



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

May 2016

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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

- More than 73,000 articles mentioning “UNESCO” were monitored in all media sources in May 2016 (-6% vs April).
- World Press Freedom Day (3 May) celebration in Helsinki and in many countries was the event that received the widest coverage. Overall visibility of the Organization was boosted as well by the International Ministerial Meeting ‘Education Sector Responses to Violence based on Sexual Orientation and Gender Identity’ at UNESCO Headquarters (17-18 May) including the release of the “*Out in the Open*” global report, the World Humanitarian Summit in Istanbul (23-24 May), and by the release of the report “World Heritage and Tourism in a Changing Climate” at the end of the month which contributed to a peak in articles.

The following events are highlighted in the Major Events pages:

- World Press Freedom Day (3 May)**
- International Ministerial Meeting: Education Sector Responses to Violence based on Sexual Orientation and Gender Identity/Expression (17-18 May)**
- UNESCO at the World Humanitarian Summit (23-24 May)**
- 5th Meeting of the Scientific Advisory Board of the United Nations Secretary-General (24-25 May)**
- Yemeni Heritage Week-Museums United for Yemen Initiative (24-30 April) – Special report**

UNESCO Website and Social Media Channels

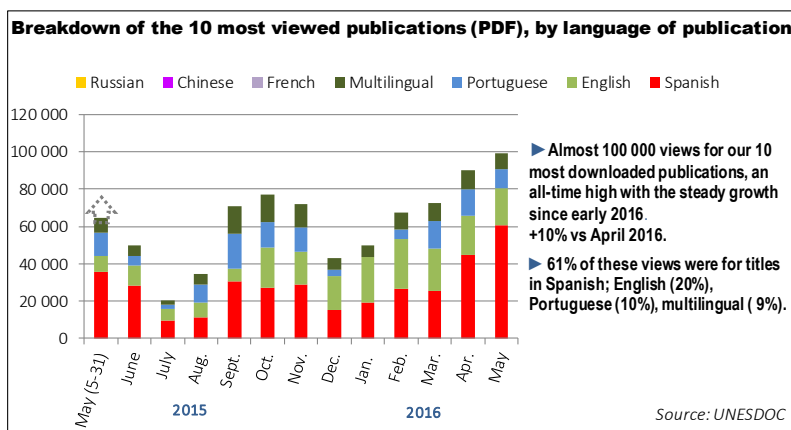
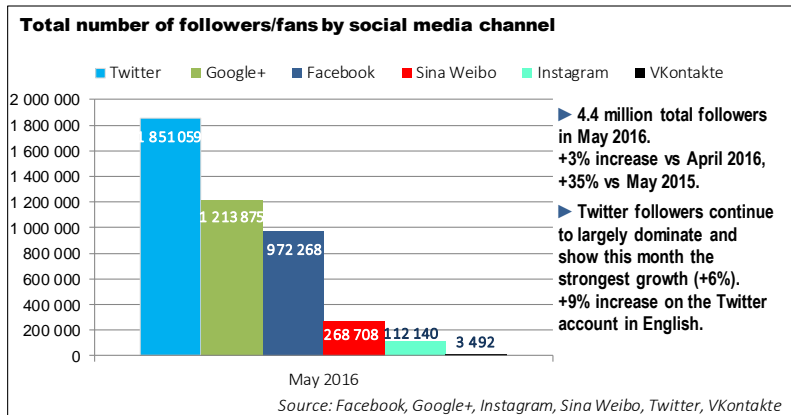
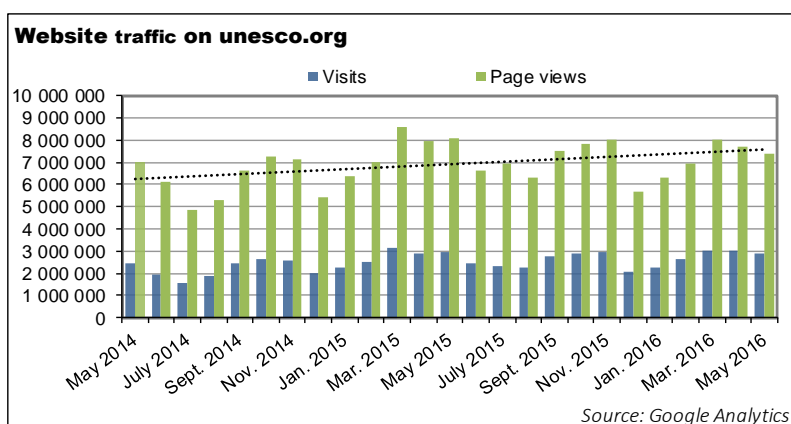
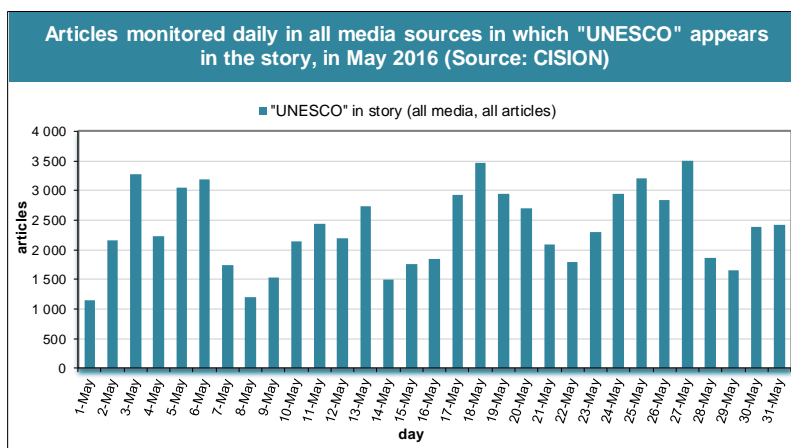
- Traffic on UNESCO’s public website decreased slightly this month (see 2nd graph to the right) and saw the first drop in visits in 2016. A peak in visits was marked on 3 May with the significant traffic for World Press Freedom Day (see p.9).
- Social media accounts across 6 languages topped 4.4 million followers (a 1.1 million increase compared to May 2015) with the numerous events held this month and strong social media campaigns (see details p.15). Our Twitter accounts registered this month 1.8 million total followers (+49% vs May 2015), and for the first time, the @unesco account generated 10 million organic impressions in one month (+44% vs May 2015). Our Instagram account in English surpassed this month the 100,000 followers; And as last month, the top 10 Facebook messages were dominated by Spanish posts (see p. 16).

Publications

- Figures for the Top 10 online viewing increased for the fifth month in a row to reach an all-time high; almost 100,000 page views in May alone (see graph to the right). The English version of the [EFA GMR, 2015](#) remains in this table as does the policy paper on education for displaced people.
- Publications page views on Google Books in May 2016 pursue their steady growth (+7% compared to April 2016) and have made an enormous jump compared to the same month last year (+76%).

Focus on a Field Office

This topic aiming to highlight the outreach efforts in the field focuses this month on our **Office in Quito, Ecuador**.



Major events:

I. World Press Freedom Day (3 May)



World Press Freedom Day (WPF), the annual UNESCO flagship event on Freedom of Expression and Press Freedom, was celebrated from 2-4 May 2016 at Finlandia Hall in Helsinki, Finland under the global thematic of *Access to Information and Fundamental Freedoms: This Is Your Right!*. Co-organized with the Government of Finland, more specifically the Ministry of Education and Culture and the Ministry for Foreign Affairs. WPF 2016 coincided with three important milestones: the 250th anniversary of the world's first freedom of information law, covering both modern-day Sweden and Finland; the 25th anniversary of the adoption of the Windhoek Declaration of press freedom principles; and the first year of the 15-year life-cycle of the new Sustainable Development Goals (SDGs). Against this background, WPF highlighted the links between press freedom, a culture of openness and the right to freedom of information, and sustainable development in the digital age.

The three-day programme included 22 side events, 2 plenary sessions, an opening and closing ceremony, nine parallel sessions, a Special Rapporteurs' Joint Declaration, a Public Seminar, and a Research Conference on the Safety of Journalists. Eleven exhibitions and stands were set up, displaying posters, infographics, and work of photojournalists. Additionally, a virtual reality film on the work of Syrian journalists was shown. During the refreshment breaks, a Speaker's Corner was organized, where participants could get to know Finnish civil society organizations and international media experts. Both the Director-General Irina Bokova and UN Secretary-General Ban Ki-moon marked the Day via video message.

On 3 May, the 2016 UNESCO/Guillermo Cano World Press Freedom Prize was awarded to Azerbaijani investigative journalist Khadija Ismayilova. In the presence of the President of the Republic of Finland, Sauli Niinistö, Ismayilova's mother accepted the award on her behalf. On 25 May, three weeks after she was awarded the prestigious Prize, Khadija Ismayilova was released from prison.

The *Finlandia Declaration* was adopted on the closing day of the conference, calling on Member States, Civil Society, and UNESCO to promote and support the right to information and press freedom. After its adoption, a Public Seminar highlighted UNESCO's work on Freedom of Expression in the Arab Region. Furthermore, over 80 national celebrations supported by UNESCO Field Offices took place all across the world, excluding other independent events. Notable speakers during the three-day conference included: Sauli Niinistö, President of the Republic of Finland, Martti Ahtisaari, Former President of the Republic of Finland and Nobel Peace Prize Laureate, Christiane Amanpour, UNESCO Goodwill Ambassador for Freedom of Expression and Journalist Safety, Gwen Lister, Founder of *The Namibian*, Marietje Schaake, Member of the European Parliament, and Mazen Darwish, President of the Syrian Center for Media and Freedom of Expression and 2015 laureate of the UNESCO/Guillermo Cano World Press Freedom Prize.



© 1.,3: OKM/Katarina Koch, 2. UNESCO

Participants: Main celebration in Helsinki: more than 900 participants, more than half were women (107 different nationalities); the most-attended WPF to date. 161 speakers (79 men and 82 women). 16 members of the NET-MED Youth Project took actively part in the events and discussions dedicated to youth and media. Five of them were also part of the largest WPF Youth Newsroom, which consisted of 49 journalism students and emerging journalists from ten different countries. **Audience:** 474 organisations ranging from civil society groups, UN agencies, Member States, media, and academia.

Communication materials and activities

- News: [08/01](#), [08/04](#), [25/04](#), [01/05](#), [02/05 \(1\)](#), [02/05 \(2\)](#), [03/05](#), [04/05](#), [10/05](#), [11/05](#), [13/05](#), [23/05](#), [25/05](#)
- [Video](#) and [written message from the Director-General for WPF 2016](#)
- [Address by the Director-General/Guillermo Cano Prize Ceremony](#)
- [Dedicated webpage](#)
- [Concept Note](#) (6 languages + Finnish, Swedish)
- WPF 2016 [Poster](#), [Banner](#), [E-mail signatures](#) (6 languages + Finnish, Swedish), [Infographics](#) (EN, FR, ES)
- Full programme: [Conference – Side Events](#). [Background materials](#)
- [Press kit](#)
- [Insights](#) (featured articles from speakers and partners)
- [Selected Press coverage for WPF and Prize related themes](#)
- [Global design contest of WPF 2016](#)
- [Photo galleries for WPF 2016 events](#)
- Videos: [WPF 2016 Teaser](#); Interviews: [N. Azhgikhina](#), [M. Souag](#), [G. Morelo](#), [D. Jehl](#), [P. Greste](#); [Recordings of the main conference](#)

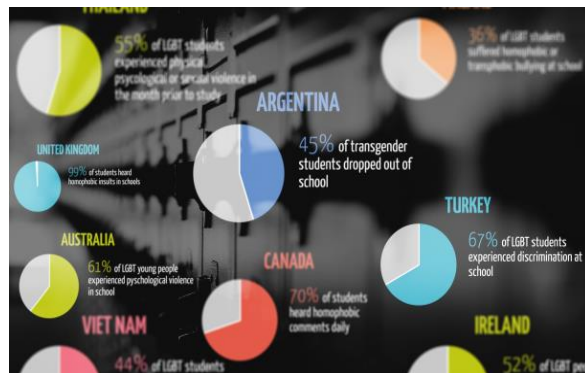
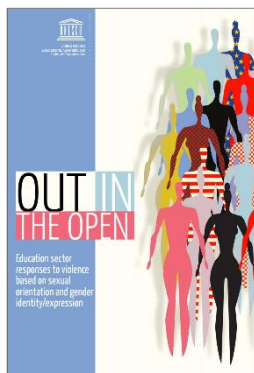
Website statistics (25/04-31/05): News: [08/01](#): 12 visits/48 page views (837 pv since Jan.). [08/04](#): 1,360 visits/1,913 pv (3,318 pv since Jan.), [25/04](#): 1,582 visits/2,520 pv, [01/05](#): 129 visits/298 pv, [02/05 \(1\)](#): 171 visits/337 pv, [02/05 \(2\)](#): 166 visits/316 pv, [03/05](#): 527 visits/1,041 pv, [04/05](#): 299 visits/1,131 pv, [10/05](#): 545 visits/806 pv, [11/05](#): 92 visits/154 pv, [13/05](#): 2 visits/22 pv, [23/05](#): 4 visits/23 pv, [25/05](#): 320 visits/484 pv. [Dedicated webpage](#): 22,545 visits/46,018 pv. [Infographics](#): 327 visits/1,831 pv. [Press kit](#): 460 visits/1,938 pv. [Insights](#): 114 visits/490 pv. [Background materials](#): 60 visits/794 pv. [Photo galleries](#): 77 visits/551 pv. [Selected Press coverage](#): 59 visits/596 pv. [Global design contest](#): 805 visits/1,179 pv. Videos: [DG's message for WPF 2016](#): 1,616 views. [WPF 2016 Teaser](#): 840 views; Interviews: 970 views, [Recordings of the main conference](#): 737 views combined.

Press coverage: WPF received wide media attention in both national and international media outlets (see [selected press coverage](#)). UNESCO received significant credit for this UN Day: The Director-General has been interviewed by Finnish as well as international media and her messages were quoted by the press. Some 2,000 articles mentioning WPF were published in our six official languages in May. The US had the most articles published (554, 31%), followed by Spain (70, 4%), South Africa (55, 3%), Mexico (52, 3%), and France (27 articles, 2%). Large media coverage was also present in Finnish and Swedish. Some 760 articles mentioned the UNESCO/Guillermo Cano WPF Prize The Youth Newsroom provided non-stop coverage via their [website](#) and social media accounts. They published a comprehensive magazine entitled [Freezine](#), which encompassed all the current press freedom topics which were discussed during the three-day conference. Dozens of journalists were accredited and covered the event in Helsinki.

Social media: A social media pack with key tweets was sent to journalists and partners of UNESCO. The main hashtag #WPF2016 was the 4th trending topic on Twitter throughout the day and had over 60 million impressions; UNESCO account generated 616K vs 542K for WPF 2015.

UNESCO accounts on 3 May	English	Spanish
Twitter impressions	616,200	203,200
Facebook posts reach	10,769	70,102

II. International Ministerial Meeting: Education Sector Responses to Violence based on Sexual Orientation and Gender Identity/Expression (17-18 May)



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Education Ministers affirmed the need to take effective action to address homophobic and transphobic violence in education at an International Ministerial Meeting on Education Sector Responses to Violence Based on Sexual Orientation and Gender Identity/Expression, held on 17 and 18 May 2016 at UNESCO Headquarters.

The *Call for Action* by Ministers was issued on the final day. The purpose of the meeting, was to raise political momentum for a meaningful agreement to tackle this violence in educational settings. It drew together Ministers and representatives from government, civil society, UN agencies and other multi-lateral agencies.

The event featured the launch of UNESCO's *Out In The Open* global report on the phenomenon, which found that a significant percentage of students who are, or are perceived to be, lesbian, gay, bisexual, transgender, and intersex (LGBTI), experience school-based violence based on sexual orientation and gender identity/expression.

As part of the meeting, UNESCO released a new [video](#) and [infographic](#) to raise awareness of the issue and encourage education sectors to plan and implement effective responses. UNESCO also ran a social media campaign jointly with LGBTI youth organization, IGLYO, which profiled young people from across the world who have been personally impacted by homophobic/transphobic violence in education.

Participants: 250

Audience: Ministers; representatives from government, UN Agencies and other multi-lateral agencies, NGOs, and civil society

Communication materials and activities

- News: [27/04](#), [12/05](#), [17/05 \(1\)](#), [\(2\)](#), [\(3\)](#), [18/05](#), [26/05](#)
- [Homophobic and Transphobic Violence in Education webpage](#)
- [Programme & Agenda for the Council of Europe-UNESCO joint side event](#)
- [Event announcement](#)
- [Call for Action \(EN, FR, ES\)](#)
- Release of the *Out In The Open* report
- *Out In The Open*: [Full report](#) (EN) and Summary report ([EN/FR](#))
- Video: [Out In The Open](#)
- Infographic [Out In The Open](#)
- [World Education Blog](#)

Website statistics (27/04-31/05): News: [27/04](#): 211 visits/537 page views, [12/05](#): 409 visits/728 page views, [17/05 \(1\)](#): 851 visits/1,394 page views, [17/05 \(2\)](#): 9 visits/30 page views, [17/05 \(3\)](#): 4 visits/35 page views, [18/05](#): 288 visits/496 page views, [26/05](#): 20 visits/56 page views. [Homophobic and Transphobic Violence in Education webpage](#): 753 visits/1,796 page views. [Event announcement](#): 846 visits/1,703 page views ; *Out In The Open*: [Full report](#) (English): 1,390 views; Summary : [English](#): 2,172 views, French: 650 views. Video: [Out In The Open](#): 714 views.

Press coverage: 127 articles were monitored worldwide around this event in our six official languages. Approximately 20 reporters were accredited to the meeting in Paris.

Social media: UNESCO Twitter: 33 tweets, 1,069,023 impressions, 2,990 retweets, 2,313 favorites, 585 votes.

Total Twitter coverage: 2,822 tweets, 1,804 contributors, 109,718,831 impressions, and a total audience of 20,284,954.

UNESCO Facebook: 12 posts, reach in English: 39K, in Spanish: 335K. Note: The hashtag for the event #OutInTheOpen was trending on 17 May.

UNESCO accounts on 17-18 May	English	Spanish
Twitter impressions	628,100 (17 May)	282,400 (17 May)
Facebook posts reach	39,300 (18 May)	355,386 (18 May)

III. UNESCO at the World Humanitarian Summit (23-24 May)



UN Secretary-General Ban Ki-moon convened the first World Humanitarian Summit (WHS) in the 70-year history of the United Nations in Istanbul on 23-24 May 2016.

The Director-General, Irina Bokova led UNESCO's delegation at the Summit, and made the case for more attention, global responsibility and sustained investment in education in countries affected by conflict and natural disasters. This was the purpose of the Summit's Special Session on "Education in Emergencies and Protracted Crisis", which announced the launch of the "Education Cannot Wait" Global Fund, whose goal is to provide 34 million of crisis-affected children and youth with access to quality education in 5 years.

The Director-General brought this same message, as panelist, to the breakfast event on "Stepping Up in Crises: Finance, Delivery and Innovation in Education", organized by the Global Business Coalition for Education, and to the side events on "Delivering Quality Education in Emergencies: What Needs to be Done?", organized by a group of international education in emergency (EiE) actors; and on "Leaving No Child Unprotected: Child Protection across the Development and Humanitarian Divide", organized by the Governments of Canada, Estonia, the Netherlands and Switzerland, in collaboration with a number of child protection NGOs.

She also drew specific attention to the need to reduce the impact of conflict on education by keeping educational facilities and staff being safe during armed conflict at a side event on "the Safe School Declaration: Protecting Education from Attack during Armed Conflict", organized by Norway and Argentina.

Protecting journalists and promoting independent reporting in crisis situation, was another central topic for UNESCO at the WHS. The Director-General delivered a keynote address at the Summit's Special Session on this theme, chaired by Mrs Dogan Sabanci, Chairwoman of Turkish Newspaper Hürriyet. Stressing the crucial role of the media in providing objective information during crisis, she advocated for the implementation of the UN Plan of Action on the Safety of Journalists and the highest professional standards in media reporting.

As exhibitor at the World Humanitarian Summit Exhibition Fair, UNESCO had a dedicated booth, where publications, information and communication materials were disseminated, shedding light onto different areas of UNESCO activities that are directly feeding into the five core values of the Secretary General's Agenda for Humanity, such as education in emergencies, disaster prevention and risk reduction, culture at risk etc.

At the booth, UNESCO invited visitors to follow the everyday work of journalists in Syria by bringing a seven minute 360° virtual reality film, *In Their Press Vests*. The film enabled visitors to the Exhibition Fair at the Istanbul Congress Centre to stand by journalists at the moments they document stories in Syria and to follow them to different locations covering the unfolding events. Through the movie, the visitors experienced the dangers that put journalists' lives at risk and the difficult decisions that they are faced with when covering the news. By presenting *In Their Press Vests* at the WHS Expo, UNESCO made use of virtual reality as a powerful new approach to advocate for the safety of journalists, freelancers, bloggers and social media producers as well as journalism sources. The VR-experience was the key component (ingredient) drawing visitors to the UNESCO stand. The overall experience which provoked strong and personal reactions made visitors pause and reflect on the threats to journalists and prompted them to ask questions themselves about what UNESCO does and what can be done on this topic in general.



There was a diversity of visitors to the UNESCO stand including senior government representatives, military and civil defense staff, journalists, aid workers from the UN, international organizations and NGOs; youth, students and volunteers. All in all, UNESCO's booth was a busy spot marked by a non-stop flow of visitors.

Participants: Some 9,000 participants from 173 Member States of the United Nations, incl. 55 Heads of State and Government. 700 NGO's. 130 representatives of UN agencies, funds and programmes, as well as other stakeholders including academia, media and others by invitation.

Communication materials and activities

- [Media advisory](#) (20/05)
- [Press release](#) (20/05)
- News: [23/05](#), [24/05](#), [25/05 \(1\)](#), [25/05 \(2\)](#)
- [Dedicated webpage](#)
- [Official webpage](#)
- UNESCO booth at the WHS Exhibition Fair
- Presentation of related publications at the Exhibition Fair
- 360 virtual reality film [In Their Press Vests](#)
- Live webcast and videos on demand on WHS website
- [GEM Policy Paper 26 No more excuses: Provide education to all forcibly displaced people](#)

Webcast/Live streaming connections: Not yet available.

Website statistics (May 2016): [Media advisory](#): 140 visits/349 page views. [Press release](#): 473 views/912 page views. News: [23/05](#): 378 visits/722 page views; [24/05](#): 21 visits/104 page views, [25/05](#): 179 visits/336 page views, [25/05 \(2\)](#): 14 visits/81 page views. [Dedicated webpage](#): 391 visits/1,354 page views. Video: [In Their Press Vests](#): 1,024 views. [GEM Policy Paper 26 No more excuses](#): 9,045 total views (English: 7,748, Spanish: 664, Turkish: 393, French: 198, Arabic: 42)

Press coverage: The Summit provided an opportunity for UNESCO to showcase its work within the objectives of the meeting. In particular, our contribution in Education in Emergencies, Protecting journalists, Disaster Risk Reduction and Heritage at Risk; These issue areas covered most of the topics discussed at the Summit. The DG's participation in Istanbul contributed to additional attention paid to UNESCO's activities. More than 600 articles were monitored worldwide in our 6 official languages.

In particular, the virtual reality film on journalist safety, "In their Press Vests" was a successful contribution to the visibility of UNESCO, acquiring the most views of any videos produced in May. The news announcing the film was picked up by some 30 media.

Social media: In addition to a dozen FB posts getting an average of 40 likes on our English account, and 260 on the Spanish, some 50 tweets were posted for this event. The most popular "Education powerful solution to counter violence (see to the right) generated alone 83,907 impressions, 424 retweets and 367 likes; other successful tweets included infographics or UNESCO key findings. In total @UNESCO generated 1.7M impressions over the 2 days.



IV. 5th Meeting of the Scientific Advisory Board of the United Nations Secretary-General (24-25 May)



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The UN Secretary-General asked his Scientific Advisory Board to support Member States in reaching their sustainable development goals during their 5th meeting opened in Trieste, Italy. Through lively debates, the Board members developed key recommendations to enable the timely implementation of the 2030 Agenda for Sustainable Development, and focused on modalities for science’s engagement in the implementation of the 2030 Agenda, climate-related risk, indigenous and local knowledge for development and food security and health.

The Scientific Advisory Board of the UN Secretary-General seeks to inform the United Nations’ work by providing advice on science, technology and innovation for sustainable development. The Board, brings together [25 eminent scientists](#) from all regions of the world and aims to provide a complete picture of scientific needs to face global challenges, taking into consideration natural and social sciences as well as local and indigenous knowledge systems. It will present its conclusions by the end of the year. UNESCO hosts the Secretariat of the Board.

The Board benefited from inputs by high-level observers attending the meeting, including Gordon McBean, President of the International Council for Science (ICSU), Alberto Martinelli, President of the International Social Science Council (ISSC), Mohamed Hassan, President of the InterAcademy Partnership (IAP), and Elena Manaenkova, Assistant Secretary-General of WMO.

This 5th meeting was hosted by the Government of Italy, the Abdus Salam International Centre for Theoretical Physics (ICTP, a UNESCO Category 2 Centre), The World Academy of Sciences for the advancement of science in developing countries (TWAS, a UNESCO Programme), the InterAcademy Partnership (IAP) and the International Centre for Genetic Engineering and Biotechnology (ICGEB).

Participants: 41 participants at the technical session; 200 at the public session.

Audience: Public session included political authorities, students, researchers, journalists.

Communication materials and activities

- News: [20/05](#), [25/05](#)
- [Message by the UN Secretary-General](#)
- [Video message of the UN Secretary-General to his SAB](#)
- [Dedicated UN SAB webpage](#)
- [Press kit](#)
- [Live press conference of the UN Secretary-General's SAB](#)
- [Live webcast of the High-Level Open Session](#)
- ICTP Videos: Press Conference ([English](#) & [Italian](#) versions), High Level Open Session ([English](#) & [Italian](#) versions)
- ICTP Photo galleries: [24/05](#), [25/05](#)

Webcast/Live streaming connections (figures for the Italian versions are not available):

High-Level Open Session: English: 129 connections; Press conference: 52 connections.

Website statistics: News: [20/05](#): 25 visits/93 page views, [25/05](#): 44 visits/126 page views. [Message by the UN Secretary-General](#): 5 visits/47 page views, [Video message of the UNSG to his SAB](#): 196 views. [Dedicated UN SAB webpage](#): 1,739 visits/5,654 page views. [Live press conference of the UN Secretary-General's SAB](#): 3 visits/63 page views. [Live webcast of the High-Level Open Session](#): 1 visit/58 page views. Videos on ICTP YouTube Channel: UNSAB Press Conference - [English](#): 27 views; [Italian](#): 16 views. High Level Open Session: [English](#): 81 views & [Italian](#): 25 views. Photo galleries: [24/05](#): 130 views, [25/05](#): 288 views.

Press coverage: 63 reporters participated in the press conference (52 remotely by video conference). Roughly 75 articles were published on the meeting, disseminated across the world. Some 20 media picked up our [news published on 25 May](#).

Members of the Board and observers also participated in a live radio show during the meeting. Key members of the Board were interviewed by Sci.Dev.Net for a series that will be released at a later date.

Social media: On @UNScienceBoard account: 22K impressions during the week of the meeting, top tweet got 16,521 impressions.

Tweets on @UNESCO account generated 67,134 impressions.

UNESCO account on 24-25 May	English
Twitter impressions	67,134

Special Report: Yemeni Heritage Week – Museums United for Yemen (24-30 April 2016)

An international awareness-raising initiative, Yemeni Heritage Week- Museums United for Yemen, was organized from 24 to 30 April 2016 by the UNESCO Office in Doha, under the umbrella of UNESCO's #Unite4Heritage campaign. The objective of this initiative was to raise the awareness of general public about the richness of cultural heritage in Yemen that is at risk due to the ongoing conflict.

The initiative was organized in collaboration with 10 leading museums in the world: The Ashmolean Museum; The British Museum; Freer|Sackler, Smithsonian; Louvre Museum; Metropolitan Museum of Art; Museo Nazionale d'Arte Orientale "Guiseppe Tucci"; Peter the Great Museum of Anthropology and Ethnography (Kunstkamera), Russian Academy of Sciences; The State Hermitage Museum; The State Museum of Oriental Art; and The Walters Art Museum.



During the Yemeni Heritage Week the ten museums organized various activities that provided people around the world with unique opportunities to learn more about cultural heritage in Yemen, which is not widely known to the public. These activities included exhibitions and collection highlights, a gallery talk, press tours for journalists and press conferences, a video conference, introduction to Yemeni heritage on social media and on videos, a live video streaming on Yemeni heritage, and the publication of articles. The museums have also produced brochures and booklets as well as dedicated webpages.

The campaign was covered on social media by the museums, UNESCO and many other heritage-related pages. These social media posts reached tens of millions of people around the world and were received with much interest by the general public.

This interest was detected through monitoring the social media responses by UNESCO Office in Doha and several museums.

UNESCO News:

- Yemeni Heritage Week kicks off in 10 leading museums around the world published on [UNESCO Office in Doha](#) and on [#unite4heritage](#) websites
- [Foreword by Irina Bokova, Director-General of UNESCO for the Yemeni Heritage week – Museums United for Yemen 24-30 April 2016](#)

Media: The initiative was covered by several TVs, newspapers and magazines including [RT Arabic from the State Museum of Oriental Art/Moscow](#) (video), [Tv Kultura from the State Museum of Oriental Art/Moscow](#) (video), Vesti from the State Museum of Oriental Art/Moscow (videos (1), (2)), [The Federal Agency for Scientific Organizations \(FASO Russia\) from Kunstkamera](#), [Donors Forum](#), a partnership of major Russian and foreign charity (donor) organizations working in Russia, [TASS News Agency of Russia](#), «Russia K» TV, [Newstube](#) (video), [Russia News](#), «Saint-Petersburg» TV (video and article), [State Television and Radio Broadcasting Company Saint-Petersburg](#), [Fontanka.ru Poster Plus](#), [Sputnik News](#), [Newspile](#) (Russian Federation); [Blog by the Metropolitan Museum](#) (US), [The Guardian](#), [Brief Report](#), [DailyMe](#), [Apollo Magazine](#) (UK), [der Freitag online](#) (Germany)

Social media: Social media posts including, Facebook, Twitter, Instagram, Google+, Tumblr, Weibo, Periscope, YouTube, VKontakte and other social networks, received impressions from ca. 90 countries covering all corners of the world. On Twitter, languages used to tweet about the Yemeni Heritage Week were: English (84%), Italian (8%), French (4%) (Source: [AIDR QCRI](#)).

On UNESCO accounts:

- Twitter: 4 tweets garnered 136,100 impressions, 272 likes, 261 retweets.
- Facebook: 2 messages. Reach: 2,704 people. 102 reactions/shares, 22 comments.
- Google+: 1 post. 7,913 views, 25 likes, 1 comment.

On Museum accounts:

- **The British Museum:**
 - Twitter: 23 tweets garnered 27,976,317 impressions, 2,400 retweets.
 - Facebook: Video and several posts. Reach: 284,900 people. 10,400 reactions/shares, 75 comments.
 - Instagram: 3 visuals. 17,547 likes, 113 comments.
- **The Louvre Museum:**
 - Twitter: 1 tweet garnered 24,700 impressions, 78 retweets.
 - Facebook: 2 posts. Reach: 128,049 people. 4,500 reactions/shares, 59 comments.
 - Instagram: 1 visual. 7,992 likes, 20 comments.
 - Google+: 21,460 views, 105 likes, 3 comments, 9 shares.
 - Weibo: Reach: 56,000 people. 17 likes, 27 shares.
- **Peter the Great Museum of Anthropology and Ethnography (Kunstkamera):**
 - Twitter: 4 tweets garnered 1,906 impressions. 5 likes.
 - Facebook: 9 posts. Reach: 3,113 people. 66 likes, 7 shares.
 - Periscope: video views: 170. 66 likes: 60, 4 shares.
 - YouTube: 2 videos: 77 views.
 - VKontakte: 6 posts. 40 likes, 11 shares.
- **The Metropolitan Museum of Art:**
 - Twitter: 9 tweets garnered 295,146 impressions, 546 retweets, 886 likes.
 - Facebook: 3 posts. Reach: 529,549 people. 7,514 reactions and shares, 1,509 comments.
 - Instagram: 2 visuals. 24,798 likes, 101 comments.
- **The State Museum of Oriental Art:**
 - Facebook: 1 post. Reach: 1,299 people. 97 reactions and shares, 100 comments.
 - Instagram: 6 visuals. 1,194 likes, 1 comment.

Focus on UNESCO Office in Quito

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 Quito and Cluster Office to Bolivia, Colombia, Ecuador and Venezuela has been strongly involved in the emergency post-disaster processes from the day after the devastating earthquake of magnitude 7.8 of 16 April 2016 on the Ecuadorian coastline. Over 150 schools suffered medium to severe damages leaving some 173,000 children out of schools. More than 250 heritage buildings and 16 repositories and museums were damaged. At least 10 archaeological sites and 10 intangible culture heritage manifestations were affected. Several cultural industries and cultural managers lost their working facilities and productions. Estimated damages in the sector are USD 11.9 million and loses for USD 8.6 million. The Office prepared strategic coordination of work teams and guides, concepts notes to raise funds, a social media communications strategy based on resilience to contribute with the socio-emotional recovery, meetings with high level authorities, technical staff, the Ecuadorian NATCOM, joint effort with the UN System and humanitarian NGOs, as well as missions on the affected territory to assess damages and define strategic technical interventions and support in education, culture, water and environment. In this context, Education sector participated in the preparation of the Flash Appeal and all sectors comprehensively contributed to the Post Disaster Need Assessment (PDNA) document. In Colombia, the Office organized in Bogota a [debate with authorities and civil society](#) on press freedom and journalists' safety (3 May). Additional activities undertaken by this Office were related to the preparation of the HABITAT III conference (17-20 Oct. 2016) among others in Ecuador and Bolivia.

Major activities in May :

Education Sector (EDS QUI) - Emergency Post Disaster/Education Cluster

- Strategic coordination of the "Curriculum for emergencies".
- Organization, with the Ministry of Education and UNICEF Ecuador, of the mobilization of technical teams from over 10 organizations and contribution to "*The Teachers' Guide for curricular intervention in emergency education*", distributed to 25.000 teachers.
- Organization of a [workshop on "Actions and strategies for implementing equality while teaching"](#) (16 May), together with the Secretary of Higher Education, Science, Technology and Innovation of Ecuador (SENESCYT). 24 outstanding faculty members participated.

Natural Sciences (SC QUI)



- Active participation with the UN in the preparation of the transversal environmental component of the PDNA, and in the Water, Sanitation and Hygiene Cluster (WASH).
- Preparation of the celebration of the International Day for the Conservation of the Mangrove Ecosystem (26 July), with [Informative posts](#) on the benefits of the mangrove ecosystem and the launch of a [photographic competition on mangroves](#) on Facebook.

Culture Sector -

Culture and Heritage on the PDNA of Ecuador (Read more [News 16/05](#) and [17/05](#))

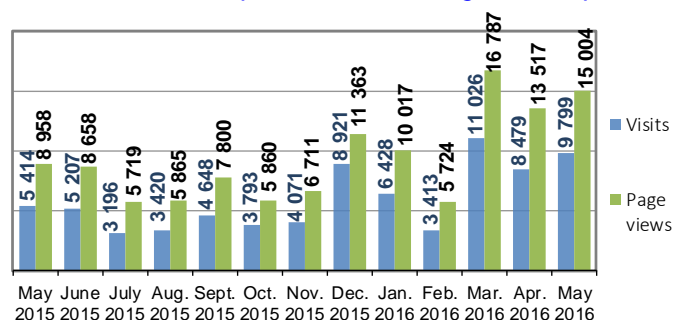
- Focal point for the elaboration of the culture and heritage component of the PDNA with post-disaster evaluation missions on Culture and Heritage (12-21 May).
- [Specialized mission to Tiwanaku](#) (11-14 May) in the framework of the project "Conservation and Preservation of Tiwanaku and the Akapana Pyramid" funded by the Japanese Government.
- Organization of the 2nd workshop on "The formulation of public policy tools for the Safeguarding of Intangible Culture" (16-19 May) with the Ministry of Culture and Heritage and the National Institute of Cultural Heritage of Ecuador (INPC). 26 participants.
- [Organization of Focal Group on "Towards HABITAT III. National Urban Forum on Culture and Cities"](#) (20 May). Riobamba, Ecuador. 9 institutions participated.
- [Co-organization of the colloquium "Geodesic missions and knowledge"](#). (25-26 May). Quito, Ecuador. 35 participants.

Social media (clickable icons)

 **9,646 followers**  **3,635 followers**

In May, a communication strategy was implemented with a focus on Twitter and Facebook, to enhance the visibility of the Office's events, programmes and activities, and to promote the fund-raising campaign to rebuilt schools affected by the earthquake. In May: **Facebook:** 66 posts, 63 with graphics and infographics (40 originally produced by the Quito Office) and 3 with videos "[Underwater Cultural Heritage](#)", "[Underwater Cultural Heritage](#)", "[Spot: Education 2030 UNESCO](#)" averaged 4,865 views (+120% vs April). **Twitter:** 70 posts generated 145 RT and 890 interactions. Content to contribute to post-disaster recovery in Ecuador had the greatest impact.

Website traffic: <http://www.unesco.org/new/es/quito>



Source: Goale Analytics

Strategies that have generated value and effectiveness in the Office's social media:

- Identifying network posting schedules;
- Positioning, from an innovative perspective, contents through infographics and videos that have elicited a high number of interactions and scope, in comparison with conventional graphics;
- Using labels that appeal to interested users;
- Effective action to "stand out" on both networks, to significantly broadcast contents of interest;
- Describing visual contents which has helped with a positive positioning in the Search Engine Optimization (SEO);
- Using trending labels, to increase content exposure;
- Daily interactions with partner institutions, through different reactions, to remain present in ongoing discussions.

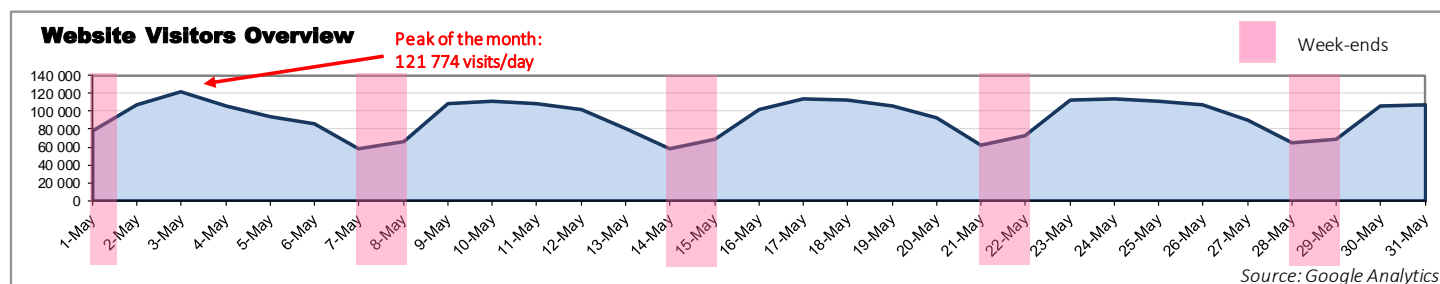
1. UNESCO Website - <http://www.unesco.org>

Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al). Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact: v.pham@unesco.org).

Detailed analysis for May 2016 was not communicated.

1.1. May 2016 Traffic

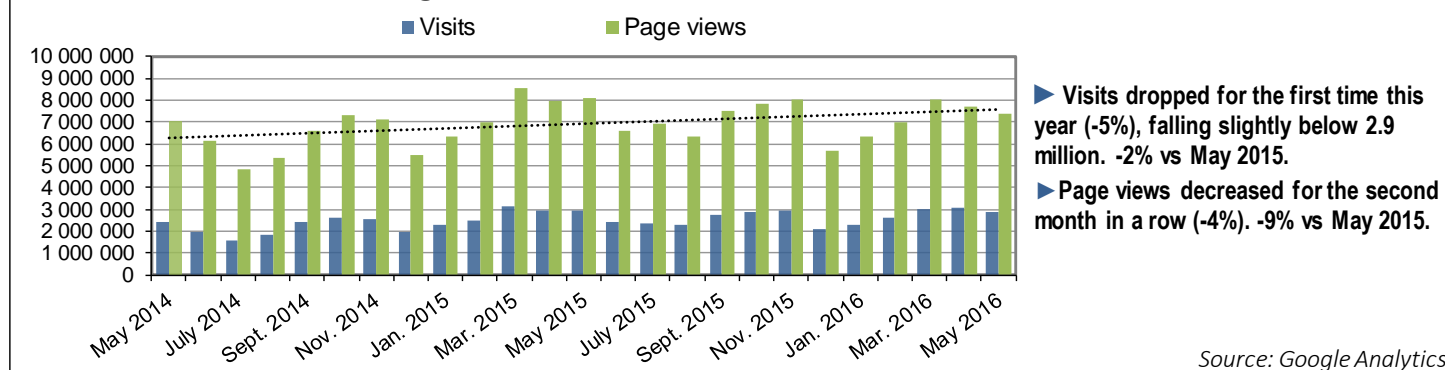
Daily Web Traffic Patterns



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
May 2016	7 365 370	-9.29%	-4.11%	2 897 439	-2.32%	-5.03%	1 985 668	-12.47%	-5.00%
May 2015	8 119 952	+15.70%	+2.36%	2 966 130	+21.16%	+1.88%	2 268 628	+19.73%	+3.11%

Website traffic on unesco.org



1.3. Visits by Area of Interest in May 2016 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 897 439	-2.32%	-5.03%
Education for the 21st Century and ED Sector	158 755	-22.60%	-18.10%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	71 590	+2.04%	+6.33%
Learning to Live Together and SHS Sector	63 789	-14.40%	-13.54%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 370 996	-7.82%	-0.89%
World Heritage	1 205 063	-8.40%	-0.48%
Intangible Heritage	111 816	+34.79%	+1.23%
Culture Sector (excl. Intangible Heritage)	54 117	-39.07%	-12.86%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	50 780	-21.18%	-5.14%
Field offices (only those tracked)	209 658	-13.09%	-3.66%
IBE*	22 521	-6.22%	-3.33%
UIL*	31 347	+46.06%	+0.92%
UNEVOC*	43 402	-22.35%	-3.74%

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

1.4. UNESCO Website Visitors

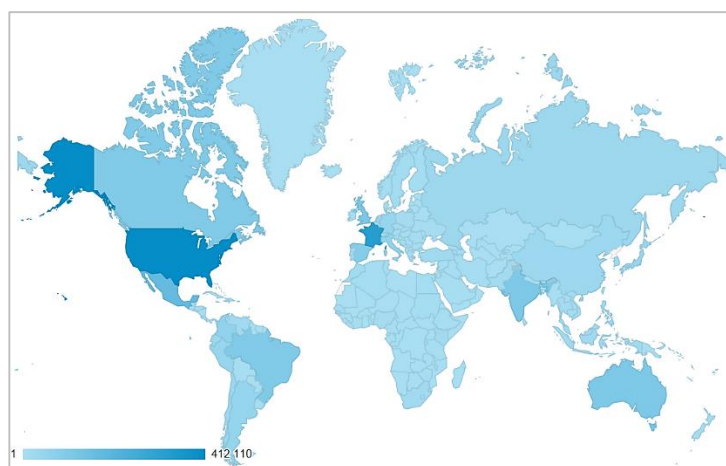
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	412 110	14.22%	-10.74%	2.49	00:02:24
France	325 647	11.24%	-7.03%	2.70	00:03:19
Mexico	173 559	5.99%	-6.40%	2.28	00:02:38
United Kingdom	112 205	3.87%	-8.48%	2.46	00:02:21
India	111 564	3.85%	-5.43%	2.30	00:02:29
Australia	109 203	3.77%	+17.96%	3.07	00:04:29
Brazil	101 815	3.51%	+0.59%	2.17	00:02:18
Canada	100 860	3.48%	-8.33%	3.50	00:04:06
Spain	89 658	3.09%	-2.35%	2.67	00:02:25
Colombia	62 583	2.16%	-0.12%	2.10	00:02:24

Top 10 visitors' language

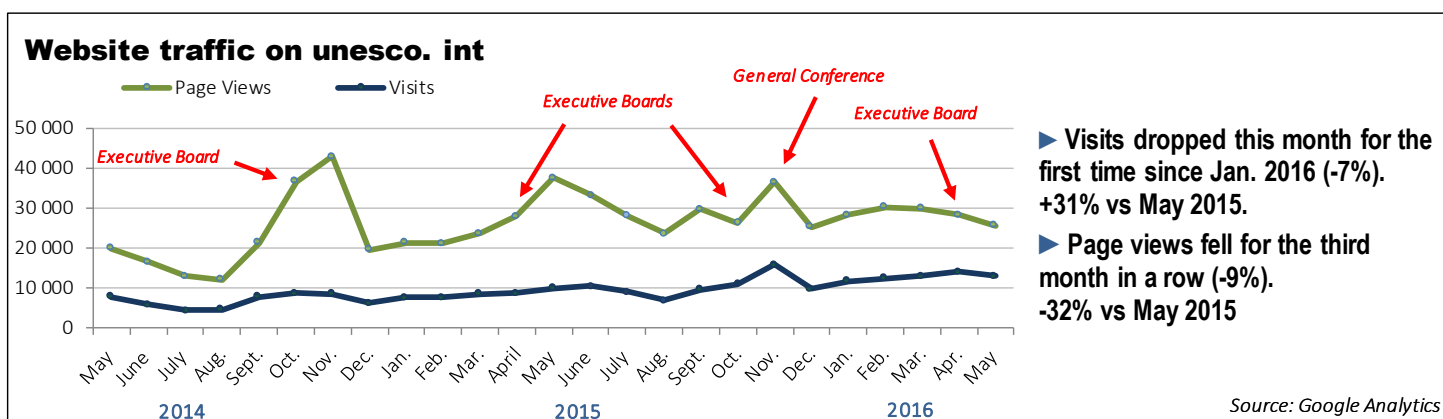
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 379 661	47.62%	-6.57%
Spanish	550 168	18.99%	-1.90%
French	409 050	14.12%	-5.55%
Portuguese	111 749	3.86%	-0.29%
Chinese	57 916	2.00%	+2.37%
Russian	52 775	1.82%	-17.60%
Italian	47 073	1.62%	-0.97%
German	43 537	1.50%	-2.26%
Japanese	33 734	1.16%	+30.32%
Korean	23 571	0.81%	+12.86%

Geographical origin of visits (source: Google Analytics)



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

	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
May 2016	25 578	-31.97%	-9.27%	12 982	+31.17%	-7.30%	2.57	-9.03%	00:03:37
May 2015	37 600	+89.64%	+34.81%	9 897	+28.12%	+14.27%	2.84	+1.07%	00:04:14



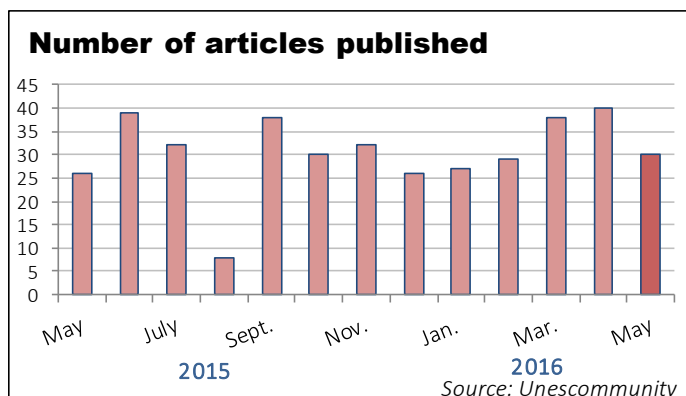
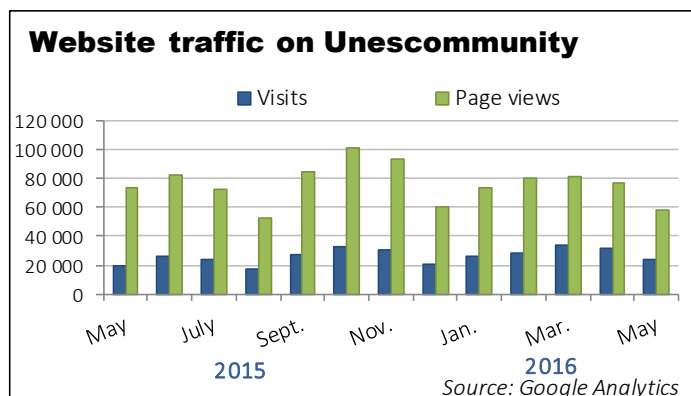
1.6. UNESCO Field Offices Websites/Webpages

Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

Field Office	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
Abidjan	288	-7.10%	134	-4.96%
Abuja	357	+0.85%	171	+15.54%
Accra	183	-31.20%	104	-34.18%
Addis Ababa	832	-18.27%	349	-25.43%
Almaty*	8 888	-11.50%	3 751	-11.74%
Amman	4 879	-15.24%	2 341	-15.67%
Apia	1 529	-29.96%	663	-31.15%
Bamako	245	-28.15%	124	-28.74%
Bangkok*	62 695	+1.93%	31 305	+0.89%
Beirut	5 661	-7.47%	2 671	-3.29%
Brussels	2 073	+3.86%	781	-0.89%
Brazzaville	94	-33.80%	42	-28.81%
Brasilia	125 932	+5.24%	67 723	+5.85%
Bujumbura	93	+1.09%	31	-18.42%
Cairo	5 500	+0.88%	2 531	-9.15%
Dakar	9 551	-4.80%	4 598	-11.63%
Dar es-Salaam	26 524	-4.22%	6 121	-3.30%
Dhaka	1 658	-69.99%	698	-76.83%
Doha	1 876	-34.95%	629	-27.28%
Geneva	1 092	-24.79%	651	-29.55%
Guatemala	103	-42.46%	44	-41.33%
Hanoi	1 748	+24.32%	651	+4.83%
Harare	2 792	-23.57%	1 016	-22.56%
Havana	6 500	+11.78%	3 267	-1.15%
Iraq (Office for)	4 375	-26.69%	2 332	-33.47%
Islamabad	54	+3.85%	12	-20.00%
Jakarta	9 198	-13.77%	3 993	-13.53%
Juba	444	-23.58%	202	-25.19%
Kabul	3 174	+22.60%	1 672	+17.75%
Kathmandu	3 293	-22.24%	1 620	-19.96%
Khartoum	218	+36.25%	80	+29.03%
Kingston	456	-25.97%	130	-24.42%
Kinshasa	246	-10.55%	148	-1.33%
Libreville	357	-1.65%	155	+0.00%
Lima	14 143	+7.00%	5 416	+9.44%
Maputo	141	-12.96%	80	-13.04%
Montevideo	22 433	-10.34%	13 516	-8.81%
Mexico	38 695	-0.22%	22 303	+1.73%
Nairobi	3 147	-16.21%	1 411	-11.26%
New Delhi	8 634	-9.71%	4 078	-17.03%
New York	2 579	+24.17%	660	+473.91%
Phnom Penh	2 560	-5.01%	1 317	-5.05%
Port au Prince	665	+25.71%	238	+9.17%
Quito	15 004	+11.00%	9 799	+15.57%
Rabat	4 626	+27.33%	1 645	+26.83%
Ramallah	898	+15.13%	358	-6.77%
San José	15 758	+17.67%	11 969	+15.62%
Santiago	65 203	+34.65%	32 996	+41.80%
Tashkent	1 617	-32.57%	622	-37.24%
Tehran	2 858	-89.70%	1 502	-91.15%
Venice	5 790	-3.24%	2 235	-1.63%
Winhoek	159	-32.63%	70	-21.35%
Yaounde	2 081	-49.24%	1 075	-43.39%

*Almaty, Bangkok and Dar es-Salaam Offices websites statistics are tracked separately.

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



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.

1.8. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
Debate with Thomas Gass, UN DESA on the Sustainable Development Goals	09/05	• Floor: 28	• Floor: 35	• 63

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

UNESCO products for written and audiovisual media are:

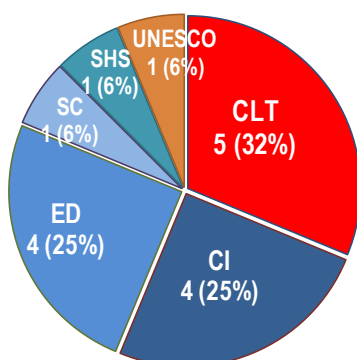
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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. Press releases/Media advisories

1.	03/05	15th anniversary of UNESCO's Convention on the Protection of Underwater Cultural Heritage
2.	04/05	World Press Freedom Day conference adopts Declaration on press freedom, access to information and cultural diversity
3.	06/05	Integrating refugees and migrants in cities
4.	12/05	Out In The Open, UNESCO takes on school-related homophobic and transphobic violence
5.	13/05	Director-General condemns the murder of journalist Khurram Zaki in Pakistan
6.	13/05	Key Libyan and international partners unite to adopt an action plan for Libya's heritage
7.	15/05	UNESCO champions cultural diversity at the Cannes Film Festival
8.	18/05	Director-General condemns murder of journalists Akhilesh Pratap Singh and Rajdev Ranjan in India
9.	19/05	Science, cornerstone of sustainable development
10.	20/05	Refugee children are five times more likely to be out of school than others
11.	20/05	UNESCO focuses on education and the protection of journalists at World Humanitarian Summit
12.	24/05	Director-General urges investigation into the killing of journalist Manuel Santiago Torres González in Mexico
13.	25/05	UNESCO names laureates for new prize for girls and women's education
14.	26/05	New Report Shows World Heritage Icons at Risk from Climate Change
15.	27/05	Afghan President and UNESCO Director-General launch new fund and National Programme on culture and development
16.	31/05	UNESCO Education Project Raises Awareness of World War I Underwater Heritage

Press releases/Media advisories, by Sector

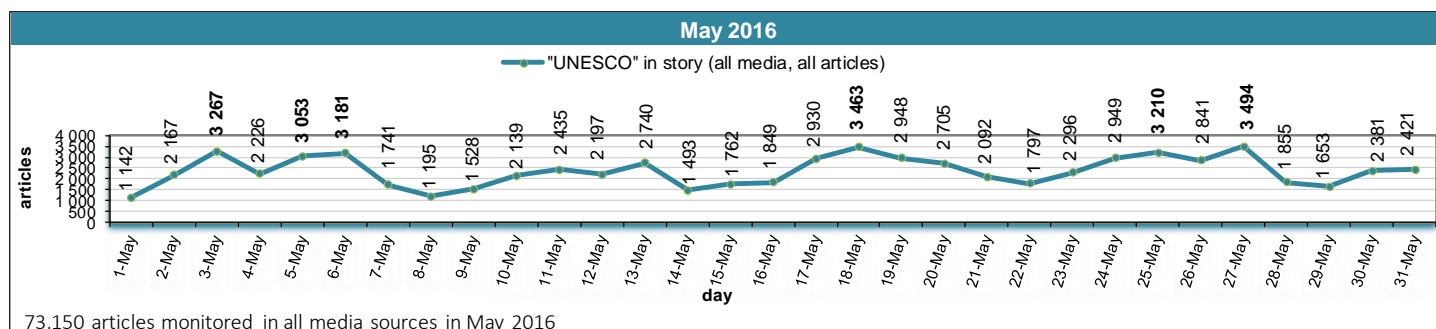


- ▶ 10 Press releases and 6 Media advisories published in May 2016.
- ▶ 80% of these issues were linked almost equitably to CLT, CI and ED activities.

Source: Media services webpage

2.2. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story in May (Source: CISION)



With World Press Freedom Day (3 May) as a staple on the UNESCO calendar, the month of May is assured of being among the top months of the year for UNESCO visibility. This year’s theme was *Access to Information and Fundamental Freedoms – This Is Your Right!*, highlighting the role of journalism in freedom of information and sustainable development in the digital age. At this year’s event in Helsinki, Finland, more than 900 participants attended the various events spread over several days, with the main event, the presentation of the UNESCO/Guillermo Cano World Press Freedom Prize.

Two other events in May helped boost the overall visibility of the Organization. These were the World Humanitarian Summit in Istanbul (23-24 May), and the International Ministerial Meeting: Education Sector Responses to Violence based on Sexual Orientation and Gender Identity/Expression at UNESCO Headquarters (17-18 May) which included the release of the “*Out in the Open*” global report on the subject.

At the end of the month, the release of the report “World Heritage and Tourism in a Changing Climate” by UNESCO, the United Nations Environment Programme (UNEP), and the Union of Concerned Scientists (UCS) contributed to a peak in articles.

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

Date	Subject / Title	Author	Language	Media
23/05	Education is the Key to Breaking the Cycle of Violence	Forest Whitaker and Irina Bokova	English	Time Magazine
25/05	« Non à la restauration hâtive de Palmyre »	Irina Bokova	French	Le Monde

2.4. 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).

28 B-rolls were downloaded in May.

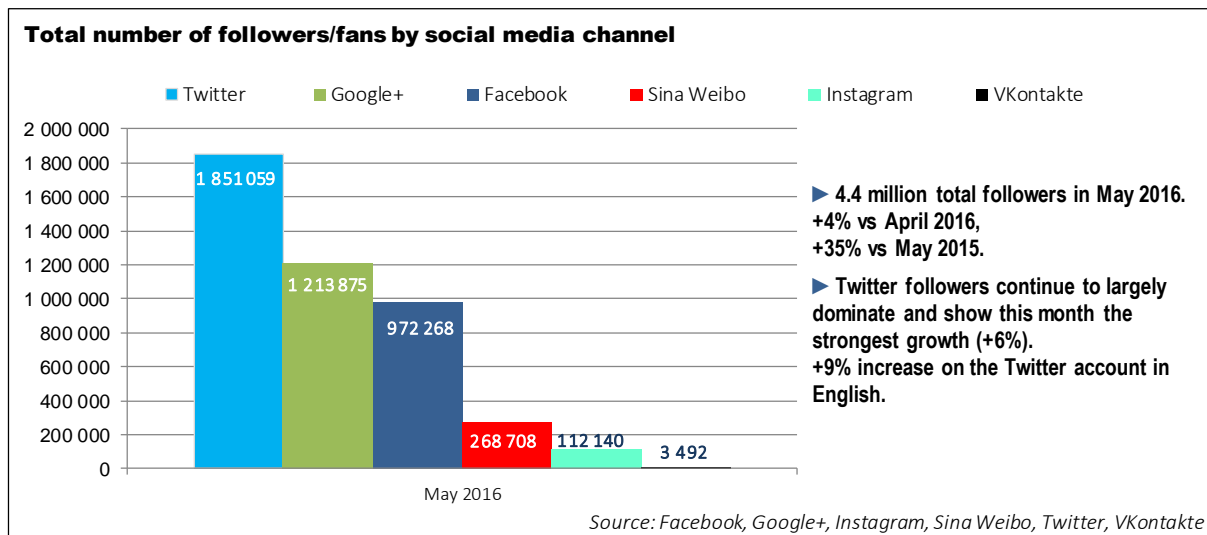
	Subject	Downloads	Media
1.	Man and Biosphere Programme	12	RAI TV
2.	World Heritage	8	
3.	Education for All Global Monitoring Report, 2015	4	Associated Press
4.	Interview with ADG/CLT, Francesco Bandarin on Palmyra	3	
5.	World Water Report	1	TV Argentina

3. UNESCO Social Media Channels

In May 2016, UNESCO social media accounts across 6 languages topped 4.4 million followers, showing a 35% increase compared to the same month last year (+1.1 million followers). For the first time our @UNESCO Twitter account has generated 10 million organic impressions in one month (+44% vs May 2015). Our Instagram account continues to show a strong growth, and surpassed this month 100,000 followers on the English account (a seven-fold increase since May 2015). Our Facebook account in Spanish pursues its steady growth, resulting in an impressive 46% increase in followers since May 2015, and as last month, the top Facebook messages are dominated by Spanish posts. Twitter registered this month 1.8 million total followers on our accounts (+49% vs May 2015), and shows strong growths within one year in Russian (+754%), Arabic (+61%), English (+55%) and French (+51%).

May brought a lot of social media activities, starting with World Press Freedom Day. The main hashtag for the Day #WPF2016, was the 4th trending topic on Twitter throughout the day and had over 60 million impressions. Our tweets on @UNESCO earned 616.2K impressions on 3 May, with 643 link clicks, 1.7K retweets and 1.3K likes. Another, successful social media campaign was dedicated to the International Ministerial Meeting: Education Sector Responses to Violence based on Sexual Orientation and Gender Identity/Expression (17-18 May) and the launch of the UNESCO's *Out In The Open* global report. For this occasion, a 7-day long campaign was run in partnership with LGBTI youth organization IGLYO. (see details page 4).

Our social media messages for the celebration of international Days performed particularly well (see Top 10 Facebook and Twitter messages, page 16). This month our best performing posts were dedicated to the International Museum Day (18 May). Last, but not the least, World Humanitarian Summit (23-24 May), heavily communicated among all UN agencies, had a strong outreach campaign during the month. Social media team, together with Sectors prepared a social media communication plan with numbers of engaging visual and audiovisual-material. Our messages were dedicated to Education and Safety of Journalist with a UNESCO branded visual identity and have been picked up by other stakeholders and influencers. As a result, @UNESCO generated 1.7M impressions during the Summit.



3.1. Social networking sites and Microblogs

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

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

Variation May 2016 vs April 2016

Likes/Followers		May 2016	April 2016	Variation vs April
Total likes/followers (all languages)		4 309 402	4 160 888	+3.57%
Facebook	English	370 335	360 715	+2.67%
	Spanish	346 424	339 345	+2.09%
	Portuguese	198 354	193 734	+2.38%
	Arabic	27 354	27 082	+1.00%
	French	19 601	19 064	+2.82%
	Russian	10 200	10 127	+0.72%
Google+	English	1 213 875	1 202 227	+0.97%
VKontakte	Russian	3 492	3 401	+2.68%
Twitter	English	1 190 633	1 086 975	+9.54%
	Spanish	323 449	321 360	+0.65%

Twitter	Arabic	148 300	144 620	+2.54%
	Portuguese	97 973	97 226	+0.77%
	French	63 719	61 847	+3.03%
	Russian	26 985	26 894	+0.34%
Sina Weibo	Chinese	268 708	266 271	+0.92%

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

Subject	Language	Posted	Likes	Shares
Africa Day (25 May)	Spanish	25/05	2 308	1 789
International Museum Day (18 May)	Spanish	18/05	1 939	1 936
International Day for Cultural Diversity for Dialogue and Development (21 May)	Spanish	21/05	1 560	1 176
International Day for Cultural Diversity for Dialogue and Development (21 May)	Spanish	21/05	869	724
José Martí	Spanish	19/05	740	598
Los Glaciares National Park	Spanish	26/05	535	163
International Day for Biological Diversity (22 May)	Spanish	22/05	531	367
Out In the Open Report	Spanish	22/05	518	303
World Press Freedom Day (3 May)	Spanish	03/05	474	380
International Day for Biological Diversity (22 May)	Spanish	22/05	456	284

*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.

Top 10 Twitter posts in May (ranked by highest number of re-tweets)

Message	Language	Posted	Re-tweets	Likes
Piensa, habla. tuieta, comparte LIBREMENTE. Hoy es el Día Mundial de la #LibertadDePrensa http://on.unesco.org/1YUbZfc	Spanish	03/05	469	227
Happy Int #MuseumDay ! The theme of 2016 is Museums and Cultural Landscapes, brings together nature & history.	English	18/05	452	379
#Education is the best way to break the cycle of violence and to set a society on the path to #peace #WHS2016	English	23/05	425	368
Today is the World Day for #CulturalDiversity , for Dialogue & Development http://on.unesco.org/20aZ1u5	English	21/05	403	332
Think. Speak. Tweet. Like. Share.FREELY. Today is World #PressFreedom Day: http://on.unesco.org/23LxuFA #WPF2016	English	03/05	396	295
Protecting online&offline journalism should be protected frm widespread censorship http://on.unesco.org/23LxuFA #WPF2016	English	03/05	336	250
Hoy es el #DíaMundialDeLaDiversidadCultural para el #diálogo y el #desarrollo http://on.unesco.org/1OFNYTx	Spanish	21/05	291	224
Homophobic/transphobic violence not only impacts #LGBTI students http://bit.ly/1OdMi3t #OutInTheOpen #IDAHOT2016	English	17/05	251	195
Follow World #PressFreedom Day 2016 in Helsinki by joining the livestream events: http://on.unesco.org/1Tidwal #WPF2016	English	03/05	238	153
Africa's cultural & natural heritage is a force 4 peace. Today is African #WorldHeritage Day http://on.unesco.org/1Zgyhb1	English	05/05	235	191

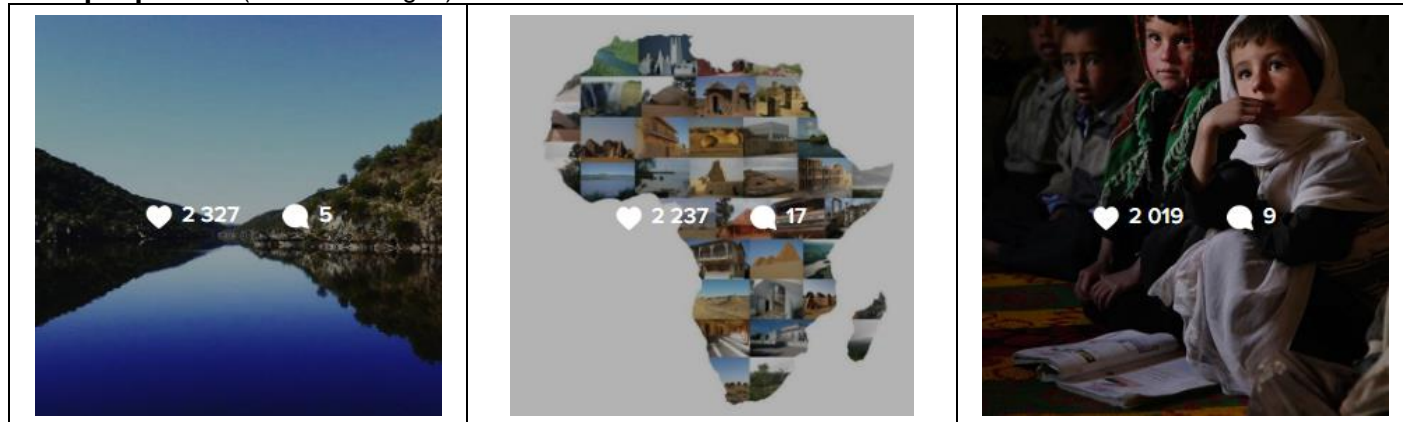
3.2. Social Apps

3.2.1 Instagram - <http://instagram.com/unesco/>

Variation May 2016 vs April 2016

	Publications		Subscribers	
	May 2016	Variation vs M-1	May 2016	Variation vs M-1
Total (all languages)	496	+7.83%	112 140	+13.11%
English	303	+4.12%	108 848	+13.23%
Spanish	101	+27.85%	2 804	+8.64%
Russian	92	+2.22%	488	+12.70%

Top 3 photos (clickable images)



3.3. Video Traffic

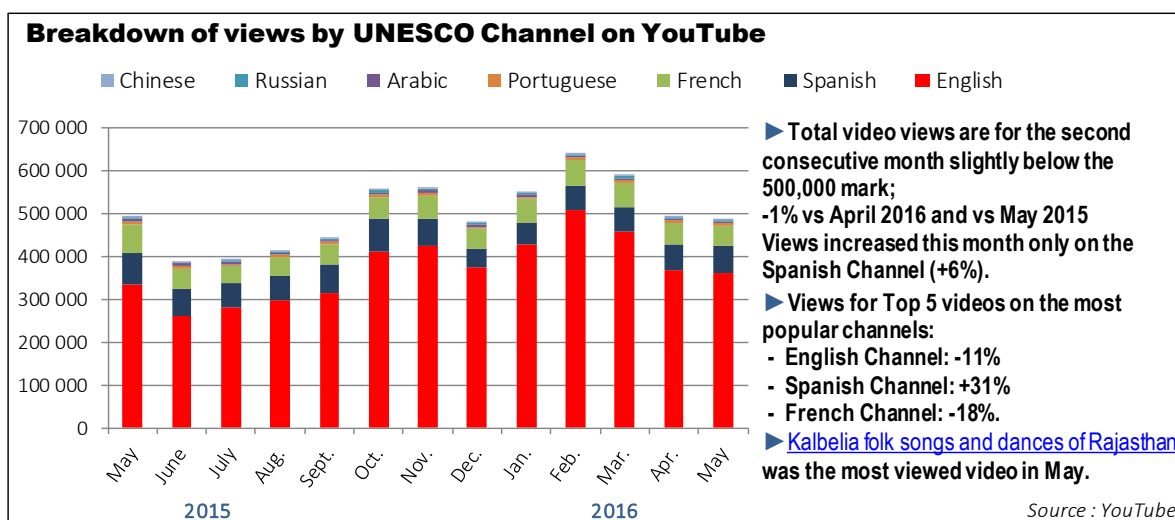
Video views are tracked on YouTube.

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

Variation May 2016 vs April 2016

Video views	May 2016	Variation vs M-1
Total (all languages)	483 770	-1.67%
English	362 834	-1.93%
Spanish	61 183	+5.83%
French	47 249	-4.55%
Portuguese	6 028	-14.08%
Russian	3 309	-11.81%
Arabic	3 101	-19.52%
Chinese	66	-15.38%

Subscribers Ratio Diff. between gained & lost	May 2016	Variation vs M-1
Total (all languages)	1 427	+4.85%
English	1 034	+9.42%
Spanish	188	-6.47%
French	111	-0.89%
Portuguese	54	-1.82%
Arabic	25	+25.00%
Russian	9	-43.75%
Chinese	6	-50.00%



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

	Title	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	48 176
2	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	31 214
3	Kabuki Theatre	CLT/ITH	10 211
4	Daemokjang, traditional wooden architecture	CLT/ITH	9 906
5	Baul Songs	CLT/ITH	9 597

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

	Title	Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	10 773
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 909
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	2 982
4	La fiesta de los patios de Córdoba	CLT/ITH	2 269
5	La huaconada, danza ritual de Mito	CLT/ITH	2 025

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

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	4 829
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 334
3	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 048
4	Bouba et Zaza protègent la terre	ED	2 005
5	Le chant polyphonique géorgien	CLT/ITH	1 631

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

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	2 996
2	Boas práticas do Programa Mais Educação	ED	732
3	Museu de Imagens do Inconsciente	CLT	618
4	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	469
5	Boas práticas no combate ao bullying homofóbico nas escolas	ED	134

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

	Title	Subject	Total views
1	Archaeological Site of Palmyra	CLT/WHC	286
2	UNESCO History*	UNESCO	247
3	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	196
4	Taj Mahal	CLT/WHC	172
5	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	105

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	353
2	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	344
3	Palace and Park of Versailles	CLT/WHC	188
4	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	182
5	Video challenge "My Declaration"	CLT	125

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	20
2	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	7
3	Huang Nubo supports UNESCO	CLT	6
4	Gao Shijun, Director of European HQ of China Radio International	CI	5
5	Aowen Jin, Chinese artist and social commentator	CI	5

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

Top	Title	Length	Posted	Channel	Views as at 20/06/2016
1.	In Their Press Vests: 360° virtual reality experience	6:26	20/05	English	1 355
2.	Out In The Open	3:54	17/05	English	883
3.	Investing in Creativity to Transform Societies - IFCD	2:19	09/05	English	829
4.	Story about Narin IDP young woman from Iraq *	2:30	12/05	English	615

5.	Play Makes Us Human: Innovative Approaches to Early Childhood Care and Education Case Study	13:48	11/05	English	479
6.	WPF 2016 - Plenary 1	1:37:21	04/05	English	432
7.	#Unite4Heritage campaign in Palestine 2015	2:58	16/05	English	356
8.	Let's draw the public policies!	1:43	12/05	English	337
9.	In Their Press Vests. What if you were a reporter in Syria?	1:24	19/05	English	335
10.	Message of the UN Secretary General to his Scientific Advisory Board	1:46	25/05	English	268
11.	Message of the UN Secretary General to his Scientific Advisory Board	1:46	25/05	English	268
12.	UNESCO in action	17:50	19/05	English	252
13.	WPF 2016 - UNESCO/Guillermo Cano World Press Freedom Prize Ceremony	57:33	04/05	English	248
14.	Video Message from UN Secretary-General on the occasion of the World Press Freedom Day	1:38	20/05	English	246
15.	Invertir en la creatividad para transformar sociedades	2:19	21/05	Spanish	228
16.	Patrimonio Cultural Subacuático	0:37	24/05	Spanish	228
17.	Great outcomes and exciting challenges ahead for NET-MED Youth Morocco!	12:05	12/05	English	208
18.	Syrian refugees benefiting EU project on youth skills	1:28	12/05	English	189
19.	Investir dans la créativité pour transformer les sociétés	2:19	09/05	English	167
20.	Jane Goodall en el Observatorio Villa Ocampo	2:23	23/05	Spanish	142
21.	Invirtiendo en la creatividad para transformar sociedades	2:19	09/05	English	139
22.	Reservas de Biosfera del Caribe en el contexto del cambio climático	3:26	27/05	Spanish	139
23.	Tu actitud transforma. COMPROMETIDOS 2016 te da la oportunidad. Envía tu idea.	1:00	27/05	Spanish	133
24.	WPF 2016 - Opening Ceremony	1:04:06	03/05	English	130
25.	Les artistes et la mémoire de l'esclavage : Rhodie Désir – English subtitles	1:13	04/05	English	119
26.	¿Qué es el Fondo Internacional para la Diversidad Cultural	1:59	21/05	Spanish	119
27.	UNESCO NEQMAP-OECD Webinar: How to ensure universal learning?	1:32:17	16/05	English	116
28.	¿Puedes imaginar un mundo sin libertad de expresión?	7:42	06/05	Spanish	110
29.	David Kaye sur la promotion et la protection du droit à la liberté d'opinion et d'expression	2:59	27/05	French	104
30.	First African Circus Arts Festival	2:34	11/05	English	99
31.	Una nueva generación de emprendedores culturales en Guatemala	3:17	09/05	English	98
32.	Programa Memoria del Mundo – Hábeas Corpus en papel higiénico	1:35	16/05	Spanish	98
33.	Une nouvelle scène pour les musiciens émergents de Tadjikistan	2:55	09/05	English	91
34.	Seminar Promoting Freedom of Expression in the Arab Region: Impact of development projects	2:18:56	06/06	English	87
35.	¿Qué es el Fondo Internacional para la Diversidad Cultural?	1:59	09/05	English	83
36.	Supporting Yemeni Media in Promoting Peace and Dialogue	7:00	04/05	English	62
37.	Emerging Pollutants in Water and Wastewater: UNESCO-Sida Project Case-Studies	1:35:58	11/05	English	62
38.	Acceso a la Información y a las Libertades Fundamentales ¡Es tu derecho!	33:56	06/05	Spanish	62
39.	WPF 2016 - Plenary 2	1:27:37	04/05	English	55
40.	WPF 2016 - Closing Session	50:30	04/05	English	49
41.	Développement des politiques pour la culture au Togo	2:58	09/05	English	49
42.	Une nouvelle génération d'entrepreneurs culturels au Guatemala	3:14	09/05	English	48
43.	UNESCO-Sida launch of Emerging Pollutants in Wastewater in Developing Countries	15:54	11/05	English	43
44.	Un recorrido en imágenes por el patrimonio histórico de Italia	12:05	25/05	Spanish	43
45.	WPF 2016 - Special Rapporteurs' Joint Declaration	1:01:18	04/05	English	41
46.	Qu'est-ce que le Fonds international pour la diversité culturelle ?	1:53	09/05	English	41
47.	Tomoko Ohno en Villa Ocampo	5:34	20/05	Spanish	40
48.	Un nuevo escenario para los músicos emergentes de Tayikistán	2:55	09/05	English	38
49.	Desarrollo de políticas culturales en Togo	2:59	09/05	English	34
50.	#Unite4Heritage Campaign in Palestine	3:51	24/05	Arabic	18
51.	Happy Schools Project - UNESCO Bangkok Presentation	6:42	16/05	English	17

*Produced by UNESCO Studio.

4. UNESCO Photobank (under construction, N/A for May)

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.

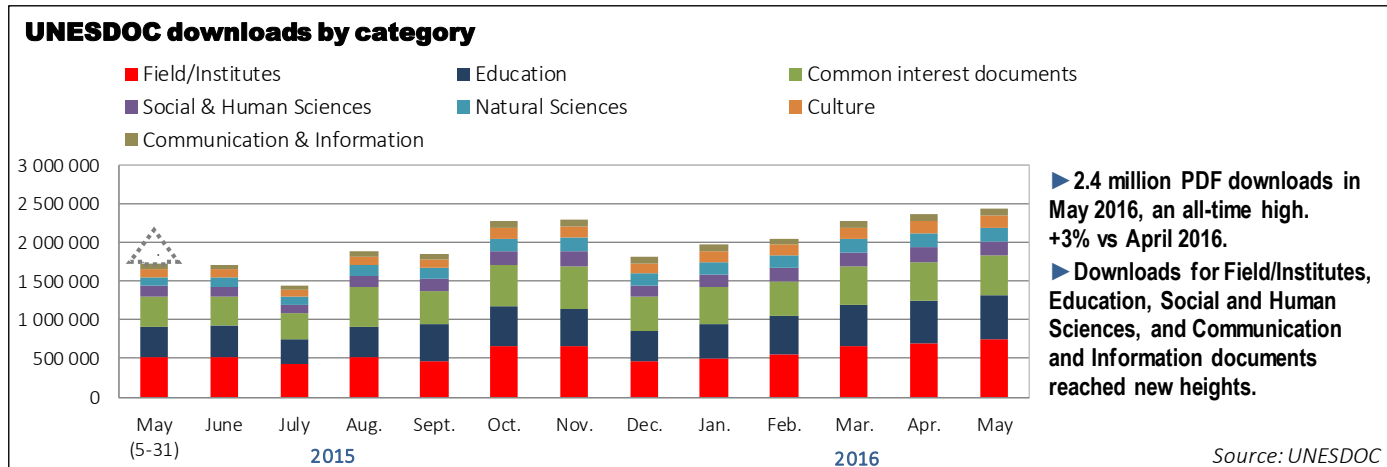
In May 2016, there were **152 826** records available online in PDF format (**152 638** in April 2016), including documents, publications, communication material and other working documents.

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 May	2 445 060
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 169	572 249	+4.39%	56
Natural Sciences	10 037	173 255	-0.72%	17
Social and Human Sciences	5 936	185 814	-1.90%	31
Culture	4 202	155 377	-5.39%	37
Communication and Information	2 888	93 193	+7.32%	32
Field & Institutes	10 420	748 874	+6.86%	72
Common interest documents	NA	516 298	+2.15%	NA



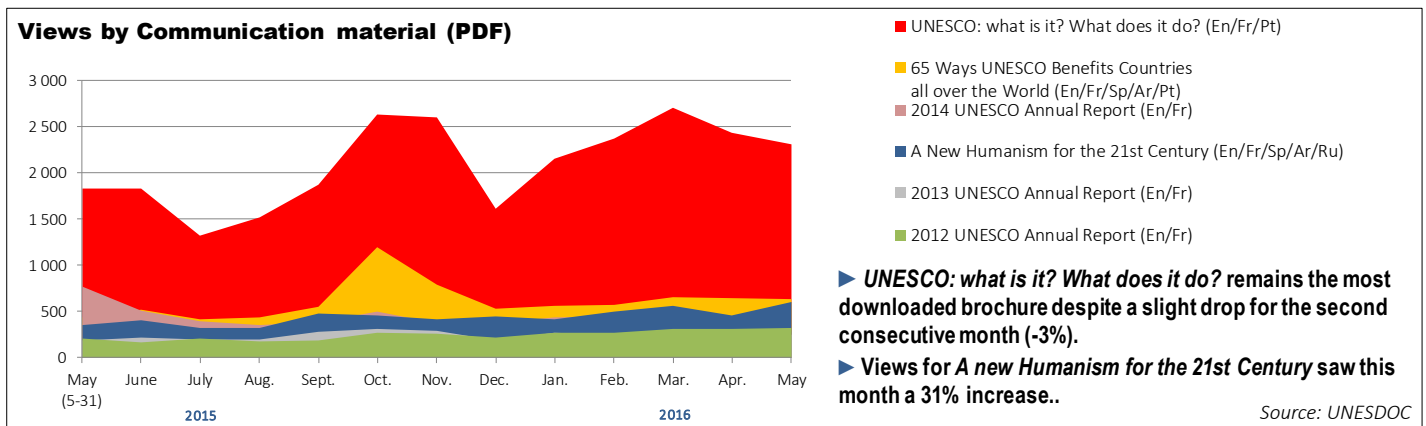
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	464 425
2	Mexico	104 502
3	Germany	98 297
4	France	72 341
5	Brazil	54 634
6	United Kingdom of Great Britain and Northern Ireland	52 365
7	Spain	38 344
8	Colombia	36 418
9	Peru	32 278
10	Japon	30 382
11	Argentina	27 277

12	China	26 540
13	Philippines	25 913
14	India	24 972
15	Canada	24 359

5.1.3 Printable Communication materials

Title	Total downloads in May							
	EN	FR	SP	RU	AR	ZH	POR	Total
UNESCO: what is it? What does it do?	1 452	505					356	2 313
65 Ways UNESCO Benefits Countries all over the World	202	134	185		2		108	631
A New Humanism for the 21st Century	145	62	300	86	8			601
2012 UNESCO Annual Report	263	60						323
2014 UNESCO Annual Report	221	61						282
2013 UNESCO Annual Report	227	25						252
TOTAL	2 510	847	485	86	10	0	464	4 402

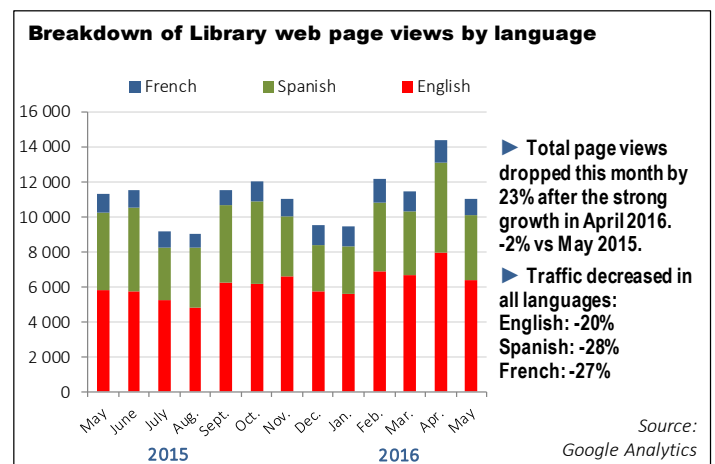
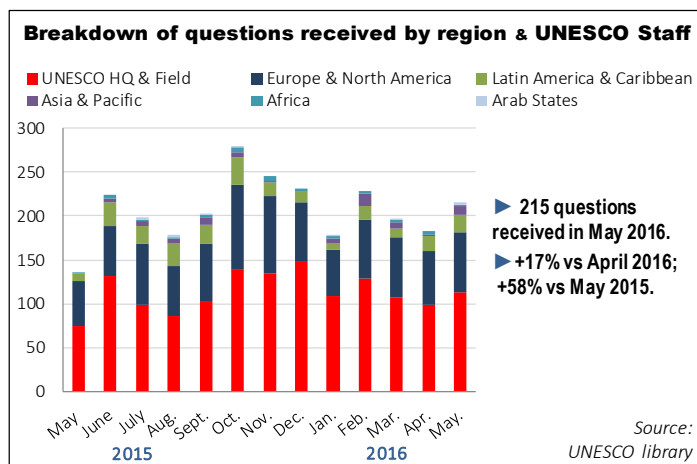


5.2. UNESCO Library - <http://www.unesco.org/library>

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/>

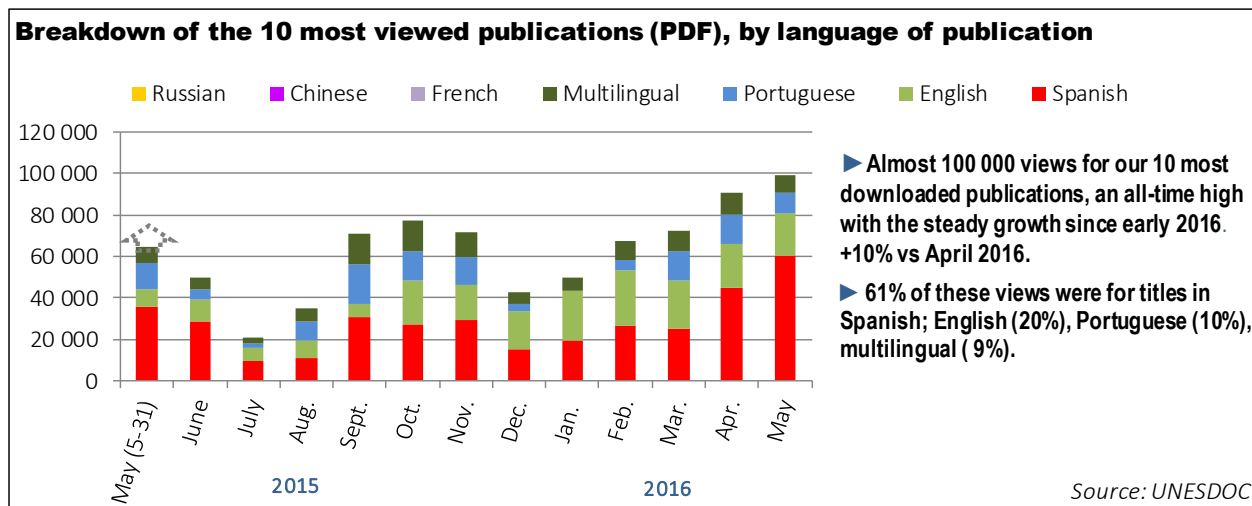
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 May 2016 figures for the Top 10 online viewing have increased for the fifth month in a row to reach an all-time high; almost 100,000 page views in May alone. A 10% growth compared to April 2016 with views mostly of Spanish titles. The English version of the [EFA GMR, 2015](#) remains in the table as does the policy paper on education for displaced people. Publications page views on Google Books in May 2016 pursue their steady growth (+7% compared to April 2016) and have made an enormous jump compared to the same month last year (+76%). Sales in the book shop were dominated by World Heritage and Biosphere titles. International sales were dominated by culture titles, in particular the World Heritage Review.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. Explotación sexual de niñas y adolescentes en Brasil (Sexual exploitation of girls and adolescents in Brazil)	ED	Spanish	25 040	UNESCO Brasilia/CECRIA, 1995
2. 15 buenas prácticas docentes - Experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes	ED	Spanish	12 457	Lima, Ministerio de Educación, 2014
3. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	10 657	UNESCO, 1999
4. Declaração Universal dos Direitos Humanos	SHS	Portuguese	9 924	UNESCO Brasilia, 1998
5. Declaración Universal de Derechos Humanos	SHS	Plurilingual	8 773	Santiago de Chile, OREALC, 2008
6. Global Education Monitoring Report: Policy Paper 26 No more excuses: provide education to all forcibly displaced people	ED	English	7 748	May 2016
7. 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	6 776	UNESCO, 1976
8. Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	6 615	Paris, 2010
9. Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	5 630	Santiago, 1997
10. Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015	ED	English	5 613	Paris, UNESCO, 2015

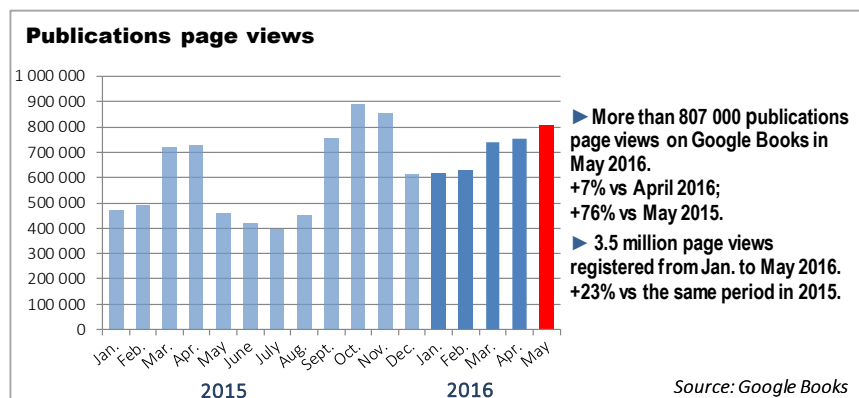
*PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.



6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **672** 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
May 2016	672	86 953	807 494	457
May 2015	542	43 902	458 147	222



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
	16	CLT/WHC
	10	CLT/WHC
	8	ERI/DPI
	7	ERI/DPI
	6	CLT/WHC

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	1	Editions Gelbart
	1	Fondation Ki-Zerbo
	1	Flore Soleil
	-	
	-	

6.4. Online and international sales

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

Publication	Copies sold	Sector
	50	ERI/DPI
	22	CI
	10	CLT/WHC
	9	CLT/WHC
	7	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Colour? What Colour? Report on the fight against discrimination and racism in football	0	SHS ERI
Re penser les politiques culturelles Rapport mondial Convention 2005 n°1	0	CLT
Revista Patrimonio Mundial N°79 - Planeta en la encrucijada	0	CLT/WHC
Tendances mondiales en matière de liberté d'expression et de développement des médias : Regards sur le numérique 2015	0	CI
UN World Water Development Report, 2016: Water and Jobs	0	SC

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Art of Peace	0	ERI
Mobile Phones and Literacy : Empowerment in Women's Hands	0	CI
Re Shaping Cultural Policies: A Decade Promoting the Diversity of Cultural Expressions for Development	0	CLT
Smaller, quicker, cheaper: improving learning assessments for developing countries	0	ED
Unleashing the Potential: Transforming Technical and Vocational Education and Training	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 May

N/A this month.

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

N/A this month.

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

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

7.1. Number of events by “Major Programmes”

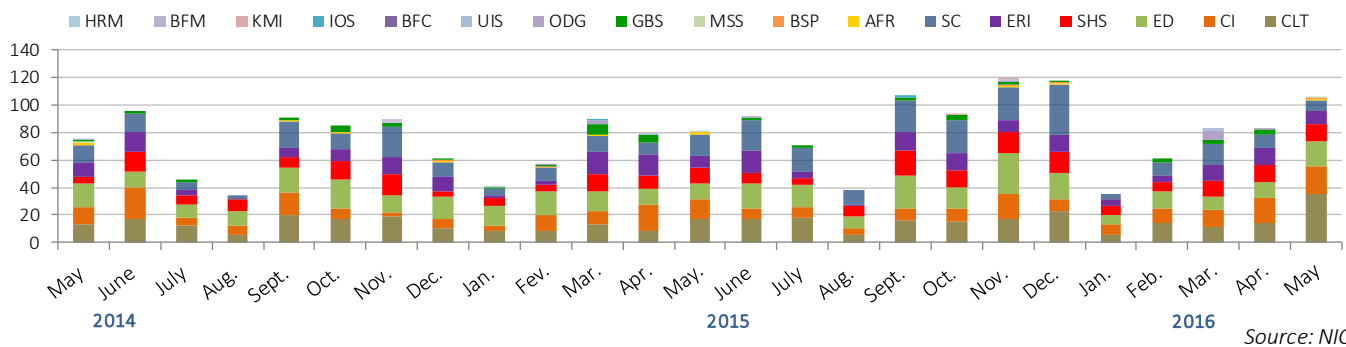
Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	20	11	9	
CLT	35	15	20	
ED	19	11	6	2
ERI	10	10		
SC	7	5	2	
SHS	12	9	3	
AFR	1	1		
MSS	1	1		
BSP	1	1		
Total	106	64	40	2

7.2. Events organized by Field Offices/ Institutes

Abuja	1
Almaty	2
Apia	1
Beijing	1
Beirut	1
Brasilia	1
Doha	1
Havana	1
Iraq	1
Jakarta	2
Kabul	1
Kathmandu	2
Kingston	1

Libreville	1
Maputo	2
Montevideo	3
Nairobi	2
New York	2
Phnom Penh	2
Ramallah	1
San Jose	6
Santiago de Chile	2
Tashkent	2
Venice	1
IIEP	1
UNEVOC	1
Total	42

Breakdown of events entered in the on-line Calendar of Events (NICE), by 'Major Programme'



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
03/05	Campus UNESCO : « La liberté d'expression, plus que jamais en question ? »	ERI/DPI/SPE	Salle XI	200
09/05	Table ronde « Villes accueillantes pour les réfugiés : promouvoir l'inclusion et protéger les droits »	SHS/TSD/PPC	Salle IV	250
09-12/05	Convention 2001 : <ul style="list-style-type: none"> Réunion d'information et de débats stratégiques pour les délégations permanentes concernant la Convention de 2001 sur la protection du patrimoine culturel subaquatique (09/05) 7e Réunion du Conseil consultatif scientifique et technique de la Convention de 2001 sur la protection du patrimoine culturel subaquatique (10/05) Réunion du réseau UNESCO UNITWIN pour l'archéologie sous-marine (11-12/05) 	CLT/CCS	Divers	300
10/05	Réunion annuelle des Ambassadeurs honoraires et de bonne volonté	ERI/HGA	Salle X	50
10/05	Réunion Plateforme Océan & Climat	IOC/EXS	Salle VII	20
11-12/05	1e réunion du Comité de rédaction d'une convention mondiale sur la reconnaissance des qualifications de l'enseignement supérieur	ED/PLS/HED	Salle VII	40
13/05	First Aid Support Meeting	CLT/CRE/ITH	Salle VIII	30
17-18/05	Réunion ministérielle internationale : réponses du secteur de l'éducation à la violence basée sur l'orientation sexuelle et l'identité/expression de genre	ED/PSD/HIV	Divers	250
18-19/05	Réunion du Groupe de travail sur l'éthique de la robotique de la COMEST	SHS/YES/BIO	Salle IX	50
19/05	Campus UNESCO : "Inclusion par le sport"	ERI/DPI	Salle XI	200
19-20/05	Réunion UNESCO Phos AGRO	SC/PSD	Salle VIII	25
23/05	Réunion "Alliance globale pour l'alphabétisation"	ED/PLS/YLS	Salle XIII	50
23/05	Réunion du Bureau du Comité pour la protection des biens culturels en cas de conflit armé	CLT/HER/CHP	Salle IX	35
23-24/05	Experts Meeting on Inclusion in Education	ED/IPS/IGE	Salles VII-VIII	20
24/05	2e réunion des amis de #Unite4Heritage	CLT/EPR	Salle II	100
25-26/05	Comité de pilotage Education SDG-4	ED/EFA	Salle XII	60
27/05	Annual meeting 2016 of the Ad Hoc Open-ended Working Group on Access and Benefit-Sharing of the Convention on Biological Diversity	SC/EES	Salles XIII, XIV	50
30/05	Assemblée générale pour la Convention de 2003	CLT/CCS	Salles II, XII	250
30-31/05	9e session du Conseil intergouvernemental du programme Information pour tous	CI/INF	Salle XI	200
30-31/05	Human Variome Project	SC/PCB	Divers	350
Total participation				2 550

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

8.1.2 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
11/05	Réunion plénière du Groupe 77 avec la DG	Groupe 77	Salle XI	80
19/05	Réunion plénière du Groupe africain	Déleg. perm. du Rwanda	Salle XIV	50
20/05	Réunion plénière du Groupe II	Déleg. perm. de la Roumanie	Salle XIV	30
24/05	Réunion plénière de l'ASPAC	Déleg. perm. du Népal	Salle XIII	50
26/05	Réunion plénière du GRULAC	Déleg. perm. du Guatemala	Salle XIV	40
Total participation				250

8.1.3 External rentals

Date	Title	Organizer	Place	Public
09-11/05	Ambassadeurs en herbe	Commission nat. française	Divers	400
10-11/05	LADDER Steering Committee	Association of Local Democracy Agencies - ALDA	Salle III	35
11/05	Assemblée générale des Inspecteurs généraux de la Santé publique vétérinaire	Commission nat. française	Salle IX	90
11/05	Remise des prix du Concours promotion de l'éthique professionnelle	Rotary International, District 1660-France	Salle XI	170
19/05	Table ronde "Une alternative à l'extrémisme"	Déleg. perm. de la Lituanie	Salle IV	250
20/05	"La culture et la créativité au service du développement en Afrique"	Déleg. perm. de Côte d'Ivoire	Salle IX	90
23-25/05	Climat - Klima - Klimat II	Commission nat. française	Salles XV, XVI	30
23 et 25/05	Conférence sur l'Agenda pour l'Education 2030	Déleg. perm. de l'Inde	Salle XII	150
24/05	Commémoration du 400e anniversaire de la mort du physicien Rashid Ibn Omairah	Déleg. perm. du Sultanat d'Oman	Salle IX	90
24/05	La traduction juridique et le droit au langage	Agence de traductions et d'interprétariat FMC	Salle III	50
26/05	Conférence "Les fondements de la coexistence humaine et le renoncement à l'extrémisme et le terrorisme"	Déleg. perm. du Royaume d'Arabie Saoudite	Salle XI	200
27/05	"Alimentation, un bien commun : quels enjeux pour l'éducation ?"	Association Passerelles.Info	Salle IV	300
27/05	Prix Versailles "Rencontres de l'Architecture"	Commission nat. française	Salle XII	300
31/05	Journée de la région de Campanie	Déleg. perm. de l'Italie	Salle VII	40
Total participation				2 195

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
03/05	Campus UNESCO « La liberté de la presse, plus que jamais en question ? » À l'occasion de la Journée mondiale de la liberté de la presse	ERI/DPI	Salle XI	200
03-21/05	Exposition « L'art pour la paix »	Déleg. perm. de la Belgique (Délégation régionale de Wallonie-Bruxelles)	Hall Ségur, Salles Miró 1 + Pas Perdus	250
09/05	Conférence « Villes accueillantes pour les réfugiés : promouvoir et protéger les droits »	SHS	Salle IV	250
17-20/05	"Treasures for the Future", exposition, vente aux enchères et table ronde	Association Treasures for the Future et Déleg. perm. de Côte d'Ivoire	Salle des actes, salle IX	50

18/05	Célébration de la Journée de la langue portugaise, concert et exposition	Délég. perm. du Portugal	Salle II	400
18/05-14/06	Exposition « Patrimoine mondial africain : un horizon pour le développement »	WHC	Grilles autour du Siège	N/A
19/05	Campus UNESCO « Sport et citoyenneté » À l'occasion de la célébration du 20 ^e anniversaire de l'association Fête le mur créée par Yannick Noah	ERI/DPI	Salle XI	200
20/05	Célébration de la Journée du Vesak 2016 : « Chemin de vie selon les enseignements de Bouddha »	Délég. perm. du Sri Lanka	Salle II	400
21/05	Nuit européenne des musées à l'UNESCO	MSS/C	Divers	2 000
23-27/05	Semaine africaine 2016 A l'occasion de la Journée de l'Afrique (25 mai)	AFR/CIP	Divers	1 100
26/05	Concert de Ysando Trio	Délég. perm. de la République du Paraguay	Salle II	400
30/05-03/06	Semaine de l'Amérique latine et des Caraïbes, 1 ^e édition	GRULAC	Salles Miró + Hall Ségur	NC

* 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.

- o **11 events** were promoted in the May 2016 monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **28,669 subscribers**.
- o **12 events** were organized, co-organized and/or promoted in May 2016 by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

A total of **29 guided tours** of Headquarters for **698 visitors**, **2 UNESCO CAMPUS – Freedom of expression, A never-ending struggle?** and **Sport and Citizenship – attended by 200 participants each**, and **3 specifically tailored presentations for 129 people** (2 including a short visit), were organized in May 2016. 20 of these visits/presentations 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	34
Declined requests	n/a

2. Languages

Visits/Presentation in English	12	35%
Visits/Presentation in French	20	59%
Other	2	6%

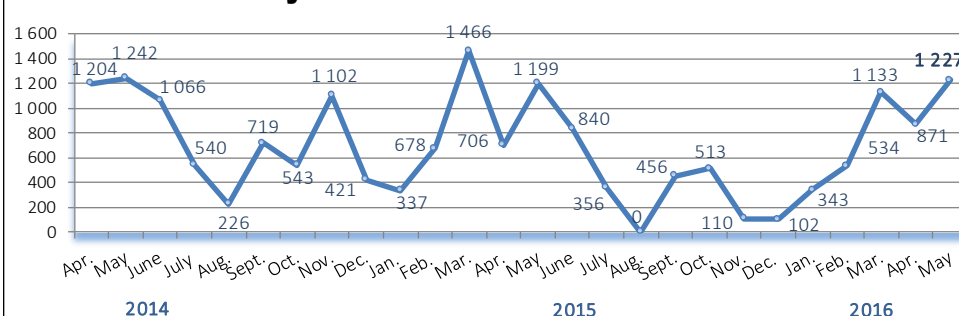
3. Type of visits

Group Visits	27	80%
Individual Visits	2	6%
Thematic Conférences	5	14%

4. Origin

Europe and North America	1 161	94%
Asia and Pacific	31	3%
Africa	21	2%
Arab States	10	1%
Latin America and the Caribbean	0	0%

Visitors received by month



- ▶ 1,227 visitors were offered this month a guided tour and/or participated in a specifically tailored presentation. +41% vs April 2016, +2% vs May 2015.
- ▶ The 2 UNESCO Campus held in May 2016 were attended each by some 200 youth.
- ▶ In total, youth made up 69% of these visitors this month.

Source: UNESCO

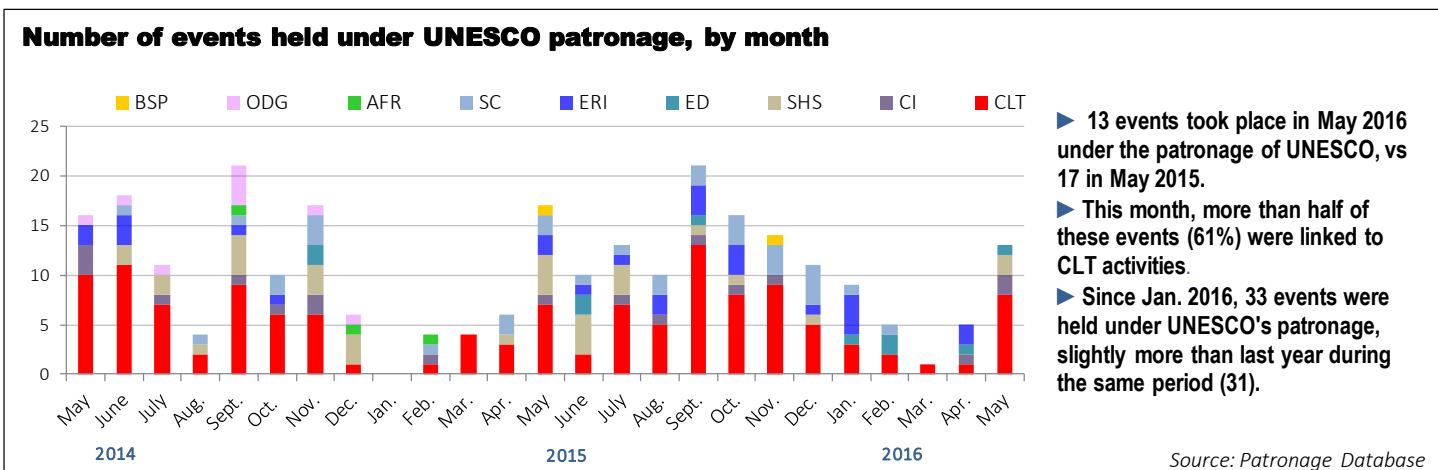
9. UNESCO logo exposure

9.1. Patronage

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

- 13 events which have been granted UNESCO's patronage took place in May 2016.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/05	Georgia	High school students' completion on the theme of "Tales and Legends from Grandma's Chest" to promote the Convention for the Safeguarding of Intangible Heritage	Pupils	CLT
02/05	Republic of Korea	International Conference on Girls' Health and Education	Civil society organizations	ED
03/05	Italy	"Oxygen for Information" - event organised by Italian journalists for World Press Freedom Day and to remember those journalists who have been killed	Journalists	CI
03/05	Australia	40th Anniversary International Conference of the Australian Press Council	Journalists	CI
13/05	France	Tournoi européen des handi-supporters	Public at large	SHS
14/05	Hungary	Whitsun Heritage Festival - International Gathering of Intangible Cultural Heritage in Szentendre	Public at large	CLT
19/05	UNESCO HQ	Conférence sur le thème "Une alternative à l'extrémisme : coopération entre les communautés de différentes religions dans les villes multiculturelles" organisé par les Délégations Permanentes de Lituanie et du Royaume-Uni de Grande-Bretagne et d'Irlande du Nord	Permanent Delegation networks	SHS
21/05	UNESCO HQ	12e édition de la Nuit européenne des Musées	Public at large	CLT
25/05	France	Exposition "Patrimoine culturels immatériels de l'UNESCO en France"	Public at large	CLT
26/05	Russian Federation	10th anniversary of the World Fine Arts Festival " Traditions and Contemporaneity" in Moscow	Public at large	CLT
28/05	Morocco	A concert of Chico & the Gypsies in Palais Selman	Public at large	CLT
31/05	Italy	"Journée de la région Campanie" sur le thème des valeurs de la diète méditerranéenne	Specialists	CLT
31/05	Russian Federation	International Festival of Folklore and Traditional Culture entitled "Highlanders" in Dagestan	Public at large	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 Inc.

Date	Subject	Format	Audience share
08/05	East Rennell (Solomon Islands)	30 min	4.8%
15/05	Sinharaja Forest Reserve (Sri Lanka)	30 min	4.4%
22/05	Lord Howe Island Group (Australia)	30 min	3.6%
29/05	Laurisilva of Madeira (Portugal)	30 min	4.2%

Average audience share in May: **4.3%** (for the first broadcast). Estimate number of viewers in Japan: **3,888,000** (for the first broadcast). The total audience of the programmes in May was estimated at **15,551,000** viewers.

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	29
Spanish	23
French	19
Russian	12
Arabic	3
In May a total of 86 reports were released on UNESCO through Xinhuanet	

10.2 Communication partnerships

Event	Partners	Benefits
Dinner "Cinéma et diversité" at the Cannes Festival (18/05)	<ul style="list-style-type: none"> International New York Times Variety 	Free advertising for the International Fund for Cultural Diversity (IFCD) in the paper edition. <ul style="list-style-type: none"> ¼ page insert in the <i>International New York Times</i> Full page in <i>Variety</i>
6e Salon des solidarités, Paris (19-21/05)	HCR, PAM and UNEP	Visibility: some 500 visits at the common stand.

10.3 Media partnerships

Partner	Benefits
IPS Inter Press Service	<ul style="list-style-type: none"> Series of articles published on IPS website for World Press Day 2016. 13 in English, 4 in Spanish, 2 in Portuguese. IPS Storify for WPF 2016. Use of UNESCO WPF 2016 logo on IPS website, and link to UNESCO WPF 2016 webpage.