



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

December 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

Some 67,000 articles referencing UNESCO were monitored in the worldwide media in December, taking into consideration that our source -Meltwater News-, does not cover all parts of the world. Despite a 14% drop this month, figures are far above those of December last year (see second graph to the right).

Of the UNESCO organized events, the annual meeting of the Committee for the Safeguarding of the Intangible Heritage was the biggest story in terms of media attention. The media coverage increased significantly during the inscriptions of new elements (1-2 Dec), and compared to last year.

The designation of 47 cities as new members of UNESCO Creative Cities Network (11 Dec.) received massive media attention in the 33 countries concerned, in particular as 22 of them were not represented so far.

Mid-December, underwater cultural heritage made the headlines worldwide, with the publication of a report by our experts missioned to Las Perlas Archipelagos, in Panama, and the discovery of the wreck of the 17th century Spanish galleon San José; the controversy it generated resulted in hundreds of articles in mainstream media. The simultaneous publication of an Editorial by the Director-General in El País (Spain) and El Tiempo (Colombia) contributed to express UNESCO's position.

More locally, the UNESCO report on racism in sport released in November, [Color, What Color?](#), was extensively covered in the Italian press in December, ostensibly due to UNESCO's partnership with the football club, Juventus.

For COP21, UNESCO staged more than 70 events at HQ, in different places in Paris, and at Le Bourget where a strategically positioned 'UNESCO Pavilion', fully sponsored by communication partners (Phoenix TV, Salon Films and LG), showcased climate related programmes and expertise.

UNESCO's COP21 motto 'Changing minds, not the climate' and its activity agenda reflected the potential of natural and social sciences, ocean and water research, education, culture to combat climate change. Thousands of brochures and publications were distributed on this occasion. The #EarthToParis campaign in which UNESCO was actively involved reached more than 100 million individuals

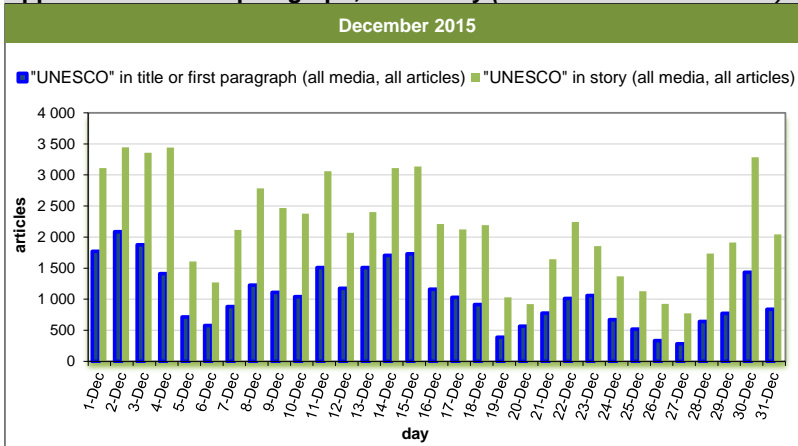
UNESCO's presence at COP21 (30 Nov.-11 Dec.) is highlighted in the Major Events pages, together with :

- Tenth session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (30 Nov.- 4 Dec.)
- Launch of the 2005 Convention Global Report: Re|Shaping Cultural Policies (16 Dec.)

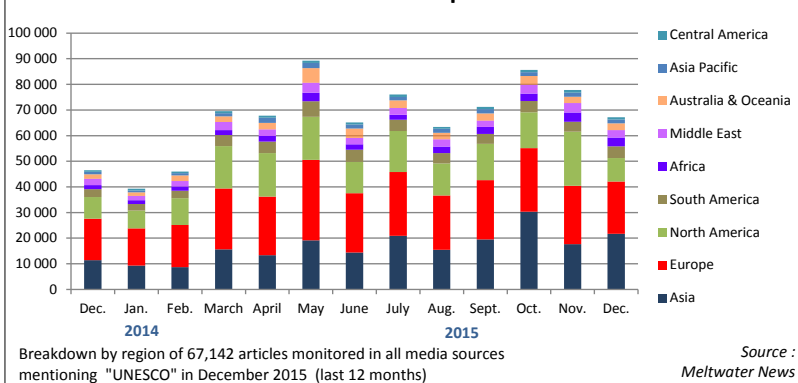
UNESCO Website and Social Media Channels

December, like summer break months, suffers from traffic drops due to the holiday period. Despite a decrease by 29% in visits and page views, the December traffic remained higher than last year during the same period (+5%). A decrease has been registered on almost all webpages, with the exception of those dedicated to the Intangible Heritage, the importance and the visibility of the Committee for the Safeguarding of the Intangible Cultural Heritage Meeting having generated significant traffic. The loss notably of Mexican and Brazilian visitors this month (-56% compared to Nov. 2015), almost as last year during at the same period, is one cause of this decline.

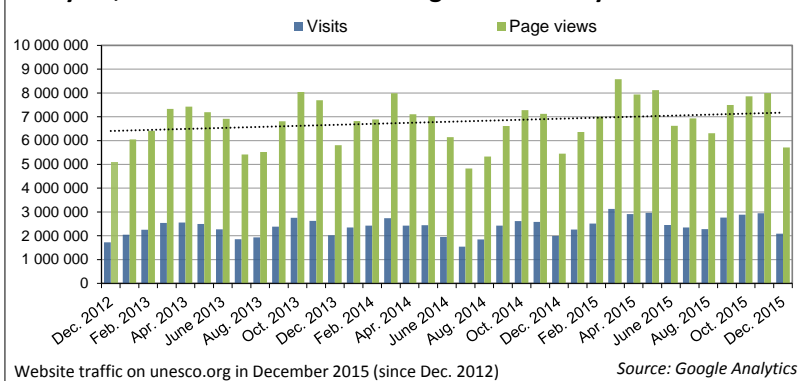
Articles monitored daily in all media sources in which "UNESCO" appears in title/first paragraph, or in story (Source: Meltwater News)



Number of articles mentioning 'UNESCO' declined this month by 14%; it shows still a 44% increase compared to December 2014



December 2015 website traffic dropped - as expected at this period of the year; traffic remains however higher than last year same month



Traffic on unesco.int - as on UnescoCommunity - suffered as well from the holiday period, but remains however much higher than last year same month, with an increase by 58% in visits, and by 29% in page views.

December was a busy and productive month for UNESCO social media channels. As a result, 2015 was closed with more than 4 million followers on our accounts, a 51% growth compared to Dec. 2014.

News-related social media messaging were effectively synchronized in all languages, to provide deep coverage for the Intangible Heritage Committee Meeting in Namibia. A special effort was made to feature strong visuals along with the announcements of inscriptions. Some posts were particularly popular, such as a single Facebook message, which reached more than 3 million users, and the Twitter announcements of the inscription of the traditional Vallenato music on the List in need of urgent safeguarding (in Spanish and English), who were the most retweeted this month.

Another important social media content was dedicated to COP21. As Twitter becomes one of the most powerful communication tools in terms of reaching global audiences, wide coverage of our events linked to COP21 created stronger synergies between various social media partners. Our posts dedicated to COP21 had relatively strong pick-up. The most successful message was dedicated to the thematic day to focus on climate change education (CCE) at COP21, with 128,430 Impressions and the total engagement of 3,650 users.

The launch of the new report [REISHAPING CULTURAL POLICIES](#) was another success in December. There was a large following on Twitter with the hashtag #supportcreativity, thanks to our Goodwill Ambassador Christiane Amanpour tweeting a message in support of the new report. Moreover, messages along with #supportcreativity were directly tweeted by 5 million people (up until 17 December) and reached a total of 15,583 million people indirectly.

Arabic Language Day proved again to be a success on UNESCO's social media channels. Since effective social media posts are increasingly driven by visual imagery, creation of digital cards "info-cards" was a successful tool for engagement with our audience, hence it made its way into the top tweeted messages on our Twitter account.

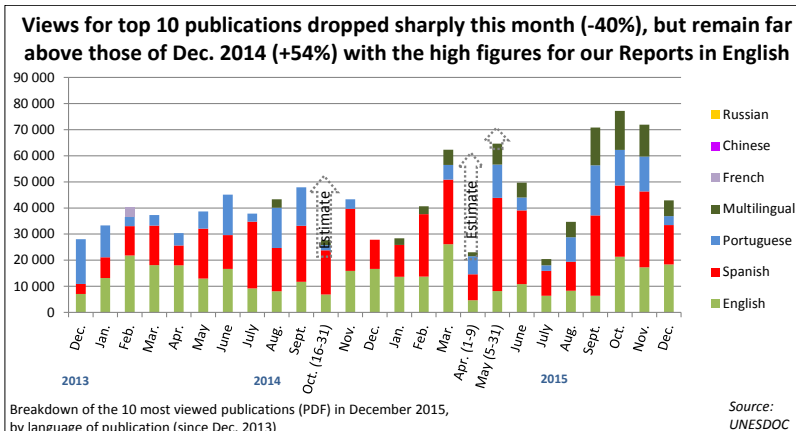
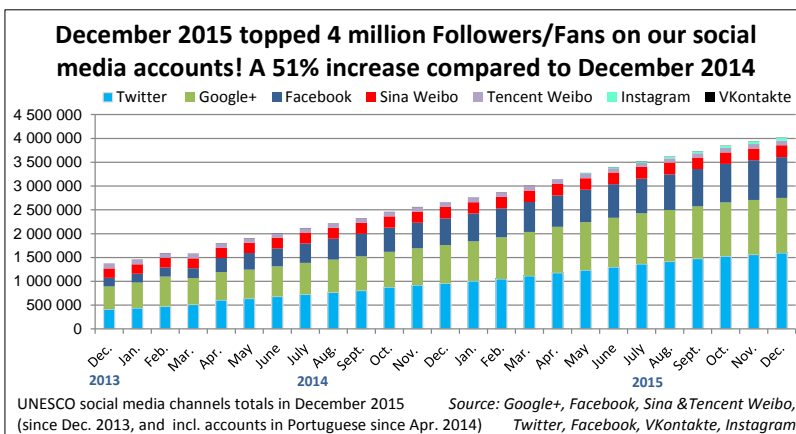
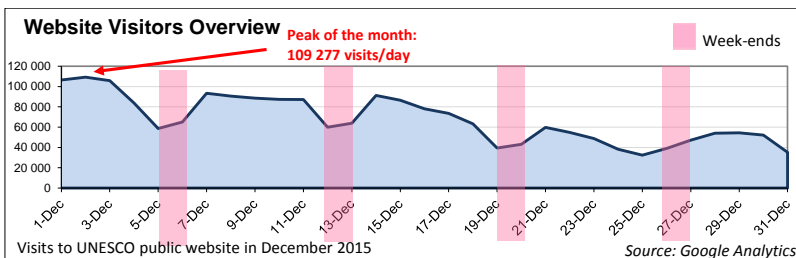
Content about Human Rights in Spanish and English ranks among the most popular posts this month, in particular on Facebook where a post on Human Rights Day in Spanish is the frontrunner.

Publications

The December 2015 figures for the Top 10 online viewing have dropped significantly (-40%) compared to November 2015 but remain higher than those of December 2014 (+54%). English titles are the highest language-wise with the English version of the *UNESCO Science Report: towards 2030* still doing relatively well. Older flagship reports such as the EFA GMR, 2015 and the WWDR, 2015 are also standing their ground. Publications page views on Google Books in December 2015 have also declined steeply (-28%) but remain higher than the same month last year (+22%). Overall, in 2015 page views increased by some 80% compared to 2014. Sales in the book shop were dominated by the 70th anniversary publication *70 Quotes for Peace* (co-published with Gallimard) and *Cultural Property in War: improvement in Protection*. International sales were also dominated by *70 Quotes 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 Tehran**.



Major events:

I. Tenth session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (30 Nov. - 4 Dec. 2015)

The 10th session of the Intergovernmental Committee for the safeguarding of intangible cultural heritage chaired by H. E. Ms Trudie Amulungu of Namibia took place in Namibia in Windhoek, Namibia.

The Committee welcomed the significant progress made in the implementation of the Convention by States Parties, UNESCO Secretariat, NGOs, communities and other stakeholders. The Committee approved Operational Directives recognizing the role that intangible heritage safeguarding can play in achieving 2030 sustainable development goals.

It adopted twelve ethical principles to prevent disrespect and misappropriation of intangible cultural heritage and acknowledged the crucial role of communities in managing it, as well as the importance of respecting their rights.

The Committee granted financial assistance to Malawi for a project to safeguard Nkhonde, Tumbuka and Chewa proverbs and folktales. It also inscribed 5 elements on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding and 23 elements to the Representative List of the Intangible Cultural Heritage of Humanity.

Following the invitation of the Government of Ethiopia, the 11th session of the Intergovernmental Committee will be held in Addis Abeba from 28 November to 2 December 2016. H.E. Mr Yonas Desta was elected Chairperson of the next session.

Participants: 480 participants (significantly lower than last Committee, due partly to the difficulties to come to Windhoek – travel costs and South Africa transit visa issues). **Audience:** 109 States represented (23 Committee Members, 83 States Parties to the Convention, 3 UNESCO Member States non party to the Convention), 40 accredited NGOs, 4 Category 2 Centers, experts, media, and the general public.

Communication materials and activities:

- Press releases: [30/11](#), [01/12](#), [02/12](#)
- Media advisory: [24/11](#)
- News: [02/12](#), [04/12](#)
- [Media Kit 2015](#)
- Media breakfast at HQ, Press conference in Windhoek
- [Dedicated webpage](#), [Intangible Heritage website](#)
- [Event announcement](#) (NICE)
- Live webcast
- B-rolls of inscribed elements: [Representative list](#), [List in Need of Urgent Safeguarding](#)

Webcast/Live streaming connections: Original language: 3,591; English: 2,009; French 721. Average duration: Original language: 22 min.; EN: 27 min.; FR: 25 min.

Website statistics (30 Nov.-31 Dec.) : Press releases: [30/11](#): 268 visits/853 page views ; [01/12](#): 826 visits/2,378 page views; [02/12](#): 844 visits/2 077 page views. [Media advisory](#): 141 visits/361 page views. News: [02/12](#): 292 visits/817 visits; [04/12](#): 50 visits/384 page views. [Dedicated webpage](#): 1,871 visits/8,329 page views. [Intangible Heritage website](#): 109,242 visits/299,611 page views. [Event announcement](#): 36 visits/401 page views. B-rolls: [Representative list](#): 95 visits/371 elements.

Total number of visits over the week of Committee meetings (an increase by 21% compared to last year):



Press coverage: The meeting of the Committee again attracted media attention worldwide, producing several hundred dispatches and reports. As in previous years, a media breakfast was organized at UNESCO HQ ahead of the meeting to explain to the media that the Intangible Heritage Committee meeting was not only about the inscription of new elements onto the Intangible heritage list, but also and foremost about promoting the need for safeguarding this particularly fragile heritage; held just after the Paris terrorist attacks it was attended only by 8 journalists. Some 15 journalists, mainly from Portugal, Venezuela and Argentina, travelled to Windhoek to cover the event, in addition to the 20 based in Namibia. A press conference was organized in Windhoek on 1 Dec. to explain the agenda of the Committee and reply to the questions of local media. The whole session of the Committee was webcast this year. The Namibia authorities generously provided pictures of the whole session. Four press releases were issued, as well as live tweets for each inscription, photo galleries and B-rolls. A number of interviews were organized among others for BBC World Service, EFE, The Guardian, Radio Programas del Perú, Radio Nacional de Portugal, Namibia National TV, and Radio Caracol, Radio Blu, Radio W from Colombia, but many more were done with the delegates from different countries, and, the practitioners of intangible heritage present at the meeting.

Social media: Every new inscription of Convention's lists was announced on Twitter and Facebook in real time, and illustrated with photo collages illustrating the rich facets of the traditions concerned. The post on UNESCO's Spanish account on Twitter on the inscription of Colombia's element on the Urgent Safeguarding List was retweeted by the Columbian singer Shakira, having (at that time) 35 million subscribers and resulted in a record number of retweets and some 400 new subscribers to our English and Spanish accounts; this was announced by the Secretary of the Convention the day after during the Committee's plenary. B-rolls and short videos of all inscribed elements were prepared for YouTube, and this month again views for intangible heritage skyrocketed (see details pp. 17-19).



II. UNESCO's presence at COP21 (30 Nov. – 11 Dec. 2015)



The Twenty-first session of the Conference of the Parties (COP21) to the United Nations Framework Convention on Climate Change (UNFCCC) held at Le Bourget, Paris, from 30 November to 11 December 2015, successfully negotiated the universal 'Paris Agreement' that notably confirms the core aim of limiting the increase in the average global temperature to well below 2 degrees and endeavouring to limit the increase to 1.5 degrees (see [full text of the Paris Agreement](#)).

Coordinated by the UNESCO intersectoral Task Force on COP21 and Climate Change established by the Director-General in February 2015 and placed under the leadership of ADG/SC, in close cooperation with the Bureau of Strategic Planning, the UNESCO Secretariat spared no efforts in support of the COP21 process throughout 2015. This included the hosting and co-organization of a number of key conferences, and milestone events such as the *Business and Climate Summit* (20-21 May), the *World Ocean Day* (8 June), the International Scientific Conference '*Our Common Future under Climate Change*' (7-10 July) and the conference '*Resilience in a time of uncertainty: Indigenous peoples and climate change*' (26-27 November), as well as the hosting of regional pre-COP21 UNFCCC negotiations and working group sessions. In a similar vein, field offices conducted activities in the context of COP21. Several exhibits, publications, and a dedicated web site, were also produced in the lead-up to COP21.

As anticipated, COP21 turned out to be a historical event. 150 Heads of State attended the opening ceremony on 30 November, and by 12 December a total number of 37,878 badges had been issued.

With the Director-General as Head of the UNESCO COP21 Delegation (some 100 staff and consultants), UNESCO staged more than 70 events at HQ, in different places in Paris, and at Le Bourget where a strategically positioned 'UNESCO Pavilion', fully sponsored by communication partners (Phoenix TV, Salon Films and LG), showcased climate related programmes and expertise.

UNESCO endeavoured to make its added value for the fight against climate change more visible and comprehensive for national and international stakeholders involved in climate negotiations, and for the public at large. UNESCO's COP21 motto 'Changing minds, not the climate' and its COP21 activity agenda thus reflected the potential of natural and social sciences, ocean and water research, education, culture to combat climate change.

Events at the UNESCO Pavilion included:

- 1/12: *Social transformations in the face of climate change / Knowing and imagining climate change*. Organizers: UNESCO/SHS, UNESCO/MOST
- 2/12: Thematic Day on *Water and Climate Change*. Organizers: UNESCO/IHP, French Water Partnership, World Water Council
- 3/12: *Oceans for Climate*. Organizers: IOC; *Young global citizens addressing climate change: The 9th UNESCO Youth Forum*. Organizers: UNESCO/SHS; *Understanding the History of Climate Change and Sea Level Rise*. Organizers: CLT.
- 3/12: Award Ceremony for the youth video competition for education to sustainable development. Organizer: DPI/PRP.
- 4/12: *Climate Change Education*. Organizers: ED.
- 5/12: *UNESCO Sites and Climate Change* focusing on the role of terrestrial and marine World Heritage Sites, Biosphere Reserves and Global Geoparks. Organizers: SC and CLT.
- 7/12: *Social transformations in the face of climate change / Getting mobilized to transform societies*. Organizers: SHS/MOST.
- 8/12: *Gender, Water and Climate Change*. Organizers: IHP/WAP; *NGOs against Climate Change*. Organizers: NGO-UNESCO Liaison Committee
- 9/12: *Climate Change Education: a presentation of the activities of ASP net schools*. Organizers: ED.
- 10/12: *A New Role for Scientists after COP21?* Organizers: UNESCO Task Force on COP21 and Climate Change. With the participation of the Chairperson of the UNESCO Executive Board, Mr Michael Worbs.

Examples of key events in the Blue Zone included:

- 2/12: One ocean, One climate, One UN: working together for a healthy and resilient ocean
- 3/12: UNFCCC Young and Future Generations Day (9th UNESCO Youth Forum feedback)
- 4/12: Learning to live with climate change – accelerating climate change education and awareness raising
- 7/12: The pivotal role of water in climate change adaptation and mitigation

The Director-General and ADGs were very active throughout the COP, attending plenary sessions, speaking at press conferences, side events, and meeting with several Heads of States and Ministers, as well as with the UN Secretary-General and the UNFCCC Secretary.



Photos 1, 2, 4 © UNESCO/P. Chiang-Joo
Photo 3 © UNESCO/R. Veillon

During COP21, many events were also organized at UNESCO HQ, as well as at other venues in Paris. Highlights included:

- 1-4/12: International Conference *Water, Megacities and Global Change*
- 1-20/12: Exhibition *Mountains: early warnings systems for climate change*, Cité Universitaire
- 2/12: Premiere screening of the “+ ou – 5 mètres” documentary series and debate
- 4-5/12: Earth University ‘*Let’s change all climates!*’
- 6/12: *An afternoon with Robert Redford: ‘Storytelling for Global Action’*
- 7-8/12: *Getting climate-ready: Showcasing the ASPnet schools’ response to climate change*
- 7/12: UNESCO - IPCC outreach event: ‘*Raising awareness of climate change: Key findings of the IPCC fifth assessment report*’
- 7/12: Conference *International Law and Climate Change*
- 7/12: Debate *Social transformations in the face of Climate Change*
- 8/12: *Earth to Paris Masterclass*
- 9/12: Future Energy Forum 2015 *Climate Change and Energy of the Future*

In view of the large number of parallel events during a COP, it is typically difficult to anticipate the number of participants that will actively participate at any single event. COP21 was no exception. This said, with almost 90,000 visitors to the civil society area of COP21, there was typically a very good attendance at most UNESCO events. Due to the number of conferences taking place simultaneously, the audience was however very “volatile” and would not necessarily stay for the full presentation. It is also important to note that most of the presentations were made in English, and the lack of interpretation has deterred some of the audience.

The unfortunate terrorist attacks in Paris shortly prior to COP21, placed COP21 under high alert and the UNESCO Security Services provided much appreciated guidance and instructions to participating UNESCO staff, as well as to the UN system at large.

In the follow-up to COP21, and pursuant to the resolution adopted at its 38th General Conference ‘Contribution by UNESCO in Combating Climate Change’, UNESCO will now actively support the implementation of the Paris Agreement throughout its mandates. UNESCO will also seek to support Morocco as the host country for COP22. Discussions for this purpose were already established during COP21.

Participants at COP 21: Conference Centre/Blue Zone: some 38,000 badges issued, including 19,385 national delegates, 8,338 observers and near 2,825 media representatives. Climate Generations areas/Red Zone: 89,000 visitors.

Communication materials and activities:

- Press release: [12/12](#)
- Media advisories: [23/11](#), [30/11](#), [04/12](#),
- News: [26/11](#) (1), [26/11](#) (2), [27/11](#), [02/12](#), [03/12](#), [07/12](#), [08/12](#), [09/12](#), [10/12](#)
- [UNESCO Climate Change website](#), [IOC-COP21 Portal](#)
- Photo galleries: [IOC at COP21](#), [Robert Redford at HQ](#)
- Brochures: [UNESCO, Climate Change and COP21](#), [UNESCO, Climate Change Education and COP21](#), [IOC and COP21](#), [Key publications COP21](#) & others linked to presentations in Fr, En, Es
- Facebook account: [UNESCO Action on Climate Change](#)

Website statistics (23 Nov.-31 Dec.): [Press release](#): 433 visits/1,061 page views. Media advisories: [23/11](#): 572 visits/949 page views. [30/11](#): 363 visits/763 page views. [04/12](#): 113 visits/298 page views. News: [26/11](#) (1): 229 visits/533 page views. [26/11](#) (2): 458 visits/862 pages vues, [27/11](#): 213 visits/494 page views, [02/12](#): 58 visits/178 page views, [03/12](#): 88 visits/242 page views, [07/12](#): 254 visits/506 page views, [08/12](#): 140 visits/323 page views, [09/12](#): 46 visits/125page views, [10/12](#): 5 visit/42 page views. [UNESCO Climate Change website](#): 1,814 visits/4,182 page views. [IOC-COP21 Portal](#): 392 visits/842 page views. Photo gallery [IOC at COP21](#): 14 visits/31 page views. [Interview with Robert Redford](#): 219 visits/851 page views. Brochures (views in Nov/Dec): [UNESCO, Climate Change and COP21](#): 1,536, [UNESCO, Climate Change Education and COP21](#): 202; [IOC and COP21](#): 92.

Press coverage: At Le Bourget, the UNESCO pavilion served as the location for extensive interviews, notably with the DG for Hong Kong-based Phoenix TV, and the Spanish news agency EFE. A news conference held by the DG was attended by some 15 journalists, and available to TV and Radio broadcasters through a closed circuit feed. Media covered as well events held at Headquarters; organized ahead of the COP21, the two-day conference “Resilience in a Time of Uncertainty: Indigenous peoples and climate change” attracted great media attention. ‘An Afternoon with Robert Redford’ had only moderate coverage among French and international Press, but included The New York Times, Time Magazine, People Magazine and HuffPost among others.

Social media: Wide coverage of our events created stronger synergies between various social media partners. Our posts linked to COP21 had relatively strong pick-up; the most successful was dedicated to the thematic day to focus on climate change education (CCE), with 128,430 Impressions and the total engagement of 3,650 users. The Director General’s first-ever Facebook Livestream event (live video posted by a Facebook user with a phone application) was viewed within 20 minutes by some 800 UNESCO friends on Facebook, and exceeded two thousand views in total. It points to the power of social media and UNESCO’s ability to promote itself and its agenda directly through media it can control.

Furthermore, on 8 Dec. 2015, at the Google Pavilion of the “Blue zone” (for accredited delegates only), a survey was placing the UNESCO DG in the “Top 10 most influential participants on Twitter”. The #EarthToParis campaign in which UNESCO was actively involved generated 1.4 billion impressions, reaching more than 100 million individuals.

III. Launch of the 2005 Convention Global Report: *Re|Shaping Cultural Policies* (16 December 2015)



The launch of the first UNESCO Global Report on the implementation of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions took place at UNESCO HQ on 16 December 2015. The Report was produced with the financial support of the Swedish Government within the framework of the project "Enhancing Fundamental Freedoms through the Promotion of the Diversity of Cultural Expressions". Ten years after its adoption, the Report investigates the policy impact of the Convention, now ratified by 141 Parties. The report tracks progress on the following four Goals related to the Convention: Supporting sustainable systems of governance for culture; Achieving a balanced flow of cultural goods and services and increasing the mobility of artists and cultural professionals; Integrating culture in sustainable development frameworks; and Promoting human rights and fundamental freedoms. The launching ceremony, on webcast, started with an interactive debate-discussion, featuring guest speakers Karima Bennoune, UN Special Rapporteur in the field of cultural rights, Per Olsson Fridh, State Secretary to the Minister of Culture and Democracy of Sweden and Pascal Lamy, former Director-General of the World Trade Organization. This was followed with a one hour lively question and answer session involving contributors to the Report and the audience. There was a large following on Twitter with the Hashtag #supportcreativity. The Twitter Wall also helped to generate active interest from the audience.

Participants: 500. **Audience:** Delegations, National Commissions, Civil society, UN organizations, regional organizations

Communication materials and activities:

- Press release (16/12), on [homepage](#) and [dedicated webpage](#)
- [Media advisory](#) (09/12)
- [News](#)
- [Dedicated webpage](#)
- [UIS dedicated webpage](#)
- *Re|Shaping Cultural Policies* in [English](#) and [French](#)
- Summary of the Report in [English](#) and [French](#)
- [Photo gallery](#)
- Webcast
- [Programme](#), Digital cards, Infographics

Webcast/Live streaming connections: N/A

Website statistics: Press release on [homepage](#): 1,423 visits/2,342 page views, and [dedicated webpage](#): 205 visits/414 page views. [Media advisory](#): 340 visits/752 page views. [News](#): 81 visits/184 page views. [Dedicated webpage](#): 14,870 visits/45,024 page views. *Re|Shaping Cultural Policies* Report: Full text: [English](#): 1,416 views, [French](#): 282 views.

Press coverage: Although this is the first global report on the implementation of this Convention, media coverage has been broadly disappointing, except in Latin America where the information was relayed quite well. Elsewhere in the world, with a few exceptions, such as the Huffington Post (France) who published an article on the 2005 Convention, the Report has hardly aroused media interest. The report was however well relayed by several cultural organizations' websites, such as [Kulturwirtschaftsforschung.de](#), [IRMO](#), [ACAR](#), [Hertie School](#), [CISAC](#), [UIS](#), [EFC Labs](#), [CRI online](#), [FICDC](#), [Freemuse](#), [Virtual Womex](#), [IFCCA](#), etc.

Social media: Engaging messages were posted with strong use of visuals (digital cards and infographics) to promote the Report Messages along with #supportcreativity hashtag were directly tweeted by some 5 million people (up until 17 December) and have reached a total of 15,583 million people indirectly.

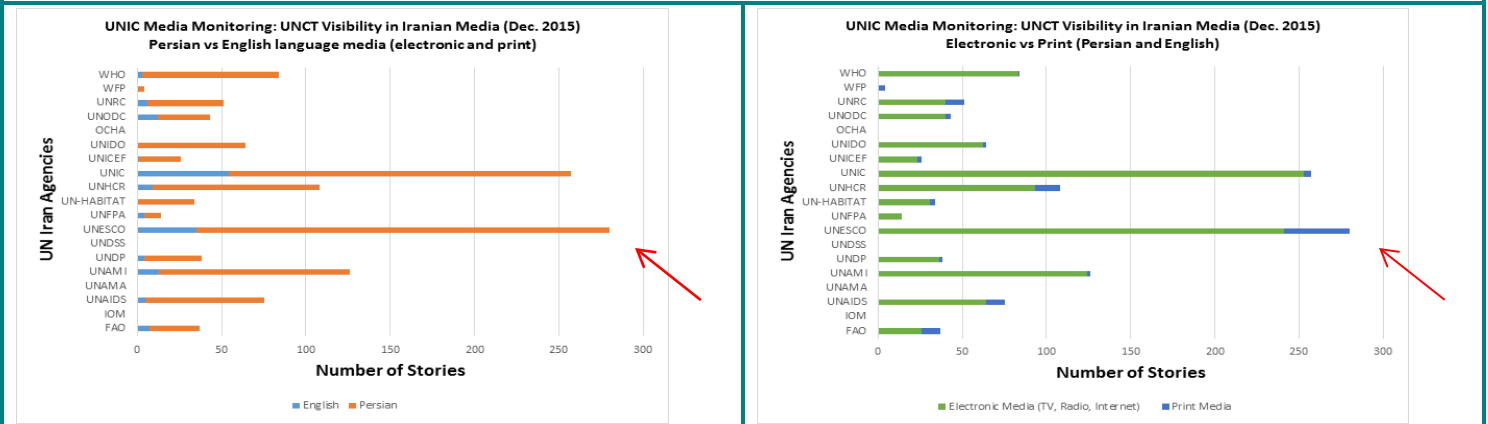
Focus on UNESCO Office in Tehran

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

The [UNESCO Tehran Cluster Office](#) was established in January 2003. The Office covers four countries in the region, namely the Islamic Republic of Afghanistan, the Islamic Republic of Iran, the Islamic Republic of Pakistan and Turkmenistan. Programmes for Afghanistan and Pakistan are managed through UNESCO Offices in Kabul and Islamabad, while programmes for Iran and Turkmenistan are managed directly by the Tehran Cluster Office.

The UNESCO Tehran Cluster Office works in close co-operation with the UNESCO National Commissions and key governmental partners of the four cluster countries, as well as UN Agencies, ECO, ISESCO, and other IGOs and NGOs to implement its programmes in Education, Culture, Natural and Social Sciences, Communication and Information.

Its [newly revamped website](#) provides regular updates on activities and events as well as new publications in English and Farsi. All stories are cross-posted by UNIC and the website of the UN in Iran, and are widely re-published by national media. Throughout 2015, UNESCO consistently enjoyed the highest visibility among UN agencies in the Iranian media.



Major events



Launch of UNESCO and UN Habitat sub-regional project on seismic hazard and risk analysis

From 29 November to 1 December 2015, the UNESCO Tehran Cluster Office and the UN Habitat Office in Tehran organized the kick-off meeting of a unique joint project on seismic hazard and risk analysis covering Afghanistan, Iran, Pakistan and Turkmenistan. The project is supported by the Economic Cooperation Organization (ECO) and national partners in each of the countries, and aims at using the most recent methods and technologies for seismic hazard analysis, which will result in evaluating and re-assessing the seismicity of the four countries. 50 participants. [More](#)



UNESCO National Consultative Meeting on the Role of ICTs for Empowerment of Persons with Disabilities in Iran

The 5th of December 2015 marked the opening of a two-day "National Consultative Meeting on the Role of ICTs for Empowerment of Persons with Disabilities" in Tehran. The meeting was jointly organized by UNESCO Tehran Cluster Office and the Iranian National Commission for UNESCO and aimed to promote the human rights and fundamental freedoms of persons with disabilities and to encourage all stakeholders to take concrete measures for the empowerment of persons with disabilities through the use of Information and Communication Technologies (ICTs). 70 participants. [More](#)



Celebration of the 20th anniversary of Turkmenistan's permanent neutrality status

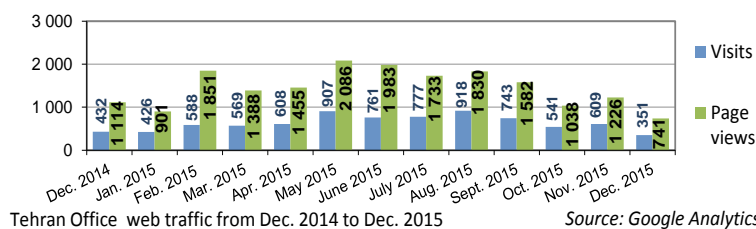
On 12 December 2015 Turkmenistan marked the 20th anniversary since the adoption of the UN General Assembly resolution on the international recognition of the country's permanent neutrality. The country celebrated the anniversary as well as the end of the "Year of Neutrality and Peace" with an international conference in Ashgabat, dedicated to issues of neutrality, peace and sustainable development. [More](#)



UNESCO at Parvaz International Film Festival

On 15 December 2015, the Parvaz International Film Festival opened in Tehran. The purpose of this film festival was to raise public awareness on the issue of disability and to dispel negative stereotypes, myths, misconceptions and prejudices around people with disabilities. This festival was being held following the We Care International Festival supported by UNESCO. [More](#)

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



Publications

Each year the Tehran Cluster Office translates some of the UNESCO publications into Farsi. This year, the Office translated the [Summary of the 2015 Education for All Global Monitoring Report](#) and organized a regional launch event (28-29 July) involving all four cluster countries.



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

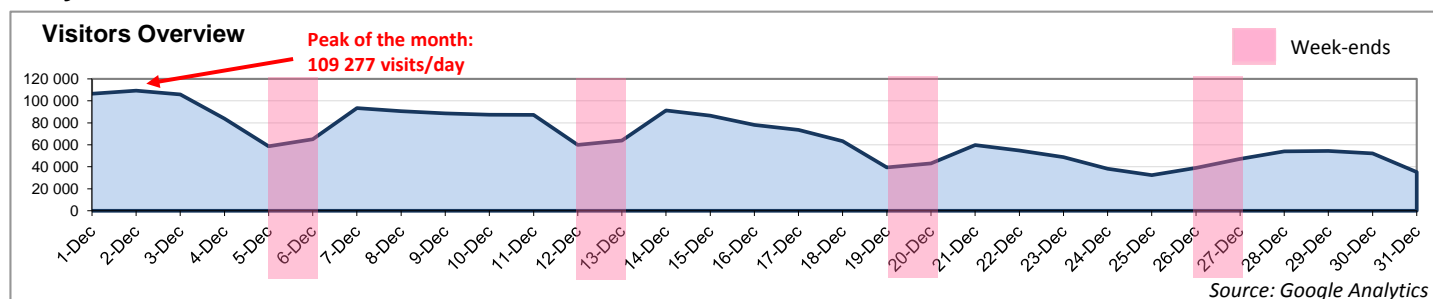
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in 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 y.pham@unesco.org).

December, like summer break months, suffers from traffic drops due to the holiday period. Despite a decrease by 29% in visits and page views, the December traffic remained higher than last year during the same period (+5%). A decrease has been registered on almost all webpages, with the exception of those dedicated to the Intangible Heritage, the importance and the visibility of the Committee for the Safeguarding of the Intangible Cultural Heritage Meeting having generated significant traffic. The loss notably of Mexican and Brazilian visitors this month (-56% compared to Nov. 2015), almost as last year during at the same period, is one cause of this decline.

Traffic on unesco.int - as on Unescommunity - suffered as well from the holiday period, but remains however much higher than last year same month, with an increase by 58% in visits, and by 29% in page views.

1.1. December 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
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%
April 2015	7 932 478	+11.68%	-7.48%	2 911 466	+20.10%	-6.91%	2 200 189	+17.33%	-6.02%
May 2015	8 119 952	+15.70%	+2.36%	2 966 130	+21.16%	+1.88%	2 268 628	+19.73%	+3.11%
June 2015	6 620 455	+7.82%	-18.47%	2 452 499	+25.59%	-17.32%	1 861 868	+24.80%	-17.93%
July 2015	6 934 090	+43.66%	+4.74%	2 352 191	+52.71%	-4.09%	1 780 331	+51.00%	-4.38%
Aug. 2015	6 309 104	+18.31%	-9.01%	2 278 596	+23.18%	-3.13%	1 753 278	+20.74%	-1.52%
Sept. 2015	7 492 120	+13.29%	+18.75%	2 764 495	+13.96%	+21.32%	2 117 251	+11.14%	+20.76%
Oct. 2015	7 858 205	+7.94%	+4.89%	2 889 362	+10.48%	+4.52%	2 065 747	+3.01%	-2.43%
Nov. 2015	7 997 933	+12.37%	+1.78%	2 948 747	+14.28%	+2.06%	1 990 419	+0.85%	-3.65%
Dec. 2015	5 705 915	+4.64%	-28.66%	2 091 728	+5.09%	-29.06%	1 463 738	-5.00%	-26.46%

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

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 091 728	+5.09%	-29.06%
Home & Central Services pages	105 615	-16.85%	-44.75%
Worldwide	16 573	+14.37%	-12.07%
Education for the 21st Century and ED Sector	90 576	-34.94%	-51.41%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	34 175	-31.61%	-51.34%
Learning to Live Together and SHS Sector	36 180	-24.15%	-49.05%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 119 736	+10.36%	-14.70%
World Heritage	959 263	+10.35%	-15.53%
Intangible Heritage	104 440	+58.30%	+6.01%
Culture Sector (excl. Intangible Heritage)	56 033	-29.35%	-28.64%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	30 636	-32.55%	-52.73%
Field offices (only those tracked)	86 103	-29.65%	-55.48%
IBE*	12 174	-13.86%	-69.28%
UIL*	23 245	+25.72%	-29.35%
UNEVOC*	42 967	-17.33%	-16.85%

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

1.4. UNESCO Website Visitors

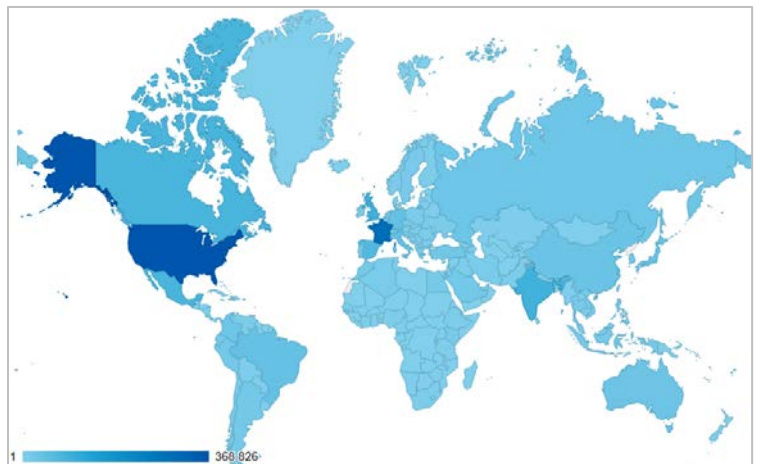
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	368 826	17.63%	-17.00%	2.86	00:02:17
France	292 724	13.99%	-34.23%	2.92	00:03:53
United Kingdom	93 974	4.49%	-19.90%	2.55	00:02:05
India	90 556	4.33%	-11.06%	2.20	00:02:01
Mexico	81 471	3.89%	-56.05%	2.35	00:02:32
Canada	80 862	3.87%	-23.27%	3.14	00:03:18
Spain	65 229	3.12%	-30.10%	3.06	00:02:55
Brazil	41 049	1.96%	-56.89%	2.15	00:01:55
Italy	40 993	1.96%	-21.65%	3.45	00:03:10
Germany	39 808	1.90%	-19.00%	2.93	00:02:42

Top 10 visitors' language

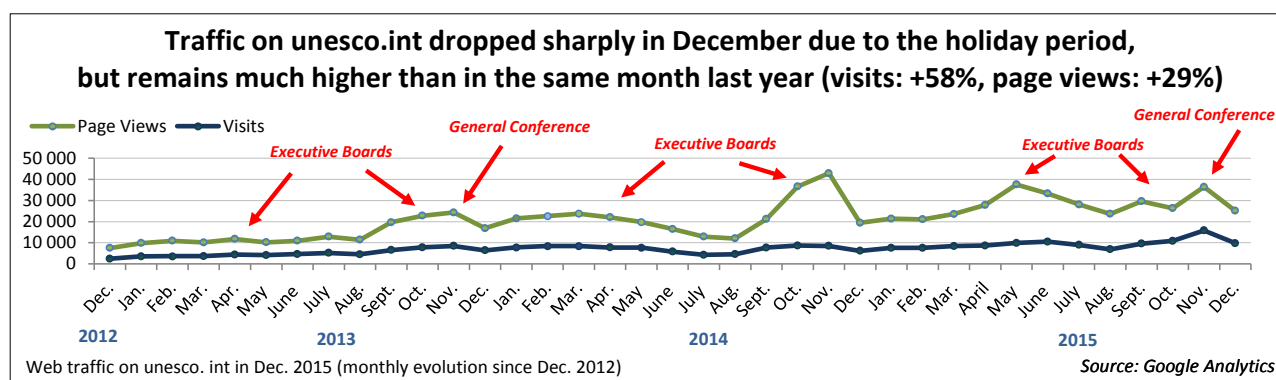
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 054 228	50.40%	-24.44%
French	340 219	16.26%	-26.78%
Spanish	250 870	11.99%	-48.67%
Chinese	52 718	2.52%	-18.58%
Portuguese	50 874	2.43%	-52.14%
Russian	45 577	2.18%	-16.47%
German	38 728	1.85%	-25.16%
Italian	36 558	1.75%	-23.73%
Japanese	31 338	1.50%	-14.92%
Arabic	28 433	1.36%	-10.67%

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	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
	April	27 891	+26.44%	+18.07%	8 661	+11.97%	+2.57%	2.81	+2.18%	00:04:14
	May	37 600	+89.64%	+34.81%	9 897	+28.12%	+14.27%	2.84	+1.07%	00:04:14
	June	33 315	+101.77%	-11.40%	10 490	+81.27%	+5.99%	2.88	+1.41%	00:04:28
	July	28 089	+117.41%	-15.69%	9 003	+110.79%	-14.18%	2.63	-9.00%	00:03:55
	August	23 637	+96.35%	-15.85%	6 879	+49.61%	-23.59%	2.60	-1.14%	00:04:14
	September	29 613	+39.52%	+25.28%	9 593	+24.84%	+39.45%	2.84	+9.23%	00:04:35
	October	26 372	-27.97%	-10.94%	10 909	+25.93%	+13.72%	3.14	+10.56%	00:03:40
	November	36 410	-15.19%	+38.06%	15 821	+86.15%	+45.03%	3.17	+1.17%	00:03:54
	December	25 146	+29.32%	-30.94%	9 778	+58.58%	-38.20%	3.29	+3.79%	00:03:37



1.6. UNESCOCOMMUNITY - <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	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%
	April	100 307	+10.61%	29 421	+4.00%
	May	74 042	-26.18%	19 597	-33.39%
	June	82 090	+10.87%	25 733	+31.31%
	July	72 345	-11.87%	23 697	-7.91%
	August	52 460	-27.49%	17 367	-26.71%
	September	85 227	+62.46%	26 700	+53.74%
	October	100 952	+18.45%	32 953	+23.42%
	November	93 146	-7.73%	31 004	-5.91%
	December	60 922	-34.60%	20 790	-32.94%

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

N/A for December.

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	131 676	+13.88%	-30.37%
English (EN)	73 423	+24.55%	-30.18%
Spanish (ES)	20 266	+16.84%	-48.70%
French (FR)	15 125	+2.41%	-39.43%
Arabic (AR)	13 912	-20.04%	+65.01%
Russian (RU)	5 216	-8.14%	-29.68%
Chinese (ZH)	3 734	+151.45%	+3.12%

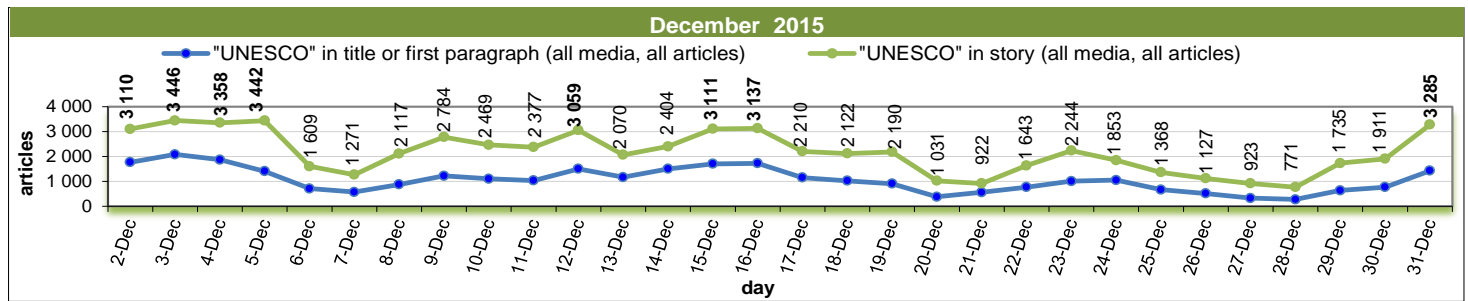
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

1.	01/12	New inscriptions on the lists of intangible cultural heritage
2.	01/12	International Day of Persons with Disabilities 2015: Inclusion Matters
3.	01/12	President PARK Geun-hye announces initiatives to widen partnership with UNESCO during visit to the Organization's Headquarters
4.	02/12	Fifteen elements added to the Representative List of the Intangible Cultural Heritage of Humanity
5.	03/12	Director-General condemns killing of cameraman Christophe Nkezabahizi in Burundi
6.	04/12	Director-General urges investigation into the killing of blogger Orislandio Timóteo Araújo in Brazil
7.	04/12	Ethiopia to host 11th meeting for the Committee for the Safeguarding of the Intangible Cultural Heritage
8.	04/12	Leading scientists to define the requirements and potential of science in addressing global challenges
9.	07/12	Director-General condemns killing of reporter Hindiya Haji Mohamed in Mogadishu
10.	07/12	Director-General condemns murder of journalist Dorance Herrera in Colombia
11.	08/12	Director-General condemns killing of cameraman Guido Armando Giovanni Villatoro Ramos in Guatemala
12.	09/12	First UNESCO report on impact of 2005 Convention on the protection and promotion of the diversity of cultural expressions
13.	11/12	47 cities join the UNESCO Creative Cities Network
14.	11/12	UNESCO concerned about damage to underwater archaeological site of the San José shipwreck in Panama
15.	12/12	Director-General welcomes COP21 agreement and underlines the momentum in changing minds not the climate
16.	14/12	Carlos J. Finlay UNESCO Prize for Microbiology to be awarded to Yoshihiro Kawaoka of Japan
17.	15/12	Science, central to Paris Climate Agreement and Sustainable Development, says UN's Scientific Advisory Board
18.	16/12	First Global Report - Evaluating the Impact of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions
19.	17/12	Director-General condemns killing of camera operator Mustaf Abdi Noor in Mogadishu, Somalia
20.	22/12	INA and UNESCO conclude agreement to safeguard, digitize and make accessible 70 hours of audiovisual programming

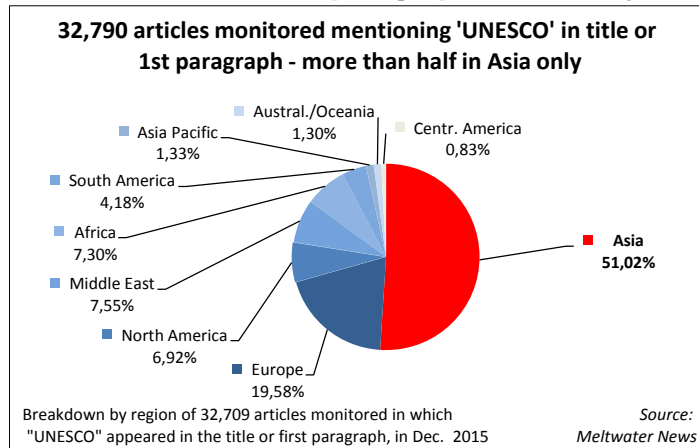
2.3. Statistics on articles referring to UNESCO

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 in December (Source: Meltwater News)

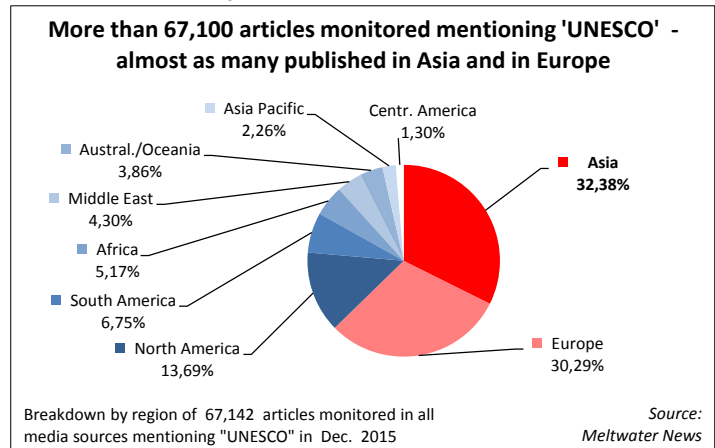


Regional breakdown of articles in all media sources in which “UNESCO” appeared:

▪ In the title or first paragraph of the story



▪ In the story



Some 67,000 articles referencing UNESCO were monitored in the worldwide media in December, taking into consideration that our source -Meltwater News-, does not cover all parts of the world. Despite a 14% drop this month, figures are far above those of December last year (see second graph to the right).

Of the UNESCO organized events, the annual meeting of the Committee for the Safeguarding of the Intangible Heritage was the biggest story in terms of media attention. The media coverage increased significantly during the inscriptions of new elements (1-2 Dec), and compared to last year.

The designation of 47 cities as new members of UNESCO Creative Cities Network (11 Dec.) received massive media attention in the 33 countries concerned, in particular as 22 of them were not represented so far.

Mid-December, underwater cultural heritage made the headlines worldwide, with the publication of a report by our experts missioned to Las Perlas Archipelagos, in Panama, and the discovery of the wreck of the 17th century Spanish galleon San José; the controversy it generated resulted in hundreds of articles in mainstream media. The simultaneous publication of an Editorial by the Director-General in El País (Spain) and El Tiempo (Colombia) contributed to express UNESCO's position.

More locally, the UNESCO report on racism in sport released in November, [Color, What Color?](#), was extensively covered in the Italian press in December, ostensibly due to UNESCO's partnership with the football club, Juventus.

For COP21, UNESCO staged more than 70 events at HQ, in different places in Paris, and at Le Bourget where a strategically positioned 'UNESCO Pavilion', fully sponsored by communication partners (Phoenix TV, Salon Films and LG), showcased climate related programmes and expertise. UNESCO's COP21 motto 'Changing minds, not the climate' and its activity agenda reflected the potential of natural and social sciences, ocean and water research, education, culture to combat climate change. Thousands of brochures and publications were distributed on this occasion. The #EarthToParis campaign in which UNESCO was actively involved reached more than 100 million individuals.

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

Date	Subject / Title	Language	Media
16/12	El galeón encierra la historia de un continente	Spanish	El Tiempo (Colombia)
16/12	En defensa del patrimonio subacuático	Spanish	El País (Spain)

2.5 Background Footage (B-roll) downloads <http://www.unesco.org/new/en/unesco/resources/multimedia/>

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

67 B-rolls were downloaded in December.

	Subject	Downloads		Subject	Downloads
1	The United Nations World Water Report	14	4	WHC	4
2	Intangible Cultural Heritage	33	5	UNESCO Priorities	3
3	Destruction of sites (Hatra, Nimrud, Palmyra, Timbuktu)	9	6	MAB	2
			7	4th International Jazz Day	2

3. UNESCO Social Media Channels

December was a busy and productive month for UNESCO social media channels. As a result, 2015 was closed with more than 4 million followers on our accounts, a 51 percent growth compared to December 2014.

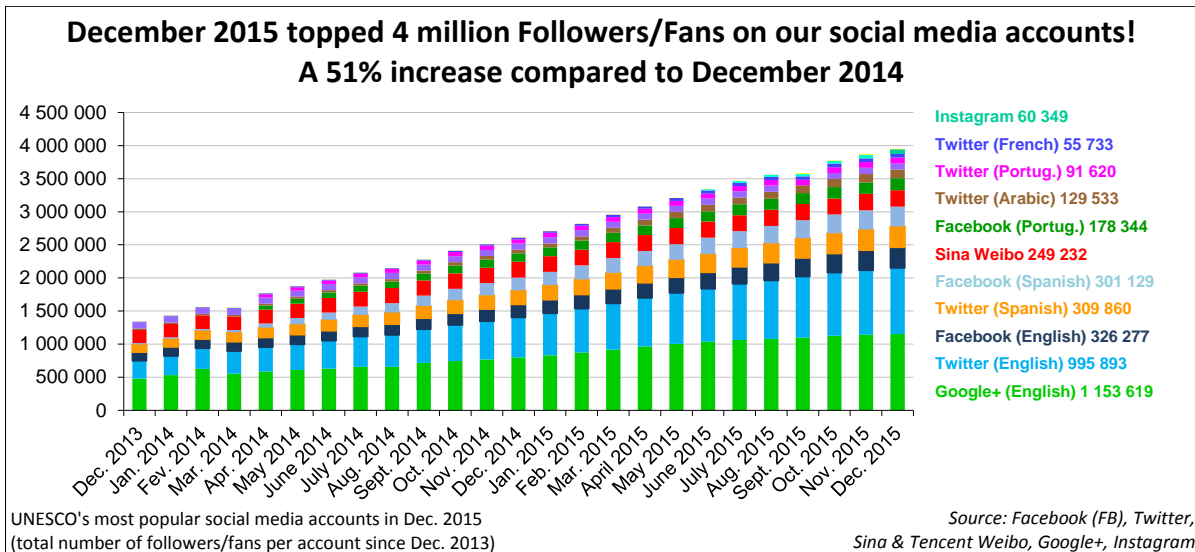
News-related social media messaging were effectively synchronized in all languages, to provide deep coverage for the Intangible Heritage Committee Meeting in Namibia. A special effort was made to feature strong visuals along with the announcements of inscriptions. Some posts were particularly popular, such as a single Facebook message, which reached more than 3 million users, and the Twitter announcements of the inscription of the traditional Vallenato music on the List in need of urgent safeguarding (in Spanish and English), who were the most retweeted this month.

Another important social media content was dedicated to COP21. As Twitter becomes one of the most powerful communication tools in terms of reaching global audiences, wide coverage of our events linked to COP21 created stronger synergies between various social media partners. Our posts dedicated to COP21 had relatively strong pick-up. The most successful message was dedicated to the thematic day to focus on climate change education (CCE) at COP21, with 128,430 Impressions and the total engagement of 3,650 users.

The launch of the new report [RE/SHAPING CULTURAL POLICIES](#) was another success in December. There was a large following on Twitter with the hashtag #supportcreativity, thanks to our Goodwill Ambassador Christiane Amanpour tweeting a message in support of the new report. Moreover, messages along with #supportcreativity were directly tweeted by 5 million people (up until 17 December) and reached a total of 15,583 million people indirectly.

Arabic Language Day proved again to be a success on UNESCO's social media channels. Since effective social media posts are increasingly driven by visual imagery, creation of digital cards "info-cards" was a successful tool for engagement with our audience, hence it made its way into the top tweeted messages on our Twitter account.

Content about Human Rights in Spanish and English ranks among the most popular posts this month, in particular on Facebook where a post on Human Rights Day in Spanish is the frontrunner.



3.1. Social networking sites

Facebook - www.facebook.com/unesco/ **VKontakte** - vk.com/unesco **Google+** - www.plus.google.com/+UNESCO

Variation December 2015 vs November 2015

Likes/Followers		December 2015	November 2015	Variation vs November
Total likes/followers (all languages)		2 012 466	1 981 587	+1.56%
Facebook	English	326 277	317 611	+2.73%
	Spanish	301 129	293 635	+2.55%
	Portuguese	178 344	175 756	+1.47%
	Arabic	23 196	22 736	+2.02%
	French	17 134	16 838	+1.76%
	Russian	9 760	9 715	+0.46%
Google+	English	1 153 619	1 142 349	+0.99%
VKontakte	Russian	3 007	2 907	+3.44%

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

Message	Posted	Likes/ Shares
Hoy celebramos el Día de los Derechos Humanos. La Declaración Universal que los recoge, aprobada el 10 de diciembre de 1948, es una de las obras más profundas de la civilización	10/12	L: 4 626 S: 5 801

humana. En ella se afirma, por primera vez en la historia, la igualdad de derechos y dignidad de todos los seres humanos sin distinción. Read full message.		
#TalDíaComoHoy hace 35 años fallecía asesinado el carismático músico británico John Lennon. Famoso mundialmente por haber sido uno de los miembros de los Beatles, mucha gente recuerda a Lennon por la canción "Imagine", una verdadera oda a la paz. Sin duda las palabras que escribió Lennon han servido de inspiración para mucha gente que dedica su vida a trabajar por la paz, para que ésta sea una realidad en todos los rincones de la Tierra. La misión principal de la UNESCO consiste en construir la paz y hoy, recordando esta eferméride y esta canción, queremos pensar que lo que Lennon imaginó en su día pronto será una realidad. Read full message	08/12	L: 2 491 S: 2 198
Uno de los eventos más importantes de 2015 ha sido sin duda la Conferencia sobre el Cambio Climático, #COP21 , celebrada en París, y el acuerdo final al que llegaron los países y organizaciones participantes. En palabras de nuestra Directora General, Irina Bokova, la conferencia "ha puesto de relieve la existencia de una nueva conciencia global y de un compromiso sin precedentes de proteger el planeta mediante la solidaridad y la acción común". Read full message.	30/12	L: 1 640 S: 1 123
The Belize Government just approved a policy that will legally ban offshore exploration in all seven areas that make up the Belize Barrier Reef Reserve System #WorldHeritage area, the second largest reef system in the world. The decision will effectively exclude the entire World Heritage area from any future oil exploration and make the site consistent with the World Heritage Committee's position that oil exploration is incompatible with World Heritage status. More info: http://whc.unesco.org/en/news/1393	02/12	L: 1 000 S: 669
Antes de que concluya 2015 queríamos compartir con ustedes esta reflexión del poeta y expresidente senegalés Leopold Senghor. ¿Qué les parece? Lo cierto es que el año que concluye ha estado marcado por hechos dramáticos que no hacen más que subrayar la necesidad de que el deseo de Senghor sea por fin una realidad. En 2016 continuaremos trabajando para que estemos más y más cerca de lograrlo. Sigamos la actualidad y proyectos de la UNESCO en nuestra web , aquí en #facebook y en #twitter www.twitter.com/unesco_es #paz #fraternidad #justicia #desarrolloSostenible #igualdad	31/12	L: 997 S: 520
¿Qué tienen en común ciudades como Barcelona, Burgos, Denia, Durán, Ensenada, Medellín, Montevideo, Puebla o San Cristóbal de las Casas? Que todas forman parte de las 47 ciudades que desde hoy están en la Red de Ciudades Creativas de la UNESCO. La Red, creada en 2004, tiene en adelante 116 ciudades en el mundo entero, tiene por vocación estimular la cooperación internacional entre las ciudades miembros para hacer de la creatividad un motor de desarrollo urbano sostenible, de integración social y de vida cultural. Read full message	11/12	L: 846 S: 697
El comité del Patrimonio Cultural Inmaterial de la Humanidad ha aprobado hoy la inscripción de la danza del witi del valle del Colca, en el #Perú , en la Lista Representativa del #PatrimonioInmaterial . Se trata de un baile popular tradicional que guarda relación con el comienzo de la edad adulta. Read full message.	02/12	L: 672 S: 326
Con motivo del 10º aniversario de la Convención de la UNESCO de 2005 sobre la protección y promoción de la diversidad de expresiones culturales, hoy hemos presentado el informe "Re pensar las políticas culturales", una obra que analiza los cambios ocurridos en el paisaje cultural durante los diez años que han pasado desde la adopción de la Convención, como por ejemplo la concentración del poder de los gigantes de la red, la explosión de las redes sociales o la revolución digital tanto en la producción como difusión de bienes culturales, entre otros fenómenos. Read full message.	16/12	L: 625 S: 815
Nueva inscripción en la lista de salvaguardia urgente del #PatrimonioInmaterial . Se trata del #vallenato , un género musical tradicional surgido de la fusión de expresiones culturales del norte de #Colombia : canciones de los vaqueros del Magdalena Grande, cantos de los esclavos africanos y ritmos de danzas tradicionales de los pueblos indígenas de la Sierra Nevada de Santa Marta. Read full message.	01/12	L: 625 S: 489
¡Bacán: la música de marimba es ya #PatrimonioInmaterial ! ¡Felicidades #Colombia y #Ecuador ! La música de marimba y los cantos y bailes tradicionales son expresiones musicales que forman parte integrante del tejido social de la comunidad descendiente de africanos asentada en la región colombiana del Pacífico Sur, así como en la provincia ecuatoriana de Esmeraldas. Read full message.	02/12	L: 583 S: 359

*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/unesco/> Sina Weibo - <http://t.sina.com.cn/unesco>

Variation December 2015 vs November 2015

Followers/Fans		December 2015	November 2015	Variation vs November
Total (all languages)		1 941 021	1 903 574	+1.97%
Twitter	English	995 893	974 342	+2.21%
	Spanish	309 860	307 246	+0.85%
	Arabic	129 533	125 059	+3.58%
	Portuguese	91 620	89 521	+2.34%
	French	55 733	54 911	+1.50%
	Russian	16 709	14 041	+19.00%
Sina Weibo	Chinese	249 232	246 094	+1.28%
Tencent Weibo	Chinese	92 441	92 360	+0.09%

Top 10 Twitter Posts in December

Message	Posted	Re-tweets	Likes
El vallenato entra en la lista de salvaguardia urgente del #PatrimonioInmaterial http://on.unesco.org/1lseCHa #Colombia	01/12	1 272	1 087
El vallenato just inscribed on the urgent safeguarding list of #IntangibleHeritage http://on.unesco.org/100EhxC #Colombia	01/12	982	1061
El vallenato, música tradicional del Magdalena Grande, #Colombia inscrito en lista de salvaguardia urgente del #patrimonioinmaterial . Bravo!	01/12	800	801
Just inscribed on the Representative List of #IntangibleHeritage http://on.unesco.org/1IXm7GP #SaudiArabia	02/12	641	232
On 4 December #COP21 puts focus on #Education . Find out more here http://bit.ly/1MPKj6L + quotation by Nelson Mandela	04/12	558	460
“Everyone has the right to education...” Article 26, The Universal Declaration of Human Rights #HumanRightsDay	10/12	457	298
¡Bacán: la música de marimba es ya #PatrimonioInmaterial ! Felicidades, #Colombia #Ecuador ! http://on.unesco.org/1XxAYIS	02/12	348	179
El respeto de los #DerechosHumanos no es un compromiso abstracto, es una lucha cotidiana http://on.unesco.org/1NesGxn	10/12	324	152
#Multilingualism is a source of strength & opportunity for humanity. http://bit.ly/1RqJd5n . #ArabicDay	18/12	293	289
Felicidades #Venezuela por la nueva inscripción en la lista del #PatrimonioInmaterial http://on.unesco.org/1IXu7HL	02/12	251	112

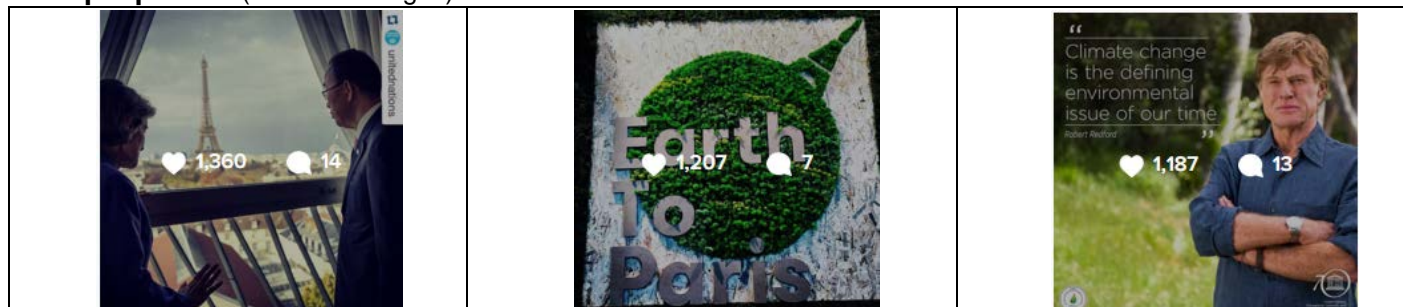
3.3. Social Apps – Mobile only

3.3.1 Instagram – <http://instagram.com/unesco/>

Variation December 2015 vs November 2015

	Publications		Subscribers	
	December 2015	Variation vs M-1	December 2015	Variation vs M-1
Total (all languages)	347	+2.97%	60 349	+16.88%
English	219	+2.82%	58 066	+17.04%
Spanish	50	+6.38%	1 983	+12.67%
Russian	78	+1.30%	300	+15.83%

Top 3 photos (clickable images)



3.4. Video Traffic

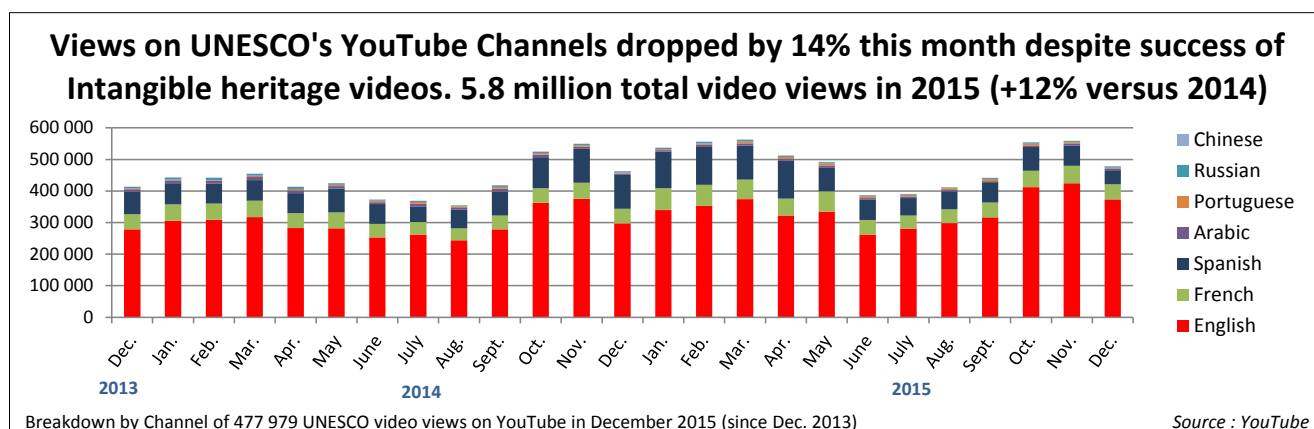
Video views are tracked on YouTube.

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

Variation December 2015 November 2015

Video views	December 2015	Variation vs M-1
Total (all languages)	477 979	-14.43%
English	373 622	-12.08%
French	47 309	-13.72%
Spanish	44 962	-29.17%
Arabic	5 354	-4.00%
Russian	3 869	-6.25%
Portuguese	2 821	-49.26%
Chinese	42	-37.31%

Subscribers	December 2015	Variation vs M-1
Total (all languages)	1 291	-1.38%
English	1 008	+23.68%
Spanish	119	-41.67%
French	100	-18.03%
Portuguese	16	-84.00%
Arabic	34	-26.09%
Russian	10	-33.33%
Chinese	4	-42.86%



• Top 10 videos on UNESCO TV English Channel

	Title	Subject	Total views
1	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	109 922
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	94 937
3	Daemokjang, traditional wooden architecture	CLT/ITH	36 926
4	Lad's dances in Romania	CLT/ITH	35 587
5	The watertight-bulkhead technology of Chinese junks	CLT/ITH	30 468
6	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	29 212
7	Taekkyeon, a traditional Korean martial art	CLT/ITH	22 123
8	Kabuki Theatre	CLT/ITH	17 544
9	Gagaku	CLT/ITH	13 823
10	Summer solstice fire festivals in the Pyrenees	CLT/ITH	13 371

• Top 10 videos on UNESCO TV Spanish Channel

	Title	Subject	Total views
1	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	13 254
2	La huaconada, danza ritual de Mito	CLT/ITH	10 448
3	El canto de la Sibila de Mallorca	CLT/ITH	9 938
4	Aprender a Proteger la Biodiversidad	ED	5 354
5	Aprender a afrontar el cambio climático	ED	4 489
6	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	3 885
7	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	3 072
8	Historia de la UNESCO*	UNESCO	2 903
9	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	2 524
10	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	2 281

• Top 10 videos on UNESCO TV French Channel

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	13 659
2	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	7 322
3	Le repas gastronomique des Français	CLT/ITH	5 519

4	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	4 920
5	Le Maloya	CLT/ITH	4 185
6	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 826
7	Le fest-noz (version en français)	CLT/ITH	3 804
8	Bouba et Zaza protègent la terre	ED	3 572
9	Apprendre à faire face au changement climatique	ED	3 229
10	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	3 113

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

	Title	Subject	Total views
1	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	1 757
2	Petra	CLT/WHC	1 120
3	Lynca and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	581
4	UNESCO History*	UNESCO	545
5	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	533
6	Palace and Park of Versailles	CLT/WHC	364
7	Preparing for Tsunamis in the Mediterranean	SC	310
8	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	293
9	#Unite4Heritage: The Story So Far*	CLT	189
10	Old Havana and its Fortification System	CLT/WHC	98

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

▪	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	10 947
2	Boas práticas do Programa Mais Educação	ED	1 183
3	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	980
4	Hangout Dia Mundial da Filosofia	SHS	565
5	Museu de Congonhas	CLT	552
6	Serra da Capivara National Park	CLT/WHC	160
7	Boas práticas do Programa Mais Educação	ED	96
8	Museu Congonhas	CLT	80
9	Brasil e UNESCO na luta contra a dopagem	SHS	58
10	UNESCO analisa mudanças e desafios da nova Lei Geral de Acesso à Informação do Brasil	CI	51

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	639
2	Taj Mahal	CLT/WHC	330
3	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	271
4	Mausoleum of the First Qin Emperor	CLT/WHC	253
5	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	231
6	Lake Malawi National Park	CLT/WHC	218
7	Petra	CLT/WHC	212
8	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	160
9	Península Valdés	CLT/WHC	138
10	Persepolis	CLT/WHC	138

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	15
2	Aowen Jin, Chinese artist and social commentator	CI	6
3	Gao Shijun, Director of European HQ of China Radio International	CI	4
4	Education for all	ED	2
5	Cheng Yizhong, laureate of the 2005 UNESCO/Guilhermo Cano World Press Freedom Prize	CI	2
6	Global Partnership for Oceans	SC	2
7	40th anniversary of the World Heritage Convention	CLT/WHC	2
8	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	2
9	Cities on the Edge	SC	2
10	Património 9	CLT/WHC	1

* Produced by UNESCO Studio.

▪ Videos posted in December on UNESCO YouTube Channels (by number of views):

Top	Title	Length	Posted	Channel	Views as at 18/01/2016
1.	2003 Convention - Recording -10COM21	1'38'51"	09/12	English	1 261
2.	2003 Convention - Recording -10COM14b	18'27"	07/12	English	1 259
3.	Sophie Vouzelaud : «Soyons solidaires pour une belle planète»	1'07"	10/12	English	933
4.	2003 Convention - Recording -10COM18	8'38"	09/12	English	885
5.	2003 Convention - Recording -10COM14c	8'22"	07/12	English	669
6.	COP 21: Impact of climate change on World Heritage sites	1'13"	09/12	English	576
7.	2003 Convention - Recording -10COM13	42'36"	07/12	English	520
8.	Performance of Namibian artists to open the 10th session to the Committee	40'39"	01/12	English	501
9.	2003 Convention - Recording -10COM11	2'07"	07/12	English	491
10.	Christiane Amanpour's video message on gender equality in media	2'57"	07/12	English	484
11.	International Symposium on Education Policies for 2030	0'51"	18/12	English	382
12.	2003 Convention - Recording -10COM19	33'23"	08/12	English	314
13.	Training security forces on freedom of expression and the safety of journalists - SHORT VERSION	3'48"	21/12	English	313
14.	9th UNESCO Youth Forum – Interview with Salim Salamah	2'13"	17/12	English	260
15.	9th UNESCO Youth Forum – Interview with Gautam Yadav	2'34"	17/12	English	245
16.	9th UNESCO Youth Forum – Interview with Moctar Dembele	1'59"	17/12	English	193
17.	Interview with Adriana Valenzuela - Climate Change and the 9th UNESCO Youth Forum	2'36"	10/12	English	192
18.	International Symposium on Education Policies	0'45"	17/12	English	179
19.	9th UNESCO Youth Forum - Keynote speech from Salim Salamah	9'01"	21/12	English	176
20.	APMED2030, Asia-Pacific Meeting on Education 2030, 25-27 November 2015, Bangkok, Thailand	4'09"	02/12	English	175
21.	9th UNESCO Youth Forum – Interview with Manar AISagob	1'39"	17/12	English	167
22.	How 64 Youth Painted the Largest Mural in Gaza	1'44"	17/12	English	160
23.	2003 Convention - Recording -10COM10bpart3	4'19'44"	04/12	English	157
24.	Entretien avec Adriana Valenzuela - Changement climatique et le 9e Forum des Jeunes de l'UNESCO	2'36"	10/12	English	154
25.	JonOne : La créativité pour préserver la planète	1'10"	10/12	English	150
26.	Climate Change: JonOne's call for more imagination	1'00"	10/12	English	146
27.	PASSING IT ON: Inventorying living heritage in Africa	1'36'37"	03/12	English	130
28.	2003 Convention - Recording -10COM1	25'37"	01/12	English	120
29.	2003 Convention - Recording -10COM6a	48'20"	02/12	English	120
30.	9e Forum des jeunes de l'UNESCO – Entretien avec Cecilia Garcia	2'42"	17/12	English	115
31.	Water, Megacities and Climate Change	27'03"	07/12	English	114
32.	An afternoon with Robert Redford - Storytelling for Global Action	6'08"	14/12	English	114
33.	9th UNESCO Youth Forum – Interview with Cecilia Garcia	2'42"	17/12	English	106
34.	9e Forum des jeunes de l'UNESCO – Entretien avec Salim Salamah	2'14"	17/12	English	98
35.	9e Forum des jeunes de l'UNESCO – Entretien avec Manar AISagob	1'40"	17/12	English	97
36.	9e Forum des jeunes de l'UNESCO – Entretien avec Moctar Dembele	1'59"	17/12	English	94
37.	2003 Convention - Recording -10COM5	53'07"	01/12	English	93
38.	Luiz Osterbeek introduces the World Humanities Conference 2017	1'16"	17/12	English	93
39.	9e Forum des jeunes de l'UNESCO – Entretien avec Gautam Yadav	2'35"	17/12	English	92
40.	Indigenous Peoples and Climate Change : Interview of Victoria Tauli-Corpuz	1'55"	10/12	English	88
41.	Interview with Luiz Oosterbeek on humanities, philosophy and social transformations	0'59"	17/12	English	87
42.	Visit of H.E. Park Geun-hye, President of the Republic of Korea, to UNESCO	2'55"	02/12	English	86

43.	Video message of Ms Irina Bokova, Director-General of UNESCO (10.COM, Windhoek)	1'50"	03/12	English	85
44.	Les artistes et la mémoire de l'esclavage à l'UNESCO - Documentaire bilingue	9'59"	11/12	French	81
45.	2003 Convention - Recording -10COM10c	39'03"	04/12	English	80
46.	2003 Convention - Recording -10COM10part1	1'16'12"	03/12	English	75
47.	2003 Convention - Recording -10COM10bpart1	39'00"	03/12	English	74
48.	2003 Convention - Recording -10COM2	24'27"	01/12	English	73
49.	Los Pueblos Indígenas y el Cambio climático: entrevista de Diego Pacheco	2'00"	10/12	Spanish	73
50.	2003 Convention - Recording -10COM6c	39'30"	03/12	English	66
51.	2003 Convention - Recording -10COM10a	2'03'1"	03/12	English	66
52.	2003 Convention - Recording -10COM17	12'53"	09/12	English	63
53.	2003 Convention - Recording -10COM4	20'36"	01/12	English	59
54.	2003 Convention - Recording -10COM15a	2'31'54"	08/12	English	56
55.	2003 Convention - Recording -10COM3	3'53"	01/12	English	54
56.	2003 Convention - Recording -10COM8	1'07'21"	03/12	English	54
57.	2003 Convention - Recording -10COM7bpart1	50'33"	03/12	English	51
58.	results quiz 70th anniversary of UNESCO	16'58"	10/12	English	51
59.	2003 Convention - Recording -10COM10part2	1'31'23"	07/12	English	50
60.	Les artistes et la mémoire de l'esclavage : Myriam Cottias - interview bilingue	3'05"	15/12	French	50
61.	2003 Convention - Recording -10COM9	28'56"	02/12	English	44
62.	Interview with Seteney Shami (ACSS) on Social Transformations (3/3)	1'56"	15/12	English	43
63.	2003 Convention - Recording -10COM20	1'55"	09/12	English	42
64.	2003 Convention - Recording -10COM12part2	7'33"	08/12	English	40
65.	2003 Convention - Recording -10COM7bpart2	10'04"	02/12	English	39
66.	2003 Convention - Recording -10COM7a	19'25"	02/12	English	38
67.	2003 Convention - Recording -10COM15c	16'34"	08/12	English	38
68.	2003 Convention - Recording -10COM6b	1'19'43"	03/12	English	37
69.	2003 Convention - Recording -10COM14a	1'38'33"	07/12	English	31
70.	Interview with Seteney Shami (ACSS) on Social Transformations (2/3)	1'59"	15/12	English	27
71.	Interview with Seteney Shami (ACSS) on Social Transformations (1/3)	4'26"	15/12	English	25
72.	Interview with Ebrima Sall (CODESRIA) on Social Transformations (1/2)	6'58"	15/12	English	23
73.	Entretien avec Luiz Oosterbeek sur la philosophie, les humanités et les transformations sociales	1'12"	17/12	English	22
74.	2003 Convention - Recording -10COM15b	2'19"	08/12	English	21
75.	2003 Convention - Recording -10COM12part1	20'58"	07/12	English	19
76.	Entretien avec Ebrima Sall (CODESRIA) sur les transformations sociales (2/2)	3'37"	15/12	English	17
77.	Reaching the Unreached: Out-Of-School Children in ASEAN (Trailer)	2'46"	02/12'	English	16
78.	Interview with Ebrima Sall (CODESRIA) on Social Transformations (2/2)	3'17"	15/12	English	13
79.	Entretien avec Ebrima Sall (CODESRIA) sur les transformations sociales (1/2)	5'57"	15/12	English	12
80.	2003 Convention - Recording -10COM16	19'07"	07/12	English	10

4. UNESCO Photobank (N/A for December)

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.

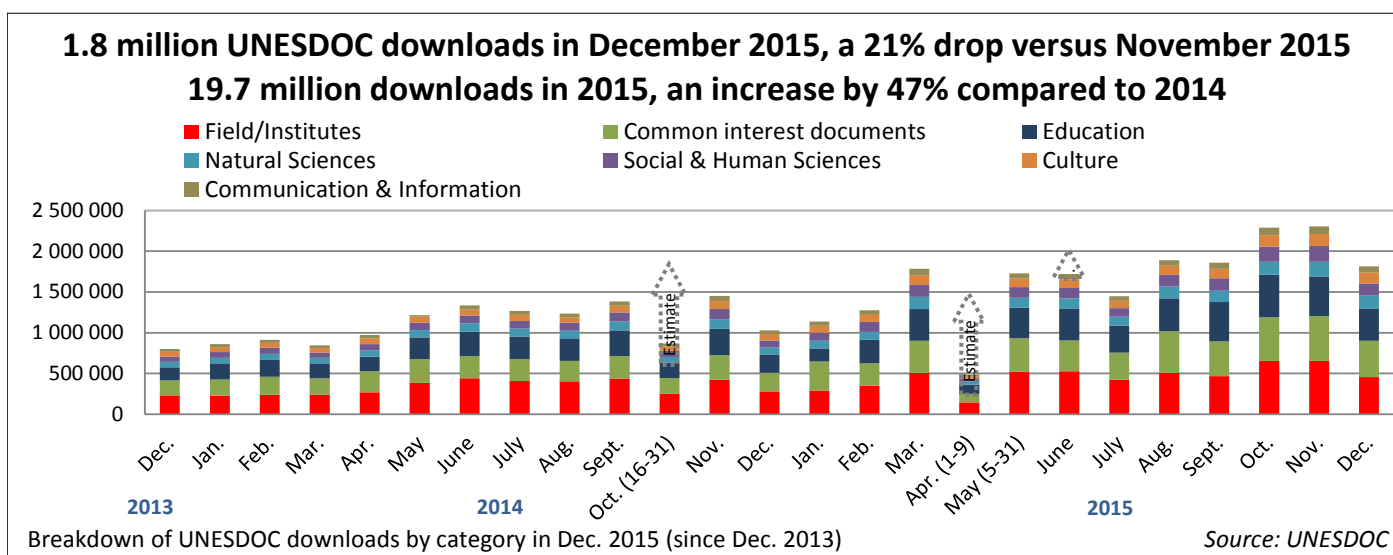
In December, there were **151 525** records available online in PDF format (**151 254** in November), including documents, publications, communication material and other working documents.

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 December	1 812 114
----------------------------------------------	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 131	397 512	-18.50%	39
Natural Sciences	9 998	154 131	-13.98%	15
Social and Human Sciences	5 909	152 125	-21.36%	25
Culture	4 141	132 229	-9.85%	32
Communication and Information	2 837	74 642	-19.53%	26
Field & Institutes	10 203	457 495	-30.28%	45
Common interest documents	NA	443 980	-19.05%	NA



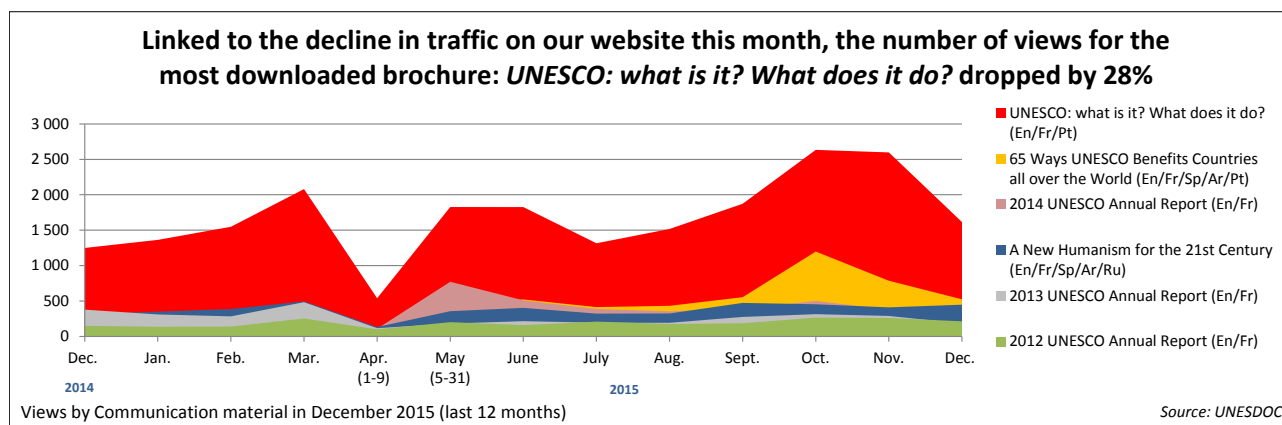
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	395 946
2	Germany	82 513
3	France	59 321
4	Mexico	53 720
5	China	39 178
6	United Kingdom of Great Britain and Northern Ireland	36 483
7	Spain	28 133
8	Japan	27 197
9	India	25 662
10	Brazil	25 466

11	Philippines	22 877
12	Canada	19 853
13	Vietnam	17 778
14	Peru	17 524
15	Colombia	10 715

5.1.3 Printable Communication materials

Title	Total downloads in December							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 073	379					163	1 615
65 Ways UNESCO Benefits Countries all over the World	181	102	162		9		70	524
A New Humanism for the 21st Century	99	202	88	57	2			448
2014 UNESCO Annual Report	306	64						370
2013 UNESCO Annual Report	154	28						182
2012 UNESCO Annual Report	160	53						213
TOTAL	1 973	828	250	57	11	0	233	3 352

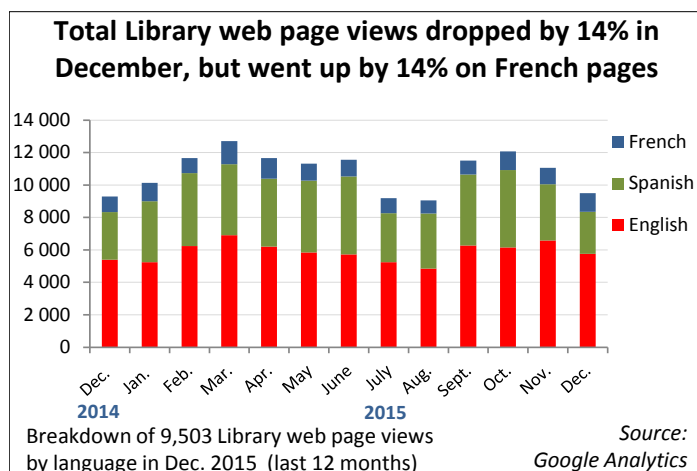


5.2. UNESCO Library - <http://www.unesco.org/library>

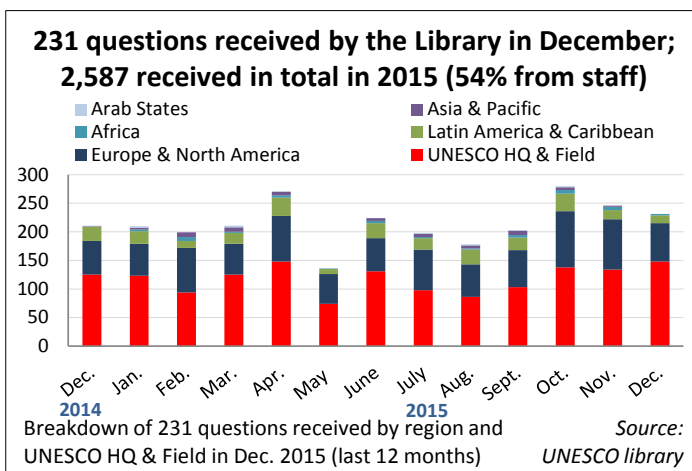
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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: <http://www.unesco.org/library>



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

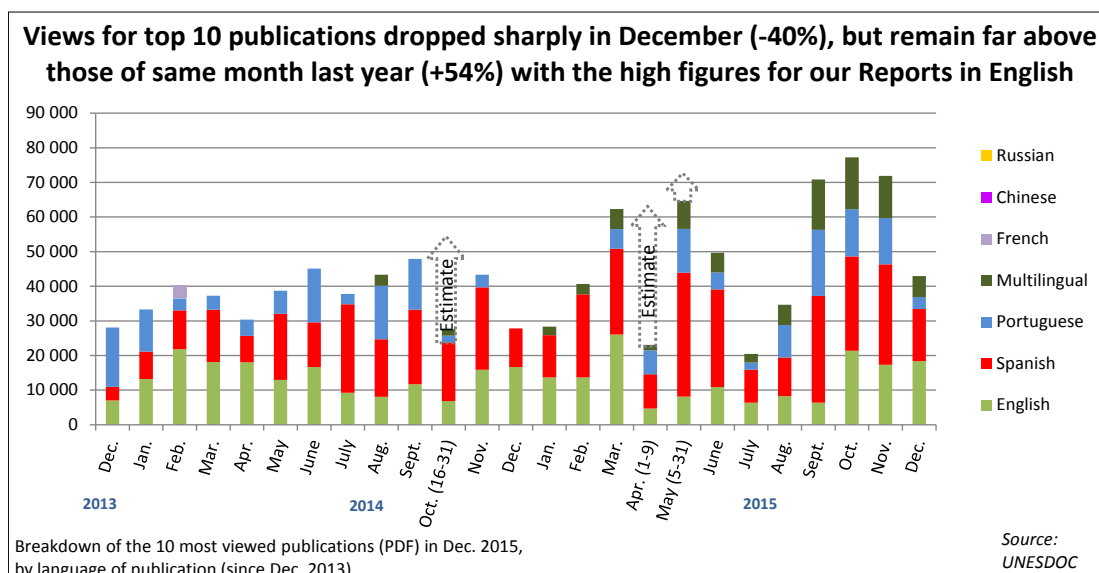
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

The December 2015 figures for the Top 10 online viewing have dropped significantly (-40%) compared to November 2015 but remain higher than those of December 2014 (+54%). English titles are the highest language-wise with the English version of the *UNESCO Science Report: towards 2030* still doing relatively well. Older flagship reports such as the EFA GMR, 2015 and the WWDR, 2015 are also standing their ground. Publications page views on Google Books in December 2015 have also declined steeply (-28%) but remain higher than the same month last year (+22%). Overall, in 2015 page views increased by some 80% compared to 2014. Sales in the book shop were dominated by the 70th anniversary publication *70 Quotes for Peace* (co-published with Gallimard) and *Cultural Property in War: improvement in Protection*. International sales were also dominated by *70 Quotes for Peace*.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. Declaración Universal de Derechos Humanos	SHS	Plurilingual	6 054	Santiago de Chile, OREALC, 2008
2. UNESCO science report: towards 2030	SC	English	6 042	Paris, UNESCO, 2015
3. Education for All 2000-2015: achievements and challenges: EFA global monitoring report, 2015	ED	English	5 833	Paris, UNESCO, 2015
4. Explotación sexual de niñas y adolescentes en Brasil (Sexual exploitation of girls and adolescents in Brazil)	ED	Spanish	4 363	Brasilia, UNESCO Brasilia/CECRIA, 1995
5. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	4 126	UNESCO, 1999
6. Declaração Universal dos Direitos Humanos	SHS	Portuguese	3 436	Brasilia, UNESCO Brasilia, 1998
7. The United Nations world water development report 2015: water for a sustainable world	SC	English	3 328	Paris, UNESCO, 2015
8. 15 buenas prácticas docentes: experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes	ED	Spanish	3 292	Lima, Ministerio de Educación, 2014
9. El Niño y su desarrollo desde el nacimiento hasta los seis años: conocerlo mejor para ayudarlo mejor (The Child from birth to 6 years old; better understanding for better child-rearing)	ED	Spanish	3 274	UNESCO 1976
10. Replantear la educación: ¿Hacia un bien común mundial? (Rethinking education: towards a global common good?)	ED	Spanish	3 078	Paris, UNESCO, 2015

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

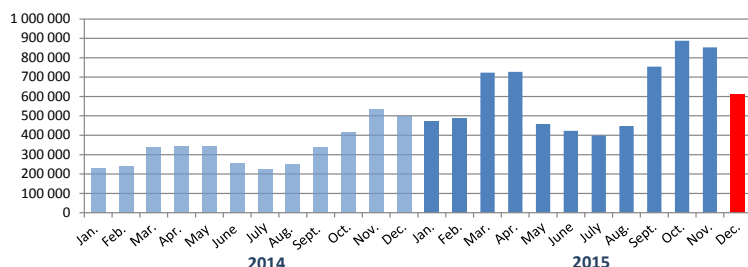


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **613** 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
December 2015	613	62 261	612 448	380
December 2014	476	51 682	499 284	262

Publications page views on Google Books dropped by 28% in December
7.2 million page views were registered in 2015, an 80% increase vs 2014



Publications page views in December 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
	214	ERI/DPI
	130	CLT
	23	CLT/WHC
	13	ED
	13	CI

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	9	Editions Gelbart
	2	UN
	2	Editions Ouest-France
	1	Our Place Publishing
	1	Editions du Patrimoine, Centre des Monuments Nationaux

6.4. Online and international sales

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

Publication	Copies sold	Sector
	21	ERI/DPI
	8	SC
	6	ED
	6	CLT/WHC
	5	CLT

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Revista Patrimonio Mundial n° 77 - Patrimonio Mundial y el cambio climático	0	CLT/WHC
Investing against Evidence The Global State of Early Childhood Care and Education	0	ED
The State of Broadband 2015	0	CI
Des évaluations simples, rapides et abordables Améliorer l'apprentissage dans les pays en développement	0	IIEP
From Schooling to Learning: A Report from the IWGE	0	IIEP

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
¿Por qué una Bioética Global?	0	SHS
Art for Peace	0	ERI/DPI
Des évaluations simples, rapides et abordables - Améliorer l'apprentissage dans les pays en développement	0	ED
Principles for governing the Internet: A comparative analysis	0	CI
Rethinking Education: Towards a Global Common Good?	0	ED

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

6.6. Licensing and co-publishing agreements and amendments, in December

Contract No.	Title	Publisher	Language	Date signed
J.2015-019	Making sense of MOOCs: a guide for policy makers in developing countries	UNESCO/COL	English/French	21/12/2015

6.7. Permissions granted to use or translate UNESCO content, in December

No permissions were granted in December.

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

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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	8	4	4	
CLT	23	16	7	
ED	20	15	3	2
ERI	12	12		
SC	37	35	2	
SHS	15	10	5	
GBS	1	1		
AFR	1	1		
BSP	1	1		
Total	118	95	21	2

7.2. Events organized by Field Offices/ Institutes

Amman	1
Apia	1
Baghdad	1
Beirut	1
Brasilia	1
Kathmandu	3
Montevideo	1
Nairobi	3
Rabat	2
Ramallah	2
San Jose	1
Tashkent	1
Venice	3
UNEVOC	2
Total	23

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		-
Category 2-Intergovernmental meeting	3	1
Category 3- Non-governmental conference	-	1
Category 4- International Congress	1	3
Category 5-Advisory Committee	-	2
Category 6-Expert Committee	2	2
Category 7-Seminars and Workshops	4	16
Category 8-Symposium	16	-
Reception	-	-
Exhibition	3	2
Event under patronage	1	-
Concert	3	-
Interagency Meeting	2	-
Consultative Meeting	-	1
Meeting by Member States or Institutions	7	5
Prize giving ceremony	-	-
Film Projection	1	1
Special Event	27	6
Working group/Expert Meeting	-	4
Headquarters Committee	1	-
Executive Board	-	-
Show	3	-
Total	74	44

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
01/12	Visite de la Présidente de la République de Corée	ERI + Délég. perm de la République de Corée	Salle I	600
01/12	Formation en éthique	ETH	Salle VII	30
01/12	Réunion SBV avec les assistants de voyage	MSS/HQD	Salle XI	50
01/12	Journée mondiale du SIDA 2015 Colloque « Accomplissements, succès et travail inachevé : mettre fin à l'épidémie de SIDA par le biais de l'éducation d'ici à 2030 »	ED/PSD/HIV	Salle IX	90
01-02/12	New TVET Strategy	ED/PLS/YLS	Salle III	40
01-04/12	Conférence internationale « Eau, mégapoles et changements mondiaux »	SC/HYD/GSS	divers	500
02/12	Colloque "Knowledge cafe avec M. Rotenberg"	CI/FEM/FOE	Salle III	25
03/12	Réunion d'experts des Centres de catégorie II	SC/PCB	Salle XV	25
03/12	Réunion du Jury international du Prix UNESCO Sharjah pour la culture arabe	CLT/CCS	Salle VII	15
03/12	Journée mondiale des personnes handicapées : Colloque « Les questions d'inclusion : accès et autonomisation des personnes handicapées »	CI/KSD	Salle I	300
06/12	Colloque « Un après-midi avec Robert Redford : récit d'une action mondiale »	ERI/DPI/SPE	Salle I	850
07/12	Colloque « Les principes juridiques de lutte contre le changement climatique »	SHS/TSD/RPF	Salle IX	90
07/12	Colloque « Les transformations sociales face aux changements climatiques »	SHS/TSD/RPF	Salle I	500
07/12	Colloque « Conclusions clé du 5e rapport d'évaluation sur le Changement Climatique (GIEC AR5) »	SC/HYD/HSS	Salle II	150
07-08/12	Séminaire international « Faire face au changement climatique : la réponse des écoles du réSEAU »	ED/TLC/ESD	Salle IV + Salle VII + Salle VIII	200
07-11/12	<ul style="list-style-type: none"> 11e réunion des Hautes parties contractantes à la Convention de La Haye de 1954 6e réunion des Parties au Deuxième Protocole de 1999 relatif à la Convention de La Haye 10e réunion du Comité pour la protection des biens culturels en cas de conflit armé 	CLT/CCS	Salle XI	250
08/12	Masterclass « Earth to Paris »	ERI/DPI/SPE	Salle I	100
08/12	Réunion de lancement de la plate-forme internationale relative aux systèmes d'alerte précoces de tremblement de terre	SC/EES/EGR	Salle XVI	45
09/12	Colloque « Le défis du changement climatique en Afrique »	IOC/MPR	Salle VII + Salle IX	90
11/12	Colloque « L'Emergence en Afrique : quel avenir pour le continent ? »	AFR/CEO	Salle XII	200
14/12	Journée mondiale des droits de l'homme : Table ronde « Changer le discours : pour une image positive de l'immigration »	SHS/TSD/PPC	Salle IV	100
14-15/12	Réunion d'experts sur les niveaux de références mondiaux	ED/PLS/YLS	Salle III	20

14-16/12	9e session du Comité intergouvernemental pour la protection et la promotion de la diversité des expressions culturelles	CLT/WHC	Salle II	300
15/12	6th International Seminar of the UNESCO Chair "Culture, Tourism, Development"	CLT/HER/WHC/LAC	Salle XII	90
15/12	Réunion du Comité de direction EPT	ED/TLC/TEFAS	Salle XVI	35
15/12	190e Session du Comité du Siège	GBS/DIR	Salle X	150
15-16/12	Réunion de clôture de la phase en cours du projet GGRETA	SC/HYD/GSS	Salle XIV	30
17/12	Master 2 Pro : Conduite de projets culturels et connaissance des publics à l'UNESCO	CLT/CCS	Salle IX + Salle VII	30
17/12	Réunion d'information sur les projets GEF	SC/HYD/GSS	Salle XV	30
17-18/12	Formation en éthique	ETH	Salle VI	50
17-18/12	Renforcement de la collaboration avec le Réseau UNESCO UNITWIN des Chaires en dialogue interculturel	SHS/TSD	Salle V	20
21/12	Réunion sur le patrimoine naturel dans les Etats arabes	CLT/HER/WHC/ARB	Salle IX	50
Total participation				5 005

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
01/12	Réunion d'information avec les Délégations permanentes	AFR/MS	Salle IX	60
Total participation				60

8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
16/12	Réunion plénière du GRULAC	GRULAC	Salle XVI	30
22/12	Réunion plénière du Groupe africain	Délég. perm. du Congo	Salle XIII	80
Total participation				110

8.1.4 External rentals

Date	Title	Organizer	Place	Public
01/12	Colloque « Business & Climat : une révolution positive pour l'entreprise? »	Positive Economy Forum	Salle IV	200
03/12	Conférence de presse UNESCO / CISAC	Confédération Internationale des Sociétés d'Auteurs et Compositeurs	Salle III	40
03-05/12	Université de la Terre « Faisons changer tous les climats ! »	Université de la Terre	Divers	8 200
09/12	2e Forum sur les énergies du futur	Délég. perm. du Kazakhstan	Salle IV	200
10/12	21e Congrès sur « La douleur de l'enfant »	Association PEDIADOL	Salle I	1 300
10-11/12	Colloque « Bien-être de l'animal, de la science au droit »	Commission nationale française pour l'UNESCO	Salle IV	300
15/12	Réunion ad hoc WHC	Délég. perm. de la Turquie	Salle VIII	45
16/12	Colloque « L'éducation aux mondes et aux autres, un enjeu de citoyenneté »	Union Nationale des Maisons Familiales Rurales d'Education et d'Orientation	Salle XI	200
17/12	Colloque « MIM, le Musée des Minéraux – Les défis de la création d'un musée au Liban »	Délég. perm. du Canada	Salle XI	150
17/12	Colloque « Les nouvelles fabriques de la curiosité »	Commission nationale française pour l'UNESCO	Salle IV	200
17-18/12	Congrès international annuel de l'Association Paroles d'enfants	Association Paroles d'enfants	Divers	1 400
17-18/12	Journée internationale de la langue arabe	Délég. perm. de l'Arabie Saoudite	Divers	350
18/12	Journée internationale de la langue arabe : Lecture de poèmes soudanais	Délég. perm. du Soudan	Salle XII	100
21/12	Assemblée générale du Conseil international de la danse	CID	Salle II	450
Total participation				13 135

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
30/11-04/12	« Semmelweis et Römer », à l'occasion du 150 ^e anniversaire de la mort d'Ignác Semmelweis, médecin (1818-1865) et du 200 ^e anniversaire de la naissance de Flóris Römer, archéologue et professeur (1815-1889).	Délégation permanente de la Hongrie auprès de l'UNESCO	Salles Miró	N/A

8.2.2 Shows, Screenings, Conferences, and Prize-giving ceremonies

Date	Title	Organizer	Place	Public*
01/12	Lancement en avant-première de la série « +/- 5 mètres » de Dominique Hennequin, sur une idée originale de Joe Bunni, suivi d'un débat sur l'avenir de l'océan	SC/IOC	Salle I	700
02/12	Concert « Vent de la réconciliation par la culture sur le désert »	DP Mali	Salle I	400
03/12	Journée internationale des personnes handicapées 2015, « Les questions d'inclusion : accès et autonomisation des personnes handicapées : table ronde et concert de jazz	CI/KSD	Salle I	200
04-05/12	Université de la Terre 2016, 6 ^e édition, « Faisons changer tous les climats	Université de la Terre et l'UNESCO	Plusieurs salles	8 200
06/12	Un après-midi avec Robert Redford – Récit d'une action mondiale	UNESCO et Natural Resources Defense Council (NRDC)	Salle I	850
07/12	Pièce de théâtre « Père Carlos, le roi pêcheur »	Délég. perm. de l'Argentine	Salle Pas Perdus	100
10/12	Installation éphémère « Réchauffement » de Rafael De Pool		Piazza	50
11/12	Spectacle de danse "Borderline" par la Beirut Dance Company	Délég. perm. du Liban	Salle I	1 100
14/12	Journée mondiale des droits de l'Homme : <ul style="list-style-type: none"> • Table ronde « Changer le discours : pour une image positive des migrations » • Concert de Youssoupha, « Chanter pour l'inclusion : faire entendre la voix des exclus » 	SHS/TSD/PPC	Salle IV Salle I	400 700
14-18/12	Concert et exposition à l'occasion de la célébration du 2000 ^e anniversaire de la fondation de la ville de Derbent, la plus ancienne ville de Russie (République du Daghestan, Fédération de Russie)	Délég. perm. de la Fédération de Russie	Salle I + Salle Pas Perdus	1 100
17/12	Conférence internationale « Les nouvelles fabriques de la curiosité »	Commission nationale française	Salle IV	300
17-18/12	Journée de la langue arabe : soirée culturelle et conférences	Délég. perm. du Royaume d'Arabie Saoudite	Salle I Salle IV	500 280
18/12	Journée internationale de la langue arabe : Lecture de poèmes soudanais	Délég. perm. du Soudan	Salle XII	100
21/12	Récital de piano de Gülsin Onay	Délég. perm. de la Turquie	Salle I	1 000
22/12	Concert « Mélodie, mais pas seulement... »	Délég. perm. du Nigeria	Salle I	1 300

* 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 **14 events** were promoted in the December monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **28,094 subscribers**.
- o **14 events** were organized, co-organized and/or promoted in December by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

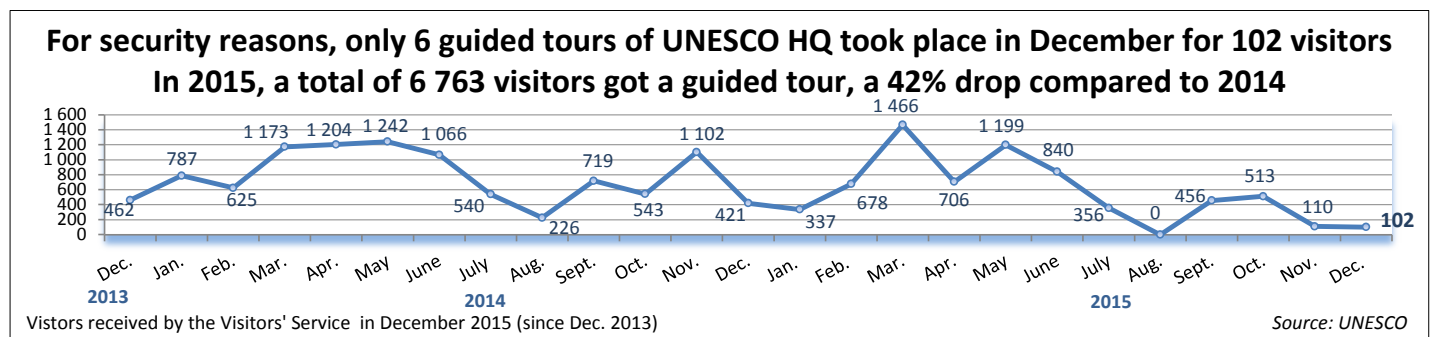
In December, guided tours of UNESCO Headquarters for the public at large were interrupted for security reasons. Only **6 visits of Headquarters** for **102 visitors** took place; 7 other visits had to be cancelled. With the exception of one, all visitors came within the framework of a group visit. Most visits were conducted in French for a mainly European and North American public.

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	13 (7 cancelled)
Declined requests	n/a

2. Languages		
Visits/Presentation in French	4	66%
Visits/Presentation in English	1	17%
Other	1	17%

3. Type of visits		
Group Visits	5	83%
Individual Visits	1	17%
Thematic Conferences	0	0%

4. Origin		
Europe and North America	81	79%
Arab States	13	13%
Latin America and the Caribbean	8	8%
Africa	0	0%
Asia and Pacific	0	0%



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.

- **11 events** which have been granted UNESCO's patronage took place in December 2015:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/12	Japan	Launch event in Kyoto organised by Engineers Australia in preparation for the 2019 World Engineers Convention in Melbourne	Scientists	SC
01/12	France	Conférence internationale "Eau, mégapoles et changement global"	Civil society organisations	SC
01/12	France	Livre de photos intitulé "Un chemin vers la paix" par Dominique Roger	The public at large	ERI
01/12	Russian Federation	Exhibition dedicated to André Malraux, at the Pushkin State Museum of Fine Art in Moscow	The public at large	CLT
03/12	Philippines	"Decarbonisation 4 Defying Disasters", an event for young disabled people, to support "COP 21", organised by Earth Savers - UNESCO Artist for Peace	Young people and students	SHS
04/12	Austria	"Can Palmyra still be saved?" – an event organised by ICOM Austria and Austrian Government Ministries, and the Austrian National Commission	Specialists, & government officials	CLT
05/12	France	"The 5th Point" – a photographic project at the Grand Palais in Paris to support « COP 21 »	The public at large	SC
05/12	Italy	International Violin Competition "Rodolfo Lipizer Prize"	Young musicians	CLT
09/12	Republic of Korea	Annual Conference of the Korean Foundation for Advancement of Science and Creativity	Scientists & researchers	SC
11/12	France	Colloque "Diversité culturelle et numérique: promouvoir la mise en œuvre de la Convention de l'UNESCO sur la diversité des expressions culturelles, dix ans après son adoption" organisé par l'Université de Rouen	Specialists	CLT
16/12	France/ UNESCO HQ	Concert « A World in Harmony » organised by the Permanent Delegation of the Republic of Bulgaria to UNESCO	Networks of Permanent Delegations	CLT

10. Media and Communication 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 (TBS / Japan). Memoranda of Understanding have been signed with major press agencies (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. Institutional partnerships

10.1.1 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: CANON, SUBARU, DAIWA-HOUSE, MITUSBISHI-TOKYO-UFJBANK

Date	Subject	Format	Audience share
06/12	Area de Conservation Guanacaste (Costa Rica)	30 min	6.6%
13/12	Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato (Italy)	30 min	5.9%
20/12	Best Shot 2015 (Compilation)	30 min	6.8%

Average audience share in December: **6.4%** (for the first broadcast). Estimate number of viewers in Japan: **5,788,000** (for the first broadcast). The total number of audience accessed to the programme in December was estimated at **17,363,000**.

10.1.2 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](#) in Chinese, English, Spanish, French, Russian, Arabic, 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	35
Spanish	21
French	45
Russian	8
Arabic	3

In December a total of **112 reports** were released on UNESCO through Xinhuanet

10.2 Ad hoc promotional UNESCO partnerships for events and campaigns

Event	Partners	Benefits
Launch and premiere of the documentary film « +/- 5 mètres » at HQ (01/12)	Arte, ZDF, Nomades TV, Ushuaïa TV, TV5MONDE, Centre national du cinéma et de l'image animée (CNC), La Région Lorraine, Fondation Prince Albert II de Monaco, Terranoa, Géode, Géo, Image'est, Aquarium de Paris, SOS océans. Communication and distribution : Arte	Logo on poster campaigns and the 5 episodes broadcast on Arte. 700 participants.
Université de la Terre at HQ (4-5/12)	Université de la Terre	8,200 participants and 130 speakers at the 34 debates held at HQ.
An afternoon with Robert Redford at HQ (06/12)	NRDC (Natural Resources Defense Council) and UNRIC.	Press line: AFP, APTN, Canal+, INYT, Paris Match, RFI, SIPA, TF1, UNDP Articles on Paris Match , RFI , Papua New Guinea Post-Courier , The New York Times , UN WEB TV . 850 participants.