UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Report by the Director-General on the execution of the programme (34 C/5) (01 January 2008 – 31 December 2009)

Public information

Part II.C – Programme-related services

Paragraph 10312

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Chapter 3 – Public information

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Regular budget: Activities (rounded to $ thousand)	
Planned: $ 2 566	**Actual: $ 3 205**

34 C/5 Expected Results	Achievement(s)	Challenges/ Lessons Learnt	Cost- Effectiveness	Sustainability
Comprehensive communication plan to promote UNESCO's priority themes consistent with programme priorities elaborated and implemented.	• 946 events on the communication plan out of the 1,088 announced took place in 2008-2009, 301 of which benefited from the activities of the Bureau of Public Information (press releases, media advisories, photo reports, WebWorld's In Focus).	• The communication plan launched experimentally in 2007 has now become established in the Secretariat, with all Sectors participating actively. • Owing to the gradual introduction of a new computer tool (NICE) all existing systems relating to events and their programming, implementation and evaluation will be integrated into one.	The establishment of a computerized system "NICE" in 2009 enabled the 2010-2011 communication plan to be drawn up, together with the publication of the Intranet and Internet calendar.	The implementation of a communication plan, entailing improved programming, coordination and assessment of the impact of BPI activities, improves the anticipation, scheduling and organization of future activities.
Unesco.org portal further developed and enhanced in the six working languages of the General Conference, at least for the basic documents and materials, and recognized by users as an effective tool for information and knowledge-sharing in the Organization's fields of competence.	• The content is increasingly available on the web portal in the six working languages. Most notably Arabic content has increased, and there is a strong growth in demand for Spanish. - The average monthly page views on the portal for the biennium totals 6.7 million pages viewed per month, representing a 12% increase from 2007/2008 (6 million per month). - Strategic content promotion agreements set up with Google and YouTube to promote existing content (World Heritage) on Google Maps/Google Earth. Six YouTube channels set up to promote UNESCO video content. - New User Interface and Portal Graphic Charter developed in 2008 for implementation in 2010-2011. - Search Engine Optimization of all major themes has resulted in a naming chart for keywords for all websites concerned. - Web quality monitoring has begun for over 15,000 web pages in order to reduce editorial mistakes, broken links and improve accessibility. - 147 colleagues at Headquarters and from the field followed the online web content provider training. - Twenty colleagues at Headquarters were trained in web quality monitoring which will assist Sectors in improving the editorial and technical quality of their websites. - 497 pages from key documents were translated into	• The web quality monitoring process has shown that many obsolete pages exist on the web, and a concerted effort must be undertaken to remove erroneous and outdated pages. • Maintenance of new language versions of the website is a structural challenge for information management and editorial coordination. • The Spanish, Arabic, Russian and Chinese web portals are still lacking many basic texts. The Sectors do not have the capacity to produce content in six languages, and often material is only available in English and/or French. New partnerships could be a possible solution to improve the rate of translation. • Developing and maintaining web sites in six languages is an expensive exercise. Resources will need to be mobilized to achieve this objective.	Reducing the number of tools to manage web content will help to minimize web hosting, infrastructure and system administration. The current multilingual CMS software is open source, which saves considerable cost on licences.	Many teams do not have the resources to maintain the current number of websites under their responsibility. Resources should be reviewed for central services, field offices and Sectors. Grants from donor countries have allowed significant progress to be made in the Arabic content, but these resources need to be maintained if the work started is to be continued. Similarly, new resources will be required to go beyond the mimimum service now provided in Russian and Chinese.

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	Arabic and are being uploaded onto the Arabic portal. Workshops and training were provided to Arabic-speaking field offices: Beirut, Amman, Cairo, Doha and Iraq. Press releases and media advisories translated into Arabic, Russian and Chinese.			
Media information prepared and disseminated.	• 287 press releases and 164 media advisories prepared and distributed worldwide. • 416,297 articles mentioning UNESCO were monitored in the world media. Almost 50% of these appeared in the European media, followed by press in North America. This represents a fourfold increase on monitored articles since January 2006. Part of this increase can be explained by better monitoring techniques. Most thought this was due to improved distribution and growth in information media, particularly on the web. • 15,294 photos ordered from the photo bank by the public. 21,342 photos taken of events held at Headquarters. • Three workshops about UNESCO were organized for journalists from Portugal and Bulgaria. A fourth was organized for international journalism students at France's Sciences Po. • Audiovisual production: 35 short, uncommented videos distributed to television networks worldwide; 18 films produced for special events; numerous interviews conducted with personalities participating in UNESCO events. These interviews were produced and posted on UNESCO's web portal as well as being distributed to audiovisual media. Four productions (three for CNN, one public service announcement); coverage of UNESCO events (at Headquarters) including the production of 80 audiovisual spots for diverse use.	• UNESCO is clearly a reference for the media, but too many resources are spent producing texts of little or no interest to the media. More use could be made of the web portal for the publication of this mostly institutional information that falls into this category. This would free up section staff to interact more directly with journalists and editors to ensure that priority activities are given more extensive coverage by key media outlets. • The changing media landscape also means that journalists prefer receiving information via the web or by email, rather than attending press conferences or media briefings (unless the subject concerns a major news story or key personalities). • Translation of the section's production into the six United Nations working languages remains a challenge. This is expensive and there is always a time lag between production of an original text and its publication in other language versions. • Demand is constantly increasing for photographic and audiovisual production, far outstripping human and financial resources. Meeting this demand is a major challenge. Work is increasingly outsourced.	Information and communication technology has allowed the section to reduce costs. However, in parallel, demand for the section's products is steeply increasing, which could prove difficult to meet.	
Organization's publications programme implemented.	• The recommendations of the External Auditor on Publications Activities outlined a new role for BPI as part of the reform of publications policy at UNESCO. The role goes beyond the previous role of taking responsibility for "for sale" publications. The new role focuses on standard-setting for and monitoring of the overall policy and practices for publications activities, within the broader framework of public information. • In the 2008-2009 biennium BPI took the lead role of the working group for publications set up by the CCPI to assess publication policy and guidelines. In April 2009	• The CCPI has established Publication and Distribution Plans for 2008-2009 and 2010-2011. Publication plans reflect 181 EX/Decision 39 and the External Auditor's recommendations to gather comprehensive information on each title. • Use of new author's contract and allocation of ISBN for every UNESCO publication will preserve the Organization's integrity and facilitate dissemination of content also in	Establishment of benchmarks for planning print runs will avoid excesses. An information materials management tool (in development) will provide information on the number and the status of the publications and allow a better follow-up. A long-term agreement for printing,	The increase in licensing agreements and permissions will improve the presence of the Organization in the Member States and a larger linguistic diversity.

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	the new policy and guidelines for publications were issued and are now part of the new Administrative Manual.	terms of multilingualism.	binding and pre-press will guarantee constant quality and prices.	
	• The new policy redefined "Publications" and described the criteria and work flows for the quality control of all publications across UNESCO. As part of this quality control work flow, BPI now issues ISBNs for UNESCO publications which meet the full legal and editorial criteria.			
	• The introduction of new guidelines necessitated a training programme for the newly appointed publication officers and focal points. BPI set up training sessions in Paris and in one Regional Office (Bangkok), training key staff members on the new policy and on the importance of intellectual property rights.			
	• The recommendations also insisted on the introduction of a centralized plan of publications and distribution projects. BPI has coordinated for 2008-2009 the first Plan bringing together a full list of publication projects for Headquarters, field offices and institutes. A monitoring and management tool for publications and other information materials has been purchased and implementation of the tool commenced at the end of 2009.			
	• Implementation of the Publication and Distribution Plan 2008-2009. UNESCO produced 552 publications during the 2008-2009 biennium: 257 were produced at Headquarters; 65 were published by UNESCO institutes and 230 by field offices worldwide.			
	• The number of publications produced by each Major Programme is: Education Programme (MPI): 216; Natural Sciences Programme (MPII): 85; Social Sciences Programme (MPIII): 66; Culture Programme (MPIV): 61; and Communication and Information Programme (MPV): 73.			
	• The types of publications most often produced were: monographs: 176; works for the general public: 104; guidelines, manuals and toolkits: 61; and technical reports and working papers: 56.			
	• The most targeted general audiences during the 2008-2009 biennium were: policy-makers (59.2%); educators, teachers and trainers (51.8%); decision-makers, permanent delegations and National Commissions (50.1%); scientists and researchers (40.3%); and public			

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	at large (38.4%). • In terms of language versions, 349 were produced in a single language version; 166 had 2, 3, 4 or 5 versions; and 37 were published in the six official languages. • The number of publications produced in each language version is: 386 in English; 183 in French; 145 in Spanish; 94 in Portuguese; 69 in Arabic; 60 in Russian; and 50 in Chinese. • In terms of medium type production, 357 publications were produced in print version only; 144 were produced in print and digital versions; and 48 were produced only digitally. • Of the 512 publications in the 2008-2009 biennium, 106 titles were for sale (58 in 2008 and 48 in 2009). In addition: 29 co-publishing contracts in the Organization's official languages were negotiated; 27 licensing contracts for publications in non-official languages were negotiated; 124 authorizations were granted for the reproduction of excerpts from works copyrighted by UNESCO; more than 1,000 mentions and citations in works published by UNESCO Publishing were found in the press and on specialized sites; 106 titles were published during the 2008-2009 biennium (58 in 2008 and 48 in 2009): 52 in English; 34 titles in French; 15 titles in Spanish and five multilingual titles published as multilingual.			
Ten issues per year of the online edition of the UNESCO *Courier* disseminated in the six working languages of the General Conference.	• Ten issues of *The Courier* were issued in 2008 and in 2009 in the six languages of the Organization. Eight special issues were printed for the General Conference. • Readership remained stable at about 30,000 subscribers to the electronic version. The distribution of the printed editions was limited mainly to participants at various events related to the themes of these issues, and the Permanent Delegations.	• This was a difficult exercise as a quality magazine requires a dedicated team. • Continuing the publication requires editorial and production support from across the Organization. It should also essentially remain an electronic product.	Considering the reduction of budget foreseen in the next biennium, a new cost-effective formula for *The Courier* needs to be elaborated.	A new cost-effective formula for *The Courier* will be elaborated during the next biennium.

Programme of cultural events organized.	• Within the context of its cultural policy which makes UNESCO a house of world cultures embodying cultural diversity in Paris, BPI has organized cultural events and events for the Programme Sectors at UNESCO Headquarters :
	
	   - 122 exhibitions;
	
	   - 131 cultural events (concerts, shows, movies/documentaries) with full information services
		• 253 events in two years illustrates the challenge faced to get access to a maximum and serve as many divers regions as possible. Within the semester, 68 countries have enjoyed BPI/PCE services and expertise (+33% throughout the biennium) in setting up successful cultural event and welcoming local communities in France.
		
		 • The need was recognized to open UNESCO
			The overall events are fully funded by the organizers (Programme sector or Member States).
			
			 However, BPI's added value is not only to secure the success of the events but to optimize its impact locally and away from Headquarters. In addition, the return on investment in terms of visibility leads BPI work	

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	and complete public relations services for 5% of the cultural events. • In terms of management, the objective was fourfold: - Better promote the idea that Headquarters cultural events are embodying the cultural diversity UNESCO is supporting in-house. - Regarding exhibitions, BPI has systematically studied the best way to mobilize the public for each specific event, be it organized by the Secretariat or a Delegation. The underlying objective is to help them maximize their return on investment. - Logically the communication effort through the cultural events calendar (emailing alerts to targeted contacts database, etc.) has expanded and (punctual or sustained) communication partnerships have been made with major Paris-based cultural stakeholders. - Development of new formats for the exhibitions hosted at Headquarters in order to have them circulating and freely accessible online, to field offices, and to a series of relevant hosting places (United Nations information centres, cultural centres, etc.).	to new publics (younger and multicultural) and attract the public for events in UNESCO's priority domains, thus promoting cultural diversity but also contributing to UNESCO corporate communication development. Partnerships were set up in order to open to new publics and make UNESCO the place where events dealing with cultural diversity, education for all or sustainable development for example take place. Hence, a specific effort has been made to host and organize screenings of movies/documentaries in these domains. • The now systematic proposal made to exhibition organizers to invest slightly more and get outreach, favours the circulation process and contributes to a more strategic and long-term approach to events management.	and management, ensuring that the best communication vector is chosen to get our messages through to the right audience.	
Public information services provided in Member States.	• BPI organized with National Commissions for UNESCO training sessions and exchange of experience on how to enhance UNESCO visibility at the national level in 8 European countries and 16 African countries (Vienna-Yaoundé). • Public understanding of UNESCO priority themes enhanced through distribution of the brochure "60 Minutes Cycle on UNESCO and Ethics" to all National Commissions, along with reprints of brochures on the intersectoral platforms. Furthermore, they were informed that all "60 Minutes" fact sheets were available on UNESDOC.	• Better coordination between UNESCO/Headquarters and field offices/institutes and National Commissions is necessary to enhance visibility. Some concrete common initiatives have been identified to celebrate international days throughout the year via a concerted public information plan. • The high demand from National Commissions and field offices in developing countries for paper versions of the "60 Minutes" brochures and fact sheets was not met due to limited resources. With continuing inequality of web access worldwide, greater priority should be given to provision of hard copy information.	The involvement of National Commissions is the only cost-effective solution to the enhancement of UNESCO's communication and visibility at the national level. The "60 Minutes" brochures and fact sheets offer low-cost provision of succinct, up-to-date information.	A continued capacity-building process of National Commissions and field offices is the way to ensure sustainability. This effort will be continued during the biennium 2010-2011.
Internal communication developed and intensified.	Understanding of critical world issues, UNESCO programmes and internal issues improved, through proactive and targeted scheduling of topics in weekly "60 Minutes" meetings, available to field offices and institutes through audiocasts and online multimedia materials.	• Fast-moving world events that impact on UNESCO entail highly responsive internal communication reaching staff worldwide. "60 Minutes" sessions and materials related to various global crises provided effective communication channels.	Major communication channel entailing low, widespread costs, maximizing use of existing resources.	

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	• Some 188 UNESCOMMUNICATION Newsletters have been produced and sent to the Secretariat and Delegations. • Twenty dynamic screens have been installed in the Fontenoy and Miollis-Bonvin buildings and are updated daily through the addition of information content (texts, photographs and videos).			
Impact of partnerships on UNESCO's image and visibility evaluated.	• In the biennium, impact and visibility were achieved through the use of UNESCO's name and logo in the framework of patronage as well as partnerships. • 415 organizations requested UNESCO's patronage and the use of UNESCO's name and logo, out of which 306 requests were granted patronage. • UNESCO's name and logo were equally made visible through a variety of partnerships developed by Programme Sectors and field offices.	• The Secretariat needs to work more closely with National Commissions and Permanent Delegations in order to encourage more patronage activities and use of UNESCO's name and logo in countries in the regions of Africa, Arab States, Asia and the Pacific and Latin America and the Caribbean to enhance UNESCO's outreach and impact. • An increase in patronage requests may be expected which could increase the workload in terms of daily operations. • Human and financial resources will also need to be mobilized in order to carry out additional activities such as training.	The granting of UNESCO's patronage to and the subsequent use of UNESCO's name and logo by civil society organizations is a cost-effective way to help the Organization achieve visibility and impact, as patronage does not involve any financial commitment on the part of UNESCO.	
Proper use of UNESCO's name, acronym and logo and Internet domain names protected nationally and globally.	• There was one case of unauthorized use of UNESCO's logo and this was immediately followed up. • A risk evaluation is now made by the Secretariat when assessing requests for patronage, thus helping to ensure that patronage is granted to reputable organizations' events. A report form is also systematically sent out by the Secretariat to organizations which receive UNESCO's patronage, enabling the Secretariat in due course to evaluate the impact and outreach of UNESCO's patronage more concretely. • All partnership agreements now include a standard clause on logo use. • An Administrative Circular (No. 2329) was published in February in English and French, further clarifying the roles and responsibilities of each Sector and Bureau. The manual was also updated. • The UNESCO logo toolkit was completed, setting out graphical standards on how the logo should be presented in statutory use and authorized use cases. This will contribute to the Organization's effort to project	• The Secretariat also needs to work hand-in-hand with National Commissions and Permanent Delegations in order to ensure reporting by patronage-receiving organizations so that the visibility and outreach of UNESCO can be measured thoroughly and concretely. • A comprehensive practical guideline concerning the use of the UNESCO name and logo will be produced for the Secretariat, the National Commissions, and internal entities.	The granting of patronage by National Commissions for events of national scale is also a very cost-effective way of promoting UNESCO's image and visibility.	BPI worked very closely with field offices and National Commissions during the biennium in connection with logo use. Information on correct logo use is already included in training carried out in field offices. However, knowledge of this should be increased in more field offices and National Commissions.

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	a consistent and strong image to the general public. Its extranet version was tested with 20 National Commissions.			

Paragraph 12029*: Improving the visibility and image of UNESCO through efficient administration of UNESCO Prizes

Regular budget: Activities (rounded to $ thousand)	
Planned: $	Actual: $

34 C/5 Expected results	Achievement(s)	Challenges/ lessons learned	Cost-effectiveness	Sustainability
Visibility and impact of UNESCO strengthened through UNESCO Prizes.	• Practical implementation of the overall strategy for all UNESCO Prizes by BPI, as coordinator, was further developed in cooperation with all Programme Sectors and central services, in consultation with Member States and donors. The Director-General reported to the Executive Board at its 182nd session that harmonization of UNESCO prizes is being achieved, based on the criteria set out in document 171 EX/19. • Publication of official calls for nominations and announcements of prizewinners for all active UNESCO prizes with web, audiovisual and press coverage by BPI: UNESCOMMUNICATION newsletters, integrated calendar of events, press releases, media advisories, In Focus web, etc. • Eight award ceremonies for eight UNESCO prizes from four Sectors (ED, SC, CI and SHS) and ODG/CRP were held with BPI coordination and support, including web, audiovisual and press coverage: three award ceremonies were organized at UNESCO Headquarters and two abroad; one award ceremony was held on the occasion of an International Day: "the World Press Freedom Day". • Updating of the list of UNESCO Prizes by BPI attached to document 182 EX/25. • Elaboration of a calendar of award ceremonies 2008-2009.	• The implementation of the strategy is being finalized. Further internal and intersectoral cooperation is expected.		

*Transferred from ERC as per DG/Note/08/18 of 21/05/2008.