



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Visibility Report

March 2015

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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 destruction of cultural heritage in Iraq and Syria continued as the top news story concerning UNESCO during March, eclipsing most other topics and events. The Organisation is a key reference on this issue for the media, which is closely following the story – largely because Daesh is clearly using cultural heritage as one of the key elements in its propaganda campaigns. Several top tier media interviewed the Director-General on the subject, and it remains the topic on which the press service received the most inquiries in March.

However, the traditional media – outside of Iraq and a few other Arab nations – did not show much interest in the launch of UNESCO's #Unite4Heritage campaign in Baghdad. As was to be expected, this event fared considerably better on social media channels (for which it was designed).

The [UN World Water Development Report 2015](#), launched in New Delhi during the main celebrations for World Water Day, did very well this year with some 800 articles monitored in leading national and international media. News outlets reporting on the story included the BBC, The Guardian and The Independent (UK); Le Monde and Le Figaro (France); The Straits Times (Singapore), Voice of America (USA), El País (Spain) and Le Devoir (Canada). The press release and media materials were relayed by most international news agencies, including Xinhua and AFP. US-based media and news sites produced the most stories (76), followed by France (44) and Canada (22).

The UNESCO-L'Oréal for Women in Science Awards also did reasonably well, with 623 articles monitored in news media across 23 countries. Forty-five of these were reported in French media, followed by 41 stories in Mexico and 36 in China.

Despite a packed and fascinating programme, and an interesting lineup of speakers, the Connecting the Dots conference generated negligible press coverage. This may change once the report discussed by the conference is finalised.

International Women's Day drew the usual good coverage worldwide, but UNESCO's events to celebrate the occasion were not reported.

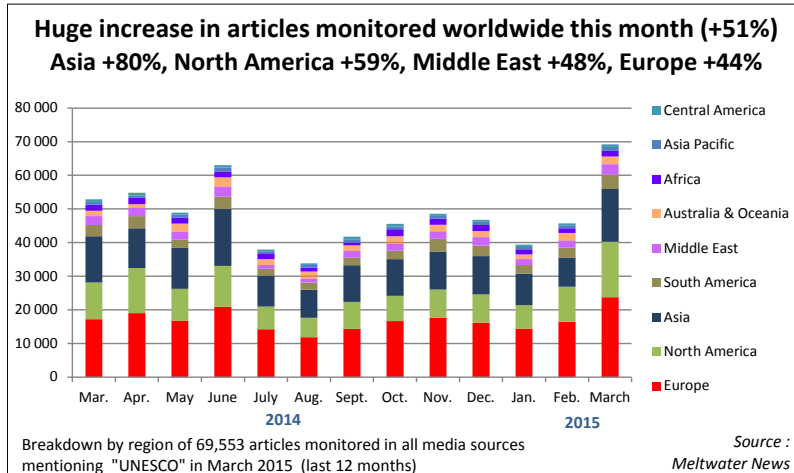
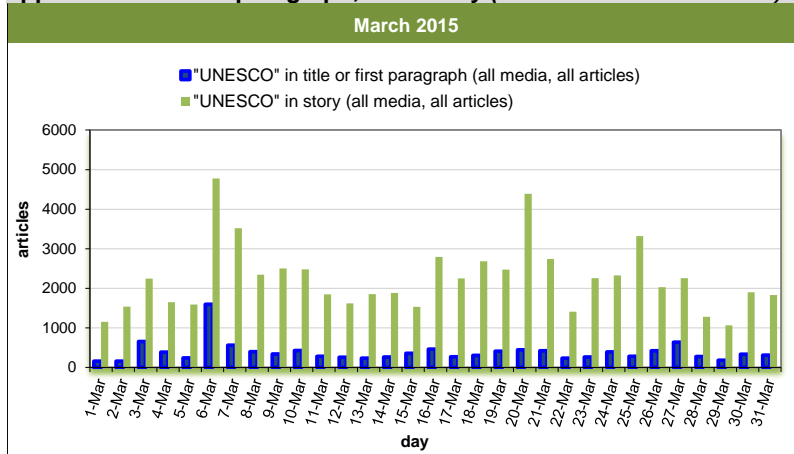
The following events are highlighted in the Major Events pages:

- **CONNECTING the Dots: Options for Future Action (03-04/03)**
- **International Women's Day 2015 (08/03) and L'OREAL-UNESCO Awards for Women in Science (18/03)**
- **Launch of the United Nations World Water Development Report 2015 (20/03)**
- **Launch of the #Unite4Heritage Campaign (28/03)**

UNESCO Website and Social Media Channels

March traffic increased for the third month in a row on our public website, and reached an all-time record since measured by Google Analytics (Sept. 2011).

Articles monitored daily in all media sources in which "UNESCO" appears in title/first paragraph, or in story (Source: Meltwater News)



Breakdown by region of 69,553 articles monitored in all media sources mentioning "UNESCO" in March 2015 (last 12 months)

Source : Meltwater News

8.5 million page views and 3.1 million visits; an increase respectively by 22% and 24% compared to February 2015, but also by 7% and 14% versus March last year. A peak with 122K visits/day was measured on 23 March when traffic was highest on Water pages on the occasion of World Water Day and the launch of the *UN World Water Development Report 2015*. On Unesco.int, traffic shows an 11% growth this month and is stable compared to March 2014. On Unescocommunity traffic is on the rise again, and most viewed news was about the Voluntary mutual separation programme 2015.

March 2015 marks a major milestone in UNESCO's social media strategy: - UNESCO launched its first-ever integrated media campaign centered on a hashtag: #unite4heritage – or #شارتلا_عم_نودحتم in Arabic. The hashtag will tie together a wide number of media promotions throughout the year, both online (web, social media) and offline (events, print, TV, radio). A dedicated analysis is available on page 7; - The total number of followers on UNESCO's social media accounts hit 3 million. Growth is particularly strong on Arabic Twitter (+13%) and French Twitter (+25%). On Facebook, our Spanish and Portuguese language content continues to claim the lion's share of likes/shares. The development of unique and engaging visual content is a critical ingredient of our success.

The launch of a social media campaign with Birmingham City, Alabama (USA) for the International Day against Racism – which has not been selected for coverage in this month's report – deserves special mention. We partnered with the City, which is an active member of our Coalition of Cities against Racism, to push our messaging at the highest municipal accounts of Birmingham City. This allowed us to deliver our messages to communities that do not usually come into contact with our work. We will endeavor to reproduce the same promotional scheme with other cities in the Coalition, on a monthly basis.

Publications

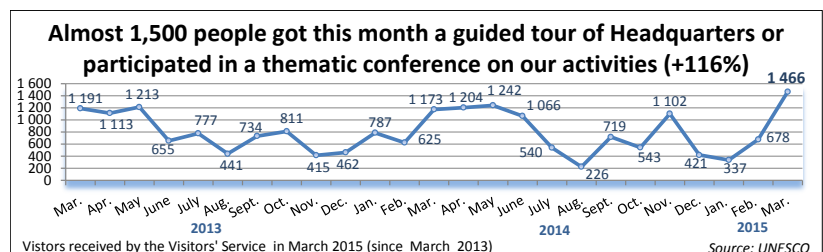
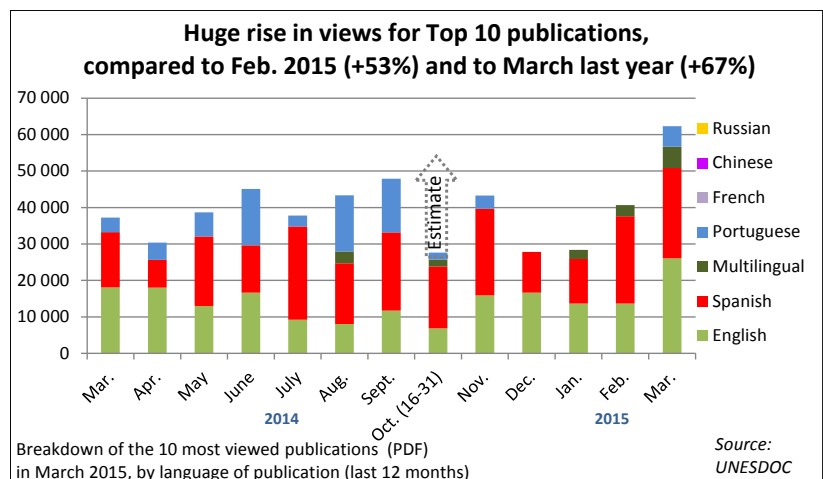
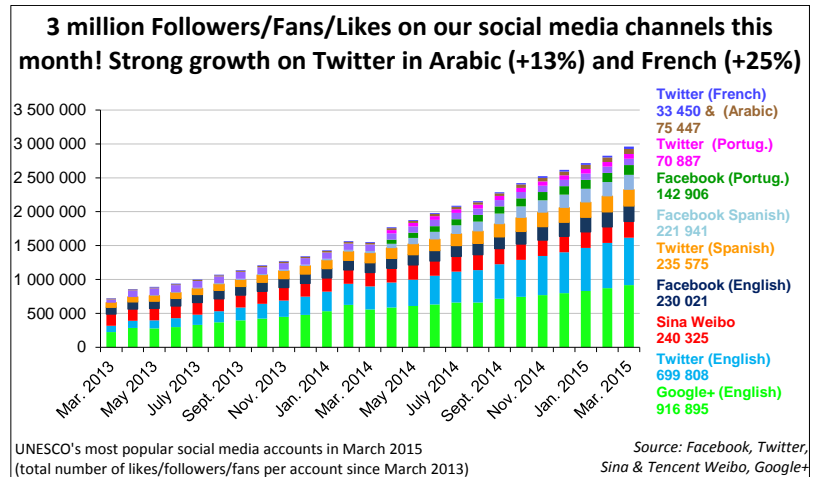
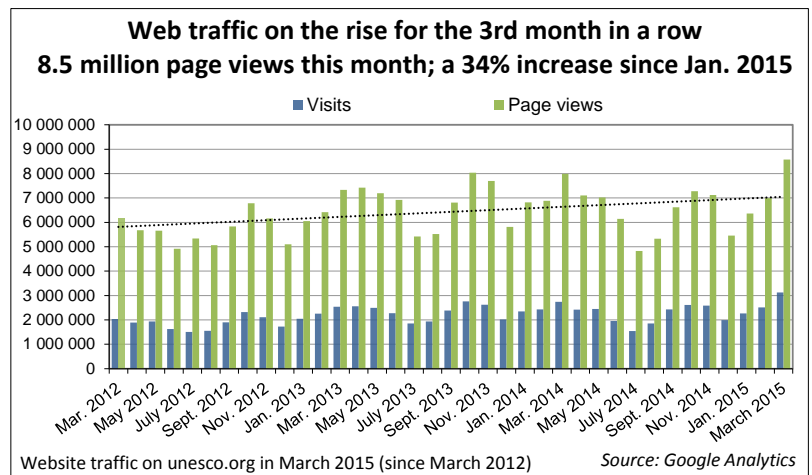
Online viewing has increased significantly by 53% compared to February 2015 and to viewing in March 2014 (+67%), with English and Spanish titles sharing this success. The newly released SC publication [The United Nations World Water Development Report 2015: water for a sustainable world](#), launched on the occasion of World Water Day, has soared to the number one position among the most consulted titles, while the 2014 version of this Report is still in the Top 10! This very positive trend is reflected also through page views on Google Books which have seriously increased compared to February 2015 (+47%), and more particularly when compared to March 2014 (+113%). Best-selling titles at the Bookshop were on bioethics and heritage themes, whilst on-line sales were influenced by a bulk sale of the Bouba and Zaza series (ED).

Visits

The very first UNESCO Campus outside our premises was organized in March at the Collège Montaigne (Goussainville, France), in addition to the 45 tours of HQ & 4 ED conferences. 165 youth participated actively in discussions around the theme "Sport for Peace".

Focus on a Field Office

This topic aiming to highlight the outreach efforts in the Field focuses this month on our **Office in Kathmandu**.



Major events:

I. CONNECTing the Dots: Options for Future Actions (03-04 March 2015)



With overwhelming agreement, the multi-stakeholder gathering of some 400 participants at UNESCO headquarters adopted an [Outcome Document](#) of the UNESCO CONNECTing the Dots Conference and underscored the significance of the Internet for human progress and its role in fostering inclusive Knowledge Societies: the result of two days of intense discussion on the draft [UNESCO Internet Study](#) entitled “Keystones to Foster Inclusive Knowledge Societies: Access to information and knowledge, Freedom of Expression, Privacy and Ethics on a Global Internet”.

This Outcome Document proposes options for UNESCO’s programmatic actions and along with the Internet Study is widely regarded as a major intellectual and policy contribution by the Organization to the ongoing review of the World Summit on the Information Society (WSIS) process and the preparation of a post-2015 WSIS plan. The Study and Outcome Document reaffirm the human rights principles that underpin UNESCO’s approach to Internet-related issues, and provide support for Internet Universality principles that promote a Human Rights-based, Open Internet, which is Accessible to all and characterized by Multistakeholder participation (R.O.A.M).

The study and its options are the result of an almost year-long process, which involved, *inter alia*, several rounds of consultations with Member States and other actors, as well as almost 200 responses to a global online questionnaire.

Since receiving a mandate from UNESCO’s General Conference at its 37th session in November 2013 to conduct the Internet study, both of UNESCO’s intergovernmental bodies in the field of communication and information, the Information for All Programme (IFAP) and the International Programme for the Development of Communication (IPDC) have been active contributors to this process.

The conference and its outcomes will be discussed during the 196th session of the Executive Board and reported upon at the 38th session of the General Conference in November 2015.

Participants: 400. **Audience:** Diverse multi-stakeholder actors in the Internet space

Communication materials and activities:

- News ([05/03](#), [06/03](#), [12/03](#))
- [Dedicated webpage](#)
- [Event announcement](#)
- Live webcast
- [Draft Internet Study](#)
- [Concept Note](#)
- [Leaflet](#)
- [Meeting Reports of the Conference](#)
- [Outcome Document](#)

Webcast/Live streaming simultaneous connections: Room II: 59 (External: 37, Internal: 22); Room IV: 39 (Ext.: 25, Int. 14); Room IX: 12 (Ext.: 8, Int.: 4); Room XI: 8 (Ext. 6, Int. 2); Room XII:12 (Ext.: 4, Int.: 8).

Website statistics: News: [05/03](#): 42 visits/74 page views; [06/03](#): 97 visits/216 page views; [12/03](#): 8 visits/53 page views. [Dedicated webpage](#): 814 visits/5,068 page views. [Event announcement](#):787 visits/1,446 page views. [Draft Internet Study](#): 299 visits. [Outcome Document](#): 93 visits. [Meeting Reports of the Conference](#): 98 visits/890 page views.

Press coverage: Press coverage on this event was very disappointing. The lack of media interest can possibly be attributed to the heavy international news agenda during the month of March (especially in Iraq and Syria), and the fact that the report under study by the conference was a draft. Once finalized, this report could be expected to generate much greater interest among journalists.

Social media: Though the number of published messages was limited, because of the difficult and highly technical nature of the topic, the event performed well on social media. Its success can be explained by at least two factors:

- The event primarily addresses an expert community of web policy specialists, who are quite active on social media;
- Social media support was obtained from the UN HQ. The event helps position UNESCO at the forefront of UN agencies working on the digital front – particularly in issues like privacy that are hot on the global news agenda today. The spirit of our work is captured in our top Tweet about the event: “An Internet that enhances freedom of expression & all human rights - This is the core vision of our #NetStudy <http://ow.ly/JUAYe> (83 RT)”

II. International Women's Day 2015 (08 March 2015) and L'OREAL-UNESCO Awards for Women in Science (18 March 2015)

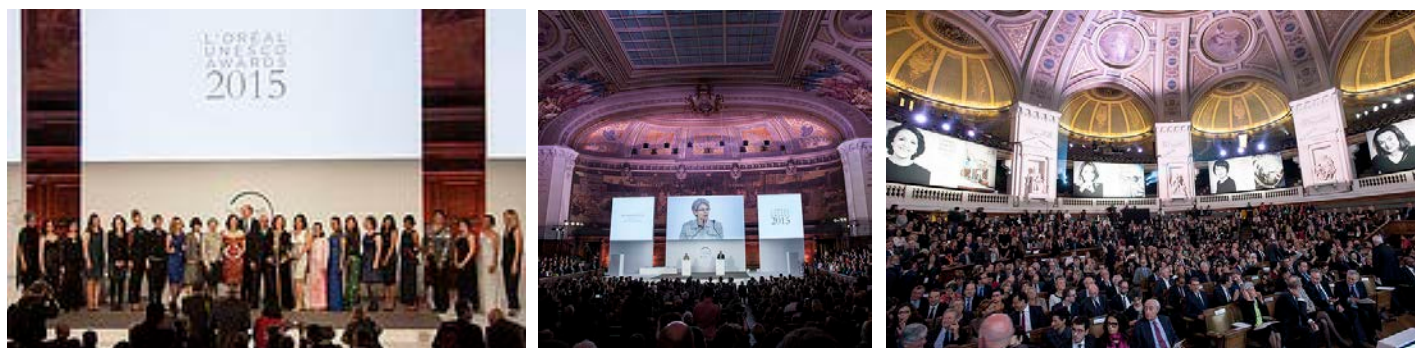


In the framework of the celebrations of **International Women's Day**, a high level conference entitled: "Re-Thinking Women's Empowerment and Gender Equality in 2015 and beyond", was organized at UNESCO headquarters, on 4 March 2015. The Director-General opened the conference moderated by Ms Gülser Corat, Dir ODG/GE and high-level panelists, including H.E. Dr Masoumeh Ebtekar, Vice-President of the Islamic Republic of Iran, H.E. Ms Laura Chinchilla, former President of Costa Rica, Ms Tsetska Tsacheva, President of the National Assembly of the Republic of Bulgaria, Ms Gertrude Mongella, former Secretary-General of the Fourth International Conference on Women, Beijing, Ms Nicole Ameline, President of the CEDAW Committee, and Ms Hynd Ayoubi Idrissi, Professor of law, member of the Committee on the Rights of the Child, took the floor on various topics. The conference ended with a series of very interesting Q&A with the audience. On 6 March 2015, the exhibitions of artists from six countries were inaugurated by Mr Getachew Engida, DDG and the Ambassadors of the artist's countries (Argentina, Dominican Republic, Egypt, Ghana, Nepal, Paraguay).

Participants: Conference: 260. **Audience :** Permanent Delegations, public at large, UNESCO staff.

Communication materials and activities:

- [Message from the DG for Intl Women's Day](#)
- [Int'l Women's Day dedicated webpage](#)
- [Int'l High-Level Conference Programme](#) (04/03)
- [Follow-up paper](#)
- [Artistic Exhibitions](#)
- Launch of the Women Make the News initiative



The **L'Oréal-UNESCO For Women in Science (FWIS)** Programme celebrated this year its 17th edition. As for the previous edition, the Awards Ceremony was held at the Sorbonne University in Paris, on March 18th, in the presence of the Director-General, Irina Bokova, Jean-Paul Agon, Chairman and CEO of L'Oréal, and Professor Christian Amatore, acting President of this year's Jury.

The 5 Laureates awarded in Physical Sciences are: Professor Rajaâ Cherkaoui El Moursli (Morocco), Professor Yi Xie (China), Professor Dame Carol Robinson (United Kingdom), Professor Thaisa Storchi Bergmann (Brazil), and Professor Molly S. Shoichet (Canada)

In the framework of the **International Rising Talents** Programme launched this year, fifteen promising young women were selected among the best National and Regional fellows and granted fellowships to pursue their research projects. 14 UNESCO Member States were represented: Egypt, Lebanon, South Africa, Australia, Malaysia, Vietnam, Denmark, France, Spain, Brazil, Chile, Mexico, Canada, and United States.

This year's programme included many major events, such as the presentation of the Laureates' research at the French Académie des Sciences, and the presentation of International Rising Talents' research projects during the Media Event held at the Saint James Albany Hotel. In addition a special Information Session with UNESCO's Executive Board and the five laureates of the 2015 L'Oréal-UNESCO Awards for Women in Science, on the topic of "Women for Science", was organized within the framework of the Executive Board's Decision on "UNESCO at 70 and Future Prospects" (194 EX/Decision 31).

Throughout its 17-year history, the L'Oréal-UNESCO For Women in Science Programme has supported more than 2,200 women all over the world, including two who later won the Nobel Prize.

Participants: More than 600. **Audience:** Strong participation of UNESCO Permanent Delegations, notably of Laureates and International Rising Talents' Member States, scientific public and other invitees.

Communication materials and activities:

- [L'OREAL-UNESCO Awards announcement](#)
- Press releases by UNESCO ([03/03](#)) & by L'Oréal
- News ([03/03](#), [04/03](#), [18/03](#))
- [Gender and Science dedicated webpage](#)
- [Official L'OREAL website](#) & [Photo gallery](#)
- Meeting with the five Laureates
- Exhibition of portraits of the 5 laureates in Paris airports
- [DiscovHer media centre](#)
- Videos: [For Women in Science](#)
- UNESCO Bangkok Study "[A Complex Formula: Girls and Women in Science, Technology, Engineering and Mathematics in Asia](#)"
- [Women in Science Data](#)

Website statistics: Int'l Women's Day: [Message from the DG for Intl Women's Day](#): 188 visits. [Int'l Women's Day dedicated webpage](#): 12,471 visits/17,274 page views. [Int'l High-Level Conference Programme](#): 104 visits. [Artistic Exhibitions](#): 72 visits/274 page views. **L'OREAL-UNESCO Awards:** [Awards announcement](#): 344 visits/705 page views. [Press release](#): 95 visits/260 page views. News [03/03](#): 106 visits/533 page views; [04/03](#): 242 visits/1,133 page views; [18/03](#): 222 visits/602 page views. [Gender and Science dedicated webpage](#): 2,577 visits/5,571 page views.

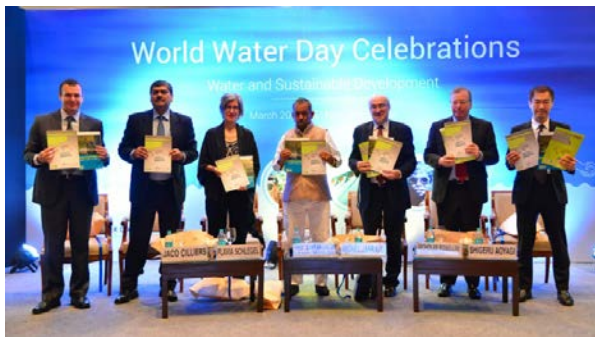
Webcast/Live streaming connections: Meeting with the 5 laureates: 38 simultaneous connections (External: 29, Internal: 8).

Press coverage: Although the Women's Day events at Headquarters were not covered by news media the UNESCO-L'Oréal for Women in Science Awards enjoyed reasonable press coverage with some 623 articles published in 23 countries. The highest concentration of these articles was in the countries of the Laureates, which is to be expected. This event is not a major news story; its contribution to UNESCO's visibility and the spread of the Organization's message about the need for more women in science comes largely from the publicity campaign that happens around the event.

Social media: Our social media messaging for Int'l Women's Day resonated powerfully with our communities. On Twitter, several messages were shared more than 100 times. On all platforms, the top message features a quote by Malala, with our call to be as uncompromising and stubborn as Malala in the fight for gender equality. In Spanish, the Facebook post got some 13K likes and was shared more than 14K times.



III. Launch of the United Nations World Water Development Report 2015 (20 March 2015)



As it is now tradition, the [UN World Water Development Report 2015 "Water for a Sustainable World"](#), has been launched during the main celebrations of World Water Day, organized by UN-Water and UNDP in New Delhi, India, on 20 March 2015. This year the theme of the Day is 'Water and Sustainable Development'. The *UN World Water Development Report 2015* has been presented by the UNESCO Assistant Director General for Science, Ms. Flavia Schlegel.

The agenda included M. Gopalakrishnan, Secretary General Honoraire, ICID; Flavia Schlegel, Assistant Director-General for Natural Sciences, UNESCO; Michela Miletto, Acting Coordinator, UN World Water Assessment Programme; Lidia Szyrkowicz, Scientific Attaché, Italian Embassy.

After the launch, a panel of international experts participated in a questions and answers session, organized to provide more detailed information on the Report and on water resources in general.

On the same day or in the following days, the launch has been replayed in many countries with to the fruitful collaboration of the UNESCO Offices in Almaty, Bangkok, Beijing, Bonn (German Commission for UNESCO), Cairo, Jakarta, Kingston, Montevideo, Nairobi, New York (at UN HQ), Paris (at UNESCO HQ), San Jose, Tashkent.

Participants: 200 in New Delhi. **Audience:** Representatives of local governments, UN agencies and the Indian civil society.

Communication materials and activities:

- [Press release](#) (19/03). News ([20/03](#), [26/03](#))
- [WWDR 2015 in pdf](#) and e-Book formats
- [WWAP dedicated webpage](#) & [WWDR 2015 page](#)
- [WWDR 2015 messages](#)
- [WWDR Facts and Figures](#)
- [WWDR 2015 Press Kit](#)
- [Message from the DG for World Water Day](#)
- [World Water Day dedicated webpage](#) (En, Fr, Ru, Ar)
- [Infographic for WWD](#) & [Photo gallery](#)
- [Event announcement](#) (WWDR)
- [Live webcast for the launch ceremony](#)
- Video: [Rick Connor lead author of the WWDR](#)

Webcast/Live streaming connections: N/A.

Website statistics: News: [20/03](#): 180 visits/496 page views, [26/03](#) : 37 visits/226 page views. [Water webpage](#): 47,593 visits/56,537 page views, incl. [WWAP dedicated webpage](#): 16,953 visits/39,337 page views. [WWDR 2015 webpage](#): 3,751 visits/4,849 page views. [World Water Day dedicated webpage](#): 826 visits/2,105 page views. [Photo gallery](#): 43 visits/217 page views. [Event announcement](#) : 191 visits/386 page views. Video: [Rick Connor lead author of the WWDR](#): 236 total views.

Press coverage: Press coverage of the Report doubled this year, in comparison with 2014. Stories were reported in numerous A-list media including Le Monde, Le Figaro and RFI (France), The BBC, The Guardian and the Independent (UK), El País (Spain), Voice of America and many others. Some 800 articles were monitored in over 40 countries. The topics covered by the Report should continue to be exploited throughout the year, to take advantage of the heightened interest in environmental matters generated by the upcoming COP21 in Paris.

Social media: Our key finding – that the world must manage water better to avoid a 40% shortfall by 2030 – was picked up by many media on social media. It performed particularly well on channels specializing in climate issues such as @UNFCCC, where it was retweeted 675 times. [An infographic](#) was designed to present the new Report findings.

IV. Launch of the #Unite4Heritage Campaign (28 March 2015)



UNESCO launched a social media campaign on 28 March in Baghdad, Iraq to build support for the protection of heritage when it is threatened or destroyed by extremist groups. The campaign will create and share a counter-narrative to resist extremist propaganda. When extremists claim that there is no “world heritage”, the **#Unite4Heritage** campaign will show that we can all unite for heritage – by showing pictures of groups, classrooms and people from outside Iraq who claim this heritage as their own – including Muslims who claim pre-Islamic heritage as their own. When extremists claim that pre-Islamic heritage is not important and must be destroyed, the campaign will show why this heritage must be valued, and tell stories about its significance, including the contribution of heritage under threat to global knowledge and the advancement of civilization.

The Director-General launched the campaign at Baghdad University in the presence of students and officials - the Minister of Tourism and Antiquities of Iraq, His Excellency Adel Fahad Shershab, the Minister of Higher Education and Scientific Research of Iraq, His Excellency Hussain Al-Sharhistani, the President of the University of Baghdad, Dr Alaa' Abdulhussein Abdulrasul. The launch event included a “social media moment” in which the students took photos of each other holding signs with the campaign hashtag. They then shared them on the campaign’s social media channels and included statements about why heritage is important to them. The **#Unite4Heritage** campaign will run until the end of July 2015 in both English and Arabic. It has its own website www.unite4heritage.org

Participants: Some 300 participants. **Audience:** Students, faculty members, officials.

Communication materials and activities:

- Media advisory ([26/03](#)). News ([28/03](#))
- [#Unite4Heritage Campaign website](#)
- [Media Kit](#) (logos, posters, kakemono)
- Press conference in Baghdad
- [Campaign on Twitter](#)
- Invitation to show support via photos.
- Video: [#Unite4Heritage campaign launched in Baghdad](#)
- [Photo gallery- Campaign launched in Baghdad](#)

Website statistics (until 10/04): [Media advisory](#): 568 visits/1,006 page views. [News](#): 581 visits/1,528 page views. [#Unite4Heritage Campaign](#): 6,266 visits/11,179. [Photo gallery- Campaign launched in Baghdad](#): 1 visit/46 page views. Video: [#Unite4Heritage campaign launched in Baghdad](#): 247 views.

Press coverage: While the destruction of cultural heritage in Iraq and Syria – and UNESCO’s reaction to it – continues to be the top news story for the Organization, the mainstream media did not give any significant coverage to the launch of the campaign. The Director-General’s presence in Baghdad for the launch was covered widely, especially by Arabic media. While their stories made mention of the campaign, they focused more on the issue of what should or could be done to stop Daesh.

Social media: [#Unite4Heritage/#شارتلتل_عم_نودحتم](#) is UNESCO’s first-ever media campaign that is centered on a hashtag. It was launched on March 28, in response to unprecedented attacks on cultural diversity and heritage today. It was not enough to condemn attacks on sites such as Hatra or the Bardo Museum – even though our condemnations were widely shared on social media. [#Unite4Heritage](#) seeks to counter extremist propaganda of hatred, with messages of unity, tolerance and solidarity. [#Unite4Heritage](#) shows that diversity has always been and remains today a strength for all societies. To build peace tomorrow, we need to defend today our common heritage of diversity and tolerance.

On the launch day, there was an estimated 2,265 tweets containing the hashtag. To continue the momentum, we are in the process of building partnerships with media and expert communities, which are vital for driving our message.

Focus on UNESCO Office in Kathmandu

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.

In March 2015, the Kathmandu Office carried out several workshops, consultations and trainings in Education, Culture and Communication and Information.

Under the project **"Planning effective delivery of education in a future federal state"** aiming at contributing to the constitution-building process by fostering effective delivery of inclusive and quality education services in the future federal state, four consultations were held in different parts of country on "Education and Federalism". The events also discussed various aspects of education – vocational education, school and university curricula etc. that need to be addressed by the Ministry of Education in a future Federal Nepal.

Training on a Non-formal Education Information Management System has been conducted for the District Education Officers, to collect and analyse reliable data on literacy, in particular in remote areas. Developed with financial support of UNESCO, this software is adaptable to local contexts. In addition to monitoring non-formal education, the system will generate meaningful and reliable information and statistics, which can be used by policy makers and planners for informed decision making as well as better planning and delivery.

Under the project **"Strengthening Conservation and Management of Lumbini, the Birthplace of Lord Buddha"**, funded by the Government of Japan, UNESCO is supporting national authorities to protect and manage the archaeological heritage in the Greater Lumbini Area. We also coordinate amongst the various initiatives of other organizations and the government, to ensure the protection of archaeological remains, even those still under the ground, and harmonious development of the area. In particular, conservation of the structures in the Lumbini World Heritage Site, archaeological investigations in Tilaurakot, the remains of the ancient Shakya Kingdom where Lord Buddha lived until the age of 29 years, which is included in the Tentative World Heritage List, as well as protection of Kudan, the place of Lord Buddha's first monastery. Spectacular archaeological discoveries have been made, at the end of last year we found for the first time evidence of structures of 6th century BC, the lifetime of Lord Buddha, in Lumbini itself, and this year we discovered a hoard of 500 punch-mark silver coins from 2nd century BC in the remains of a monastery in Tilaurakot.

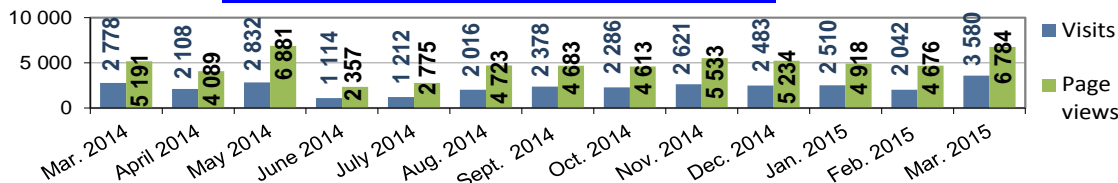
Under the project **"Increasing the Safety of Journalists"**, national and regional consultations were organized to analyse the existing code of conduct for Journalists. The Executive Director of the Centre for Law and Democracy carried out a detailed analysis, providing inputs for the revision of the "Code of Journalistic Ethics", which was last amended in 2008. From a legal standpoint, a number of issues were identified, for example with the approach towards complaints. He recommended an extension of the Code to all contents disseminated through the media, whether it is news, entertainment, education material, or any other type of content. Two regional conferences on "Self-Censorship in Media" were held in Biratnagar (eastern region) and Pokhara (western region), to identify the causes of problems and to collect suggestions to overcome them.

A total of 10 news items were published on the website during the month, including two vacancy notices and one [feature article on the Silk Roads](#), highlighting UNESCO's efforts in supporting the preparation of a transnational nomination of the first South Asian heritage corridor.



Media: In March, eight news have been featured on national online news platform and newspapers: [Remodelling journalism education](#) (www.ekantipur.com, 13/03), [Digging up history](#) (My Republica, 13/03), [Stakeholders mull new education model](#) (The Rising Nepal, 07/03), [DoA request govt to correct errors](#) (The Himalayan Times, 01/03), [चाँगुनारायण मन्दिर पहिरोको जोखिममा](#) (Kantipur, 02/03), [चाँगुनारायणमा अविर-केशरी निषेध](#) (Kantipur, 01/03), [Locals call to protect Chgangunarayan temple](#) (The Himalayan Times Online, 01/03), [Call to save Changunarayan temple](#) (The Himalayan Times, 02/03).

Website traffic: <http://www.unesco.org/new/en/kathmandu/>



Kathmandu Office web traffic from March 2014 to March 2015

Source: Google Analytics

Journosafenepal.org



Publications (total views)



[A resource material on Education & Federalism in Nepal](#)
(414 views)

[नेपाली विश्वविद्यालयहरूमा पत्रकारिता पाठक्रम \(युनेस्कोको नमूना पाठ्यक्रम तथा मिडिया विकासका सूचकांस इष्टिबिन्दुबाट विश्लेषण\)](#) (103 views)



Facebook: 3,293 followers

Top 3 posts:

- Three Silk Roads Heritage Corridors through Nepal: 1. Surkhet - Simikot, 2. Lumbini - Lomanthang, and 3. Bhimphedi – Kodari. Source: South Asian Silk Roads: Draft serial and transnational WH nomination strategy, presented by Tim Williams, Institute of Archaeology, UCL (19/03, 18 likes)
- "Digging up history", an article on archaeological excavation in Lumbini, the birthplace of Buddha and Kapilvastu, where Buddha spent his childhood until 29 years of age, published on My Republica today (13/03, front and page 6). [Full article](#) (12/03, 15 Likes)
- Education to employment: getting the youth to work in Federal Nepal. [News](#). (16/03, 14 likes)

YouTube (total views)

- [Towards a sustainable Lumbini, the birthplace of Lord Buddha](#) - 6,077 views
- [Rupantaran Episode 100 Interview with Christian Manhart, UNESCO Representative to Nepal](#) -138 views

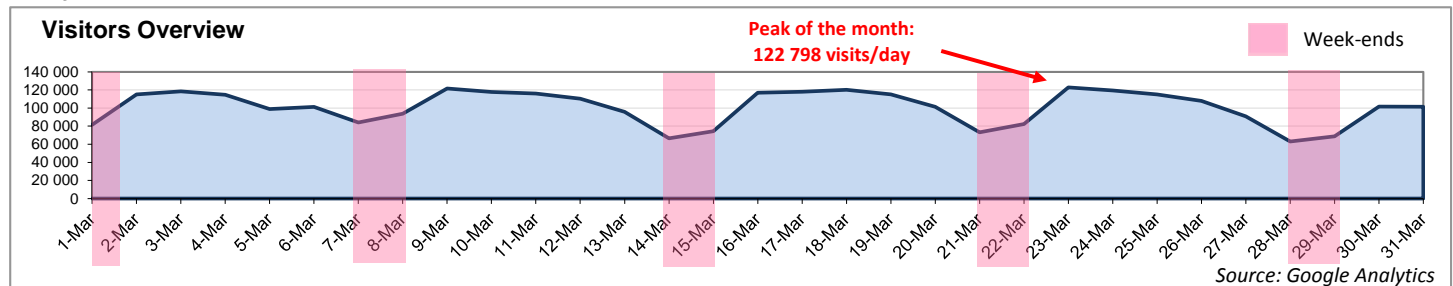
1. UNESCO Website – <http://www.unesco.org>

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).

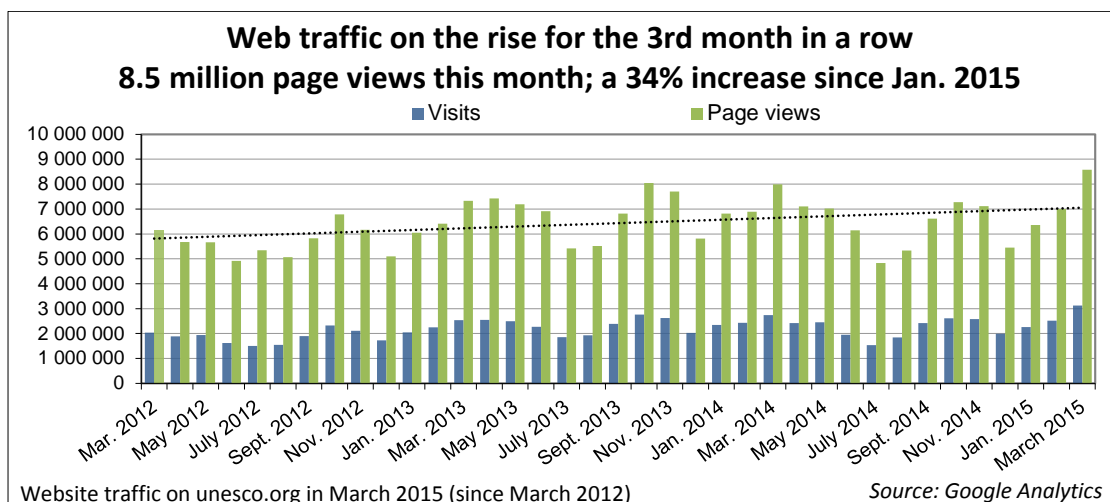
March traffic increased for the third month in a row on our public website, and reached an all-time record since measured by Google Analytics (Sept. 2011). 8.5 million page views and 3.1 million visits; an increase respectively by 22% and 24% compared to February 2015, but also by 7% and 14% versus March last year. A peak with 122K visits/day was measured on 23 March when traffic was highest on Water pages on the occasion of World Water Day and the launch of the [UN World Water Development Report 2015](#). On Unesco.int, traffic shows an 11% growth this month and is stable compared to March 2014. On Unescommunity traffic is on the rise again, and most viewed news was about the Voluntary mutual separation programme 2015.

1.1. March 2015 Traffic Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
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%
Oct. 2014	7 279 843	-9.44%	+10.08%	2 615 387	-5.17%	+7.82%	2 005 482	-7.69%	+5.27%
Nov. 2014	7 117 727	-7.53%	-2.23%	2 580 313	-1.69%	-1.34%	1 973 591	-3.96%	-1.59%
Dec. 2014	5 452 657	-6.14%	-23.39%	1 990 436	-1.51%	-22.86%	1 540 810	-4.04%	-21.93%
Jan. 2015	6 357 424	-6.76%	+16.59%	2 265 290	-3.45%	+13.81%	1 751 520	-5.75%	+13.68%
Feb. 2015	6 996 175	+1.59%	+10.05%	2 512 724	+3.53%	+10.92%	1 927 342	-0.03%	+10.04%
March 2015	8 573 715	+7.31%	+22.55%	3 127 487	+14.25%	+24.47%	2 341 047	+10.34%	+21.47%



1.3. Visits by Area of Interest in March 2015 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	3 127 487	+14.25%	+24.47%
Home & Central Service pages	212 712	-27.17%	+24.16%
Worldwide	27 152	-0.92%	+33.29%
Education for the 21st Century and ED Sector	218 384	+25.03%	+20.16%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	126 436	-11.61%	+94.15%
Learning to Live Together and SHS Sector	72 247	+14.33%	+18.78%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 514 587	+9.42%	+22.29%
World Heritage	1 321 534	+6.57%	+23.28%
Intangible Heritage	86 841	+54.20%	+21.00%
Culture Sector (excl. Intangible Heritage)	106 212	+20.89%	+12.09%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	76 932	+8.31%	+26.50%
Field offices (only those tracked)	230 492	+48.18%	+30.80%
UIL*	27 919	+18.25%	+18.54%
IIEP*	N/A	N/A	N/A
UNEVOC*	56 341	+50.21%	+9.54%

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

1.4. UNESCO Website Visitors

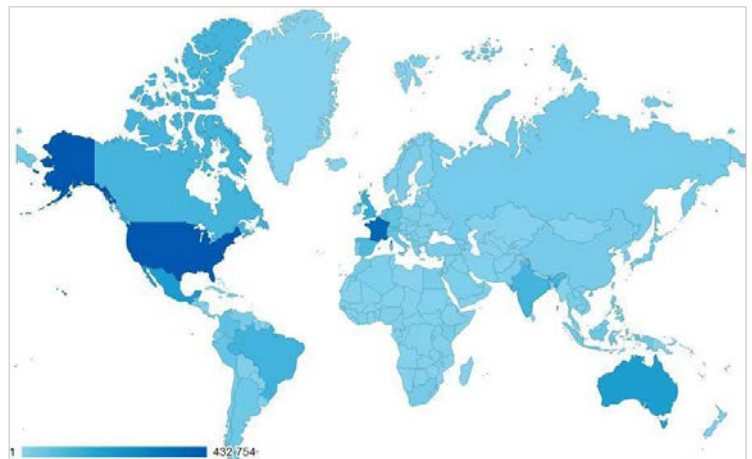
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	432 754	13.84%	+8.60%	2.59	00:02:19
France	375 227	12.00%	+20.09%	3.08	00:04:01
Mexico	202 638	6.48%	+6.08%	2.33	00:02:44
Australia	193 340	6.18%	+133.09%	3.73	00:05:27
United Kingdom	133 375	4.26%	+20.06%	2.63	00:02:14
Brazil	115 421	3.69%	+71.42%	2.13	00:02:32
India	111 021	3.55%	+4.85%	2.19	00:02:15
Canada	109 234	3.49%	+16.08%	3.56	00:03:52
Spain	90 220	2.88%	+16.27%	3.14	00:03:07
Colombia	63 615	2.03%	+17.92%	2.00	00:02:07

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 535 387	49.09%	+22.36%
Spanish	563 407	18.01%	+29.22%
French	447 712	14.32%	+18.47%
Portuguese	127 505	4.08%	+66.73%
German	49 748	1.59%	+15.72%
Italian	49 451	1.58%	+22.55%
Russian	48 025	1.54%	+17.80%
Chinese	45 678	1.46%	+54.91%
Arabic	36 218	1.16%	+19.30%
Dutch	24 959	0.80%	+14.89%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2014	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
	October	36 614	+60.59%	+72.50%	8 663	+10.46%	+12.74%	2.87	+4.74%	00:05:01
	November	42 930	+76.62%	+17.25%	8 499	+0.32%	-1.89%	3.08	+7.31%	00:05:05
	December	19 445	+15.20%	-54.71%	6 166	-4.00%	-27.45%	2.92	-5.19%	00:04:43
2015	January	21 379	-0.82%	+9.95%	7 568	-3.42%	+22.74%	2.87	-1.65%	00:04:28
	February	21 114	-6.58%	-1.24%	7 569	-10.25%	+0.01%	2.64	-7.69%	00:04:06
	March	23 622	-0.59%	+11.88%	8 444	+0.33%	+11.56%	2.75	+4.17%	00:04:18

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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1	
2014	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%	
	October	99 496	+107.72%	31 835	+171.26%	
	November	63 813	-35.86%	22 104	-30.57%	
	December	80 731	+26.51%	20 438	-7.54%	
	2015	January	90 976	+12.69%	23 780	+16.35%
		February	69 059	-24.09%	23 553	-0.95%
March		90 689	+31.32%	28 290	+20.11%	

* New infrastructure implemented in early September

Traffic indicators explained:

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

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

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

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
Connecting the Dots	03/03	<ul style="list-style-type: none"> EN - 48 FR - 22 Floor - 10 	<ul style="list-style-type: none"> EN - 36 FR - 9 Floor - 5 	130
Meeting with the Commonwealth Secretary-General and Members of the EXB	16/03	<ul style="list-style-type: none"> EN - 18 FR - 4 Floor - 7 	<ul style="list-style-type: none"> EN - 10 FR - 2 Floor - 5 	46
Meeting with the five 2015 L'Oréal-UNESCO For Women in Science Awards Laureates	19/03	<ul style="list-style-type: none"> EN - 18 FR - 4 Floor - 7 	<ul style="list-style-type: none"> EN - 4 FR - 2 Floor - 2 	38
After Charlie: strengthening the safety of journalists	27/03	<ul style="list-style-type: none"> EN - 2 Fr - 14 	<ul style="list-style-type: none"> EN - 1 FR - 2 	19

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 Services webpage - <http://www.unesco.org/new/en/media-services>

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	169 745	+24.20%	+27.94%
English (EN)	81 943	+17.37%	+26.43%
Spanish (ES)	50 030	+75.27%	+32.64%
French (FR)	24 238	+42.38%	+30.10%
Arabic (AR)	5 892	-52.10%	+8.71%
Russian (RU)	5 723	+49.70%	+19.65%
Chinese (ZH)	1 919	-62.87%	+46.71%

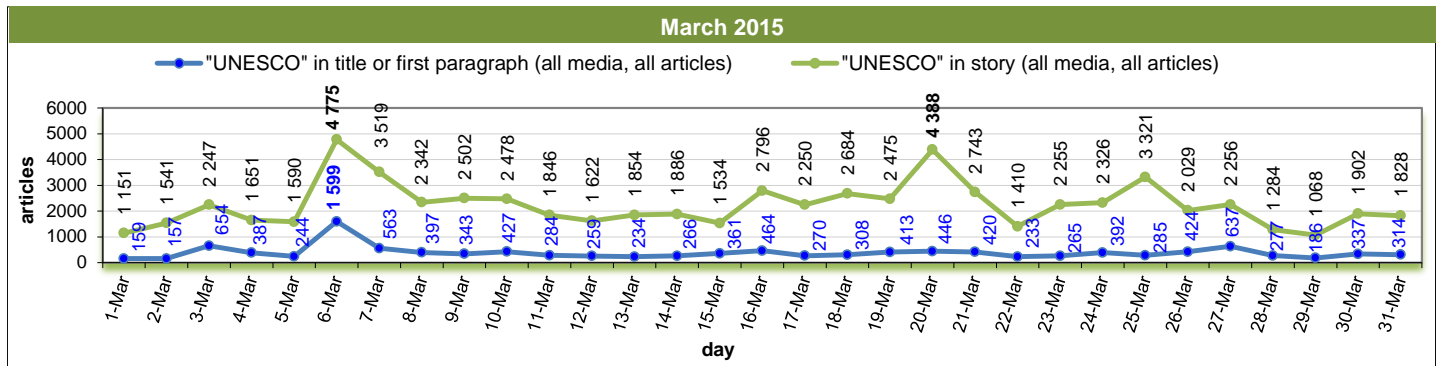
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

1.	03/03	Five exceptional women honored for their ground-breaking discoveries in the physical sciences
2.	04/03	UNESCO Director-General condemns murder of Colombian journalist Luis Carlos Peralta Cuéllar
3.	06/03	UNESCO Director General condemns destruction of Nimrud in Iraq
4.	10/03	UNESCO Director-General denounces murder of Paraguayan journalist Gerardo Ceferino Servian Coronel
5.	10/03	UNESCO Director-General condemns murder of Colombian journalist Edgar Quintero
6.	11/03	Closing gender gap in education
7.	16/03	UNAMI, UNESCO stand behind Iraqi academia in fight against heritage destruction
8.	19/03	UNESCO Director-General denounces murder of journalists Danilo López and Federico Salazar in Guatemala
9.	19/03	Urgent need to manage water more sustainably, says UN report
10.	20/03	Tsunami warning exercise in the Caribbean
11.	26/03	UNESCO Director General Irina Bokova to launch "#Unite4Heritage" campaign in Baghdad, Iraq, on 28 March
12.	27/03	Director-General condemns killing of Yemeni journalist Abdul Karim Mohammed al-Khaiwani
13.	28/03	Director-General calls for the protection of Yemen's cultural heritage
14.	31/03	Only one third of countries reached Education for All goals set in 2000, says UNESCO report
15.	31/03	Prime Minister of India to visit UNESCO on 10 April

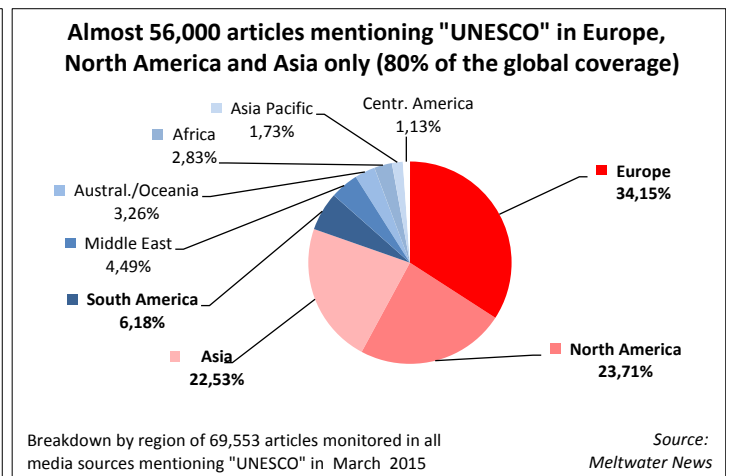
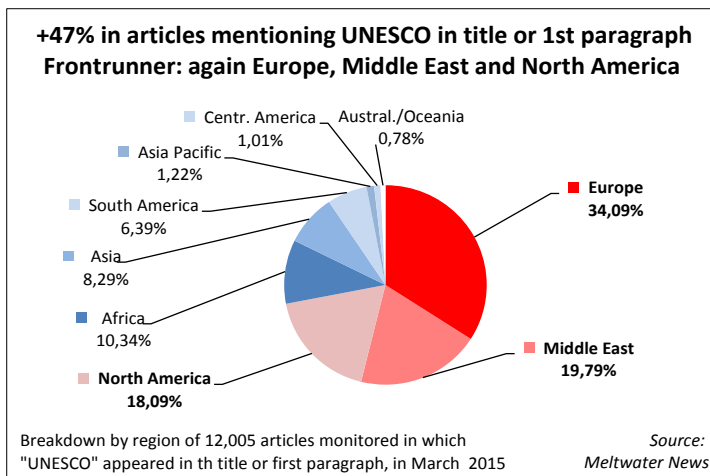
2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the title or first paragraph of the story, or in the story (Source: Meltwater News)



Regional breakdown of articles in all media sources in which “UNESCO” appeared:

- In the title or first paragraph of the story
- In the story



The destruction of cultural heritage in Iraq and Syria continued as the top news story concerning UNESCO during March, eclipsing most other topics and events. The Organisation is a key reference on this issue for the media, which is closely following the story – largely because Daesh is clearly using cultural heritage as one of the key elements in its propaganda campaigns. Several top tier media interviewed the Director-General on the subject, and it remains the topic on which the press service received the most inquiries in March. However, the traditional media – outside of Iraq and a few other Arab nations – did not show much interest in the launch of UNESCO’s #Unite4Heritage campaign in Baghdad. As was to be expected, this event fared considerably better on social media channels (for which it was designed).

The [UN World Water Development Report 2015](#), launched in New Delhi during the main celebrations for World Water Day, did very well this year with some 800 articles monitored in leading national and international media. News outlets reporting on the story included the BBC, The Guardian and The Independent (UK); Le Monde and Le Figaro (France); The Straits Times (Singapore), Voice of America (USA), El País (Spain) and Le Devoir (Canada). The press release and media materials were relayed by most international news agencies, including Xinhua and AFP. US-based media and news sites produced the most stories (76), followed by France (44) and Canada (22).

The UNESCO-L’Oréal for Women in Science Awards also did reasonably well, with 623 articles monitored in news media across 23 countries. Forty-five of these were reported in French media, followed by 41 stories in Mexico and 36 in China.

Despite a packed and fascinating programme, and an interesting lineup of speakers, the Connecting the Dots conference generated negligible press coverage. This may change once the report discussed by the conference is finalised.

International Women’s Day drew the usual good coverage worldwide, but UNESCO’s events to celebrate the occasion were not reported.

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

Date	Subject / Title	Language	Media
05/03	L’Etat islamique fait aussi la guerre contre la culture	French	Le Monde (France)

2.5. Interviews given (by subject and media, not exhaustive)

Subject	Interviewee	Language	Media (press TV Radio)
Doping in Sport – Assessment mission by Mr Vilotte	Marcellin Dally	French	L'Equipe (France)
Education and gender	Maki Hayashikawa	English	France 24 « #51 percent » (France)
Education for all	Geraldine de Saint Pern	French	Le Lot en action (France)
Number of Italian students pursuing higher education in the UK	Amy Otchet	English	The Telegraph (UK)
International Women's Day	Ann Therese Ndong Jatta	English	RFI (France)
L'Oréal-UNESCO Prize	Sonia Bahri / Flavia Schlegel	French	United Nations Radio
One year after President of China's visit	Irina Bokova	French	Phoenix TV (China)
Sex education policy	Christopher Castle	English	The Huffington Post (US)
Tsunami alert system in the Caribbean	Benardo Aliaga	Spanish	United Nations Radio
		French	AFP (France)
Presentation of cultural and historic heritage	Mechtild Rossler	English	Russian Weekly Magazine « Ogoniok »
Reopening of the National Museum of Bagdad	Edouard Planche	French	France Culture, Radio Classique (France)
World Heritage destruction and protection	Irina Bokova	English	Monocle, CNN (US), BBC World TV (UK), Al Jadeed (Lebanon), ABC (USA)
		French	Europe 1 (France)
	Karim Hendili	Spanish	Prisa Radio (Spain)
	Nada Al Hassan	French	RFI, AFP, Monte Carlo Doualiya, France 3, Le Parisien, France Culture (France), Radio Nigeria
		Arabic	RFI (France)
		English	RFI (France), Al Jazeera (Qatar), TV Channel One (Russia)
		Italian	RSI (Radiotelevisione svizzera-Switzerland)
	Lucia Iglesias	Spanish	Reuters (UK), RadioBlu (Colombia), Diario La Hora (Chili)
	Mechtild Rossler	English	New York Times, Voice of America (US), Terra, O Globo (Brazil), Yomiuri (Japan)
		French	Radio Mediterranean International, Euronews
Axel Plathe	English	USA Today (US)	
	German	Süddeutsche Zeitung, NZZ, Spiegel online (Germany)	
World Heritage destruction and protection in Iraq	Irina Bokova	English	Radio Bosnia Herzegovina
	Nada Al Hassan	French	BFMTV, Le Journal des Arts, LCI, France Inter, France Culture « Du grain à moudre » (France)
	Axel Plathe	English	United Nations Radio
World Heritage destruction and protection, Nimrud, Iraq	Irina Bokova	English	Al Houra, AP (and APTN), BBC Radio, Sky TV (UK), Al Arabiya (Saudi Arabia)
	Nada Al Hassan	French	La libre Belgique
World Heritage destruction and protection, Hatra, Iraq	Nada Al Hassan	French	France Info
World Heritage protection in Iraq and illicit trafficking	Irina Bokova	Spanish	El País (Spain)
Illicit trafficking in Iraq	Edouard Planche	French	L'Express (France)

Protection of Assyan heritage in Iraq and in the Middle East	Kishore Rao	English	W Radio Colombia
World Heritage destruction and protection in Iraq and Syria	Shaer May	English	Nature (US)
<i>The UN World Water Development Report 2015</i>	Zelmira May	Spanish	Blu Radio (Colombia)
	Richard Connor	English	La Vanguardia (Spain), Deutsche Welle (Germany), Thompson Reuters (US), VICE news, RFI, News talk radio 1290 (Canada), AFP (France), Deutsche Welle (Germany), La Vanguardia (Spain)
		French	Radio Canada-Manitoba
	Jimenez-Cisneros	French	France 24
	Michela Miletto	English	AFP (France), Times of Africa (India)
Italian		RAI, Radio Vatican (Italy)	

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).

45 B-rolls were downloaded in March.

	Subject	Downloads	Media
1.	Nimrud destruction	14	Bulgarian National TV, Associated Press TV, Reuters TV, Eurovision, CNN, M6, France TV
2.	Hatra destruction	8	Canal Educativo Cuba, Associated Press TV, Reuters TV, Eurovision, France TV, Bulgarian National TV
3.	Education	8	The Telegraph, BBC
4.	Science: Water Report, Science Report, L'Oréal	6	
5.	Goodwill Ambassadors	5	
6.	Culture: Intangible heritage, Marine heritage	3	
7.	Mosul Press Conference	1	

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

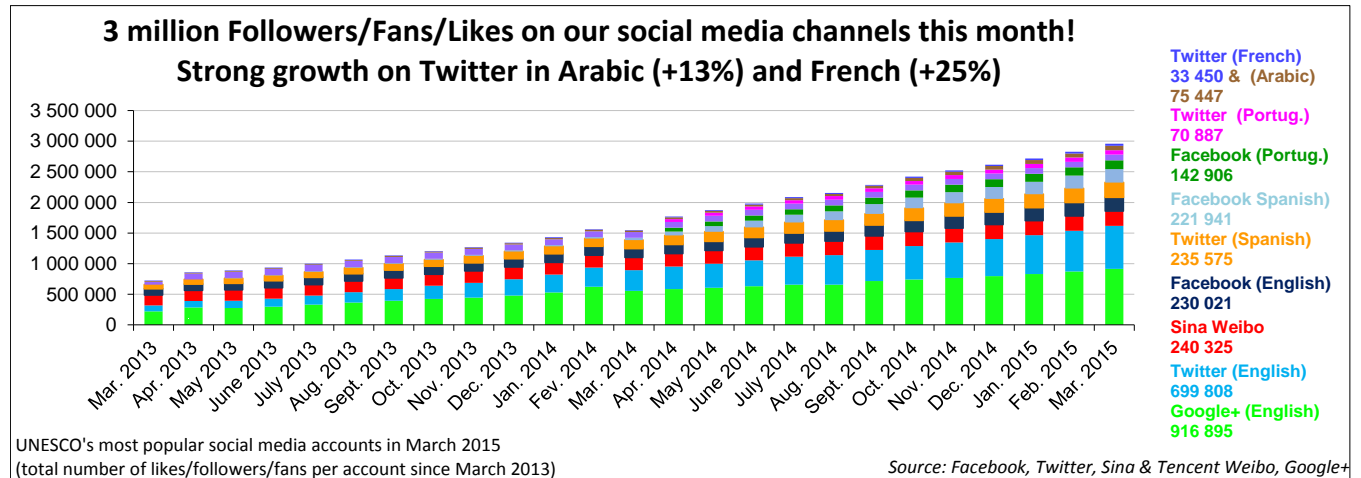
N/A for March

3. UNESCO Social Media Channels

March 2015 marks a major milestone in UNESCO's social media strategy:

- UNESCO launched its first-ever integrated media campaign centered on a hashtag: #unite4heritage – or #شارتال_عم_نودحتم in Arabic. The hashtag will tie together a wide number of media promotions throughout the year, both online (web, social media) and offline (events, print, TV, radio). A dedicated analysis is available on page 7;
- The total number of followers on UNESCO's social media accounts hit 3 million. Growth is particularly strong on Arabic Twitter (+13%) and French Twitter (+25%). On Facebook, our Spanish and Portuguese language content continues to claim the lion's share of likes/shares. The development of unique and engaging visual content is a critical ingredient of our success.

The launch of a social media campaign with Birmingham City, Alabama (USA) for the International Day against Racism – which has not been selected for coverage in this month's report – deserves special mention. We partnered with the City, which is an active member of our Coalition of Cities against Racism, to push our messaging at the highest municipal accounts of Birmingham City. This allowed us to deliver our messages to communities that do not usually come into contact with our work. We will endeavor to reproduce the same promotional scheme with other cities in the Coalition, on a monthly basis.



3.1. Social networking sites

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

Variation March 2015 vs February 2015

Likes/Followers		March 2015	February 2015	Variation vs February
Total likes/followers (all languages)		1 550 191	1 481 727	+4.62%
Facebook	English	230 021	224 867	+2.29%
	Spanish	221 941	211 246	+5.06%
	Portuguese	142 906	134 695	+6.10%
	Arabic	18 997	18 832	+0.88%
	French	14 898	14 899	-0.01%
	Russian	2 184	2 208	-1.09%
Google+	English	916 895	872 725	+5.06%
VKontakte	Russian	2 349	2 255	+4.17%

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

Message	Posted	Likes*/ Shares
Nosotros también debemos estar igualmente comprometidos y ser obstinados en la lucha por la igualdad de género. El 8 de marzo es el Día Internacional de la Mujer. Hoy en día hay muchas niñas y mujeres que, como Malala, están contribuyendo a cambiar el mundo. El trabajo apasionado de Malala a favor de la #educación y la igualdad muestra el poder que los derechos humanos tienen para hacer avanzar la Historia. La UNESCO considera que la educación es fundamental para lograr la igualdad y por eso hemos hecho de la educación de niñas y mujeres una de nuestras prioridades principales. Para saber más sobre el Día de la Mujer: http://bit.ly/1ASpbhP	07/03	L: 13 593 S: 14 634

El 21 de marzo celebramos el #DíaMundialDeLaPoesía . En estos tiempos de incertidumbre y turbulencia, quizá nunca hayamos necesitado tanto del poder de la #poesía para acercar a mujeres y hombres, para forjar nuevas formas de diálogo y para cultivar la creatividad que todas las sociedades necesitan. Hoy es un día para inundar el mundo de poesía y todos los valores que ésta representa. Este es el mensaje de la UNESCO en el Día Mundial de la Poesía . ¿Quieres participar en la celebración de esta jornada? Comparte con nosotros y con tus amigos tus versos favoritos.	21/03	L: 6 421 S: 9805
Condenamos enérgicamente la destrucción de Nimrud, en Iraq. Nos entristece la pérdida de su valioso patrimonio cultural, que es de los iraquíes y de la humanidad entera. http://bit.ly/1waACLc	06/03	L: 7 937 S: 17 263
Hoy compartimos con todos vosotros la publicación "Manual de gestión de riesgos de desastre para comunicadores sociales". Durante las últimas décadas, el impacto de los desastres, sean generados por la dinámica y fuerzas internas del planeta o por la acción del ser humano, se ha reflejado a nivel mundial en alarmantes cifras de víctimas, destrucción y pérdidas económicas que han incidido directamente en un retraso en el desarrollo social, económico y cultural previamente planificado por muchos países y por ende en la calidad de vida de sus pobladores. Este manual busca sensibilizar y apoyar a los comunicadores sociales en su labor informativa y formativa de la población bajo un enfoque de gestión del riesgo de desastre para así prevenir que los riesgos se conviertan en desastres. Aunque basado en el caso del #Perú , la mayor parte de consejos y conclusiones generales de este manual son de hecho aplicables a una gran parte de países en el mundo. Para descargarlo gratis: http://on.unesco.org/1ytvFJe (PDF)	30/03	L: 2 890 S: 5164
Su madre se llama Duma y su padre Samson. Pesa 70 kilos, le gusta comer hierba y le encanta estirarse al sol. Es el segundo de su especie en nacer en la región francesa de Ródano-Alpes desde tiempos prehistóricos...y se llama "UNESCO". Este bebé de rinoceronte blanco, nacido el 11 de marzo en el safari de Peaugres, en Ardeche, ha recibido el nombre de nuestra organización en homenaje a la inscripción de la Gruta Chauvet-Pont d'Arc en la lista del Patrimonio Mundial el año pasado. En el lugar hay una extraordinaria galería de arte prehistórico con imágenes de mamuts, osos, leones y rinocerontes, ¿los ancestros del joven "UNESCO"? Los rinocerontes blancos son originarios de la sabana africana. Víctimas de la caza furtiva, son considerados una especie en peligro de extinción desde noviembre de 2011. El nacimiento de "UNESCO" es así un gran motivo de alegría. Le deseamos a "UNESCO" una vida larga y feliz Fotografía: el bebé de rinoceronte y su madre. Crédito: © Safari de Peaugres	19/03	L: 2 545 S: 490
La injusticia, la discriminación, el racismo...éstas son algunas de las semillas de los conflictos que en ocasiones han devastado, y desgraciadamente todavía siguen haciéndolo, el mundo. La educación, la promoción de los valores de la tolerancia y el respeto, la protección y difusión de la diversidad cultural, son algunas de las herramientas que tenemos a nuestra disposición para acabar con las raíces de unas guerras que no sólo asolan el mundo, sino que impiden a miles de seres humanos poder vivir en paz y desarrollar plenamente sus sueños y ambiciones. El momento es hoy, el lugar, aquí mismo. Con nuestra actitud y nuestras acciones digamos siempre no al racismo, no a la intolerancia, no a la injusticia. Algunos enlaces relacionados: Declaración Universal de los Derechos Humanos . Página sobre el Día Internacional de la Eliminación de la Discriminación Racial .	27/03	L: 2 503 S: 2 462
Este sábado celebraremos el #DíaMundialDeLaPoesía . Id preparando vuestros versos favoritos para participar en esta celebración, porque el 21 de marzo llenaremos el mundo de #poesía .	17/03	L: 2 424 S: 2311
Aquí tenéis la edición en español del informe de la UNESCO sobre la igualdad de género y la cultura: "Igualdad de Género, Patrimonio y Creatividad". Se trata de una obra que ilustra la urgente necesidad de sensibilizar la opinión pública sobre la importancia de la igualdad de derechos, responsabilidades y oportunidades entre las mujeres y los hombres, los niños y las niñas en el área del patrimonio y creatividad. Para saber más: http://bit.ly/18lylkZ Para leer la publicación en línea: http://bit.ly/1aMRaiV Para descargarla en PDF: http://bit.ly/1EhIISD	05/03	L: 2 272 S: 3 665
From UNESCO na rede, Brasilia Office: Quotation by Martin Luther King: "Eu tenho um sonho. O sonho de ver meus filhos julgados por sua personalidade, nao pela cor de sua pele."	27/03	L: 2 074 S: 852
From UNESCO na rede, Brasilia Office: A educação física é investimento vital para o presente e para o futuro. http://bit.ly/esporte_UNESCO Foto: © UNESCO / Mila Petrillo	17/03	L: 2 068 S: 7 736

* 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 March 2015 vs February 2015

Followers/Fans		March 2015	February 2015	Variation vs February
Total (all languages)		1 451 122	1 385 621	+4.73%
Twitter	English	699 808	665 310	+5.19%
	Spanish	235 575	223 876	+5.23%
	Arabic	75 447	66 450	+13.54%
	Portuguese	70 887	68 611	+3.32%
	French	33 450	26 699	+25.29%
	Russian	3 018	2 920	+3.36%
Sina Weibo	Chinese	240 325	239 095	+0.51%
Tencent Weibo	Chinese	92 612	92 660	-

Top 10 Twitter Posts in March

Message	Posted	Re-tweets
UNESCO Director-General condemns the destruction of Nimrud, an attack against the Iraqi people http://ow.ly/K0qm9	06/03	812
An est. 70% of the world's poor are women. Every literate woman is a victory over poverty #IWD2015	08/03	687
The world must be equally committed & stubborn in the fight for gender equality #IWD2015 http://bit.ly/1BUbRnu . + quotation by Malala Yousafzai: "I am just a committed and stubborn person, who wants to see every child getting quality education, who wants equal rights for women and peace in every corner of the world."	08/03	594
Condenamos enérgicamente la destrucción de Nimrud, en Iraq. http://bit.ly/1waACLc	06/03	518
Todos debemos estar igual d comprometidos n la lucha x la igualdad d género http://on.fb.me/1ASQkWT #FelizDiaDeLaMujer + quotation by Malala Yousafzai : « Simplemente soy una persona comprometida y obstinada que quiere que niñas y niños tengan una educación de calidad, que quiere la igualdad de derechos para las mujeres y la paz en cada rincón de la Tierra.»	08/03	443
El equivalente d 4,5 días d gasto militar en el mundo = el dinero q falta para lograr la #educación básica para todos	16/03	394
This lovely poem expresses the ties of humanity that bind us all together. Share yr poems on #WorldPoetryDay (Poem by Yevgeny Yevtushenko)	21/03	361
No social group has suffered greater violation of human rights in the name of culture than women http://ow.ly/JYf3l #IWD2015	05/03	344
When women are literate, it's all society that gains. Support women's right to education on #IWD2015	09/03	342
#HappySoundsLike #Nowruz - Life renewed & hope refreshed for Persian New Year http://ow.ly/KAWz1	20/03	299

3.3. Video Traffic

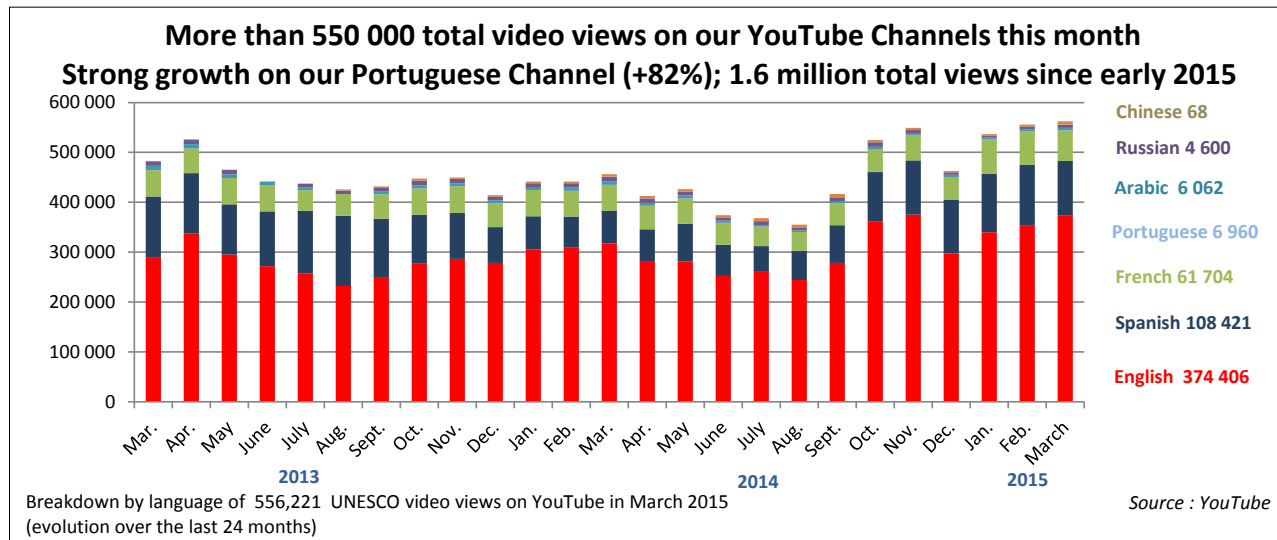
Video views are tracked on YouTube.

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

Variation March 2015 vs February 2015

Video views	March 2015	February 2015	Variation vs February
Total (all languages)	562 221	556 037	+1.11%
English	374 406	352 790	+6.13%
Spanish	108 421	122 075	-11.18%
French	61 704	67 105	-8.05%
Portuguese	6 960	3 820	+82.20%
Arabic	6 062	5 387	+12.53%
Russian	4 600	4 785	-3.87%
Chinese	68	75	-9.33%

Subscribers	March 2015	February 2015	Variation vs February
Total (all languages)	1 408	1 241	+13.46%
English	972	833	+16.69%
Spanish	231	221	+4.52%
French	123	122	+0.82%
Portuguese	38	19	+100.00%
Arabic	33	36	-8.33%
Russian	6	6	0.00%
Chinese	5	4	+25.00%



• Top 10 videos on UNESCO TV English Channel

	Title	Subject	Views
1.	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	34 248
2.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	25 098
3.	Kabuki Theatre	CLT/ITH	15 317
4.	Archaeological site of Nimrud before destruction*	CLT/WHC	14 103
5.	Georgian Polyphonic Singing	CLT/ITH	9 617
6.	Hatra (UNESCO/NHK)	CLT/WHC	8 979
7.	Baul Songs	CLT/ITH	8 463
8.	Taekkyeon, a traditional Korean martial art	CLT/ITH	6 937
9.	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	6 564
10.	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	6 510

• Top 10 videos on UNESCO TV Spanish Channel

	Title	Subject	Views
1.	Las expresiones orales y gráficas de los wajapi	CLT/ITH	43 557
2.	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	6 391
3.	Aprender a Proteger la Biodiversidad	ED	4 870
4.	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 843
5.	Las procesiones de Semana Santa de Popayán	CLT/ITH	2 502
6.	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	2 168
7.	La huaconada, danza ritual de Mito	CLT/ITH	1 784
8.	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 658
9.	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 623
10.	El teatro Kabuki	CLT/ITH	1 184

• Top 10 videos on UNESCO TV French Channel

	Title	Subject	Views
1.	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	8 325
2.	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 859
3.	Bouba & Zaza - le dessin animé pour la jeunesse	ED	2 769

4.	Le repas gastronomique des Français	CLT/ITH	2 729
5.	Eduquer à la biodiversité	ED	2 232
6.	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 869
7.	Le Maloya	CLT/ITH	1 787
8.	Le chant polyphonique géorgien	CLT/ITH	1 708
9.	Bouba et Zaza protègent la terre	ED	1 659
10.	Routes de l'Esclave: Une vision globale	CLT	1 360

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

	Title	Subject	Views
1.	Serra Capivara	CLT/WHC	3 511
2.	Boas práticas do Programa Mais Educação	ED	1 590
3.	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	787
4.	Dia Internacional em Memória das Vítimas do Holocausto 2015	ED	104
5.	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	96
6.	Mundança climática	ED	86
7.	Serra da Capivara National Park	CLT/WHC	82
8.	Museu Congonhas	CLT/WHC	77
9.	UNESCO celebra Dia da Língua Portuguesa	ED	76
10.	Boas práticas no combate ao bullying homofóbico nas escolas	ED	68

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

	Title	Subject	Views
1.	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	1 219
2.	Reviving Earth Architecture in the Jordan Valley - Palestine	CLT	722
3.	Archaeological site of Nimrud before destruction*	CLT	495
4.	Petra	CLT/WHC	448
5.	UNESCO History*	UNESCO	241
6.	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	218
7.	Tassili n'Ajjer	CLT/WHC	136
8.	Medina of Fez	CLT/WHC	135
9.	World Water Day 2012	SC	102
10.	Palace and Park of Versailles	CLT/WHC	79

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

	Title	Subject	Views
1.	Taj Mahal	CLT/WHC	243
2.	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	209
3.	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	203
4.	World Radio Day: Liza Boyarskaya	CI	192
5.	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	188
6.	Yellowstone National Park	UNESCO	183
7.	UNESCO History*	CLT/WHC	182
8.	Petra	CLT/WHC	156
9.	Video n°18 submitted for Video Challenge for Youth on cultural diversity	SHS	142
10.	Lake Malawi National Park	CLT/WHC	97

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

	Title	Subject	Views
1.	UNESCO History*	UNESCO	22
2.	Aowen Jin, Chinese artist and social commentator	CI	13
3.	40th anniversary of the World Heritage Convention	CLT/WHC	8
4.	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	4
5.	Gao Shijun, Director of European HQ of China Radio International	CI	4
6.	Water in Cities	SC	3
7.	Languages Matter!	ED	3
8.	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT	2
9.	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	2
10.	Global Partnership for Oceans	SC	1

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

Top	Title	Length	Posted	Channel	Views as at 15/04/2015
1.	Archaeological site of Nimrud before destruction*	1'33"	06/03	English	16 046
2.	World Heritage site of Hatra*	0'59"	09/03	English	5 561
3.	Archaeological site of Nimrud before destruction*	1'33"	06/03	Arabic	652
4.	AQUA2015 - Back to the Future	3'07"	04/03	English	416
5.	William Bell, Mayor of Birmingham, Alabama on racism and discrimination*	3'38"	19/03	English	353
6.	El impacto de la concentración de medios en la libertad de expresión y la democracia	5'24"	13/03	Spanish	295
7.	Key Messages: A Complex Formula	3'30"	20/03	English	290
8.	Les jeunes et la Stratégie nationale marocaine pour la jeunesse	4'26"	27/03	French	283
9.	#Unite4Heritage campaign launched by UNESCO in Baghdad*	2'44"	29/03	English	276
10.	Rick Connor, Lead Author of the United Nations World Water Development Report*	3'48"	10/03	English	236
11.	"A Night under the Stars". UNESCO Bangkok Report Launch on Girls and Women in STEM in Asia	73'14"	31/03	English	227
12.	Second UNESCO Forum on Global Citizenship Education	5'34"	27/03	English	213
13.	Michela Miletto, Coordinadora del Informe por la Evaluación de los Recursos Hídricos mundiales	5'33"	10/03	Spanish	194
14.	Tell Balata Archaeological Park Project- UNESCO Ramallah	4'13"	11/03	English	193
15.	World Water Day	2'03"	16/03	English	174
16.	Video Message from Naoko Yamazaki on Girls and Women in STEM	4'36"	23/03	English	150
17.	Women Make the News: Message from Dr. Javad Mottaghi	2'39"	11/03	English	143
18.	Urge una gestión más sostenible del agua	2'25"	23/03	Spanish	132
19.	Irina Bokova et François Hollande solidaires des peuples iraquien et syrien*	2'28"	19/03	French	121
20.	Rick Connor, Auteur du Rapport Mondial sur l'eau*	4'34"	10/03	French	116
21.	A 20 años de Beijing, dos revoluciones: Mujeres y medios de comunicación	2'00"	19/03	Spanish	108
22.	Museu Congonhas	4'36"	06/03	Portuguese	100
23.	World Heritage site of Hatra*	0'59"	09/03	Arabic	94
24.	Opening of the First Islamic Conference in Baghdad*	3'36"	28/03	English	81
25.	Landmark report on Media Development in Palestine	4'12"	31/03	English	65
26.	COP 20 - Testimonios - Rafael Carlstein, Vice-Presidente del Gremio Maderero del Paraguay	4'40"	25/03	Spanish	65

* Produced by UNESCO Studio

4. UNESCO Photobank (N/A for March)

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.

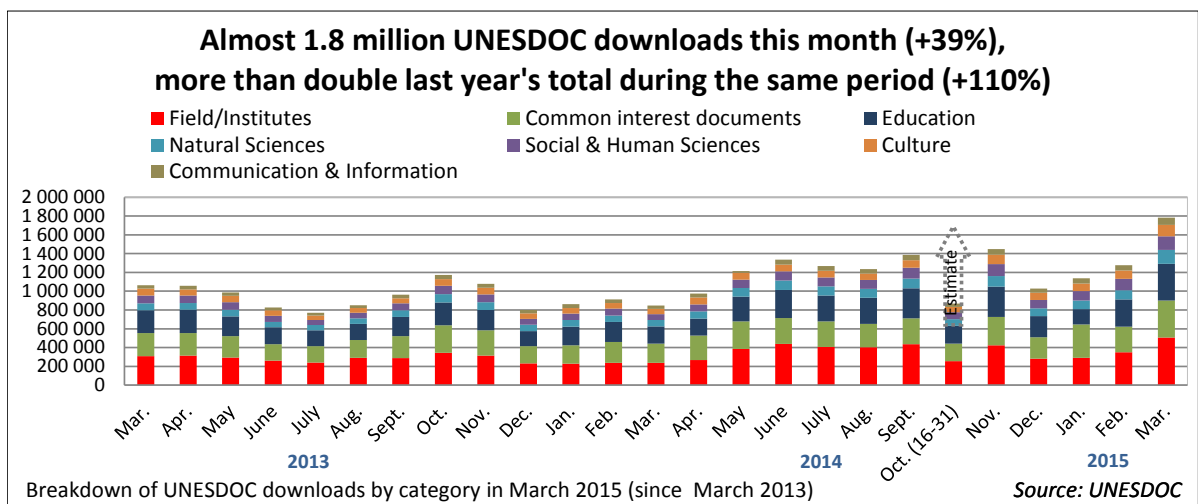
In March, **147,417** records were available online in PDF format (146,913 in February 2015), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in March	1 784 022
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 992	390 716	+35.04%	39
Natural Sciences	9 933	148 227	+52.20%	15
Social and Human Sciences	5 817	145 021	+19.25%	25
Culture	3 796	120 122	+35.90%	31
Communication and Information	2 765	78 513	+40.22%	28
Field & Institutes	9 923	507 693	+44.85%	51
Common interest documents	NA	393 730	+44.27%	NA



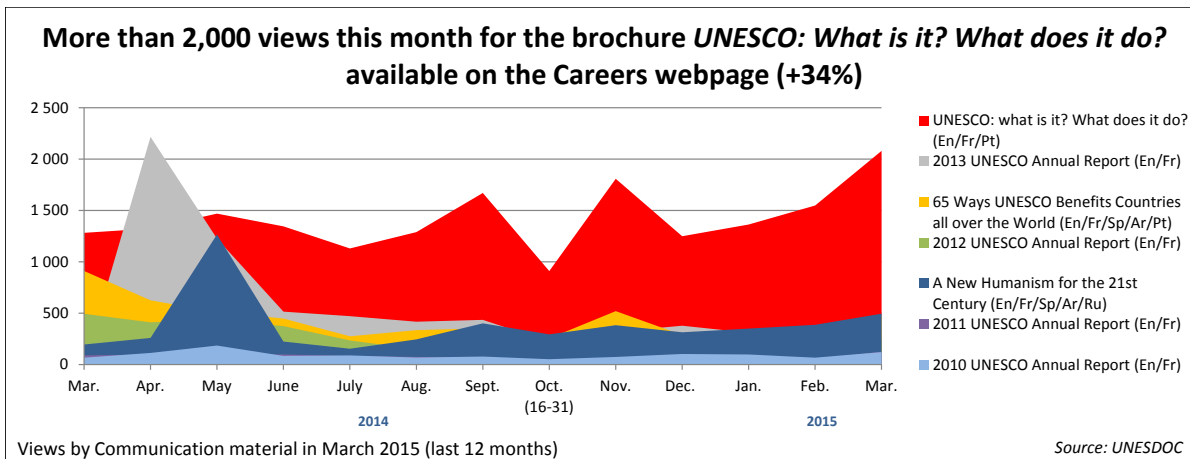
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	250 266
2	China	82 679
3	Germany	78 781
4	France	74 790
5	Mexico	68 920
6	Brazil	48 179
7	United Kingdom of Great Britain and Northern Ireland	35 444
8	Spain	31 284
9	Colombia	25 942
10	Philippines	25 505
11	India	25 409
12	Canada	22 643

13	Nigeria	19 987
14	Argentina	16 749
15	Peru	16 476

5.1.3 Printable Communication materials

Title	Total downloads in March							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 368	361					351	2 080
A New Humanism for the 21st Century	128	141	172	47	7			495
2013 UNESCO Annual Report	431	52						483
65 Ways UNESCO Benefits Countries all over the World	165	131	90	0	14		71	471
2012 UNESCO Annual Report	211	42						253
2011 UNESCO Annual Report	93	32						125
2010 UNESCO Annual Report	101	20						121
TOTAL	2 497	779	262	47	21	0	422	4 028

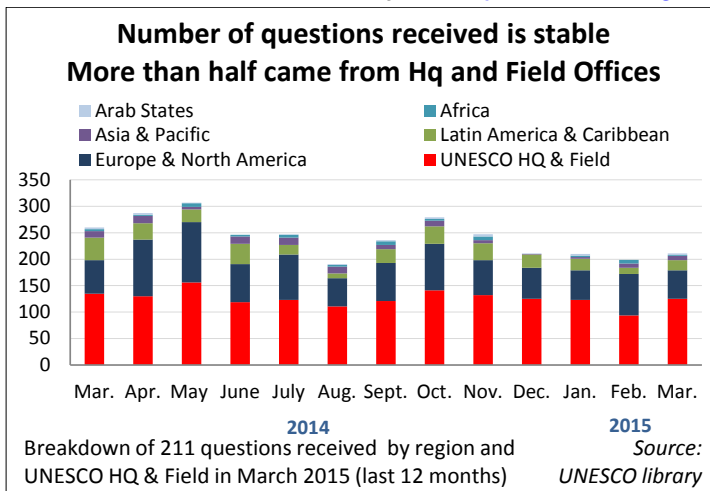


5.2. UNESCO Library - <http://www.unesco.org/library>

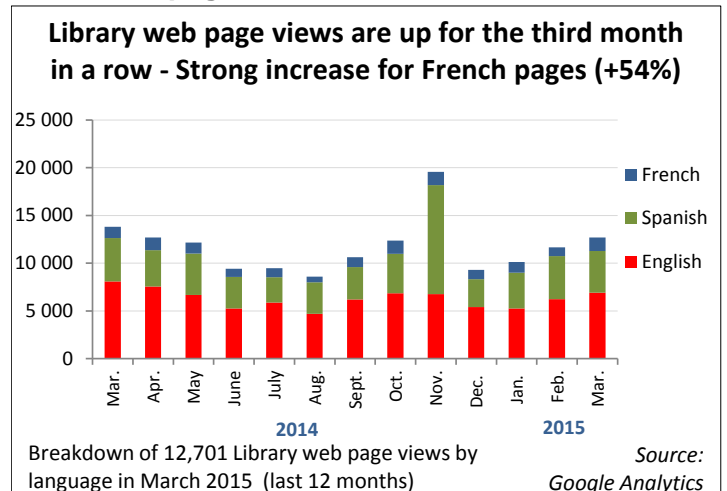
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views:



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

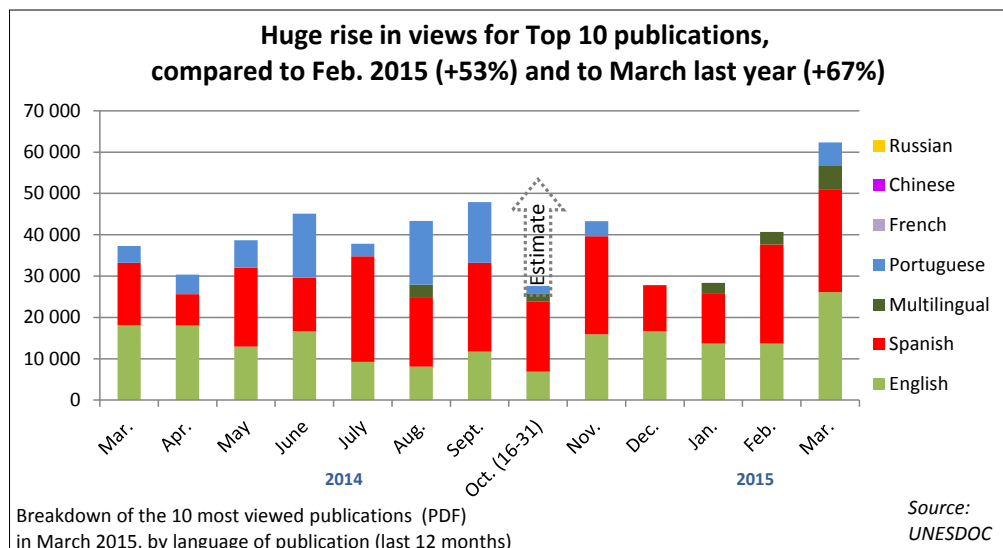
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing has increased significantly by 53% compared to February 2015 and to viewing in March 2014 (+67%) with English and Spanish titles sharing this success. The newly released SC publication [The United Nations World Water Development Report 2015: water for a sustainable world](#), launched on the occasion of World Water Day has soared to the number one position among the most consulted titles, while the 2014 version of this Report is still in the Top 10! This very positive trend is reflected also through page views on Google Books which have seriously increased compared to February 2015 (+47%), and more particularly when compared to March 2014 (+113%). Best-selling titles at the Bookshop were on bioethics and heritage themes, whilst on-line sales were influenced by a bulk sale of the Bouba and Zaza series (ED).

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. The United Nations world water development report 2015: water for a sustainable world	SC	English	12 314	Paris, UNESCO, 2015
2. 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	CI	Spanish	8 221	Lima, UNESCO Office Lima, 2011
3. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	6 845	UNESCO, 1999
4. Declaración Universal de Derechos Humanos	SHS	Multilingual	5 818	Santiago de Chile, OREALC, 2008
5. Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	5 727	Paris, 2005
6. O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	5 661	Brazil, 2006
7. Mass media: the image, role and social conditions of women: a collection and analysis of research materials	CI	English	4 744	Paris, 1979
8. The United Nations world water development report 2014	SC	English	4 519	Paris, UNESCO, 2014
9. The Contribution of early childhood education to a sustainable society	ED	English	4 515	Paris, UNESCO, 2008
10. Materiales de lectura sencillos para adultos: preparación y empleo (Simple reading material for adults: its preparation and use)	ED	Spanish	3 963	Paris, UNESCO, 1963

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

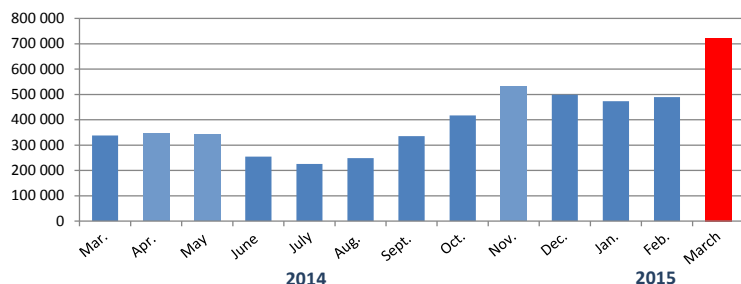


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **518 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
March 2015	518	64 672	722 856	406
March 2014	400	30 071	337 915	208

More than 720,000 publications page views on Google Books this month (+47%), an all-time record!



Publications page views in March 2015 (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
	14	SHS
	14	CLT/WHC
	11	CLT/WHC
	9	ED
	9	ERI/DPI

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	9	Editions Ouest-France
	6	Panasonic
	3	Editions Gelbart
	3	Editions du Patrimoine Centre des Monuments Nationaux
	3	UN

6.4. Online and international sales

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

Publication	Copies sold	Sector
	500	ED
	26	SHS
	20	ED
	14	CLT/WHC
	8	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
¿Por qué una Bioética Global? XX aniversario del Programa de Bioética de la UNESCO	0	SHS
Education for All Global Monitoring Report - 2013/4 (Arabic version) Teaching and Learning: Achieving quality for all	0	ED
Rapport sur l'économie créative – Édition spéciale 2013 Élargir les voies du développement local	0	CLT
The International Status of Education about the Holocaust A Global Mapping of Textbooks and Curricula	0	ED
World Heritage Review N° 74 - January 2015: Fostering resilience	0	CLT/WHC

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Commentaire relatif à la Convention de l'UNESCO de 1970: concernant les mesures à prendre pour interdire et empêcher l'importation, l'exportation et le transfert de propriété illicites des biens culturels	0	CLT
Higher Education in Asia: Expanding Out, Expanding Up	0	ED
Informe de Seguimiento de la educación para todos en el Mundo 2013 / 2014	0	ED
Reading in the Mobile Era	0	CI
The World's Heritage: A guide to all 981 UNESCO World Heritage sites	0	CLT

* 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

No Licensing and co-publishing agreements and amendments were signed this month.

6.7. Permissions granted to use or translate UNESCO content

No permissions were signed this month.

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	10	5	5	
CLT	13	6	7	
ED	14	2	9	3
ERI	16	16		
SC	11	10	1	
SHS	13	9	4	
GBS	8	8		
ODG	3	3		
AFR	1		1	
IOS	1	1		
Total	90	60	27	3

7.2. Events organized by Field Offices/ Institutes

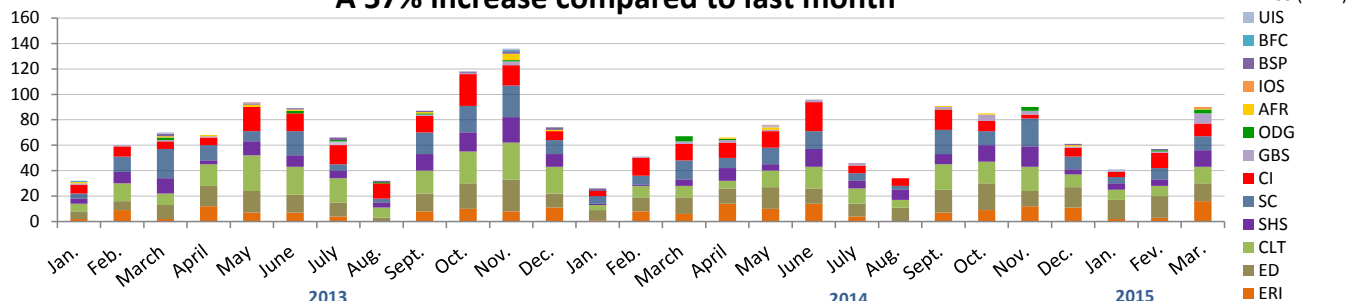
Amman	1
Apia	1
Baghdad	3
Beirut	1
Cairo	2
Havana	1
Jakarta	2
Kathmandu	9
Lima	1
Montevideo	1
Nairobi	1
San Jose	2
Venice	1
Yaounde	1
IITE	1
IIEP	2
Total	30

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

Type of Events taking place	at HQS	away from HQS
Category 1 – International Conference	-	1
Category 2-Intergovernmental meeting	5	-
Category 5-Advisory Committee	-	1
Category 6-Expert Committee	2	1
Category 7-Seminars and Workshops	4	18
Category 8-Symposium	2	3
Exhibition	5	2
Headquarters Committee	2	-
Concert	1	1
Show	2	1
Meeting by Member States or Institutions	2	5
Interagency meeting	-	2
Film Projection	1	3
Special Event	2	9
Working group/Expert Meeting	1	-
Information meeting for Permanent Delegations	7	-
Executive Board	6	-
Prize-giving Ceremony	1	-
Total	43	47

90 events announced in the Integrated Calendar of Events (NICE) in March 2015

A 57% increase compared to last month



Breakdown of events by 'Major Programme' entered in the on-line Calendar of Events (NICE), January 2013 to March 2015

Source: NICE

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, 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
02-03/03	Groupe de travail pour la synthèse du programme d'évaluation des eaux transfrontalières	SC/IOC/OOS	Salle VII	30
03-04/03	Conférence « InterCONNECTer les ensembles - Options pour l'action future »	CI/FEM/FOE	Diverses salles	400
03/03	4e réunion du Bureau du Comité du Siègle	ADM/HQD/DIR	Salle XVI	15
04/03	Célébration de la Journée internationale de la femme	ODG/GE	Salle X	260
04-06/03	Réunion du comité directeur pour le programme d'évaluation des eaux transfrontalières	SC/IOC/OOS	Salle XIV	30
05/03	24e réunion du Bureau du Conseil intergouvernemental du programme Information pour tous	CI/INF	Salle VIII	20
05/03	Conférence UNU-UNESCO : « Migrations »	ODG/UC	Salle II	150
09-10/03	188e session du Comité du Siègle	ADM/HQD/DIR	Salle XI	80
9-11/03	10e Conférence internationale PERL : « Préparer, encourager, découvrir et réagir à des styles de vie responsables »	ED/PSD/ESD	Diverses salles	125
16/03	Réunion avec le Secrétaire général du Commonwealth : « L'UNESCO et le Commonwealth : promotion de la jeunesse », avec retransmission en salle XI	GBS/SCX	Salle X, XI	250
16/03	Réunion sur la gouvernance : « Le rôle du Conseil exécutif »	GBS/DIR	Salle X	100
16/03	Visite du Président du Costa Rica	GBS/SCX	Salle X	100
16-17/03	SAC Expert Group Meeting	SHS/EGC/GEC	Salle VIII	30
18/03	Atelier « Approches transdisciplinaires de la violence »	SHS	Salle XIII	40
18/03	Conférence « Comment l'éducation peut-elle promouvoir efficacement le respect de la diversité et la tolérance ? »	ED/PSD/HIV	Salle II	300
19/03	« Combattre le racisme et la discrimination : Histoire, mémoire et défis contemporains » à l'occasion de la Journée internationale pour l'élimination de la discrimination raciale	SHS	Couloir X-XI + Salles XI, XII	200
19/03	Atelier « Approches transdisciplinaires de la violence »	SHS	Salle II	150
19/03	Présentation du Prix UNESCO-L'OREAL pour les femmes et la science 2015	SC/PCB/CPA	Salles VIII bis, IX	95
19/03	Réunion avec le Président de l'Union internationale du gaz (UIG)	GBS/SCX	Salle X	100
19/03	Réunion avec les lauréates du prix UNESCO-L'Oréal pour les femmes et la science	GBS/SCX	Salle X	100
19-20/03	29 th session of the High Level Committee on Management	ODG	Salle IV	60
23/03	Débat d'orientation budgétaire	GBS/SCX	Salle XI	50
24-25/03	Groupe préparatoire du Conseil exécutif	GBS/SCX	Salle X	50
24-25/03	Réunion d'experts dans le cadre de la Décennie internationale sur le rapprochement des cultures (2013-2022)	SHS	Salle VIII	20
25-27/03	59e réunion du Bureau du Conseil intergouvernemental du PIDC	CI/EO	Salles VI, IX	45
25-26/03	Réunion d'experts	ED/PLS/HED	Salle VII	20
26-27/03	18th Session of the Executive Committee of the International Campaign for the Establishment of the Nubia Museum in Aswan and the National Museum of Egyptian Civilization in Cairo	CLT/CCS	Salle VIII	10

27/03	PIDC Debate: « L'après Charlie Hebdo : renforcement de la sécurité des journalistes »	CI/FEM/IPDC	Salle IX	60
30/03	11e réunion du Groupe international de soutien au Programme MAB	SC/EES/ESP	Salle XIII	50
30/03-01/04	Réunion du Réseau européen des Géoparcs	SC/EES/EGR	Salles II, XVI	120
30-31/03	Réunion du comité directeur du GIC/NEAMTWS	IOC/TSU	Salle VII	20
31/03	Réunion de la Task Force informelle sur la gouvernance	GBS/SCX	Salle VI	45
Total participation				3 025

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
04/03	Séminaire d'orientation pour les nouveaux Délégués permanents	ERI/MSP/DIR	Salle VII	30
11/03	Réunion d'information sur les activités de l'UNESCO à Ghaza	ERI/EO	Salle XII	100
17/03	Réunion d'information sur l'«Analyse de la fonction d'évaluation dans le Système des Nations Unies» et la «Politique d'évaluation de l'UNESCO»	IOS/DIR	Salle XI	250
18/03	Réunion d'information sur les actions de l'UNESCO en matière de changement climatique	BSP/PB	Salle XI	250
20/03	Briefing des Délégués permanents sur WWDR2015	SC/HYD	Salle IX	80
26/03	Réunion d'information « UNESCO in 2015 Development Agenda »	BSP/PB	Salle XI	50
30/03	Réunion d'information sur les géoparcs	SC/EES/EGR	Salle XI	100
Total participation				860

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
11/03	Réunion plénière du GRULAC	GRULAC	Salle XVI	30
19/03	Réunion plénière de l'ASPAC	Déleg. perm. de la Malaisie	Salle XVI	30
25/03	Réunion plénière du Groupe africain	Groupe africain	Salle XIII	30
27/03	Réunion plénière du Groupe africain	Déleg. perm. du Cameroun	Salle XIV	30
31/03	Réunion plénière de l'OCI	OCI	Salle XVI	25
Total participation				145

8.1.4 External rentals

Date	Title	Organizer	Place	Public
06/03	Défilé Loewe	Loewe	Hall Ségur, Patio Jardin de la paix	450
11/03	Assemblée générale de l'association pour la sauvegarde de Tyr	Déleg. perm. du Liban	Salle IX	60
11/03	Réunion de l'Ordre des experts comptables	Ordre des experts-comptables	Salle I	600
12/03	Conférence "Musique et politique"	Déleg. perm. de la Palestine	Salle IV	150
16/03	Meeting of the Swedish Parliament Committee on Education	Déleg. perm. de la Suède	Salle VII	30
18/03	Roundtable "Preservation and promotion of Sakhalin Nivkhi cultural and linguistic heritage"	Déleg. perm. de la Fédération de Russie	Salle XII	60
20/03	Remise des diplômes de l'Ecole spéciale des travaux publics, du bâtiment et de l'industrie	Ecole spéciale des travaux publics, du bâtiment et de l'industrie	Salle I	1300
23-24/03	Comité préparatoire du Forum mondial de l'eau	Déleg. perm. de la République de Corée	Salle XII	150
27/03	Remise des diplômes de l'Institut des hautes études économiques et commerciales	Institut des hautes études économiques et commerciales	Salle I + Hall Ségur	2500
26-27/03	Workshop on Technology issues under the 2015 Paris Agreement	UNEP/DTIE	Salle IV	55
30/03	Cérémonie du Prix Henri Langlois 2015	Com. nat. française	Salle I + Foyer I	950
Total participation				6 305

8.2. UNESCO Events - www.unesco.org/fr/cultural-events

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
02-13/03	Exposition « Serra de Tramuntana : patrimoine mondial »	Déleg. perm. de l'Espagne	Salles Miró	500 Inauguration
06-13/03	Exposition collective en célébration de la Journée internationale de la femme	ODG/GE	Salle des actes + Salle pas perdus	200 Inauguration
16-20/03	Exposition « Machado de Assis, le sorcier de Rio »	Déleg. perm. du Brésil	Salle Miró 3	200 Inauguration
16-21/03	Exposition « Les Balkans - un patrimoine partagé »	Déleg. perm. de la Bulgarie	Salle Pas Perdus + Salles Miró	200 Inauguration
30-31/03	Exposition « Los Poetas del Caribe »	Déleg. perm. du Venezuela	Salle pas perdus	200 Inauguration
30-31/03	Exposition « Amine Sfeir », rétrospective	Déleg. perm. du Liban	Couloir X-XI	300 Inauguration

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
04/03	Conférence « Repenser l'autonomisation des femmes et de l'égalité des genres en 2015 et au-delà »	ODG/GE	Salle x	250
05/03	Conférence UNU-UNESCO « Migrations »	ODG/UC	Salle II	150
05/03	Projection du film « 7 cajas »	Déleg. perm. du Paraguay	Salle IV	200
10/03	"Every last child" (Jusqu'au dernier enfant), débat sur la poliomyélite et la santé mondiale articulé autour d'extraits du film documentaire de Tom Roberts "Every last child"	Déleg. perm. des Émirats arabes unis	Salle IV	150
12/03	Conférence « Musique et politique »	Déleg. perm. de la Palestine	Salle IV	
18/03	Conférence « Comment l'éducation peut-elle promouvoir efficacement le respect de la diversité et la tolérance ? »	Déleg. perm. de la Lettonie et ED/PSD/HIV	Salle II	300
18/03	Concert « Nowrouz », à l'occasion de la célébration de la Journée internationale du Nowrouz	Déleg. perm. de la Rép. Islamique d'Iran	Salle I	1 000
19/03	Tables rondes et atelier « Combattre le racisme et la discrimination : histoire, mémoire et défis contemporains », à l'occasion de la Journée internationale pour l'élimination de la discrimination raciale	SHS	Couloir X-XI + Salles XI, XII	200
23/03	Spectacle « Paroles partagées », à l'occasion de la Journée de la Francophonie.	Groupe Francophone	Salle I + Foyer Salle I	1 000
23-27/03	Jeu « Francophonie Quiz », à l'occasion de la Journée de la Francophonie	Groupe Francophone	Salle des actes	200 Inauguration
24/03	Spectacle « Nowruz, une célébration de l'amitié entre les peuples », à l'occasion de la célébration de la Journée internationale du Nowrouz	Turksoy	Salle I	1 400
25/03	Tournage de l'émission « Toutes les France », par France Ô	ERI/DPI/PRP	Salle I	N/A
26/03	Concert caritatif de l'association AA-IHEDN	Déleg. perm. de la Rép. dém. pop. Lao	Salle I	500
30/03	10 ^e cérémonie des Prix Henri Langlois	Fondation Langlois et la Com. nationale française	Salle I + Foyer	950

* 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 **16 events** were promoted in the March monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,870 subscribers**.
- o **19 events** were organized, co-organized and/or promoted in March by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

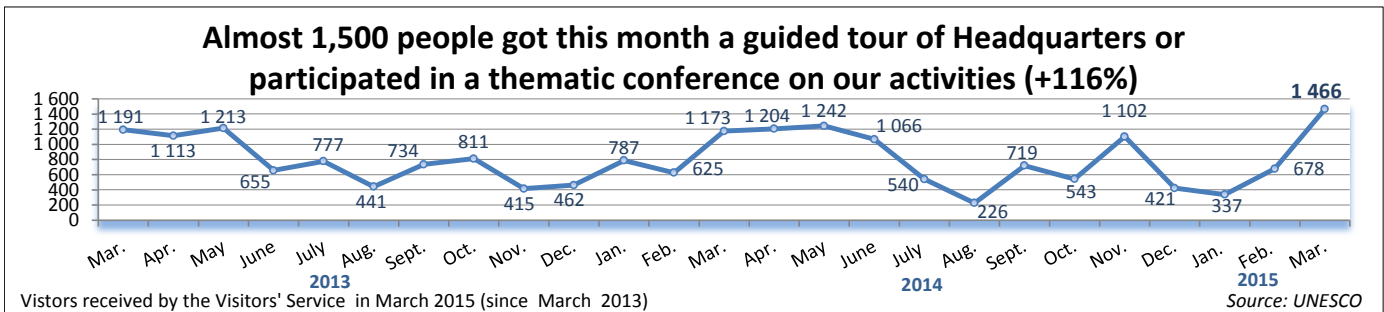
In March, a total of **45 visits of Headquarters** for **1,238 visitors** were organized, as well as **4 presentations focusing on Education for 113 visitors**, and **the very first UNESCO Campus outside our premises for 170 youth and their teachers**. The major part of the participants in a Hq tour or in the proposed conferences came within the framework of a group visit. The visits/presentations were almost equally conducted in English and French, except 3 in other languages. 90 per cent of the global public was European and North American.

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	48
Declined requests	n/a

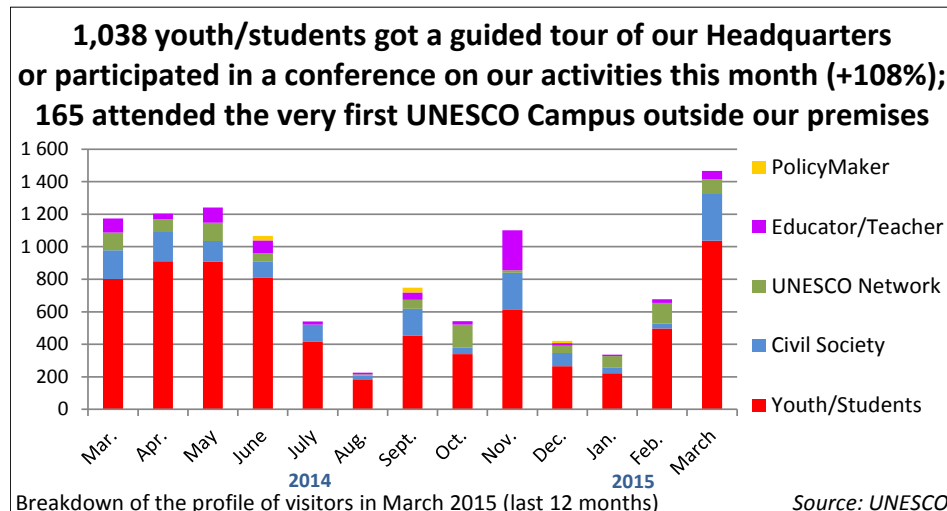
2. Languages		
Visits/Present. in French	23	48%
Visits/Present. In English	22	46%
Other	3	6%

3. Type of visits		
Group Visits	44	98%
Individual Visits	1	2%
Spontaneous Visits	0	0%
Incl. Thematic Conference	8	18%

4. Origin		
Europe and North America	1 330	90%
Asia and Pacific	70	5%
Arab States	56	4%
Africa	10	1%
Latin America and the Caribbean	0	0%



5. Profile of visitors



UNESCO Campus, Collège Montaigne, Goussainville (France), 31 March 2015
© Collège Montaigne/M.Mocka

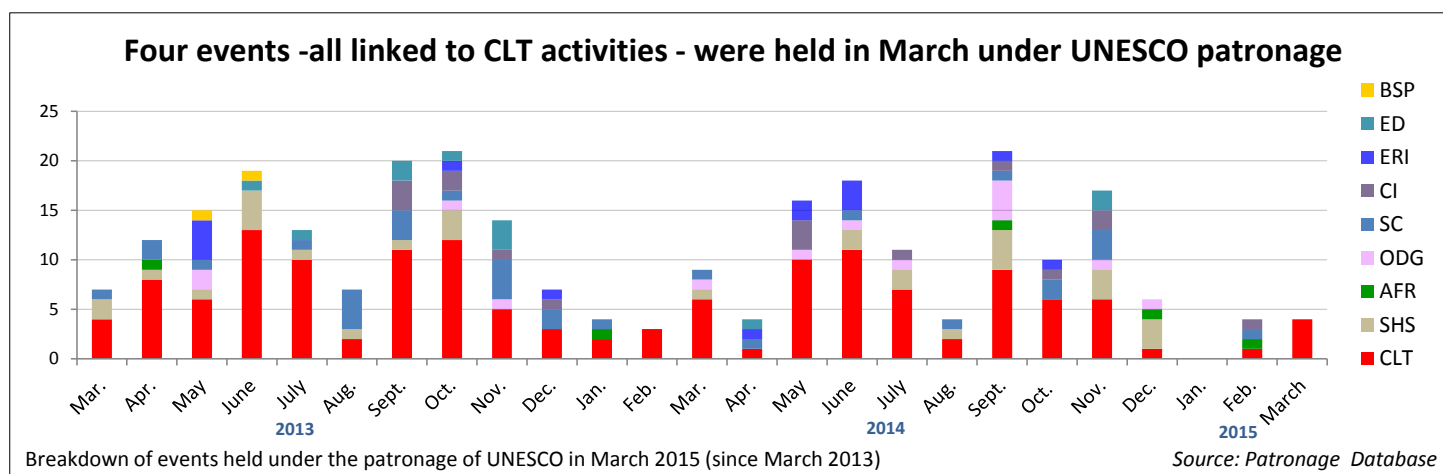
9. UNESCO logo exposure

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.

- 4 events which have been granted UNESCO's patronage took place in March 2015:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
16/03	Brazil	Exposition "Machado de Assis, le sorcier de Rio"	UNESCO network & public at large	CLT
16/03	Bulgaria	Exposition "Les Balkans - un patrimoine partagé"	Public at large	CLT
21/03	France	3e édition de la Journée européenne de musique ancienne	Public at large	CLT
31/03	Turkey	Meeting entitled "The Convention for the Safeguarding of the Intangible Cultural Heritage and Education: North and West Africa Experience" in Istanbul	Intangible cultural heritage specialists & educators	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 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

Explanation of partnership: 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 6 seconds exposure** (except Special programmes).

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

Regular programmes in March (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** in main Kanto region. Estimate number of viewers by programme 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 min
Almost every day worldwide by satellite	Series World Heritage 100	5 min

Special programme (Satellite Channel):

Estimate number of viewers in Japan (Video Research Inc): **747,222 households in main Kanto region.**

Total number of the viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Viewing rate</i>
24/03	World Heritage Dream Tour, In Search of True Love	49 min	4.2%

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>
01/03	Caves of Aggtelek Karst and Slovak Karst (Hungary, Slovak Republic)	30 min	5.3%
08/03	Town of Luang Prabang (Laos)	30 min	4.7%
15/03	Darien National Park (Panama)	30 min	5.3%
22/03	City of Potosí (Bolivia)	30 min	5.8%
29/03	France, special compilation (France)	30 min	6.1%

Average audience share in March: **5.4 percent** (for the first broadcast). Estimate number of viewers in Japan: **4,884,000** (first broadcast). The total number of audience accessed to the programme in March was estimated at **24,421,000**.

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

Links to titles by language (other than Chinese)	Nb of reports
English	39
French	24
Spanish	11
Russian	9
Arabic	1
In March, a total of 84 reports were released on UNESCO through Xinhuanet	