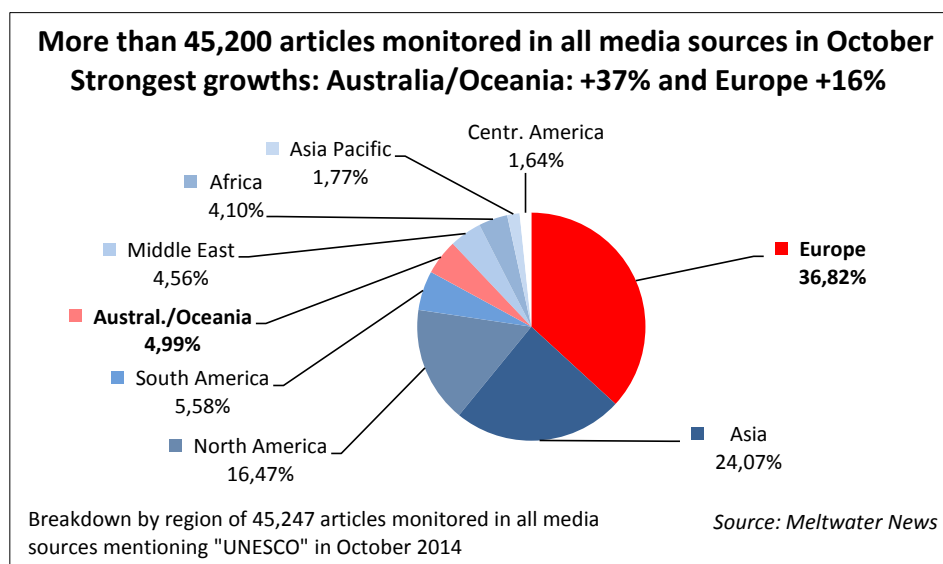
Otherwise, much of the reporting about UNESCO during the month concerned remarks made by the Director-General on a several issues. These included the awarding of the Nobel Peace Prize to Malala Yousafzai and Kailash Satyarthi, about which Ms Bokova was interviewed live by CNN, the BBC, Radio France International, Deutsche Welle and National Public Radio; the continuing destruction of cultural heritage in Iraq and Syria; and the condemnations of the murders of two Mexican journalists, including a "citizen journalist" who used social media to report on organized crime.

Articles also began to appear in different regions on elements nominated for inscription on the intangible heritage register.

**This graph shows the number of articles monitored in all media sources, in which "UNESCO" appeared in a story in October (Source: Meltwater News)**



**Regional breakdown of media coverage in all media sources, in which "UNESCO" appeared in a story in October**



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

Date	Subject / Title	Language	Media
20/10	<a href="#">Poner fin a crímenes contra los periodistas</a>	Spanish	El Universal (Mexico)
30/10	<a href="#">Ces journalistes qu'on assassine</a>	French	Libération (France)
29/10	<a href="#">Stop crimes against journalists</a>	English	Mail&Guardian (South Africa)

**2.5. Interviews given (by subject and media)**

Subject	Interviewee	Language	Media (press TV Radio)
Indian Ocean Tsunami warning and mitigation system exercise (Oct. 2014)	Tony Elliott	English	Science et Vie (France)

Tsunami warning exercise in North-Eastern Atlantic and Mediterranean	Fernando Carrilho, IPMA (Portuguese Sea and Atmosphere Institute)	Portuguese	UN RADIO
Albinism in Africa	Yvonne Matuburu	English	Bloomberg TV Africa
Teacher absenteeism in Africa	Nihan Blanchy Kolesci	French	RFI (7 milliards de voisins)
Literacy	Ulrike Hanemann	Spanish	El Tiempo (Colombia)
UNESCO activities in Nepal	Christian Manhart	English	La Repubblica (Italy)
Nobel Peace Prize winners	Irina Bokova	English	Deutsche Welle (Germany); National Public Radio, CNN (US); BBC (UK)
Nobel Peace Prize winners	Irina Bokova	French	RFI, France 24 (France)
Syrian heritage and looting	Nada Al Hassan	English	BBC/Radio4 (UK)
	Nada Al Hassan	French	Radio Canada (Canada)
	Nada al Hassan	French	La voix de la Russie
WHC, Dorset and East Devon Coast (process)	Roni Amelan	English	BBC (UK)
Dorset and East Devon Coast World Heritage	Roni Amelan	English	<a href="#">ReNews</a> , online newsletter (UK)
WHC	Roni Amelan	English	Reismagazine Columbus (Netherlands)
	Roni Amelan	French	Challenges, Geo (France)
	Alessandro Balsamo	French	Challenges (France)
UNESCO World Forum on Culture and Cultural Industries (Florence)	Denise Bax	Italian	La Repubblica.tv (Italy)
	Irina Bokova	Bulgarian	Radio 24 Chasa (Bulgaria)
	Irina Bokova	French	Le Monde (France)
	Irina Bokova	English	La Repubblica.tv (Italy)
	Irina Bokova	Spanish	EFE (Spain)
Cultural Industries	Danielle Cliche	English	The Economist Intelligence Unit (UK)
Culture and Developpement	Irina Bokova	English	RAI TV (Italy)
	Alfredo Pérez de Armiñán	Spanish	EFE, Cadena Cope (Spain)
Intangible Heritage	Cécile Duvelle	English	BBC Radio (UK)
Underwater cultural heritage / Mission to Haiti to investigate possible Santa Maria shipwreck	Xavier Nieto Prieto	French	France Culture (France)
	Xavier Nieto Prieto	Spanish	ABC (US)
	Ulrike Guerin	English	Cape Cod Times, Scientific American, Associated Press, Miami Herald (US), The Independent (UK)
	Ulrike Guerin	French	Le Parisien, Le Figaro (France)
World War I underwater cultural heritage	Ulrike Guerin	English	The Independent (UK)
Geopark M'Goun	Margarete Patzak	French	Tel Quel (Morocco)
Geopark Tumbler Ridge	Margarete Patzak	English	Northord (Canada)
World Day for Audiovisual Heritage	Iskra Panevska	English	France Culture (France), UN Radio

## 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).

13 B-rolls were downloaded in October:

	Subject	Downloads	Media
1	EFA Global Monitoring Report 2013-2014	4	
2	World Heritage	4	
3	MAB Programme	1	
4	DG's message on Syrian Cultural Heritage	1	
5	UNESCO Priorities	2	
6	World Water Development Report 2014	1	

## 2.7. Number of Photographs ordered by the Media (by subject)

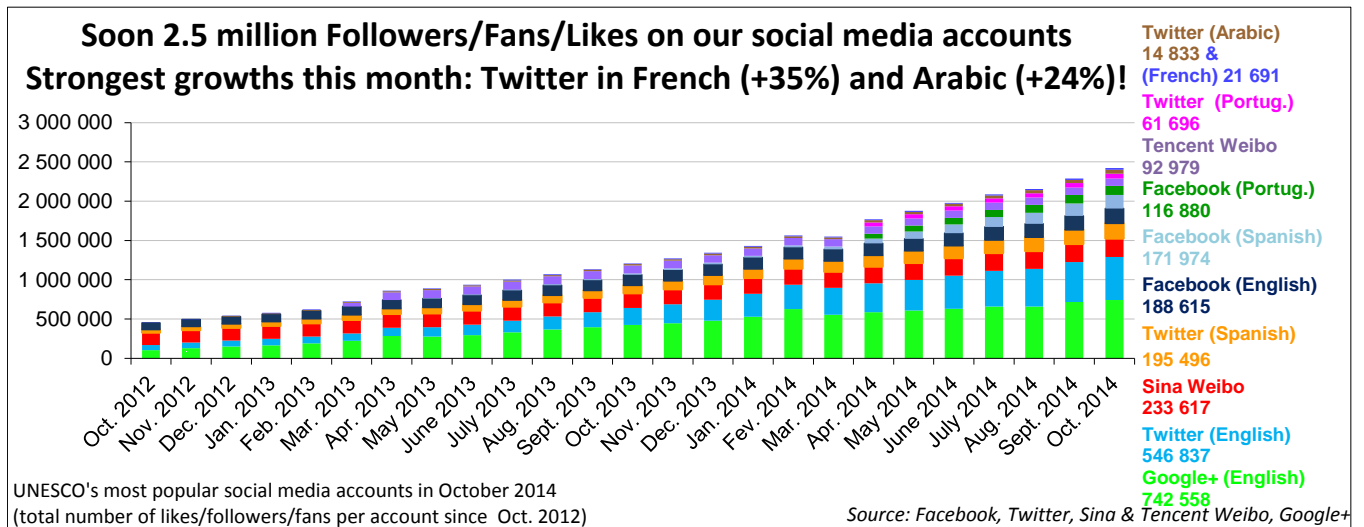
N/A for October

### 3. UNESCO Social Media Channels

October 2014 saw a compelling variety of innovative initiatives – such as a Twitter takeover of @GuardianTeach, an infographic competition with the world’s lead infographic site Visual.ly, and an exclusive Al Jazeera “The Stream” show aired on Oct 27 ([stream.aljazeera.com/story/201410272102-0024294](http://stream.aljazeera.com/story/201410272102-0024294)), connecting live TV with UNESCO experts and our social media channels. This dynamism drove growth on UNESCO’s social media channels in all languages, with remarkable performance in Arabic & French Twitter, and Spanish & Portuguese Facebook. Having doubled our combined audiences from 1.2 million last year to 2.4 million today, our social media channels generate stronger pick-up for each message we publish. It leaves no doubt in the judiciousness of our strategic decision to centralize content through global accounts.

Our partnerships with the Guardian newspaper and Al Jazeera “Stream” show the importance of tapping into the large social media communities of our “traditional” media partners. “Traditional” media is massively developing specialized communities on social media which we must target as a priority growth area in the future.

The Brasilia office deserves special applause for the quality of social media content it designed. A simple but elegant “Parabéns” to Malala for winning the Nobel Prize was shared over 10K times. A “Selfie” competition, with irresistibly adorable promotional visuals, proved a crowd-pleaser for World Teachers’ Day. It underscores the critical need for in-house graphic design, as social media – which is increasingly driven by visual imagery – is becoming a visual messaging strategy.



#### 3.1. Social networking sites

Facebook - [www.unesco.org/facebook](http://www.unesco.org/facebook) / VKontakte - <http://vk.com/unesco/> / [Google+](https://plus.google.com/unesco)

Variation October 2014 vs September 2014

Likes/Followers		October 2014	September 2014	Variation vs September
Total likes/followers (all languages)		1 252 160	1 189 679	+5.25%
Facebook	English	188 615	178 390	+5.73%
	Spanish	171 974	158 019	+8.83%
	Portuguese	116 880	107 199	+9.03%
	Arabic	14 833	13 903	+6.69%
	French	13 353	13 013	+2.61%
	Russian	1 980	1 966	+0.71%
Google+	English	742 558	715 277	+3.81%
VKontakte	Russian	1 967	1 912	+2.88%

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

Message	Posted	Likes/ Shares
A paquistanesa Malala Yousafzay e o indiano Kailash Satyarthi ganharam o Prêmio Nobel da Paz 2014 “por sua luta contra a supressão das crianças e jovens e pelo direito de todos pela educação”. Eles são ativistas principalmente da área de educação. Malala sofreu uma tentativa e assassinato dos talibãs em 2012 exatamente por seu trabalho em favor da educação de meninas em seu país. Satyarthi está à frente do movimento global pelo fim da escravidão infantil e exploração do trabalho infantil. Conheça as palavras da diretora-geral da UNESCO, Irina Bokova, sobre os novos laureados em <a href="http://bit.ly/Malala_Nobel">http://bit.ly/Malala_Nobel</a>	10/10	L : 10 433 S : 21 544



Urge movilizar a la comunidad internacional para salvaguardar el patrimonio cultural iraquí. Si estás de acuerdo, comparte.	01/10	L : 2 069 S : 1 555
Como cada año en las diferentes regiones de <a href="#">#México</a> las comunidades celebran el regreso temporal de sus familiares y seres queridos difuntos. En esta fecha la UNESCO se une a la celebración recordando que las festividades indígenas por el Día de Muertos forman parte de la Lista del Patrimonio Cultural Inmaterial en tanto se trata de una expresión tradicional -contemporánea y viviente a un mismo tiempo-, integradora, representativa y basada en la comunidad. Se trata de una festividad sincrética entre la cultura prehispánica y la religión católica que, dado el carácter pluricultural y pluriétnico del país, ha dado lugar a expresiones populares diversas, transmitidas de generación en generación y a las que, con el paso del tiempo, se han añadido diferentes significados y evocaciones de acuerdo con el pueblo indígena, comunidad o grupo que las llevan a cabo, en el campo o en la ciudad. El Día de Muertos en la cosmovisión indígena implica el retorno transitorio de las ánimas de los difuntos, quienes regresan a casa, al mundo de los vivos, para convivir con los familiares y para nutrirse de la esencia del alimento que se les ofrece en los altares puestos en su honor. Si quieres saber más, no te pierdas el artículo especial publicado por los compañeros de la Oficina de <a href="#">UNESCO MÉXICO</a> : <a href="http://bit.ly/1zS3N6R">http://bit.ly/1zS3N6R</a>	31/10	L : 1 156 S : 787
Si visitáis nuestra Sede en París, encontraréis la estatua del poeta, maestro de yoga y filósofo indio Sri Aurobindo en nuestro jardín de la paz. En su juventud, Aurobindo se implicó en política y defendió la independencia de su país, una postura que acabaría llevándolo a la cárcel. Ésta resultó ser una experiencia que cambió su vida profundamente. Al salir de la prisión, Aurobindo se dedicó a estudiar el potencial sin límite del alma humana para el bien y para la creatividad. Su visión de la vida y sus enseñanzas son una verdadera fuente de inspiración para todos. Para saber más: <a href="http://bit.ly/1oBYO5K">http://bit.ly/1oBYO5K</a>	24/10	L : 1 213 S : 854
Liberdade de expressão, bem como a liberdade de imprensa e a liberdade de informação, são elementos indispensáveis para alcançarmos os direitos humanos. <a href="http://en.unesco.org/themes/fostering-freedom-expression">http://en.unesco.org/themes/fostering-freedom-expression</a>	28/10	L : 1 104 S : 3 563
Hoje é o Dia Internacional da Erradicação da Pobreza. Não podemos deixar ninguém para trás. "Nossa visão é clara. Não podemos erradicar a pobreza em um único golpe. Isso requer ação nos níveis político, econômico, social e cultural. Isso clama a todos os governos, a todas as mulheres e homens, a pensarem, decidirem e agirem em conjunto contra a pobreza extrema. Temos feito progresso real desde 2000, mas precisamos ainda ir muito além para trazer dignidade e justiça social para todos". Irina Bokova, diretora-geral da UNESCO. <a href="http://bit.ly/pobreza_dia">http://bit.ly/pobreza_dia</a>	17/10	L : 1 779 S : 7 191
Hoy hemos reforzado nuestra cooperación con Egipto, notablemente en el área de museos. La histórica campaña de la UNESCO para salvar los templos de Nubia ( <a href="http://bit.ly/1ydCEcl">http://bit.ly/1ydCEcl</a> ) estableció el ejemplo perfecto de lo que una campaña de la comunidad internacional puede llegar a hacer para proteger el <a href="#">#PatrimonioMundial</a> . Son acciones como esta las que nos tienen que inspirar para seguir defendiendo el patrimonio, especialmente hoy en día, cuando hay tantos lugares en el mundo en los que el patrimonio y la cultura están siendo atacados.	09/10	L : 1 082 S : 353
« Nenhum problema pode ser resolvido pela mesma consciência que o criou. Temos de reaprender a ver o mundo ». Quotation from Albert Einstein	22/10	L : 919 S : 1 468
Just announced by <a href="#">Nobelprize.org</a> : Congratulations to <a href="#">#MalalaYousafzai</a> for winning the Nobel Peace Prize! Her exceptional courage in fighting for girls' right to education inspires us all. More to follow <a href="http://ow.ly/CxXPd#EducationFirst">#EducationFirst</a> <a href="#">#Malala</a>	09/10	L : 833 S : 347
Recuerda, comprar bienes culturales de origen ilegal es como robar la identidad de un pueblo, es como robar su patrimonio. Ayúdanos y súmate a nuestra campaña para acabar con el tráfico ilícito de bienes culturales. Comparte este vídeo y visita nuestra página <a href="http://bit.ly/1nik9xw">http://bit.ly/1nik9xw</a>	21/10	L : 828 S : 574

\*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 October 2014 vs September 2014

Followers/Fans	October 2014	September 2014	Variation vs September	
Total (all languages)	1 205 325	1 131 181	+8.66%	
Twitter	English	546 837	509 371	+7.36%
	Spanish	195 496	180 870	+8.09%
	Portuguese	61 696	59 269	+4.09%
	Arabic	50 361	40 600	+24.04%
	French	21 691	16 007	+35.51%

<b>Twitter</b>	<b>Russian</b>	<b>2 548</b>	2 466	+3.33%
<b>Sina Weibo</b>	<b>Chinese</b>	<b>233 617</b>	229 589	+1.80%
<b>Tencent Weibo</b>	<b>Chinese</b>	<b>92 979</b>	93 009	-0.03%

### Top 10 Twitter Posts in October

Message	Posted	Re-tweets
Happy <a href="#">#BatikDay</a> ! Each Oct 2, Indonesia honors the iconic <a href="#">#batik</a> - the fabric of society <a href="https://www.youtube.com/watch?v=wylWYSHkzoQ...">https://www.youtube.com/watch?v=wylWYSHkzoQ ...</a>	01/10	1 079
La UNESCO felicita a Malala Yousafzai y Kailash Satyarthi por el Premio Nobel de la Paz <a href="http://bit.ly/1C0x0s3">http://bit.ly/1C0x0s3</a>	10/10	463
An education system is only as good as its teachers. We demand more <a href="#">#Respect4Teachers</a> - Oct 5 is World <a href="#">#TeachersDay</a> <a href="http://ow.ly/CffxL">http://ow.ly/CffxL</a>	05/10	268
Congratulations <a href="#">#MalalaYousafzai</a> for winning the <a href="#">@NobelPrize</a> ! More to follow <a href="#">#Malala</a>	10/10	239
See why gender equality in education is key to <a href="#">#endpoverty</a> : <a href="http://bit.ly/1bX7AB6">http://bit.ly/1bX7AB6</a> <a href="#">@EFARepor</a>	17/10	234
Oct 5 is World <a href="#">#TeachersDay</a> . Teachers hold the keys to a better future for all - <a href="#">#Respect4Teachers</a> ! <a href="http://ow.ly/CfbPO">http://ow.ly/CfbPO</a> <a href="#">#EducationFirst</a>	04/10	213
Being born a girl is still a primary cause for exclusion. Empowering girls starts with <a href="#">#educationfirst</a> <a href="#">#dayofthegirl</a> <a href="http://ow.ly/CyLvy">http://ow.ly/CyLvy</a>	10/10	201
The <a href="#">#CultureofPeace</a> means (+ image) _____ <a href="http://en.unesco.org/cultureofpeace/">http://en.unesco.org/cultureofpeace/</a>	24/10	199
5 demands to improve teacher well-being on World Teachers Day. Do you agree? <a href="#">@GuardianTeach</a> See 5 demands	05/10	196
Mejorar la formación de los docentes es la clave para que todo niño pueda ejercer su derecho a la <a href="#">#educación</a> <a href="http://bit.ly/ZBFd9R">http://bit.ly/ZBFd9R</a>	14/10	175

### Top 5 Sina Weibo Posts in October

Message	Posted	Re-posts+ Comments
Malala, the young girls' education activist who survived an assassination attempt by extremists receives the Nobel Peace Prize this year.	10/10	144+16
Do you know what Day is October 5?	01/10	56+48
October 5 is <a href="#">#World Teachers Day</a> #, "Investing in teachers means investing in the future".	01/10	65+13
Nobel Peace Prize awarded to Pakistani Malala Yousafzai and Indian Kailash Satyarthi	10/10	36+6
Teaching is transforming lives in Kibera, Kenya. Deputy Head teacher Margaret Atieno Ochieng teaches a class of eight pupils at ehe Kibera Primary School. She believes that being a teacher is an inspiration from the inside, in particular being a teacher in the slums. She says that she is where children need her most.	07/10	32+2

## 3.3. Video Traffic

Video views are tracked on YouTube and Youku.

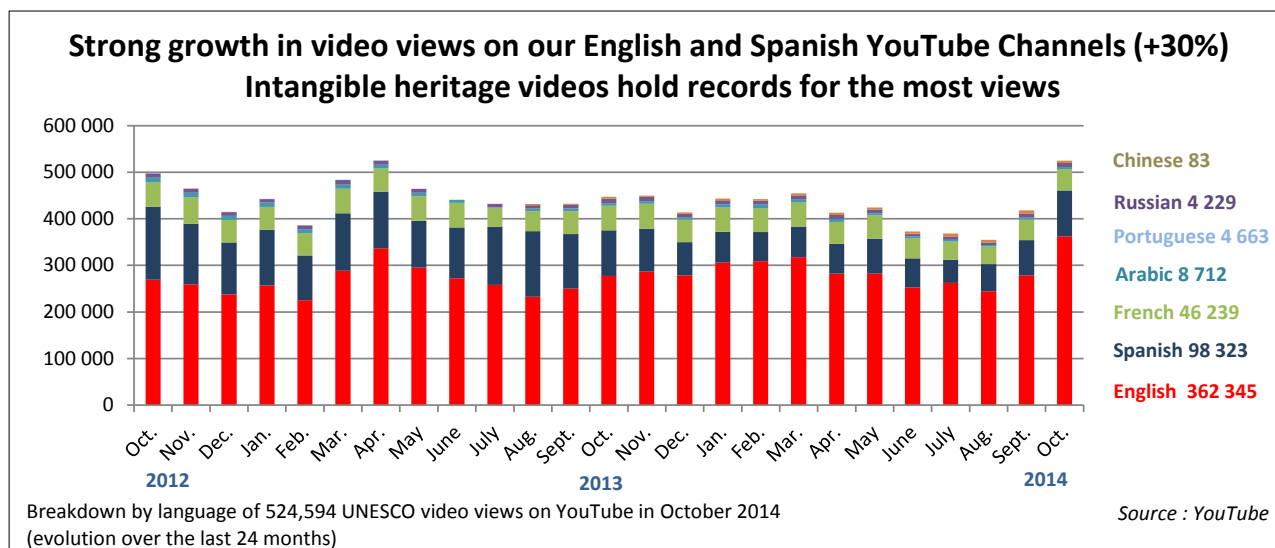
### 3.3.1 UNESCO Channel on YouTube - <http://www.youtube.com/unesco>

#### Variation October 2014 vs September 2014

Video views	October 2014	September 2014	Variation vs September
Total (all languages)	524 594	417 829	+25.55%
English	362 345	278 340	+30.18%
Spanish	98 323	75 594	+30.07%
French	46 239	44 014	+5.06%
Arabic	8 712	9 008	-3.29%
Portuguese	4 663	6 327	-26.30%
Russian	4 229	4 486	-5.73%
Chinese	83	60	+38.33%

Subscribers	October 2014	September 2014	Variation vs September
Total (all languages)	1 385	1 205	+14.94%
English	950	771	+23.22%
Spanish	249	188	+32.45%

<b>French</b>	<b>112</b>	121	-7.44%
<b>Portuguese</b>	<b>20</b>	73	-72.60%
<b>Arabic</b>	<b>43</b>	31	+38.71%
<b>Russian</b>	<b>4</b>	12	-66.67%
<b>Chinese</b>	<b>7</b>	9	-22.22%



#### ▪ Top 10 videos on UNESCO TV English Channel

	Title	Subject	Views
1.	<a href="#">The Polyphonic Singing of the Aka Pygmies of Central Africa</a>	CLT/ITH	37 383
2.	<a href="#">Kalbelia folk songs and dances of Rajasthan</a>	CLT/ITH	31 713
3.	<a href="#">Georgian Polyphonic Singing</a>	CLT/ITH	18 318
4.	<a href="#">Tradición del día de muertos en México - Youth Bloggers Latin América UNESCO</a>	CLT/ITH	13 762
5.	<a href="#">Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero</a>	CLT/ITH	12 479
6.	<a href="#">Kabuki Theatre</a>	CLT/ITH	11 868
7.	<a href="#">The Mongolian traditional art of Khöömey</a>	CLT/ITH	6 547
8.	<a href="#">Rites and craftsmanship associated with the wedding costume tradition of Tlemcen</a>	CLT/ITH	5 999
9.	<a href="#">Baul Songs</a>	CLT/ITH	5 143
10.	<a href="#">Al-Bar'ah, music and dance of Oman Dhofari valleys</a>	CLT/ITH	5 139

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

	Title	Subject	Views
1.	<a href="#">Las expresiones orales y gráficas de los wajapi</a>	CLT/ITH	23 980
2.	<a href="#">Aprender a Proteger la Biodiversidad</a>	ED	8 466
3.	<a href="#">Los cantos polifónicos de los pigmeos aka de Centroáfrica</a>	CLT/ITH	6 348
4.	<a href="#">Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas</a>	UNESCO	5 678
5.	<a href="#">Tradición del Día de muertos en México - Jóvenes blogueros de América Latina</a>	CLT/ITH	4 150
6.	<a href="#">Los conocimientos tradicionales de los chamanes jaguares de Yuruparí</a>	CLT/ITH	1 782
7.	<a href="#">El canto polifónico georgiano</a>	CLT/ITH	1 772
8.	<a href="#">Historia de la UNESCO</a>	UNESCO	1 319
9.	<a href="#">La huaconada, danza ritual de Mito</a>	CLT/ITH	1 282
10.	<a href="#">El patrimonio es identidad, ¡no lo robes! (El Caribe)</a>	CLT/HER	1 214

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

	Title	Subject	Views
1.	<a href="#">Les chants polyphoniques des pygmées Aka de Centrafrique</a>	CLT/ITH	3 560
2.	<a href="#">Le chant polyphonique géorgien</a>	CLT/ITH	2 523
3.	<a href="#">Le repas gastronomique des Français</a>	CLT/ITH	2 383
4.	<a href="#">Bouba &amp; Zaza - le dessin animé pour la jeunesse</a>	ED	1 864
5.	<a href="#">Routes de l'Esclave: Une Vision Globale</a>	CLT	1 690

6.	<a href="#">Le Maloya</a>	CLT/ITH	1 437
7.	<a href="#">Une école maternelle à Paris: 24 heures par semaine à partir de 3 ans</a>	ED	1 129
8.	<a href="#">Le Kankurang, rite d'initiation mandingue</a>	CLT/ITH	1 117
9.	<a href="#">Eduquer à la biodiversité</a>	ED	1 083
10.	<a href="#">Bouba et Zaza protègent la terre</a>	ED	1 053

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

	Title	Subject	Views
1.	<a href="#">Preparing for Tsunamis in the Mediterranean</a>	SC/IOC	1 847
2.	<a href="#">Lynes and Geoglyphs of Nasca and Pampas de Jumana</a>	CLT/WHC	544
3.	<a href="#">Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho</a>	CLT/WHC	447
4.	<a href="#">Petra</a>	CLT/WHC	447
5.	<a href="#">Archaeological Areas of Pompei, Herculaneum and Torre Anunziata</a>	CLT/WHC	367
6.	<a href="#">UNESCO History</a>	UNESCO	210
7.	<a href="#">Site of Palmyra</a>	CLT/WHC	206
8.	<a href="#">Medina of Fez</a>	CLT/WHC	164
9.	<a href="#">Palace and Park of Versailles</a>	CLT/WHC	124
10.	<a href="#">From the Great Saltworks of Salins-les-Bains to the Royal Saltworks of Arc-et-Senans, the Production of Open-pan Salt</a>	CLT/WHC	98

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

	Title	Subject	Views
1.	<a href="#">Serra Capivara</a>	CLT/WHC	1 577
2.	<a href="#">Boas práticas do Programa Mais Educação</a>	ED	1332
3.	<a href="#">Vídeo da UNESCO celebra 53 anos de Brasília</a>	UNESCO	951
4.	<a href="#">Boas práticas no combate ao bullying homofóbico nas escolas</a>	ED	98
5.	<a href="#">UNESCO celebra Dia da Língua Portuguesa</a>	ED	84
6.	<a href="#">Vídeos Vencedores Concurso "Professor, você tem uma nova mensagem"</a>	ED	76
7.	<a href="#">A cultura africana está na voz de cada brasileiro!</a>	CLT	65
8.	<a href="#">Serra da Capivara National Park</a>	CLT/WHC	64
9.	<a href="#">Eu quero educação de qualidade - Campanha Green and Blue - MV Bill</a>	ED	59
10.	<a href="#">Eu quero uma sociedade sustentável -- Campanha Green and Blue -- Alice Braga</a>	ED	42

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

	Title	Subject	Views
1.	<a href="#">Prehistoric Sites and Decorated Caves of the Vézère Valley</a>	CLT/WHC	363
2.	<a href="#">Alsou Abramova - Singer, UNESCO Artist for Peace</a>	UNESCO	254
3.	<a href="#">UNESCO History</a>	UNESCO	192
4.	<a href="#">Interview with Alsou Abramova, UNESCO Artist for Peace</a>	UNESCO	175
5.	<a href="#">Taj-Mahal</a>	CLT/WHC	155
6.	<a href="#">Palace and Park of Versailles</a>	CLT/WHC	135
7.	<a href="#">Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur</a>	CLT/WHC	119
8.	<a href="#">Persepolis</a>	CLT/WHC	83
9.	<a href="#">Royal Botanic Gardens, Kew</a>	CLT/WHC	83
10.	<a href="#">Video n°18 submitted for Video Challenge for Youth on cultural diversity</a>	CLT	77

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

	Title	Subject	Views
1.	<a href="#">UNESCO History</a>	UNESCO	20
2.	<a href="#">Interview of Zhang Jun - UNESCO Artist for Peace</a>	UNESCO	11
3.	<a href="#">Aowen Jin, Chinese artist and social commentator</a>	CI	10
4.	<a href="#">40<sup>th</sup> anniversary of the World Heritage Convention</a>	CLT/WHC	8
5.	<a href="#">Huang Nubo supports UNESCO</a>	CLT	7
6.	<a href="#">Gao Shijun, Director of European HQ of China Radio International</a>	CI	6
7.	<a href="#">Tribute to Malala Yousafzai</a>	ED	4
8.	<a href="#">Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize</a>	CI	3
9.	<a href="#">« 2001 Convention »</a>	CLT	3
10.	<a href="#">Journeys to School</a>	ED	2

▪ Videos posted this month on YouTube (by number of views)

Top	Title	Length	Posted	Views as at 08/11/2014
1.	<a href="#">Stop Impunity! The International Day to End Impunity for Crimes against Journalists</a>	0'44"	15/10	878
2.	<a href="#">Airtel Gabon – UNESCO Signing Ceremony 16 October 2014</a>	3'26"	22/10	365
3.	<a href="#">Intl Day to End Impunity for Crimes against Journalists</a>	1'40"	26/10	276
4.	<a href="#">Short movie on the Sa'a Suriya Radio programme</a>	6'13"	14/10	272
5.	<a href="#">Message Flavia Schlegel, ADG/SC to our colleagues in the Field Units</a>	2'29"	17/10	264
6.	<a href="#">Interview with Kartikeya V Sarabhai on the importance of Education for Sustainable Development</a>	1'35"	10/10	259
7.	<a href="#">Interview with Marcus Miller - 20th Anniversary of the Slave Route Project*</a>	6'52"	17/10	254
8.	<a href="#">UNESCO wins the 2014 GEM-TECH Award, Promoting Gender Equality Through Technology</a>	2'19"	28/10	251
9.	<a href="#">Visit of H.E. Hassan Cheikh Mohamoud, President of Somalia*</a>	0'46"	15/10	242
10.	<a href="#">Women in African History: An E-Learning Tool</a>	4'05"	24/10	233
11.	<a href="#">20th Anniversary of the Slave Route Project - Achievements*</a>	3'34"	17/10	174
12.	<a href="#">Address by Irina Bokova - 20th anniversary of the Slave Route Project*</a>	9'00"	31/10	130
13.	<a href="#">Christiane Taubira – 20<sup>e</sup> anniversaire du projet La Route de l'esclave*</a>	2'31"	17/10	110
14.	<a href="#">Lilian Thuram – 20<sup>e</sup> anniversaire du projet La Route de l'esclave*</a>	3'32"	17/10	82
15.	<a href="#">Michaëlle Jean – 20<sup>e</sup> anniversaire du projet La Route de l'Esclave*</a>	4'28"	17/10	81
16.	<a href="#">Discours de Christiane Taubira – 20<sup>e</sup> anniversaire La Route de l'esclave*</a>	13'40"	30/10	77
17.	<a href="#">Discours de Michaëlle Jean – 20<sup>e</sup> anniversaire La Route de l'esclave*</a>	9'02"	30/10	72
18.	<a href="#">Femmes dans l'histoire d'Afrique</a>	4'06"	24/10	65
19.	<a href="#">Discours d'Irina Bokova – 20<sup>e</sup> anniversaire La Route de l'esclave*</a>	9'00"	30/10	63
20.	<a href="#">Doudou Diène – 20<sup>e</sup> anniversaire du projet La Route de l'esclave*</a>	8'42"	17/10	54
21.	<a href="#">20<sup>e</sup> anniversaire du projet la Route de l'esclave - Accomplissements du projet</a>	3'34"	17/10	50

\*Produced by UNESCO Studio

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

▪ Top 10 Videos

Video	Posted	Views
<a href="#">Intangible Heritage Kunqu Opera-the Peony Pavilion by Jun Zhang</a>	14/05/11	30 925
<a href="#">Endangered World Heritage: Tropical Rainforest Heritage of Sumatra</a>	23/06/11	6 699
<a href="#">Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"</a>	03/03/11	4 691
<a href="#">Intangible Heritage Traditional Chinese Shadow Play</a>	11/12/11	3 222
<a href="#">57 million out-of school children in the world</a>	11/06/13	1 883
<a href="#">40 years of World Heritage Convention</a>	22/06/12	1 300
<a href="#">History of UNESCO</a>	19/07/13	1 246
<a href="#">International Year of Water Cooperation</a>	12/02/13	530
<a href="#">UNESCO Hangzhou International Culture Congress</a>	07/05/13	402
<a href="#">Safeguarding community's living heritage</a>	07/12/12	401

**4. UNESCO Photobank - (N/A for October)**

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.

## 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 KMI/MSA Knowledge-Sharing & Open Access Unit - 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.

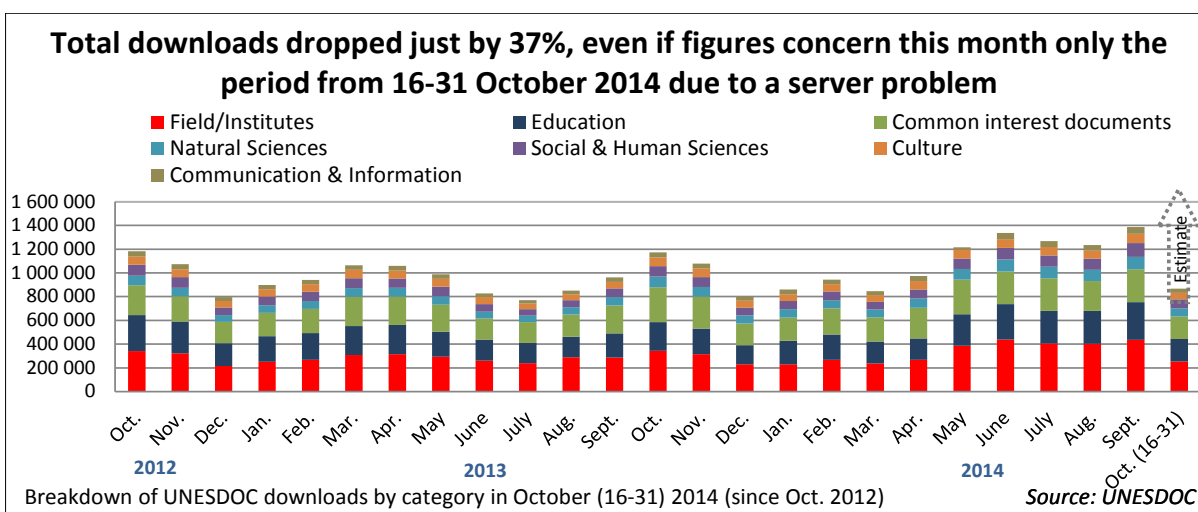
In October, **146,030** records were available online in PDF format (145,473 in September), including documents, publications, communication material and other working documents. This month, due to a technical problem UNESDOC figures reflect only the period from 16 to 31 October 2014.

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

<b>Total number of downloads in October (16-31)</b>	<b>867 631</b>
---	----------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 903	189 116	-40.45%	19
Natural Sciences	9 908	69 489	-34.24%	7
Social and Human Sciences	5 795	74 658	-35.16%	13
Culture	3 677	56 026	-29.89%	15
Communication and Information	2 729	35 232	-35.85%	13
Field & Institutes	9 777	253 866	-41.73%	26
Common interest documents	NA	189 244	-31.63%	NA



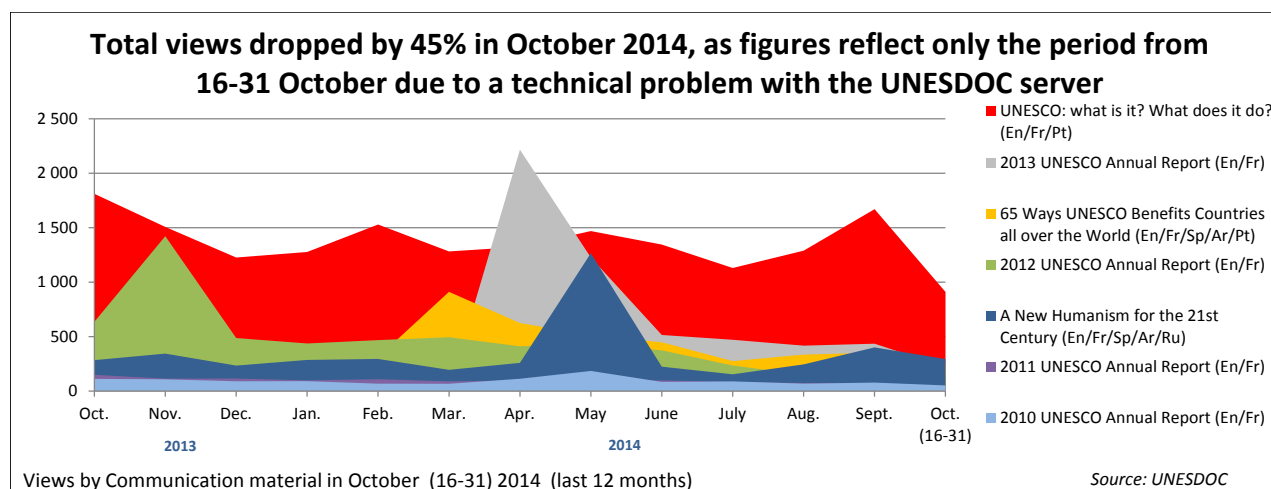
#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	101 752
2	Germany	70 535
3	Mexico	39 337
4	France	31 729
5	Brazil	23 571
6	China	23 126
7	Spain	16 664
8	United Kingdom of Great Britain and Northern Ireland	15 528
9	Argentina	14 660
10	Colombia	13 007
11	India	11 510

12	Ukraine	11 075
13	Philippines	10 387
14	Canada	10 077
15	Nigeria	9 683

### 5.1.3 Printable Communication materials

Title	Total downloads in October (16-31)							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	590	180					140	910
<a href="#">2013 UNESCO Annual Report</a>	187	34						221
<a href="#">A New Humanism for the 21st Century</a>	58	151	54	28	3			294
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	93	49	81		4		28	255
<a href="#">2012 UNESCO Annual Report</a>	102	23						125
<a href="#">2010 UNESCO Annual Report</a>	44	8						52
<a href="#">2011 UNESCO Annual Report</a>	17	9						26
<b>TOTAL</b>	<b>1 091</b>	<b>454</b>	<b>135</b>	<b>28</b>	<b>7</b>		<b>168</b>	<b>1 883</b>

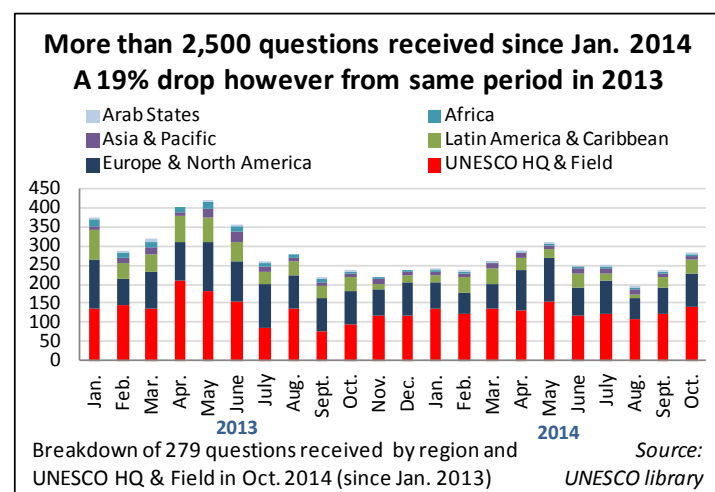


## 5.2. UNESCO Library - <http://www.unesco.org/library>

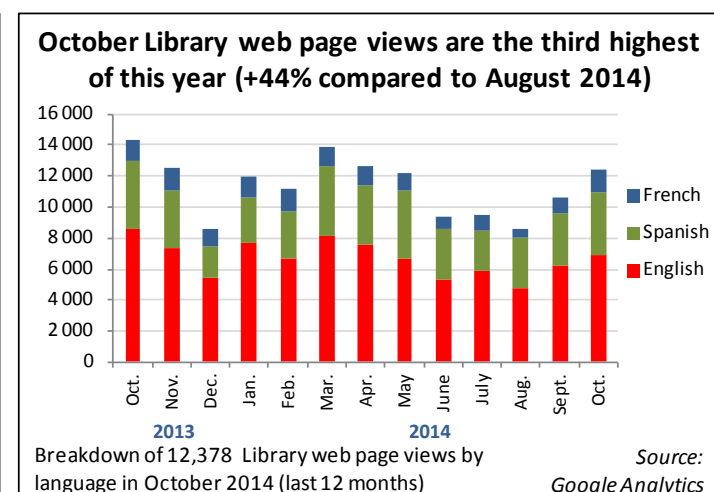
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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](mailto: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.

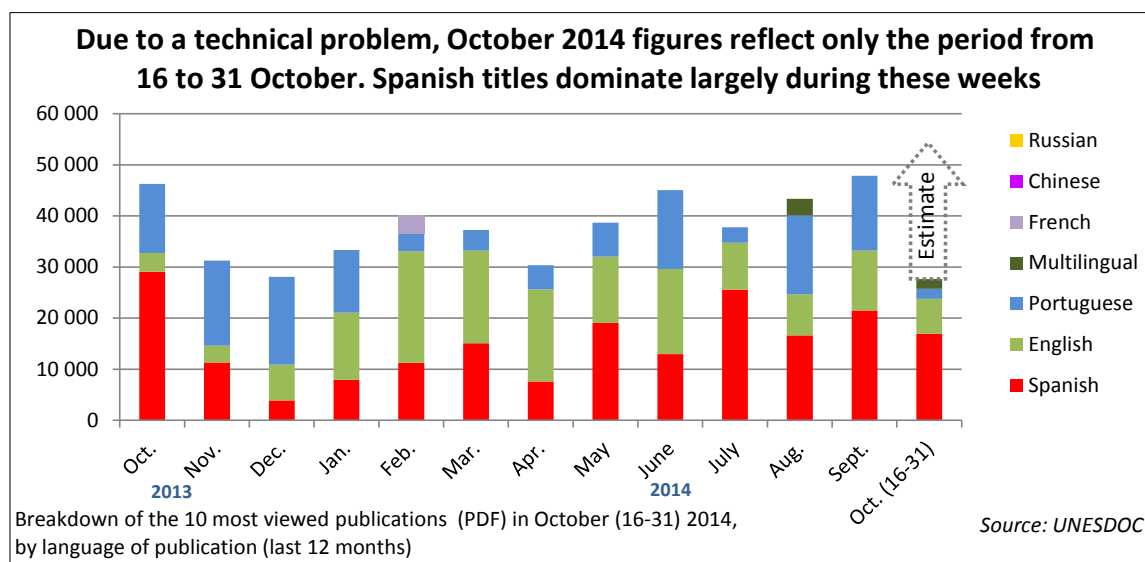
Online viewing of UNESCO's top ten publications in October is difficult to estimate due to lack of figures for the whole month. Extrapolating from the two weeks where figures were available it is likely that the viewing was on the increase compared to September last and October 2013. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads. Titles in Spanish account for more than 60% of the publications in this table with the UNESCO World Report *Towards Knowledge Societies* in Spanish in second position. Page views on Google Books have more than doubled since the same period in 2013. Bookshop and online sales were largely dominated by titles on heritage and on education.

### 6.1. Top 10 most consulted PDFs\* (UNESDOC)

Title*	Sector	Language	Views*	Published
1. <a href="#">Alfabetización: construir el futuro</a> (Literacy: developing the future)	ED	Spanish	5 260	Geneva, IBE, 1998
2. <a href="#">Hacia las sociedades del conocimiento: informe mundial de la UNESCO</a> (Towards knowledge societies: UNESCO world report)	all	Spanish	4 242	Paris, 2005
3. <a href="#">Los Siete saberes necesarios para la educación del futuro</a> (Seven complex lessons in education for the future)	ED	Spanish	3 205	UNESCO, 1999
4. <a href="#">Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014</a>	ED	English	2 647	Paris, UNESCO, 2014
5. <a href="#">The Contribution of early childhood education to a sustainable society</a>	ED	English	2 301	2008
6. <a href="#">Manual de gestión para directores de instituciones educativas</a>	ED	Spanish	2 172	Lima, UNESCO Office Lima, 2011
7. <a href="#">Manual de gestión de riesgos de desastre para comunicadores sociales: una guía práctica para el comunicador social comprometido en informar y formar para salvar vidas</a>	CI	Spanish	2 067	Lima, UNESCO Office Lima, 2011
8. <a href="#">História e cultura africana e afro-brasileira na educação infantil; livro do professor</a>	ED	Portuguese	1 943	Brasilia, MEC/UFSCar, 2014
9. <a href="#">The United Nations world water development report 2014</a>	SC	English	1 913	Paris, UNESCO, 2014
10. <a href="#">Declaración Universal de Derechos Humanos</a>	SHS	Multilingual	1 905	Santiago de Chile, OREALC, 2008

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

\*Due to a technical problem with the UNESDOC server, October information considers only the period 16-31 October 2014.



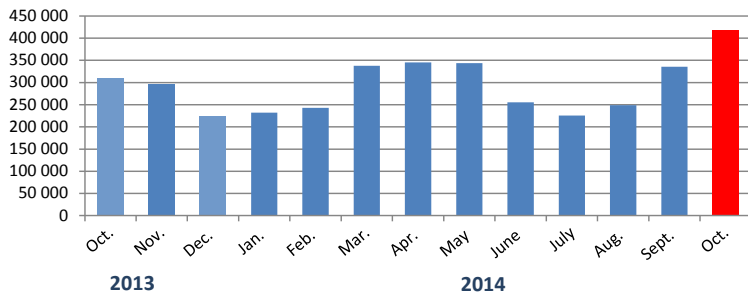


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **456 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
October 2014	456	40 956	417 384	297
October 2013	357	18 492	172 813	128

### Strong increase in publications page views on Google Books +24% from Sept. 2014 and +34% compared to Oct. 2013



Publications page views in October 2014 (last 12 months)

Source: Google Books

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

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

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

## 6.3. UNESCO Bookshop bestsellers\*

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	18	CLT
	8	CLT
	6	ED
	5	ED
	5	ED

Bookshop sales of non-UNESCO publications : none in October.

## 6.4. Online and international sales

Online and international sales of UNESCO Publications, top 5 (clickable covers)

Publication	Copies sold	Sector
	50	CLT
	27	CLT
	17	ED
	17	CLT
	16	CLT

## 6.5. Least-sold recent UNESCO publications (published over the last 12 months)\*

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Witnesses to History Documents and writings on the return of cultural objects (Arabic edition)	0	CLT
UNESCO World Heritage in Turkey	0	CLT
Inclusion from the Start Guidelines on Inclusive Early Childhood Care and Education for Roma Children	0	ED
Asia Conserved, Volume II: Lessons Learned from the UNESCO Asia-Pacific Awards for Cultural Heritage Conservation 2005-2009	0	CLT
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI

## Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Lumbini: Birthplace of Buddha / Lumbini, lieu de naissance du Bouddha	0	CLT
Free Flow. Reaching Water Security through Cooperation	0	SC
J'écris avec Bouba et Zaza	0	ED
Achieving transparency in pro-poor education incentives	0	ED
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI

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

## 6.6. Licensing and co-publishing agreements and amendments, October 2014

Contract No.	Title	Publisher	Language	Date signed
J.2014-012	Brazilian Archaeological Sites / Sítios arqueológicos brasileiros	Editora Brasileira De Arte E Cultura/UNESCO Brasilia	English/Portuguese	6/10/2014
J.2014-013	A number of books within the International Hydrology Series	UNESCO/Cambridge University Press	English	6/10/2014
J.2014-014	Water Ecosystem Services: A Global Perspective	UNESCO/Cambridge University Press	English	6/10/2014
Amendment n°1 to licensing agreement N° C.2014-009	Engineering Education: Transformation and Education	RMIT Training PTY Ltd	English	15/10/2014

## 6.7. Permissions granted to use or translate UNESCO content, October 2014

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Houghton Mifflin Harcourt	An <u>adapted</u> short extract from the following material: "Rag Sorath", from Sacred Writing of the Sikhs, translated by Dr Trilochan Singh Bhai Jodh Singh Kapur Singh and Bawa Harkishen Singh Shushwant Singh, UNESCO Collection of Representative Works, UNESCO Publishing, © UNESCO 1960,1974, 2000.	In the context of social studies, including national and customized editions. Anticipated date of first sale: January 2015. For all print and electronic formats, including revisions and customizations for an anticipated print run/order of 500,000 copies for the English version, to be sold at a retail price of 84 USD, and for an anticipated print run/order of 50,000 copies for the Spanish version, to be sold at a retail price of 84 USD ⇒ The requestor asked for permission to use a more modern language and a 'non-gender specific language for God'.	(Originally permission: Non-exclusive world rights are granted in the English and Spanish languages. Mention of the source and due acknowledgement of UNESCO. Fee: 350 USD). Permission to adapt the language in the extract granted free of charge by email.	(Original permission: 13/03/2014) 9/10/2014
Campus Verlag GmbH and The University of Chicago Press	- Part of the poster : Déclaration universelle de l'UNESCO sur la diversité culturelle / UNESCO Universal Declaration on Cultural Diversity, © UNESCO 2002; - Ten Keys to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, title page from "Convention on the Protection and promotion of the Diversity of Cultural Expressions/ Convention sur la protection et la promotion de la diversité des expressions culturelles »,	In the context of inclusion in Ms Niedner-Kalthoff's PhD thesis entitled "Producing Cultural Diversity: Hegemonic Knowledge in Global Governance Project", to be published by Campus Verlag GmbH and The University of Chicago Press in February 2015, in print form, for an anticipated initial print run of 300 copies to be sold at a unit retail price EUR 29.90/USD 37.66, and in electronic (e-book) ) version for an anticipated order of 150 copies to be sold at a unit retail price of EUR 25.40/USD 32.	Non-exclusive world rights are granted for print and e-book versions, in English, for this edition only. Mention of the source and due acknowledgement of UNESCO. Free of charge	29/10/2014

	CLT/CEI/DCE/2007/PI/32, © UNESCO 2006 ; - Cover page of « Convention on the Protection and promotion of the Diversity of Cultural Expressions », CLT-2005/ Convention Diversité-CULT REV.2			
Macmillan Education	Extracts from: 'The Slave Trade, African Traders and the demography of the Caribbean to 1750' in <i>General History of the Caribbean, Volume III: The slave societies of the Caribbean</i> , © UNESCO 1997, approx. no. of words 36. - Extract from 'The Caribbean in the Second World War' and Extract from 'Ideology, identity, culture' in <i>General History of the Caribbean in General History of the Caribbean, Volume V: The Caribbean in the Twentieth Century</i> , © UNESCO 2004, approx. no. of words 217.	For inclusion in CAPE Caribbean Studies 2nd Edition Student Book to be published by Macmillan Education as of March 2015, for the life of the publication (including for print and digital use) and its product family, for an estimated print run of 100,000 copies.	Rights granted for the life of the publication (including for print and digital use). Mention of the source and due acknowledgement of UNESCO. Fee: GBP 300 (Three hundred British Pounds)	7/10/2014
Recruit Co. Ltd (Jyuken Sapuri website)	An adapted extract of <i>Education for All Global Monitoring Report 2009 – Overcoming inequality: Why Governance Matters</i> , Chapter 1, pp.26-27, © UNESCO 2008.	In the context of inclusion in past exam papers collection and archive, to be published by Recruit Co. Ltd in print form on 1 November 2014, for a print run of 1,000 copies and posted on Jyuken Sapuri's website ( <a href="https://jyukensapuri.jp">https://jyukensapuri.jp</a> ) from 14 November 2014 to 13 November 2016, in electronic form, for 45,000 accesses/year. The price for both versions will be JPY 980.	Non-exclusive world rights are granted for print and digital versions, in English, for this edition only, with indication that the original text has been adapted. Fee: EUR 250	28/10/2014
Gallimard en tant que coéditeur	Extraits issus de la collection Folio 2 euros Sagesse, textes de Tchouang-tseu « La joie suprême » (traduction de Monsieur Liou Kia-Hwaia) : ▪ La voie du ciel (pp. 35-49) ; ▪ Joie suprême (pp.53-63) ; ▪ Avoir une pleine compréhension de la vie (pp.67-84), Gallimard/UNESCO, © UNESCO 1969 pour la traduction française et les notes	Pour inclusion dans une sélection de textes de 12 auteurs faite par Télérama et les Editions Gallimard pour proposer 12 petits livres réunis dans un coffret intitulé : Petite bibliothèque des sagesses du monde. Les extraits de chaque auteur sont édités dans un petit livre de 48 pages, relié et cousu, dans un petit format 11x15.3 cm, réunis dans le coffret.	Les Editions Gallimard reverseront un droit d'auteur de 2% sur un douzième du prix H.T. de chaque exemplaire vendu du coffret (3 exemplaires justificatifs à parution)	28/10/2014
Gallimard en tant que coéditeur	<i>Kim-Vân-Kiêu</i> de Nguyễn Du (traduction française de Xuân-Phuc et Xuân-Viêt), <i>Connaissance de l'Orient</i> , Gallimard/UNESCO, © UNESCO 1961 pour la traduction française, l'introduction et les notes	Présentation sur scène (lecture publique) en France d'une adaptation de l'œuvre par la Compagnie Trafic d'Arts.	Accord de principe en vue de l'autorisation à titre non-exclusif de la présentation sur scène en France. Modalités (notamment financière à déterminer)	30/10/2014

## 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
CI	8	5	3	0
CLT	17	8	9	0
ED	21	8	10	3
ERI	9	9	0	0
SC	11	7	3	1
SHS	13	8	5	0
GBS	5	5	0	0
AFR	1	1	0	0
<b>Total</b>	<b>85</b>	<b>51</b>	<b>30</b>	<b>4</b>

### 7.2. Events organized by Field Offices/ Institutes

Baghdad	1
Bangkok	2
Beirut	1
Brasilia	2
Jakarta	1
Kathmandu	8
Maputo	1
Montevideo	1
Moscow	1
New Delhi	1
San Jose	1
Santiago de Chile	3
Venice	7
UIL	1
ICTP	1
UNEVOC	2
<b>Total</b>	<b>34</b>

### 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	1	0
Category 3- Non-governmental conference	0	1
Category 4- International Congress	0	1
Category 5-Advisory Committee	0	1
Category 6-Expert Committee	3	0
Category 7-Seminars and Workshops	1	18
Category 8-Symposium	3	2
Press Conference	0	0
Exhibition	4	2
Guided Tour	0	0
Event under Patronage	0	0
Concert	1	0
Show	0	0
Consultative Meeting	4	9
Meeting by Member States or Institutions	0	8
Interagency meeting	0	0
Film Projection	0	1
Special Event	5	4
Working Group/Expert Meeting	0	7
Information meeting for Permanent Delegations	1	0
Executive Board	5	0
Prize-giving Ceremony	1	2
<b>Total</b>	<b>29</b>	<b>56</b>

## 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 Organization's mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity. All events open to the public at large and to UNESCO communities, are promoted on the [Calendar of Events](#), [unesco.int](http://unesco.int), and the dynamic screens. Cultural and intellectual events for this public are announced on the monthly electronic Calendar of events sent to its subscribers, and made available at the Reception desk, the Book/Gift Shop, the Library, and the Visitor's service.

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01-02/10	19e session du Comité intergouvernemental pour la promotion du retour de biens culturels	CLT/CEH	Salle XI + Bur. S373 + S375	150
01-03/10	Groupe préparatoire du Conseil exécutif	GBS/SCX	Salle X	100
01-03/10	Réunion de la JCOMM-Projections des coordonnées du régime des vagues	SC/IOC/OOS	Salle VII	30
02-30/10	Conférence nationale des métiers du journalisme 2014	CI/FEM/MAS	Salle II	200
03/10	Meeting, Health and Global Citizenship Education	ED/PSD/HIV	Salle V	20
03/10	Réunion conjointe ADS/MESGO III	SHS/SRP/POL	Salle XIV	45
06/10	Campus Open UNESCO sur la Paix	ERI/DPI/SPE	Salle XI	200
06-07/10	Journée mondiale des enseignants (forum, conf.) et Cérémonie de remise du Prix UNESCO-HAMDAN	ED/EFA	Diverses salles	1 000
07/10	Centre international de réserves de biosphère en Méditerranée - MAB Programme Centre de catégorie 2	SC/EES/BNC	Salle XI	150
08/10	Conférence : Nouvelles frontières en médecine	SHS/EST/ST	Salle II	380
08/10	Conférence : « Trois musées d'Egypte »	ODG/DIR et Assoc. des amis des musées d'Egypte	Salle IV	250
09-10/10	Recherche sur l'implémentation des politiques relatives aux enseignants : une perspective comparative	ED/BHL/HED	Salle V	10
10/10	Campus Open UNESCO sur les Océans	ERI/DPI/SPE	Salle II	200
13/10	Bureau du Comité ITH	CLT/CCS	Salle VIII	50
14/10	Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/HPD/RAC	Salle VI	15
14/10	Réunion IOC sur la Plateforme Océan et climat 2015	SC/IOC/ADG	Salle VIII	30
14/10	Ne laisser personne de côté ? L'extrême pauvreté dans l'agenda de développement de l'après-2015	SHS/EGC/GEC	Salles XIII	50
15-29/10	195 <sup>e</sup> session du Conseil exécutif de l'UNESCO	GBS/SCX	Diverses salles	100
20-21/10	« Institutions formelles/informelles dans la mise en œuvre du programme de développement post 2015 »	CI/KSD/ICT	Salle XVI	25
22-23/10	Réunion des Commissions nationales pour l'UNESCO	ERI/MSP/ENA	Salle IV	300
23/10	Bureau du Comité du patrimoine immatériel	CLT/WHC/PCM	Salle VIII	30
27/10	Multi-partners meeting - UNESCO/TEU	SC/BES	Salle XVI	22
27/10	Réunion d'experts sur Améliorer l'accès au cyberspace multilingue	CI/KSD/UAP	Salle XIII	60
27-29/10	GPE Réunion Direction	ED/EFA	Salle XIV	15
29/10	Airbus MoU signature	SC/PCB	Hall 7e étage Fontenoy	200
28-29/10	Table ronde des experts internationaux en multilinguisme	CI/KSD/UAP	Salles XIII, XVI	50
28-29/10	First regional consultation meeting on the coastal aquifer supplement to the TDA-MED	SC/HYD/GSS	Salle XV	20
Total participation				<b>3 702</b>

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

## 8.1.2 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
13/10	Plénière de l'ASPAC	Dél. Perm. de la Rép. dem. Féd. du Népal	Salle XVI	40
13/10	Plénière du GRULAC	GRULAC	Salle XIII	50
Total participation				<b>90</b>

## 8.1.3 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
13/10	Réunion d'information pour les Délégués permanents : la Conférence mondiale de l'UNESCO au Japon sur l'éducation au développement durable	ED/TLC/ESD	Salle II	200
Total participation				<b>200</b>

## 8.1.4 External rentals

Date	Title	Organizer	Place	Public
14-15/10	20 ans de l'ORAP (Organisation Associative du Parallélisme)	INRIA	Salle II	450
18/10	Réunion des expatriés péruviens	Dél. Perm. du Pérou	Salle IX	95
23/10	10 ans de la Charte de la diversité	Charte de la Diversité en Entreprise	Salles I-II	300
28-29/10	Le district autonome des Khantys-Mansis	Dél. Perm. de la Fédération de Russie	Salle XIII	65
30/10	Conférence "Le trafic des êtres humains"	Dél. Perm. du Bélarus	Salle XVI	30
Total participation				<b>940</b>

## 8.2. UNESCO Events - [www.unesco.org/en/cultural-events](http://www.unesco.org/en/cultural-events)

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
22/09-02/10	Dans le cadre de la Décennie internat. du rapprochement des cultures, Exposition d'Art et des métiers d'Art à l'occasion du Festival des Cultures Méditerranéennes	SHS et l'Association Culture Sud	Salle Miró I	150 (inauguration/ouverture)
06-08/10	Stand d'Information de la Fondation Hamdan Bin Rashid Al Maktoum Award for the Distinguished Academic Performance	ED/EFA	Salle Pas Perdus	100 (inauguration/ouverture)
07-09/10	« Patrimoine, héritage et lumière », exposition collective d'art vidéo	Dél. perm. de la République de Corée	Salles Miró	300 (inauguration/ouverture)
13-17/10	« Bonjour de Quanzhou », à l'occasion de l'enregistrement du débat télévisé UNESCO/Phoenix TV du 14/10	Ville de Quanzhou	Salles Miró + Pas Perdus	200 (inauguration/ouverture)
15-29/10	« Les petits États insulaires en développement »	SC	Grilles autour du Siège	N/A
20-25/10	« Josef Murgas - précurseur de la radiotélégraphie », à l'occasion du 150 <sup>e</sup> anniversaire de la naissance de l'inventeur, botaniste et peintre	Dél. perm. de la Slovaquie	Salle des Actes	100 (inauguration/ouverture)
24-30/10	« World Peace Art 2014 »	Dél. perm. du Japon et Qualiart	Pas perdus + Salles Miró	300 (inauguration/ouverture)
27-31/10	« Les visages de l'Yougra »	Dél. perm. de la Fédération de Russie	Foyer salle I	200 (inauguration/ouverture)
27-31/10	« Légendes de l'Yougra » de Gennady Raïchev	Dél. perm. de la Fédération de Russie	Salle des Actes	200 (inauguration/ouverture)
29/10 au 05/11	Journée dédiée à Nelson Mandela - lancement des célébrations du 70 <sup>e</sup> anniversaire de l'UNESCO	AFR/PSI	Hall Ségur	N/A

## 8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
06/10	20 <sup>e</sup> anniversaire de la Journée mondiale des enseignants - « Investir dans l'avenir, investir dans les enseignant(e)s » Cérémonie d'ouverture	ED	Salle IV	450
06-07/10	20 <sup>e</sup> anniversaire de la Journée mondiale des enseignants - « Investir dans l'avenir, investir dans les enseignant(e)s » Forum international et ateliers : « Enseigner aujourd'hui : un regard sur le développement professionnel et les conditions d'exercice à travers le monde »	ED	Salles II, IV et IX	400
06/10	Campus Open UNESCO sur la Paix	ERI/DPI/SPE	Salle XI	200
07/10	Cérémonie de remise du Prix UNESCO-Hamdan pour l'efficacité des enseignants, suivie d'un concert	ED	Salle I	950
10/10	Campus Open UNESCO sur les Océans	ERI/DPI/SPE	Salle II	200
23/10	Récital de piano de Idil Biret	Dél. perm. de la Turquie	Salle I	1 200
28/10	Spectacle à l'occasion de la Journée de l'Yougra (musiques, danses et chants traditionnels)	Dél. perm. de la Fédération de Russie	Salle I	1 000

## 8.2.3 Special Events

Date	Title	Organizer	Place	Public*
14/10	Enregistrement du débat télévisé UNESCO-Phoenix TV sur le thème « Une planète, un océan - Concilier croissance bleue et écosystèmes océaniques sains »	BSP/Phoenix TV	Salle IV	200
31/10	Cérémonie de lancement des célébrations du 70 <sup>e</sup> anniversaire de l'UNESCO – Hommage à Nelson Mandela	ERI/AFR	Salle I	1 100
31/10	Colloque « L'héritage de Mandela : une voie pour un avenir de paix et de solidarité » - à l'occasion du lancement des célébrations du 70 <sup>e</sup> anniversaire de l'UNESCO – Hommage à Nelson Mandela	AFR	Salle II	510 (salle comble)

## 8.2.4 Other events

Date	Title	Organizer	Place	Public*
21/10	Cérémonie de réinstallation de la sculpture de Sri Aurobindo	Dél. perm. de l'Inde	Hall Ségur	50
22/10	Présentation de l'autobiographie de SM le Roi Siméon II de Bulgarie, « Un destin singulier »	Dél. perm. de la Rép. de Bulgarie	Hall Ségur	50

\* 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: 1,368 seats

- o **13 events** were promoted in the October monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,300 subscribers**.
- o **13 events** were organized, co-organized and/or promoted in October by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

A total of **24 visits** for **543 visitors** were organized in October 2014. Most visitors came within the framework of a group visit. Half of the organized visits was conducted in French and most of the public was European and North American.

#### 1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	24
Declined requests	n/a

#### 2. Languages

Visits/Present. in French	12	50%
Visits/Present. In English	10	42%
Other	2	8%

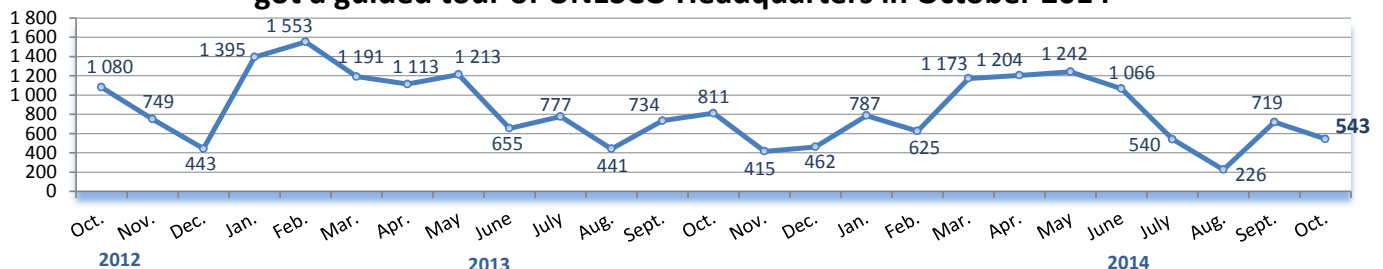
#### 3. Type of visits

Group Visits	21	87%
Spontaneous Visits	0	0%
Individual Visits	3	13%
Thematic Conferences	0	0%

#### 4. Origin

Europe and North America	324	60%
Asia and Pacific	219	40%
Africa	0	0%
Latin America and the Caribbean	0	0%
Arab States	0	0%

### Despite the minimum service during the Executive Board, more than 540 visitors got a guided tour of UNESCO Headquarters in October 2014

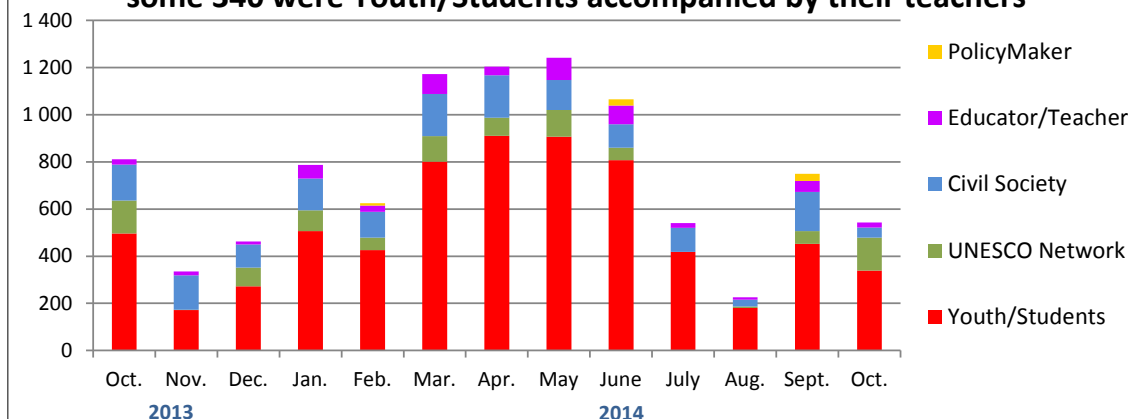


Visitors received by the Visitors' Service since Oct. 2012

Source: UNESCO

### 5. Profile of visitors

#### Among the 543 visitors who were offered a guided tour, some 340 were Youth/Students accompanied by their teachers



Breakdown of the profile of visitors in October 2014 (last 12 months)

Source: UNESCO



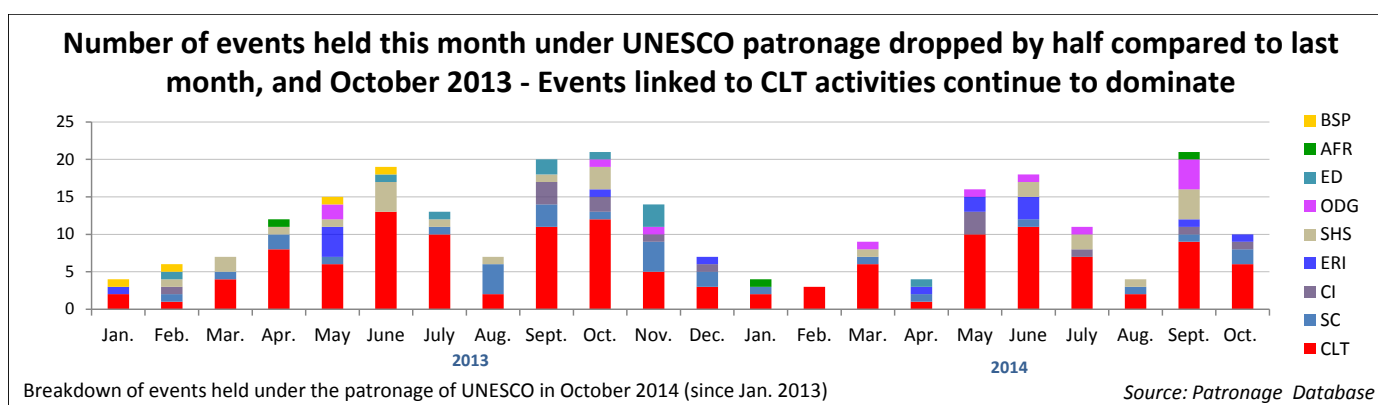
## 9. UNESCO logo exposure

### 9.1. Patronage

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

- 10 events which have been granted UNESCO's patronage took place in October 2014:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
15/10	Iran	18th Annual ASPA International Conference (Asian Science Park Association) in Shiraz	Science park managers	SC
15/10	Spain	IKUWA5 - The fifth International Congress on Underwater held at the National Museum of Underwater Archaeology of Cartagena	Underwater archaeologists	CLT
16/10	Germany	44th Festival of folklore and traditional arts, organized by the Conseil international des Organisations de Festivals de Folklore et d'Arts Traditionnels (CIOFF) in Bautzen	General public	CLT
20/10	Croatia	European Conference on Information Literacy (ECIL) in Dubrovnik	Information literacy specialists	CI
20/10	Egypt	The 4th Arab Conference on Astronomy and Geophysics (ACAG4) organised by the National Research Institute of Astronomy and Geophysics	Scientists	SC
24/10	Japan	World Peace Art Exhibition 2014, at UNESCO HQ	Permanent Delegations, the general public	CLT
28/10	Russian Federation	Présentation du district autonome des Khantys-Mansis-Yougra au Siège de l'UNESCO	Permanent Delegations	ERI
29/10	Republic of Korea	International Forum on International Development and Cooperation in the Field of Culture in Seoul	Civil society organisations	CLT
30/10	China	Le premier Form de la Créativité de Shekou, Shenzhen organisé par la Commission nationale française, la Société Chine Merchants Shekou Industrial Zone Co Ltd et le Futuroscope de Poitiers	Cultural industry education industry organisations	CLT
30/10	Italy	17 <sup>e</sup> édition de la "Borsa Mediterranea del Turismo Archeologico" à Paestum	Tourisme organisations	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). 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, and November 2012

Duration: until December 2014

Explanation of partnership: [http://www.nhk.or.jp/sekaiisan/info\\_unesco.html](http://www.nhk.or.jp/sekaiisan/info_unesco.html)

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

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

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

#### Regular programmes in October (NHK General)

Title of the Programme: **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 viewers nationwide has not been surveyed.

<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

**Special programmes (Satellite Channel):** None in October.

### 10.2. TBS (Japan)

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

Partnership began: 1996

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>
05/10	<a href="#">Great Barrier Reef(Australia)</a>	30 min	5.8%
12/10	<a href="#">Fraser Island(Australia)</a>	30 min	4.4%
19/10	<a href="#">Yosemite National Park(USA)</a>	30 min	5.5%

Average audience share in October: **5.2 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,704,000** (for the first broadcast)

The total number of audience accessed to the programme in October was estimated at **14,113,000**.

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

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

Partnership began: October 2010

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 media

<b>Links to titles by language (other than Chinese)</b>	<b>Nb of reports</b>
<a href="#">English</a>	29
<a href="#">French</a>	17
<a href="#">Spanish</a>	8
<a href="#">Russian</a>	3
<a href="#">Arabic</a>	2
In October, a total of <b>59 reports</b> were released on UNESCO through Xinhuanet	

## 10.4. RIA Novosti

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

Partnership began: September 2010

Products: **News and interviews**

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

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
01/10	<a href="#">International Music Day</a>	1 453
02/10	<a href="#">Charles Aznavour to hold single concert in Moscow</a>	1 252
02/10	<a href="#">UNESCO: countries should invest in culture, energy sector</a>	172
03/10	<a href="#">Spanish authorities may take Canary Islands to Constitutional Court over referendum</a>	818
05/10	<a href="#">World Teachers' Day</a>	1 738
05/10	<a href="#">Medvedev: Government focuses on developing education system</a>	608
06/10	<a href="#">Canary Islands authorities, environmentalists stage protest near Congress building</a>	178
07/10	<a href="#">First Moscow International Salon of Education to open Tuesday</a>	249
07/10	<a href="#">Artists due to decorate Serbian cathedral named in Moscow</a>	127
08/10	<a href="#">Golodets: Artek Center to receive 40,000 children annually by 2020</a>	263
08/10	<a href="#">Talented school students to receive Artek vouchers from 2015</a>	196
08/10	<a href="#">Golodets: Artek Center may receive presidential status soon</a>	226
08/10	<a href="#">Spanish Prime Minister urges Canary Islands authorities not to engage in demagoguery</a>	391
09/10	<a href="#">International White Truffle Fair to open in Piedmont October 11</a>	140
10/10	<a href="#">Beijing Opera to show its best in Russia</a>	468
10/10	<a href="#">Singer Charles Aznavour hospitalized in Switzerland</a>	1 091
10/10	<a href="#">Media: US fund to conduct reading lessons for 10,000 girls worldwide</a>	90
14/10	<a href="#">Montserrat Caballe to perform in Karabakh on Armistice Day</a>	214
14/10	<a href="#">Moscow authorities refuse to replace Zhukov monument near Red Square</a>	3 376
17/10	<a href="#">George Clooney's wife to help Greece return Parthenon sculptures</a>	352
17/10	<a href="#">Mamayev Hill included on preliminary UNESCO World Heritage Site list</a>	752
17/10	<a href="#">Italy's Matera elected European Capital of Culture 2019</a>	367
23/10	<a href="#">Nature Without Borders international environmental forum opens in Vladivostok</a>	149
24/10	<a href="#">Far Eastern Federal University offers Asia Pacific scientists chance to study waters around Russky Island</a>	474
24/10	<a href="#">United Nations: history, organization, goals</a>	140
24/10	<a href="#">Rossiya Segodnya joins World Association of Newspapers and News Publishers</a>	98
24/10	<a href="#">UN strives to address numerous problems on United Nations Day</a>	148
24/10	<a href="#">Russian Foreign Ministry: Most UNESCO Executive Board members reject draft Ukrainian resolution on Crimea</a>	3 006
24/10	<a href="#">UNESCO representative inspects 14<sup>th</sup> Kremlin wing scheduled for dismantling</a>	509
24/10	<a href="#">Spanish Government to sue Canary Islands authorities</a>	185
24/10	<a href="#">Shukhov Tower model on display at London Science Museum</a>	120
24/10	<a href="#">US may lose seat on UNESCO Executive Board</a>	3 372
24/10	<a href="#">Russia to compile legal survey on Crimea for UNESCO</a>	1 253
25/10	<a href="#">Zurab Tsereteli's monument to John Paul II to be unveiled in Paris</a>	697
25/10	<a href="#">Canary Islands government puts off geological prospecting referendum</a>	287
27/10	<a href="#">Greenpeace complains about Spanish Government to UNESCO</a>	189
28/10	<a href="#">Kaliningrad Region to mark 300<sup>th</sup> birthday anniversary of poet Donelaitis</a>	108
28/10	<a href="#">Lawyer: UK should return marble sculptures from Greek Parthenon</a>	431
28/10	<a href="#">UNESCO Director-General condemns destruction of Iraqi cultural heritage</a>	59
28/10	<a href="#">Putin, FIFA President inspect Luzhniki Stadium being rebuilt for 2018 FIFA World Cup</a>	387
29/10	<a href="#">Yasen Zasursky: a biography</a>	237
29/10	<a href="#">Solovki to receive its own geographic positioning system</a>	180
29/10	<a href="#">Rabbi Marvin Hier demands apology from Obama for slighting remark against Netanyahu</a>	1 149
30/10	<a href="#">Scientists finish excavation inside 2,000-year-old Mexican tunnel</a>	13 078
<b>Total reports in Russian: 44</b>		<b>Total page views: 40 777</b>

Date	Titles of Reports on UNESCO in English	Page views
01/10	<a href="#">Abkhazian Journalist Missing in Ukraine Contacts Russian TV Channel</a>	6
05/10	<a href="#">World Commemorates International Teachers' Day</a>	2
06/10	<a href="#">Canarian Authorities, Environmentalists Hold Rally Against Oil Exploration Off Islands</a>	2
07/10	<a href="#">Outstanding Human Towers in Catalonia</a>	44
08/10	<a href="#">Spain's Prime Minister Supports Geologic Exploration Near Canary Islands</a>	1

10/10	<a href="#">Spanish Government to Appeal Canary Islands Referendum on Offshore Drilling</a>	6
23/10	<a href="#">Rossiya Segodnya Joins the World Association of Newspapers and News Publishers</a>	1
25/10	<a href="#">US Faces Exclusion From UNESCO Executive Board</a>	9
28/10	<a href="#">The Moscow Museum of Photography Presents: Traditional and Contemporary Azerbaijan</a>	49
<b>Total reports in English: 9</b>		<b>Total page views: 120</b>

Date	Titles of Reports on UNESCO in French	Page views
10/10	<a href="#">Charles Aznavour hospitalisé à Genève</a>	10
25/10	<a href="#">Crimée: Moscou prêt à présenter une analyse juridique à l'UNESCO</a>	16
<b>Total reports in French: 2</b>		<b>Total page views: 26</b>

Date	Titles of Reports on UNESCO in Spanish	Page views
06/10	<a href="#">Unesco niega que los restos encontrados en Haití pertenezcan al barco de Cristobal Colón</a>	4
20/10	<a href="#">Encuentran en Turquía una estela con el poema antiguo más largo</a>	4
<b>Total reports in Spanish: 2</b>		<b>Total page views: 8</b>
<b>TOTAL REPORTS: 57</b>		<b>TOTAL page views: 40 931</b>