



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

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## Monthly Report on the Use of UNESCO Public Information Products

October 2013

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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

October was a relatively quiet month for UNESCO. The story that generated most media coverage was the Executive Board's nomination of Irina Bokova for a second term as Director-General. The story was exhaustively reported, with hundreds of articles published in all regions. Coverage was particularly dense in the United States, Canada, France, Spain and Latin America.

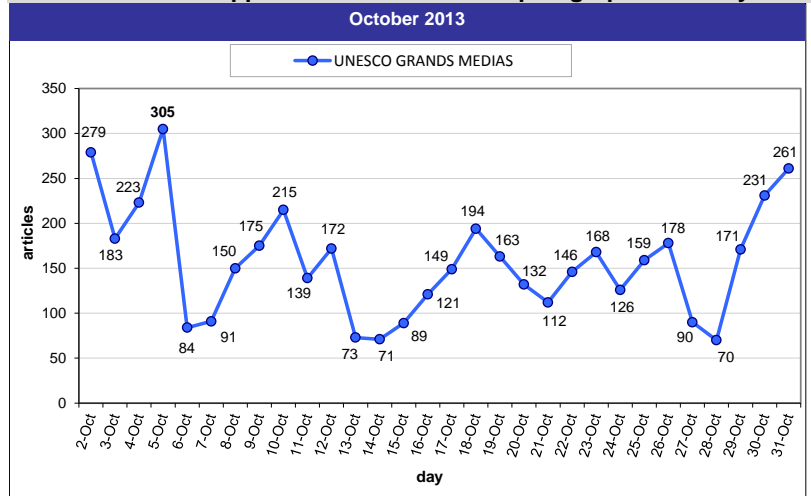
World Teachers' Day was also reasonably well covered, with reports in national media in all regions.

The Youth Forum was mainly a social media story and did not generate any significant mainstream media coverage.

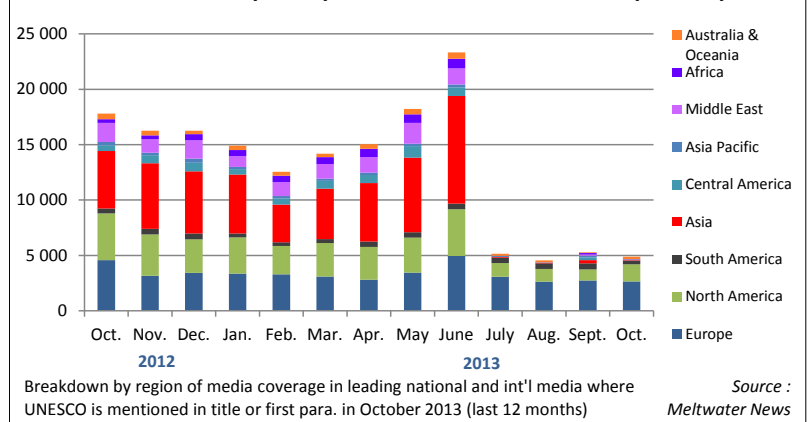
The following events are highlighted in the Major Events pages:

- **Executive Board (23/09-11/10)**
- **World Teacher's Day 2013 (05/10)**
- **8<sup>th</sup> UNESCO Youth Forum (29-31/10)**

## Articles published daily in top 1,000 national and int'l on-line media in which "UNESCO" appears in the title or first paragraph of a story



## Number of articles monitored dropped in most regions except in North America (+57%) and Australia & Oceania (+205%)



## UNESCO Website and Social Media Channels

Web traffic has been growing for the third month in a row, confirming the yearly visits pattern typical of our website. With 2.75 million visits in October (an 18.73% increase from September), it is the highest traffic over the last two years. The most searched words, according to Google, were this month: unesco, education, culture, water, cultural diversity, biodiversity, and World Teacher's Day in Russian.

Since a long time now, Google, Wikipedia and Facebook lead traffic referrals, sharing together one fourth of the traffic generated on the web.

With the General Conference, unesco.int registered a jump almost tripling its visitors compared to October 2012 (see graph, next page).

Launched one year ago, Unescommunity has already much evolved and improved. Among the changes, the way visitors are counted has been refined, contributing to explain the drop in "page views" since 8 September 2013.

## October web traffic growth hits a two year high More than 8 million page views (+18%) - Visits: +15%



October was a busy, productive month for social media, with strong growth on all language channels.

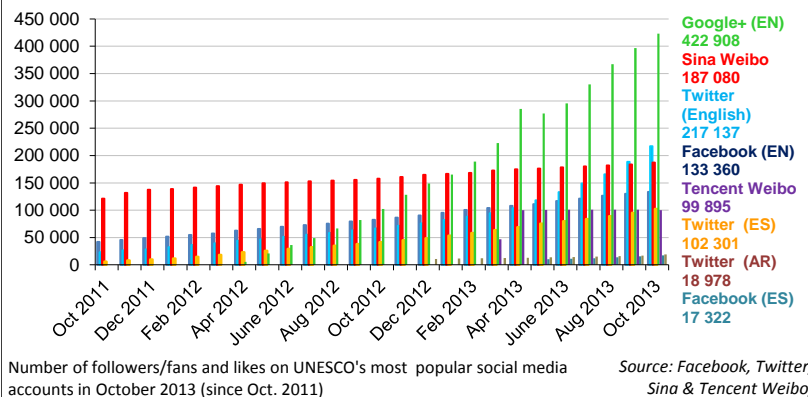
The biggest event was the 8<sup>th</sup> UNESCO Youth Forum, where social media/web arguably took the lead role in our communications strategy. We ensured that a robust plan was implemented, and achieved solid results. Two of our best performing messages in this month's top 10 social media content involve the Int'l Day for the Elimination of Poverty and the Int'l Day of the Girl Child. This demonstrates the wide appeal of UNESCO's unique perspective on these discussions on the occasion of international awareness days.

October also saw the official launch of UNESCO's LinkedIn page, and its integration with our social media offer. The page now has 44K followers. LinkedIn is the ideal solution to remedy the unavailability of a centralized database allowing, in just 1 click, to pull out the email/phone numbers of all professional networks in a specific field (i.e.: education policy professionals) and to contact them directly about a new survey, publication, or event. LinkedIn will help us improve our outreach potential, starting with the core professional communities that are most concerned by our work. In close consultation with the sectors, we have decided to create specialized groups of professionals on our LinkedIn page, starting with this [Education Professionals Group](#). Multilingualism will be a critical in getting the word out.

### unesco.int traffic keeps growing and reaches new record Increase by 130% in page views and by 167% in visits from Oct. 2012



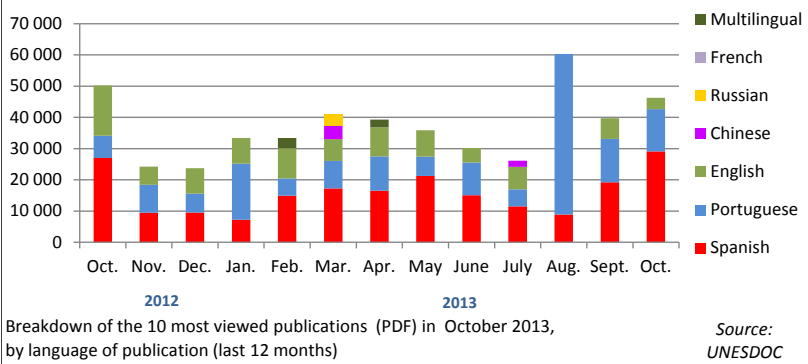
### More than 1.2 million followers/fans/likes on our social media accounts Highest growth is for Twitter +12% (English+15%, Arabic +13%)



### UNESCO Publications

Online viewing of UNESCO top ten publications in October is the second highest for 2013 but is down on October 2012 (-7%). 92% of the viewing is of Spanish and Portuguese titles but very few are recent titles. The only English title that has retained its place in the top 10 views over the last few months is the *World Water Development Report 4*. The figures for UNESCO Publications on Google Books have jumped up by 79% and compare reasonably with 2012 with an increase in page views (+12%). World Heritage and Education titles dominated bookshop sales but for on-line sales, World Heritage and water themes come out on top.

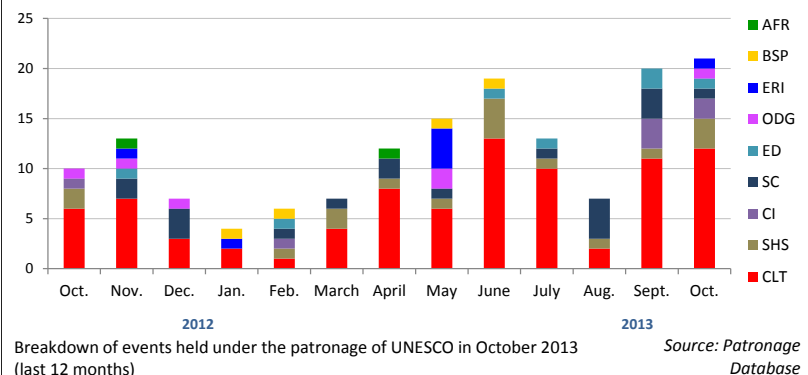
### +16% on-line viewing from Sept. 2013- the 2nd best in 2013 92% was of Spanish and Portuguese titles



### UNESCO Patronages

In October, for the second consecutive month, more than twenty events in different countries were held under the patronage of UNESCO. The majority of these events were in the area of CLT's work. Since October last year, a total of 154 events have taken place under the patronage of UNESCO. Most requests and most patronages accorded are from and to European countries.

### 21 events were held in October under the patronage of UNESCO Vast majority (57%) was once again linked to CLT activities



## Major events:

### I. Executive Board (23 September - 11 October 2013)

The 192nd session of the Board had 43 items on its agenda, prominent among which was the nomination of a candidate for the post of Director-General of UNESCO. The Executive Board nominated Irina Bokova for a second term as Director-General, after a single round of voting. The nomination will be submitted to the approval of the General Conference.

The Organization's current financial situation with the follow-up to the Special Session of the Executive Board held on 4<sup>th</sup> July 2013 on the next Medium-Term Strategy (2014-2021) and the Programme and Budget for 2014-2017 was also a major item which required extensive discussion and finally concluded with consensus decisions. The Executive Board agreed to recommend an income and expenditure plan as well as a restructuring plan based on the expected cash flow of \$507 million for 2014-2015.



On the programme, reviewed in-depth were the Director-General's action Global Action Programme on Education for Sustainable Development, the proposals for specific recommendations for the post-United Nations Literacy Decade period and an update of the Organization's engagement in shaping the post-2015 agenda, as well as action plans for the Organization's two global priorities: Priority Africa and Gender equality. The Board gave its agreement to the renewal of the UNESCO-Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence. The Board also gave the go-ahead for two new agreements with international organizations and for a new International Year of Global Understanding in 2016 as well as an International Day of Sports and Physical Activity.

#### Communication materials and activities:

- [Press release](#) (04/10)
- Dedicated website
- Live transmission of debates
- Photos

**Webcast/Live streaming connections:** For the Opening, peak of simultaneous connections: Internal: 189; External 12.

**Website statistics:** On dedicated website: 8,416 visits/46,533 page views (from 15/09 to 31/10/2013). Press release: 2,271 visits/6,015 page views.

**Press coverage:** A press release issued on the Executive Board's nomination of Irina Bokova to the position of Director-General was widely published in leading national and international media around the world. This was clearly the biggest story of the month for UNESCO.

**Social media:** The most important event from the Executive Board for social media was the nomination of Irina Bokova for a second term as Director General. The news did relatively well on Twitter (34 RTs) and on Facebook (134 likes), and was instantly picked up by @UN (the lead United Nations HQ account).

## II. World Teacher's Day 2013 (05 October 2013)

Celebrations for World Teachers' Day (WTD) are based on the fact that education is a right and teachers are the key to ensuring it. WTD celebrated this year under the slogan "A call for teachers!" is dedicated to honouring teachers. It affirms teachers' important role in society and their indispensable contribution to learners of all ages.

170 events took place around the world in celebration of WTD 2013 (see [worldteachersday.org](http://worldteachersday.org) for all events). In Paris, some 700 national and international participants, including: representatives from Delegations and National Commissions, policy makers, researchers, representatives of intergovernmental organizations and NGO's and teachers met on 4 October at UNESCO Headquarters to celebrate World Teachers' Day 2013 (as 5 October fell on a Saturday).

The event was honoured with the presence of Goodwill Ambassador H.R.H. Princess Firyal of Jordan and brought together ILO, UNDP, UNICEF, EI, the International Task Force on Teachers for EFA, Deyrolles, Intel, Microsoft and partner organizations such as the OECD, the Global Partnership for Education, the Global Education First Initiative, the Global Campaign for Education, students, teachers and delegations. Active internal UNESCO partners for the day at headquarters included the Natural Sciences Sector, ED/ESD, World Heritage and the Youth section, UNESCO-Hamdan Prize, KMS publications and interpretation services, Peace education, IIEP, GMR team, GEFI team, Goodwill Ambassador and Protocol sections.



The call: the world and decision makers in particular, need to make greater efforts to attract and recruit top graduates to the profession; professionalization of teaching by improve teacher training and support teachers by giving them the necessary conditions to carry out their profession (including adequate salaries).

The morning event at UNESCO HQ focused on UNESCO leading a new global citizenship movement - one of the 3 pillars of the [UN Secretary-General's Global Education First Initiative \(GEFI\)](#) - to view schools and teachers as active contributors to a peaceful and sustainable future.

The afternoon at UNESCO HQ saw the launch of Education International's (EI) year-long Unite for Quality Education campaign. EI and partners renewed their commitment to quality education, and aim turning to turn this commitment into a broader movement, mobilizing 30 million teachers and education professionals and uniting with parents and students, communities and governments, NGOs, international organizations and others, which share the vision of quality education for all. This year's WTD topped the charts, with an audience increase by 50% at Headquarters and 80% in social media globally.

**Participants at Headquarters:** some 700 national and international participants

**Audience:** Representatives from Delegations and National Commissions, policy makers, researchers, representatives of intergovernmental organizations and NGO's and teachers

### Communication materials and activities:

- [Media advisory](#) (01/10)
- [Press release](#) (03/10)
- [Joint message for World Teacher's Day](#)
- [Dedicated webpage](#)
- [Celebrations map](#)
- [Poster](#) (6 languages)
- [Infographic](#)
- [Celebration's programme](#)
- 15 all day stands in the Foyer (HQ) including micro-science kit experiments for teachers

**Website statistics:** On dedicated webpage: 16,398 visits/23,600 page views, with a peak on 05/10: 5,097 visits/6,921 page views. Media advisory: 123 visits/742 page views. Press release: 671 visits/2,410 page views. Joint message: 975 views; Poster: 2,102 views. Celebrations map: 2,000 visits/day on average with a peak of 13,800 visits on 5 October.

**Press coverage:** A press release presenting new data on teacher shortages was issued for World Teachers Day. It was widely republished in national and local media in several regions, and did spectacularly well in Brazil, Portugal, Spain and Germany. Nonetheless, coverage overall was relatively light compared to previous years.

**Social media:** While our W program has teachers as its main target audience, on social media the focus had to be broadened to make the issue of teachers relevant for the general public. Of the many messages that were posted on social media, two types of messages resonated most strongly:

- Connecting teachers to the UN #EducationFirst campaign. Eg: Putting #EducationFirst = putting teachers first. Good teachers bolster global citizenship for tolerance & respect <http://ow.ly/psODO> (62 RTs) and Nothing can replace a good teacher. #Teachers hold the keys to quality education. There are few careers as important <http://ow.ly/psEHF> (128 RT)
- Emphasizing the central role that teachers play in fostering 21st century global citizenship.
  - For this reason, social media worked with the WTD team to develop [supporting web editorial](#), and to highlight UNESCO's innovative approach in "leading a global reflection on this shifting paradigm".
  - An interactive word cloud, promoted on all social platforms, was a hit, [especially on FB](#). Users were asked to fill in the word cloud – "What should education for global citizenship teach? #globalcitizen" and received many enthusiastic responses.

Infographics and statistics from UIS were also heavily promoted, but performance was average, since the numbers are rather depressing and do not emphasize enough positive action to change the status quo – a key messaging requirement for the general public. Our messages and programs will have to emphasize more, not just the practical applications of our work to the lives of everyday people, but on our actions, as well as the "actionability" of our more intellectual work for advocacy and positive change. A critical final suggestion: An impactful social media campaign about teachers should be developed and run on a year-long basis. Most countries celebrate their own national teachers' days, which do not fall on our WTD, so we should try to raise our profile in these countries whenever social media attention about teachers is highest.

### III. 8<sup>th</sup> UNESCO Youth Forum (29-31 October 2013)

The 8th UNESCO Youth Forum was held from 29 to 31 October 2013 at UNESCO Headquarters, bringing over 500 young women and men together from across the world, with hundreds more contributing via pre-Forum online discussions, to assess current youth issues and formulate solutions. This resulted in the adoption of 10 strategic recommendations linked to UNESCO's Operational Strategy on Youth 2014-2021 and the selection of 15 youth-led Action Projects receiving the 8<sup>th</sup> UNESCO Youth Forum Label.



The conclusions of the Forum, which were presented at the 37<sup>th</sup> session of UNESCO's General Conference (5-20 November 2013) call upon Member States and UNESCO to Invest in inclusive youth development and civic engagement and in strengthening youth's skills and competences for the transition to the labor market. The forum was unanimously supported by Member States, who welcomed its recommendations and praised its innovative and youth-driven character and format.

For the first time in its history, the Forum highlighted 15 Action Projects submitted by youth organizations from the 5 regions of the world, selected by youth participants from a shortlist of 45. The final projects are the following:

Africa	<ul style="list-style-type: none"> <li>✓ <a href="#">Collective Action for the promotion of rights for the youths living with disabilities (CAPRIY)</a> – Cameroon</li> <li>✓ <a href="#">Youth inclusion and Democratic Consolidation in Mauritius</a> – Mauritius</li> <li>✓ <a href="#">Skills for Youth Empowerment</a> – Uganda</li> </ul>
Arab States	<ul style="list-style-type: none"> <li>✓ <a href="#">Generations For Peace - Middle East and North Africa</a> - Jordan</li> <li>✓ <a href="#">Provision of safe environment for youth to get engaged in the Gaza Strip "Youth Club"</a> – Palestine</li> <li>✓ <a href="#">Social Entrepreneurship for Marginalized Youth</a> – Bahrain</li> </ul>
Asia and the Pacific	<ul style="list-style-type: none"> <li>✓ <a href="#">SHINE Project</a> – Samoa</li> <li>✓ <a href="#">Engaging Rural Youth in Cultural Rights Activity in Vanuatu</a> – Vanuatu</li> <li>✓ <a href="#">Youth Empowerment through Civic Engagement and Skills Development</a> – Afghanistan</li> </ul>
Europe and North America	<ul style="list-style-type: none"> <li>✓ <a href="#">Why Not? EPTO</a> – Belgium</li> <li>✓ <a href="#">Gift for Gift</a> – France</li> <li>✓ <a href="#">Training for Developing Youth Reporting Capacities (You.Re.Ca.)</a> – Greece</li> </ul>
Latin America & the Caribbean	<ul style="list-style-type: none"> <li>✓ <a href="#">Youth players with participatory and inclusive leadership</a> – El Salvador</li> <li>✓ <a href="#">Innovative educational approach for prevention and citizen participation</a> – Mexico</li> <li>✓ <a href="#">Creando Comienzos Creando Paz (Creating beginnings Creating Peace)</a> – Guatemala</li> </ul>

This edition of the Forum was supported by a number of partners and sponsors, including IGOs, national governments, civil sector organizations and private sector entities.

**Participants:** More than 500 participants, incl. Youth Delegates representing some 135 countries, in addition to an online pre-Forum discussion platform comprising over 800 members.

**Audience:** Young women and men, including official delegates as nominated by National Commissions of Member States to UNESCO, representatives of youth-led and youth-focused NGOs, associations, private sector entities, representatives of inter-governmental agencies and other young participants from all over the world.

#### Communication materials and activities:

- [Media advisory](#) (23/10)
- News (28/10, 29/10)
- [Web release on the 45 shortlisted action projects](#) (11/10)
- [Dedicated webpage](#) / Web banner
- [Detailed Programme](#)
- [Post-Forum Agenda](#)
- [On-line registration](#)
- [World Atlas of Youth Policies](#)
- Live webcast
- Video interviews/Photos
- [15 youth-led action projects that received the Label](#)
- [Conclusions of the Youth Forum](#)
- Concert of Finning Sign Language Rap Artist "Signmark"
- Cultural Event by The Goi Peace Foundation "Drumming for Youth Civic Engagement"
- [UNESCO Juan Bosch Prize - Award Ceremony](#)
- [ISIC photo contest Get involved! Take action! International Youth Photo Competition](#)
- 12<sup>th</sup> edition of *Vamos Falar Português!*, Lusophone meeting
- Screening of the documentary "[Rising from Ashes](#)"

**Webcast/Live streaming connections:** On 29/10: Peak of simultaneous connections: Internal 23; External: 35.

**Website statistics** (01/10-10/11): On dedicated webpage: 8,632 visits/36,606 page views. Media advisory: 237 visits/ 621 page views. Web release: 1,811 visits/4,030 page views. News: 28/10: 452 visits/1,532 page views; 29/10: 139 visits/404 page views

**Press coverage:** A media advisory and well-furnished press kit were prepared by SHS for this event. However, it was a subject for social media – the media used.

**Social media:** The Youth Forum required the development of social media content to address 2 types of communications needs: 1/ animating the live local event in Paris, and 2/ making this event accessible and relevant to global audiences who cannot attend. Were developed: [Attractive visuals](#) to serve as the basis for Facebook & Google+ discussions on the main themes addressed on each day of the Forum; [5 written interviews](#) with Youth leaders, whose stories were used to convey the YF's empowering message of unlimited possibilities for youth, as long as they take the future into their own hands. All stories were used to drive social media debate, and multilingualism: [Ahmad Alhindawi](#), [UN Youth Envoy](#); [Shamla Maharaj](#); [Signmark](#); [Nick d'Aloisio](#); [Malamine Koné](#); [6 videos with youth delegates](#) using Flipcam for each of UNESCO's official languages ([see example](#)). [3 professional videos](#) with the highlights of each day. More follow-up is under way, post-Forum, to follow up on the 15 action projects having won the UNESCO YF Label. Social media played a critical role in the call for projects; and there is strong interest from the general public about following up on, if not participating in, these projects.

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

Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al).

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

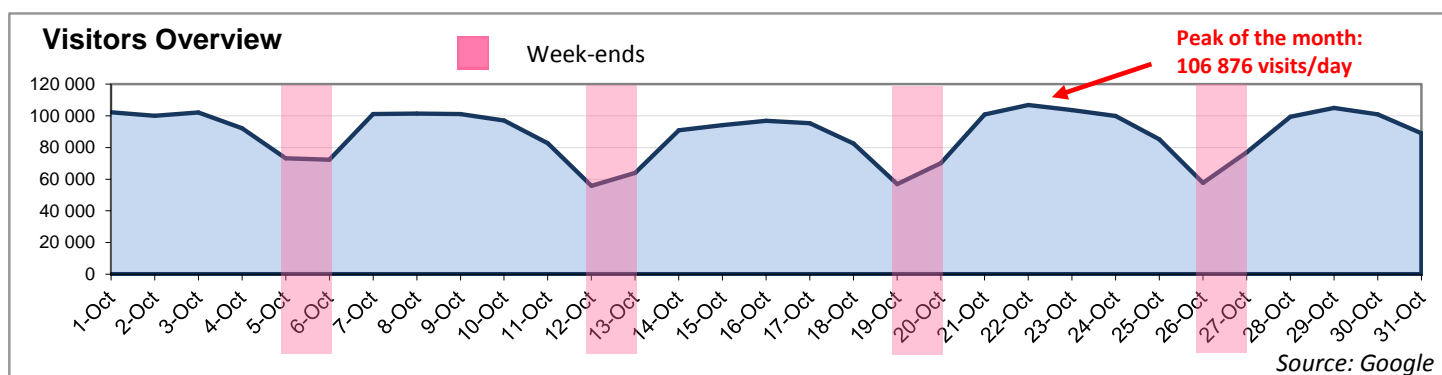
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Since a long time now, Google, Wikipedia and Facebook lead traffic referrals, sharing together one fourth of the traffic generated on the web.

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## 1.1. October 2013 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
Oct. 2012	6 780 090	+103.96	+16.33%	2 322 957	+88.69%	+22.41%	1 778 958	+83.57%	+21.26%
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
June 2013	6 916 019	+40.60%	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%
Sept. 2013	6 811 946	+16.87%	+23.43%	2 383 880	+25.62%	+23.45%	1 866 997	+27.26%	+24.55%
<b>Oct. 2013</b>	<b>8 039 105</b>	<b>+18.57%</b>	<b>+18.01%</b>	<b>2 758 024</b>	<b>+18.73%</b>	<b>+15.69%</b>	<b>2 172 606</b>	<b>+22.13%</b>	<b>+16.37%</b>

### 1.3. Visits by Area of Interest in October 2013 (This data only covers tagged subsites)

Areas of interest	Visits <sup>2</sup> in October 2013	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 758 024</b>	<b>+18.73%</b>	<b>+15.69%</b>
Home & Central Service pages	288 729	-2.27%	+28.97%
Worldwide	29 672	+11.57%	+23.66%
<b>Education for the 21st Century and ED Sector</b>	<b>220 709</b>	<b>+19.88%</b>	<b>+12.15%</b>
<b>One Planet, one Ocean &amp; Science for a Sustainable Future and SC Sector</b>	<b>78 112</b>	<b>+16.97%</b>	<b>+22.22%</b>
<b>Learning to Live Together and SHS Sector</b>	<b>72 254</b>	<b>+77.93%</b>	<b>+27.42%</b>
<b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>	<b>1 291 229</b>	<b>+25,96%</b>	<b>+10,39%</b>
World Heritage	1 108 760	+19.48%	+10.04%
Intangible Heritage	58 529	+10.81%	+27.63%
Culture Sector (excl. Intangible Heritage)	117 830	+21.37%	+1.38%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>73 531</b>	<b>+0.85%</b>	<b>+22.33%</b>
<b>Field offices (only those tracked)</b>	<b>177 891</b>	<b>+42.36%</b>	<b>+22.58%</b>
UIL*	23 604	+13.39%	-4.55%
IIEP*	175 984	-6.58%	+16.74%
UNEVOC*	33 961	+4.21%	-18.50%

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

### 1.4. UNESCO Website Visitors

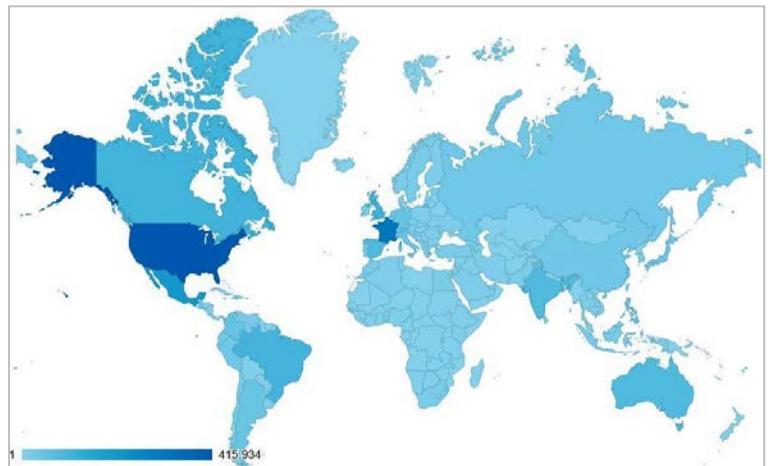
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	415 934	15.08%	+21.79%	2.63	00:02:20
France	314 035	11.39%	+20.45%	3.75	00:05:12
Mexico	208 397	7.56%	+15.45%	2.60	00:03:14
United Kingdom	111 098	4.03%	+15.62%	2.95	00:02:43
Canada	108 820	3.95%	+28.12%	3.89	00:04:15
Brazil	104 443	3.79%	+11.15%	2.06	00:02:28
Spain	86 197	3.13%	+40.39%	3.37	00:03:18
India	82 746	3.00%	-7.32%	2.52	00:02:47
Australia	82 499	2.99%	-16.90%	3.26	00:04:12
Colombia	49 466	1.79%	+8.60%	2.18	00:02:26

#### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 367 716	49.59%	+11.02%
Spanish	503 027	18.24%	+18.72%
French	362 714	13.15%	+20.37%
Portuguese	115 042	4.17%	+15.83%
Chinese	51 071	1.85%	+36.28%
Russian	48 117	1.74%	+24.87%
German	43 450	1.58%	+14.73%
Italian	39 588	1.44%	+14.96%
Japanese	36 021	1.31%	+32.02%
Arabic	25 879	0.94%	+21.61%

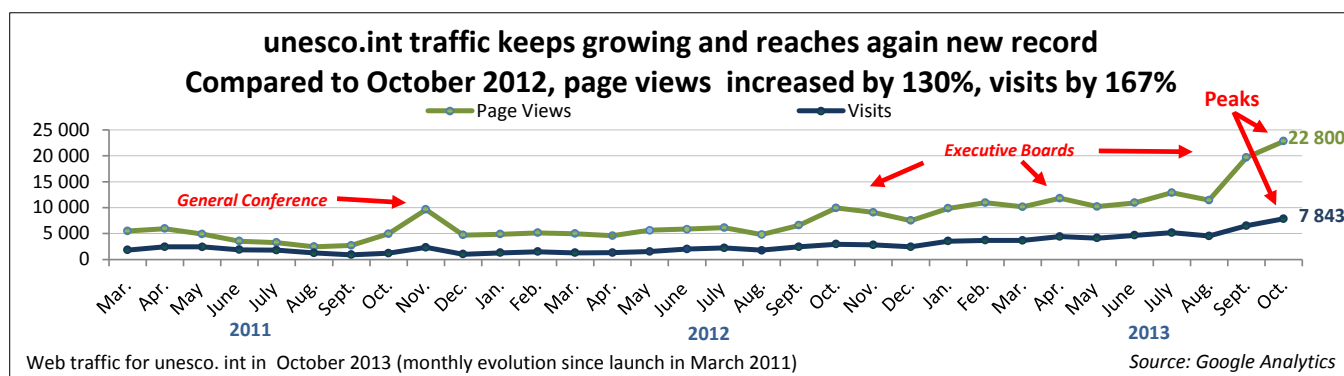
#### Geographical origin of visits (source: Google Analytics)





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

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/ Visit	Variation vs M-1	Avg Visit duration
2012	October	9 925	+99.98%	+50.58%	2 948	+141.24%	+21.12%	3.08	+7.69%	00:03:56
	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
	December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27
	April	11 806	+156.48%	+16.28%	4 417	+228.40%	+20.32%	2.96	-0.34%	00:04:11
	May	10 213	+80.51%	-13.49%	4 126	+163.81%	-6.59%	2.59	-12.50%	00:03:49
	June	10 933	+86.13%	+7.05%	4 669	+128.87%	+13.16%	2.58	-0.39%	00:03:20
	July	12 880	+109.77%	+17.81%	5 184	+131.22%	+11.03%	2.79	+8.14%	00:03:38
	August	11 434	+136.97%	-11.23%	4 524	+152.46%	-12.73%	2.65	-5.02%	00:03:21
	September	19 680	+198.59%	+72.12%	6 522	+167.95%	+44.16%	2.92	+10.19%	00:04:33
	October	22 800	+129.72%	+15.85%	7 843	+166.04%	+20.25%	3.17	+8.56%	00:05:26



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

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%
	April	74 831	+12.67%	32 095	+14.36%
	May	39 738	-46.90%	16 323	-49.14%
	June	52 986	+33.34%	19 318	+18.35%
	July	61 358	+15.80%	18 994	-1.68%
	August	40 829	-33.46%	14 354	-24.43%
	September	24 531	-39.92%	9 138	-36.34%
	October	14 769	-39.79%	4 866	-46.75%

### Traffic indicators explained:

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

<sup>2</sup> **Visits:** A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

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

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

UNESCO products for written and audiovisual media are:

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

Most of these products are distributed widely to the media and are available through the Media Services webpage. In order to improve our promotion and distribution of video images, all subjects/reportages and Background Footages are systematically sent to UNifeed and European Broadcasting Union (EBU), and made available to TV networks and online news sources via UNESCO's Multimedia webpage.

### 2.1. Media Service webpage - <http://www.unesco.org/new/en/media-services>

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
<b>Total</b>	<b>141 997</b>	<b>+13.99%</b>	<b>+13.80%</b>
English (EN)	78 305	+21.83%	+13.00%
Spanish (ES)	32 626	+20.43%	+10.44%
French (FR)	17 582	+6.69%	+18.36%
Arabic (AR)	5 839	-3.55%	+36.97%
Russian (RU)	4 542	-41.80%	+20.99%
Chinese (ZH)	3 103	+8.16%	+1.07%

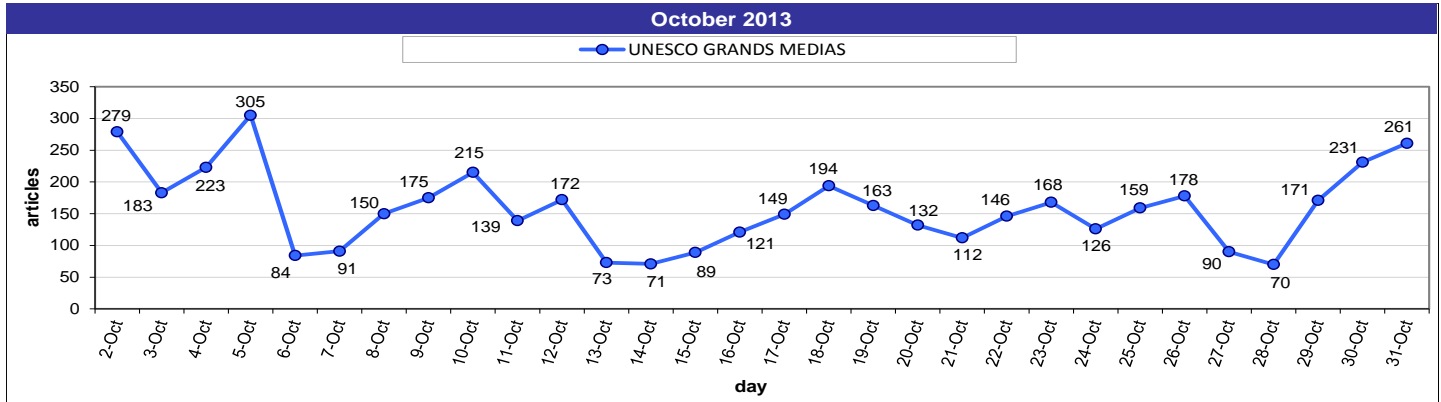
\* Based on figures published in the Monthly Reports.

### 2.2. Press releases/Media advisories in October 2013

1.	01/10	<a href="#">UNESCO celebrates World Teachers' Day</a>
2.	03/10	<a href="#">UNESCO study shows Africa and Arab States are worst hit by teacher shortage</a>
3.	04/10	<a href="#">UNESCO calls for strengthened sexuality education and sexual and reproductive health services for young people in Eastern and Southern Africa</a>
4.	04/10	<a href="#">Irina Bokova nominated by UNESCO Executive Board for the post of Director-General</a>
5.	09/10	<a href="#">Director-General condemns killing of newspaper vendor José Darío Arenas</a>
6.	09/10	<a href="#">Director-General urges investigation following murder of journalists Mohamed Karim al-Badrani and Mohamed Ghanem in Iraq</a>
7.	10/10	<a href="#">Marine World Heritage site managers meet to share best practices and solutions to marine conservation issues</a>
8.	14/10	<a href="#">Teaching the General History of Africa, UNESCO conference in Ghana</a>
9.	16/10	<a href="#">Director-General calls for investigation into killing of Pakistani journalist Ayub Khan Khattak</a>
10.	18/10	<a href="#">UN Secretary-General's Scientific Advisory Board to strengthen connection between science and policy</a>
11.	23/10	<a href="#">Bringing together the world's youth at UNESCO, 29 – 31 October</a>
12.	24/10	<a href="#">Internationalized Domain Names still to reach full potential</a>
13.	24/10	<a href="#">Director-General deplores murder of radio chief Cláudio Moleiro de Souza in Brazil</a>
14.	28/10	<a href="#">UNESCO approves emergency funds for inventory of Mali's intangible heritage</a>
15.	30/10	<a href="#">UNESCO Director-General deplores murder of Honduran cameraman Manuel Murillo Varela</a>
16.	31/10	<a href="#">UNESCO Director-General deplores murder of Iraqi journalist Bashar al-Nuaimi</a>

### 2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 1,000 national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in October (Source: Meltwater News)

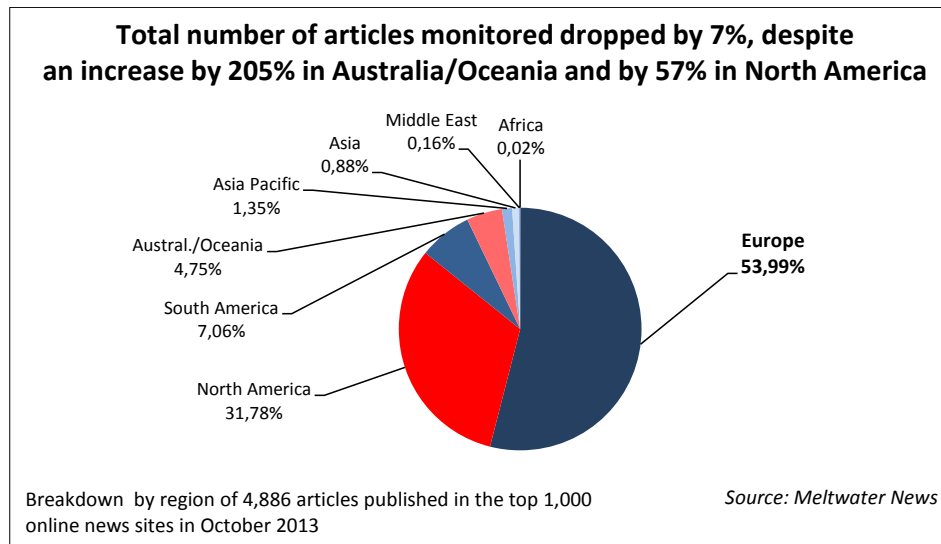


October was a relatively quiet month for UNESCO. The story that generated most media coverage was the Executive Board’s nomination of Irina Bokova for a second term as Director-General. The story was exhaustively reported, with hundreds of articles published in all regions. Coverage was particularly dense in the United States, Canada, France, Spain and Latin America.

World Teachers’ Day was also reasonably well covered, with reports in national media in all regions.

The Youth Forum was mainly a social media story and did not generate any significant mainstream media coverage.

### Regional breakdown of media coverage in top 1,000 national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in October (Source: Meltwater News)



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

No Op-Eds in October.

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

Subject	Interviewee	Language	Media (press TV Radio)
World Heritage-Historic City of Warsaw	Roni Amelan	English	niezalesna.pl (Poland)
Education for girls around the world	Pauline Rose	English	Veja (Brazil)
Portrait of the Director-General	Irina Bokova	French	ELLE (France)
Discussion on her review and UNESCO priorities for the next 4 years.	Irina Bokova	French	Le Figaro (France)
Movie industry	Lydia Deloumeaux (UIS)	English	The Guardian (UK)
Procedures for the designation of the Director-General	Agnès Bardou	French	Le Temps (Switzerland)
World initiative for Education First	Irina Bokova	English	BBC (UK)

Teachers in Africa	Amélie Gagnon (UIS)	English	Voice of America (USA)
Heritage and climate change	Kishore Rao	English	weather.com (USA)
Teachers Day	Amélie Gagnon (UIS)	French	France Info (France°)
Handicrafts cultural identity	Cécile Duvelle	French	Déclics
Audiovisual Heritage Day	Joie Springer	English	BBC (UK)
International Day for the Eradication of Poverty	Angela Melo	French	La voix de l'Amérique (USA)
WHC-Great Barrier Reef	Roni Amelan	English	The Guardian (UK)
WHC- Easter Island	Cesar Moreno	French	Beaux Arts magazine (France)
World Heritage in Danger (Syria)	Nada Al-Hassan	French	France Culture (France)
Conference on the General history of Africa (Accra , 22-24 October)	Ali Moussa Iye	English	BBC (UK)
Teachers	Paz Portales	Spanish	<a href="#">America Economía</a> , <a href="#">elespectador.com</a> (Chile)
Education for Sustainable Development	Astrid Hollander	English	<a href="#">sackvilletribunepost.com</a> (Canada)
Education in LAC	Jorge Sequeira	Spanish	<a href="#">tiching blog</a>
Sexuality education	Mary Guinn Delaney	Spanish	<a href="#">elcomercio.com</a> (Ecuador)
Science, Gender, Education	Winners of L'Oréal Chile-UNESCO 2013 Award	Spanish	<a href="#">cooperativa.cl</a> (Chile)
Literacy	Jorge Sequeira/ Moritz Bilagher	Spanish	<a href="#">Diario Concepción</a> (Chile)
International Day of Non-Violence	Victoria Uranga	Spanish	<a href="#">Providencia</a> (Chile)
Garbage Patch State	Michela De Faveri	Italian	RAI 1 - Estate in diretta (Italy)
Cruise line traffic and tourism in Venice	Matteo Rosati	English	<a href="#">Der Spiegel, issue 37/2013</a> (Germany)
Venice	Yolande Valle-Neff / Matteo Rosati	Italian	RAI - TV7 (Journalist: Federica Balestrieri), (Italy)
Involvement of UNESCO Venice Office in the Summer school for science communication and Euro-Mediterranean/Middle Eastern solidarity	Mario Scalet	Spanish/ English	Granada Hoy; IDEAL (Spain)
Management of the World Heritage site: Historic Centres of Berat and Gjirokastra (Albania)	Sinisa Sesum	English	Vizion Plus (Albania)
Underwater cultural heritage in Asia	Ulrike Guérin	English	Wall Street Journal Asia, Chongqing Times (China)
Regional Ministerial Meeting on the protection of underwater cultural heritage in the Latin American and Caribbean region	Ulrike Guérin	Spanish	<a href="#">Ministerio de cultura</a> , <a href="#">La Repubblica</a> , <a href="#">Andina.com</a> (Peru) , <a href="#">El País</a> (Colombia), <a href="#">Univision Kansas</a> (USA)

## 2.6. Background Footage (B-roll) downloads from Multimedia

<http://www.unesco.org/new/en/unesco/resources/multimedia/>

The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio). Due to a server breakdown, no B-rolls could be downloaded in October.

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

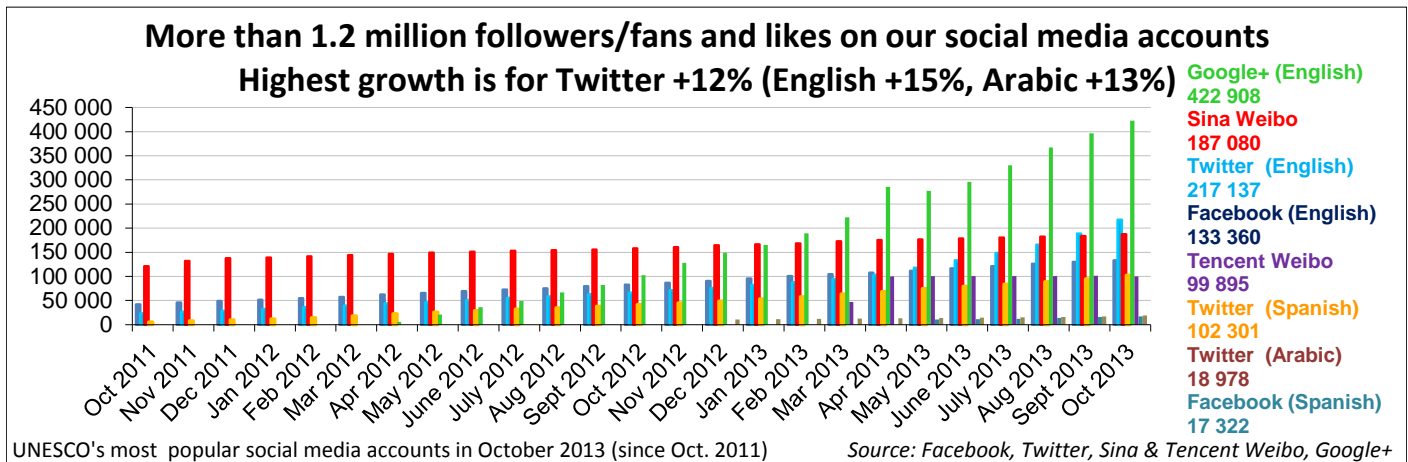
Subject	Media	Purpose	Nb of Photos
Aquifere Kenya	"WWI magazine-Water & Wastewater International (UK)	Publication	5*
Irina Bokova	"Panorama" magazine (Bulgaria)	Publication	3
Irina Bokova	Le journal des Arts (France)	Publication	1
Culture	Dagbladet (Norway)	Publication	1
UNESCO	Baden-Württembergischer BWGV-info (Germany)	Publication	2
Education	RadioLabour (USA)	Publication	1

\* From Photo gallery available on [unesco.org](http://www.unesco.org)

### 3. UNESCO Social Media Channels

October was a busy, productive month for social media, with strong growth on all language channels. The biggest event was the 8<sup>th</sup> UNESCO Youth Forum, where social media/web arguably took the lead role in our communications strategy. We ensured that a robust plan was implemented, and achieved solid results. Two of our best performing messages in this month's top 10 social media content involve the Int'l Day for the Elimination of Poverty and the Int'l Day of the Girl Child. This demonstrates the wide appeal of UNESCO's unique perspective on these discussions on the occasion of international awareness days.

October also saw the official launch of UNESCO's LinkedIn page, and its integration with our social media offer. The page now has 44K followers. LinkedIn is the ideal solution to remedy the unavailability of a centralized database allowing, in just 1 click, to pull out the email/phone numbers of all professional networks in a specific field (i.e.: education policy professionals) and to contact them directly about a new survey, publication, or event. LinkedIn will help us improve our outreach potential, starting with the core professional communities that are most concerned by our work. In close consultation with the sectors, we have decided to create specialized groups of professionals on our LinkedIn page, starting with this [Education Professionals Group](#). Multilingualism will be a critical in getting the word out.



#### 3.1. Social networking sites

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

Variation October 2013 vs September 2013

Likes/fans*		October 2013	September 2013	Variation vs September
Total likes/followers (all languages)		593 308	560 669	+5.82%
Facebook	English	133 360	130 032	+2.56%
	Spanish	17 322	15 452	+12.10%
	French	9 253	8 773	+5.47%
	Arabic	7 833	7 251	+8.03%
	Russian	1 488	1 463	+1.71%
Google+	English	422 908	396 665	+6.62%
VKontakte	Russian	1 144	1 033	+10.75%

\* Total number of followers may not be exact due to a problem with Google+ reports this month.

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

Message	Posted	Likes* (L) Shares (S)
"Nobody can save the world alone, but everyone should behave as if this indeed were possible" - SHARE if this inspires you! #humanism #peace.	15/10	L: 433 S: 249
The tradition on lifelong learning has deep roots in Chinese society. The great Confucius reflected on his own life with the following words: "At 15, I set my heart upon learning. At 30, I planted my feet firmly upon the ground. At 40, I no longer suffered from perplexities. At 50, I knew what the biddings of Heaven were. At 60, I heard them with a docile ear. At 70, I could follow the dictates of my heart; for what I desired no longer overstepped the boundaries of right." In 21st century knowledge societies, lifelong learning is more than adult or vocational education. It's about unlocking the innovation that all societies need for a better future <a href="http://ow.ly/q41PM">http://ow.ly/q41PM</a> .	21/10	L: 400/ S: 240
Learn about our efforts to save #WorldHeritage Ayutthaya in #Thailand thru a new flood prevention model <a href="http://ow.ly/qa99W">http://ow.ly/qa99W</a> .	25/10	L: 361 S: 81

More on Ayutthaya: <a href="http://whc.unesco.org/en/list/576/">http://whc.unesco.org/en/list/576/</a> .		
These words guide us in building a universal culture of human rights, in which each human voice matters and makes a difference. What do you think?	23/10	L: 350 S: 191
Fill in the word cloud - What should education for global citizenship teach? #globalcitizen	04/10	L: 258 S: 186
Free app download for TODAY ONLY: Atlas by Collins, including all #WorldHeritage sites <a href="http://whc.unesco.org/en/news/1076">http://whc.unesco.org/en/news/1076</a> .	29/10	L: 253 S: 144
It's the last day of the UNESCO #YouthForum, and we're talking participation! Do you think young people should be more involved in politics and society in general? What can we do to make sure our voice is heard? Tell us now..	30/10	L: 250 S: 74
17 year old Nick d'Aloisio is the youngest self-made millionaire in history. His innovative mobile application, Summly, was sold to Yahoo this year for \$30 million. In this exclusive interview, he offers advice for young people, sitting in their bedrooms right now with nothing to do but an idea. <a href="http://ow.ly/gkNiO">http://ow.ly/gkNiO</a> #youthforum.	30/10	L: 244 S: 99
A few days ago, we asked "What should we be teaching young people to make them global citizens?" We've updated our word cloud with your input. Are we missing anything?	08/10	L: 239 S: 145
Cultural diversity is humanity's shared heritage. Each culture is a gateway to the universal <a href="http://issuu.com/unescoworld/docs/declaration_cultural_diversity">http://issuu.com/unescoworld/docs/declaration_cultural_diversity</a>	20/10	L: 238 S: 98

\*Facebook users subscribe to the UNESCO Facebook page by "liking" it. Once this is done, they receive updates in their news feed when we post new content to our page.

### 3.2. Microblogs:

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

#### Variation October 2013 vs September 2013

Followers/Fans		October 2013	September 2013	Variation vs September
Total (all languages)		636 406	595 609	+6.85%
Twitter	English	217 137	188 665	+15.09%
	Spanish	102 301	95 126	+7.54%
	Arabic	18 978	16 759	+13.24%
	French	9 499	8 927	+6.41%
	Russian	1 506	1 435	+4.95%
Sina Weibo	Chinese	187 080	183 552	+1.92%
Tencent Weibo	Chinese	99 895	101 145	-1.24%

#### Top 10 Twitter Posts

Message	Posted	Re-tweets
Being born a girl is still a primary cause for exclusion. Empowering girls starts w/ <a href="#">#educationfirst</a> <a href="#">#dayofthegirl</a> <a href="http://pic.twitter.com/l8uUVOMmUB">pic.twitter.com/l8uUVOMmUB</a>	10/10	271
Investing in <a href="#">#education</a> – & the teachers who make it happen – is the best choice a society can make it its well-being <a href="http://ow.ly/pvvcZ">http://ow.ly/pvvcZ</a>	05/10	163
Oct 5 is World <a href="#">#TeachersDay</a> . Teachers hold the keys to a better future for all. <a href="http://ow.ly/pvoOI">http://ow.ly/pvoOI</a> <a href="#">#EducationFirst</a>	04/10	159
Every journalist killed or neutralized by terror is an observer less of the human condition <a href="#">#pressfreedom</a> <a href="http://pic.twitter.com/6WaxoZhvmI">pic.twitter.com/6WaxoZhvmI</a>	22/10	151
La solución a la <a href="#">#pobreza</a> empieza con la <a href="#">#educación</a> . ¡Ayúdanos a conseguirlo! <a href="http://bit.ly/ueGePN">http://bit.ly/ueGePN</a> <a href="http://pic.twitter.com/RakoFOV552">pic.twitter.com/RakoFOV552</a>	17/10	139
Una de cada ocho personas pasa <a href="#">#hambre</a> . 17 de octubre, Día Internacional para la Erradicación de la <a href="#">#Pobreza</a> <a href="http://bit.ly/1fFhona">http://bit.ly/1fFhona</a>	17/10	135
Women are <10% of science advisory boards of world's top 100 hi-tech companies. We must do more to get women & girls to lead <a href="#">#dayofthegirl</a>	10/10	128
Nothing can replace a good teacher. <a href="#">#Teachers</a> hold the keys to quality education. There are few careers as important <a href="http://ow.ly/psEHF">http://ow.ly/psEHF</a>	03/10	128
Education must foster the values we need for a world of change: understand others, empathy, share ideas & address global challenges together	31/10	113
"Global citizenship" isn't a legal term but it's a sense of solidarity w/the world. Humanity is a single family, w/a common history&destiny	27/10	104

### Top 5 Sina Weibo Posts in October

Message	Posted	Re-tweets (RT) Comments (C)
#The president of General Conference of UNESCO# At the recent UNESCO Executive Board meeting, the Vice Minister of Education of China, Hao Ping, was nominated President of the General Conference of UNESCO for a two-year term. <a href="http://t.cn/zRfcFHY">http://t.cn/zRfcFHY</a> China is one of the founding countries (in 1945). Hao Ping is the first Chinese to hold this position. UNESCO has 195 Member States and is a specialized agency of the United Nations System.	18/10	RT: 811 C: 95
#International Youth Photo Competition# Do you like taking photos? On the occasion of the UNESCO Youth Forum, we provide you an opportunity to show your talents. Get involved quickly, the world will see your work. Everyone between the ages of 15 and 26 can attend, you can submit three photos, and the winner will obtain €500! More information and deadline: <a href="http://t.cn/zRZeR1P">http://t.cn/zRZeR1P</a>	02/10	RT: 787 C: 82
#World Teachers' Day# Quality education offers hope and the promise of a better standard of living. 5th October is World Teachers' Day, and "A call for teachers" is the slogan this year's celebration. Many teachers are still under-qualified, poorly paid and with low status. Efforts should be made. <a href="http://t.cn/zRzBJn9">http://t.cn/zRzBJn9</a>	01/10	RT: 572 C: 56
#8 <sup>th</sup> UNESCO Youth Forum# from 29 to 31 October 2013, about 500 young people from around the world will participate in the 8 <sup>th</sup> UNESCO Youth Forum at UNESCO headquarters in Paris, to communicate with their ideas, to share experiences and to reflect together on social issues on youth <a href="http://t.cn/zRqUqsV">http://t.cn/zRqUqsV</a> . You are welcome to participate in the Youth Forum.	12/10	RT: 370 C: 16
#Bonus for mobile users# On 29 October only, (from 7 am Beijing time) Atlas app, including all World Heritage sites, can be downloaded for free. It is a mobile application for iphone and ipad which can be used in a limited number of countries, not including China, but you can have a try. <a href="http://t.cn/zRow7by">http://t.cn/zRow7by</a>	29/10	RT: 200 C: 21

### Top 3 Tencent Weibo Posts in October

Message	Posted	Re-tweets
#World Teachers' Day# Quality education offers hope and the promise of a better standard of living. "A Call for Teachers!" is the slogan of World Teachers' Day 2013 (5 October). <a href="http://url.cn/TEBeIA">http://url.cn/TEBeIA</a>	01/10	353
#The 8 <sup>th</sup> UNESCO Youth Forum 2013# This year, around 500 young participants from all over the world will gather on the occasion of the 8th UNESCO Youth Forum, from 29 to 31 October 2013 at UNESCO's Headquarters in Paris, to exchange views, share experiences, reflect together and, above all, identify common preoccupations and problems. Want to be a participant? Share your ideas with us! <a href="http://url.cn/OmUWC9">http://url.cn/OmUWC9</a>	12/10	76
#International day of the girl child# What could you do today to help taking care of girls? Both urban and rural girls are in need of help, especially those who can't attend school in some developing countries. <a href="http://url.cn/lmdYvg">http://url.cn/lmdYvg</a>	11/10	61

### 3.3. Video Traffic

Video views are tracked on YouTube and Youku. UNESCO multimedia archives statistics are under 5.2.

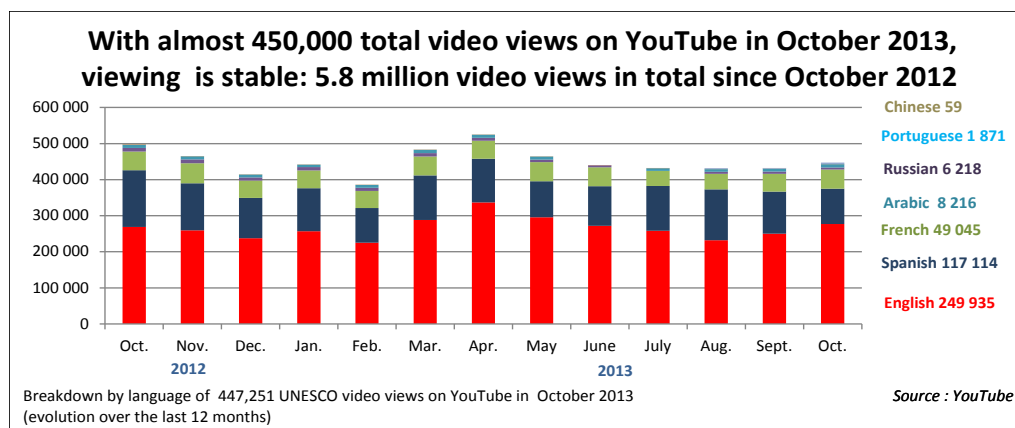
#### 3.3.1 UNESCO Channel on YouTube - <http://www.youtube.com/unesco>

##### Variation October 2013 vs September 2013

Video views	October 2013	September 2013	Variation vs September
Total (all languages)	447 251	432 458	+3.42%
English	277 059	249 935	+10.85%
Spanish	98 220	117 114	-16.13%
French	52 519	49 045	+7.08%
Arabic	9 527	8 216	+15.96%
Russian	5 858	6 218	-5.79%
Portuguese	3 986	1 871	+113.04%
Chinese	82	59	+38.98%

Subscribers	October 2013	September 2013	Variation vs September
Total (all languages)	986	1 083	-8.96%
English	595	653	-8.88%
Spanish	227	246	-7.72%
French	95	91	+4.40%
Arabic	23	31	-25.81%
Russian	12	19	-36.84%

Portuguese	27	35	-22.86%
Chinese	7	8	-12.50%



#### ▪ Videos on UNESCO TV English Channel

277 059 views in October 2013		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	16 681
2	Tradición del día de muertos en México - Youth Bloggers Latin América	CLT/ITH	15 764
3	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	14 421
4	Kabuki Theatre	CLT/ITH	12 239
5	Taekkyeon, a traditional Korean martial art	CLT/ITH	8 205
6	Georgian Polyphonic Singing	CLT/ITH	5 426
7	Baul Songs	CLT/ITH	5 270
8	Gagaku	CLT/ITH	3 708
9	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	3 639
10	Lacemaking in Croatia	CLT/ITH	3 373

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

98 220 views in October 2013		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	25 879
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	8 279
3	Tradición del Día de muertos en México - Jóvenes blogueros de América Latina	CLT/ITH	5 272
4	Aprender a Proteger la Biodiversidad	ED	4 950
5	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	2 903
6	Historia de la UNESCO	UNESCO	1 600
7	El Kankurang, rito de iniciación mandinga	CLT/ITH	1 363
8	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 278
9	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	1 181
10	La huaconada, danza ritual de Mito	CLT/ITH	1 156

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

52 519 views in October 2013		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	5 512
2	Routes de l'Esclave: Une Vision Globale	CLT	2 675
3	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2 608
4	Le Maloya	CLT/ITH	2 182
5	Le chant polyphonique géorgien	CLT/ITH	2 150
6	Une école maternelle à Paris : 24 heures par semaine à partir de 3 ans	ED	1 997
7	Le repas gastronomique des Français	CLT/ITH	1 696
8	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 555
9	Bouba & Zaza - le dessin animé pour la jeunesse publié par l'UNESCO Dakar	ED	1 461
10	Le Kankurang, rite d'initiation mandingue	CLT/ITH	1 253



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

	<b>9 527 views in October 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Manufacture of clay bricks in the hill of Jaber refugee camp - Jericho	CLT/WHC	661
2	The ancient city of Petra	CLT/WHC	443
3	Palace and Park of Versailles	CLT/WHC	406
4	Archaeological Areas of Pompeii, Herculaneum ...	CLT/WHC	280
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	244
6	Medina of Fez	CLT/WHC	237
7	Venice and its Lagoon	CLT/WHC	218
8	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	213
9	UNESCO History	UNESCO	186
10	A look at « Journeys to school », around the world	ED	175

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

	<b>5 858 views in October 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Prehistoric sites and decorated caves of the Vézère Valley	CLT/WHC	252
2	UNESCO History	UNESCO	238
3	Video n°18 submitted for Video Challenge for Youth on Cultural Diversity	CLT/DCE	237
4	Alsou Abramova, UNESCO Artist for Peace	UNESCO	219
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	209
6	Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur	CLT/WHC	159
7	The historic centre of Brugge	CLT/ITH	135
8	Tsingy de Bemaraha Strict Nature Reserve	CLT/ITH	133
9	The ancient city of Ashur (Qal'at Sherqat)	CLT/ITH	123
10	Petra	CLT/ITH	117

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

	<b>3 986 views in October 2013</b>	<b>Subject</b>	<b>Total views</b>
1	Ano Internacional de Cooperação pela Água	SC	1 490
2	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	1 204
3	Serra da Capivara - Documentário	CLT/WHC	450
4	Vídeos Vencedores Concurso "Professor, você tem uma nova mensagem"	ED	398
5	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	115
6	UNESCO celebra Dia da Língua Portuguesa	ED	81
7	UNESCO lança pesquisa inédita sobre exclusão nas escolas	ED	58
8	Dia Internacional das Pessoas com Deficiência	ED	37
9	Eu quero uma sociedade sustentável - Campanha Green and Blue - Alice Braga	SHS	31
10	Eu quero preservar nosso oceano - Campanha Green and Blue - Rodrigo Santoro	SC	26

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

	<b>82 views in October 2013</b>	<b>Subject</b>	<b>Total views</b>
1	UNESCO Director-General pays tribute to Malala Yousafzai	ED	23
2	UNESCO History	UNESCO	15
3	Huang Nubo supports UNESCO	CLT/WHC	13
4	World Press Freedom Day	CI	4
5	A look at « Journeys to school », around the world	ED	4
6	International Jazz Day 2013	CLT	4
7	Global Partnership for Oceans	SC	3
8	Languages matter!	ED	3
9	Património 9	CLT/WHC	2
10	Our World Heritage: UNESCO World Heritage Convention	CLT/WHC	2

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

#### -Top 10 Videos

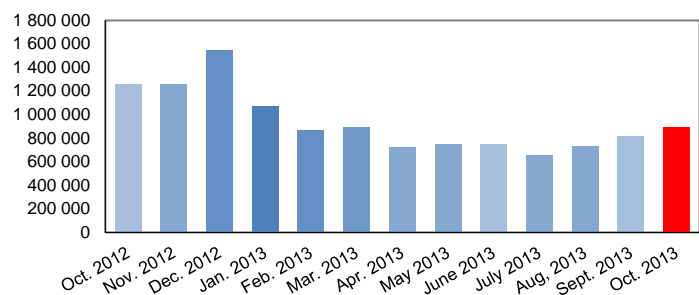
Video	Posted	Total Views*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 352
57 million out-of school children in the world	11/06/13	20 900
Intangible heritage traditional Chinese shadow play	11/12/11	18 917
International Year of Water Cooperation	12/02/13	18 495
History of UNSCO	19/07/13	14 685
Safeguarding communities' living heritage	07/12/12	13 934
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	14/05/11	13 287
40 years of World Heritage Convention	22/06/12	10 730
UNESCO Hangzhou International Culture Congress	07/05/13	8 583
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 507

### 3.5. UNESCO Fotopedia iPhone/iPad "app"

The Fotopedia / World Heritage iPhone/iPad "app" was launched in August 2010. Installed on all demonstration machines at stores worldwide, it is ranked as a "favorite" by Apple.

Metrics	TOTAL 2013	October 2013	Variation vs Y-1	Variation vs M-1
Downloads	428 393	27 649	-67.83%	+14.17%
Unique Visitors	1 149 126	170 890	-41.27%	-5.74%
Visits	8 153 887	890 439	-29.46%	+9.55%
Page views	197 202 743	18 188 635	-53.94%	-6.46%
Info pane with UNESCO logo & text	1 092 441	78 711	-55.32%	-2.13%
Open UNESCO page from Heritage	63 040	5 316	-13.87%	+6.34%
Distinct UNESCO WHC pages opened	356	218	-15.18%	-16.79%
Most viewed UNESCO page	<a href="#">Site of Palmyra</a>	<a href="#">Site of Palmyra</a>	-	-

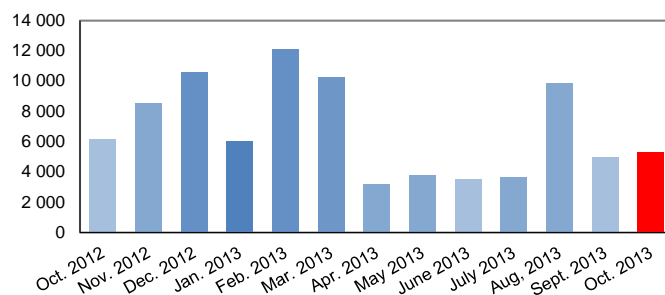
#### Fotopedia-Heritage "App" visits are the second highest in 2013, but dropped by 29% from September 2012



Fotopedia/World Heritage iPhone/iPad "app" visits in October 2013 (last 12 months)

Source: Fotopedia

#### With a 6% increase, the number of WHC webpages opened from Fotopedia/World Heritage is rather stable



CLT/WHC webpages opened from Fotopedia/World Heritage iPhone/iPad "app" in October 2013 (last 12 months)

Source: Fotopedia

## 4. UNESCO Photobank

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.

### 4.1. Photos requested online:

Themes	Nb of photos	%
Education	81	58%
UNESCO	23	17%
Culture	21	15%
Natural Sciences	10	7%
Social and Human Sciences	4	3%
Communication and Information	0	0%
<b>TOTAL</b>	<b>139</b>	<b>100%</b>

Origin of request	Nb of requests	%
Education (Schools, Universities, teachers, researchers)	56	40%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	50	35%
Private sector	16	12%
Government	11	8%
Media: Written and Audiovisual and Press	5	4%
Public sector (Museums, Bookshops)	1	1%
Others	0	0%
<b>TOTAL</b>	<b>139</b>	<b>100%</b>

Use of photos	Nb of photos	%
Websites	54	39%
Exhibitions	38	27%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	30	22%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	17	12%
Private use	0	0%
<b>TOTAL</b>	<b>139</b>	<b>100%</b>

### 4.2 Photo service

#### Number of photos

UNESCO photographers cover all events at Headquarters in which the Director-General participates, such as official visits and ceremonies organized at Headquarters (presentation of credentials, conferences, round tables, exhibition openings, etc.)

	October 2013	September 2013
Number of Events	<b>35</b>	28
Number of Photos	<b>1 893</b>	954

## 5. UNESCO Documents, Multimedia Archives and Library

### 5.1. UNESCO Documents - <http://www.unesco.org/new/en/unesco/resources/publications/unesdoc-database/>

The **UNESDOC database** – managed by MSS/BKI Clearing House - contains the full text and bibliographic records of documents and publications published by UNESCO since 1945 as well as bibliographic records of library acquisitions. These documents and publications are produced by UNESCO Headquarters, UNESCO Offices and Institutes and cover all areas of its activities: education, natural sciences, social and human sciences, culture, communication and information. An application has been specially developed for conducting the statistical consultation of electronic files (PDFs) from 1 January 2006.

In October, there were 140 083 records available online in PDF format (**139 349** in September), including documents, publications, communication material and other working documents.

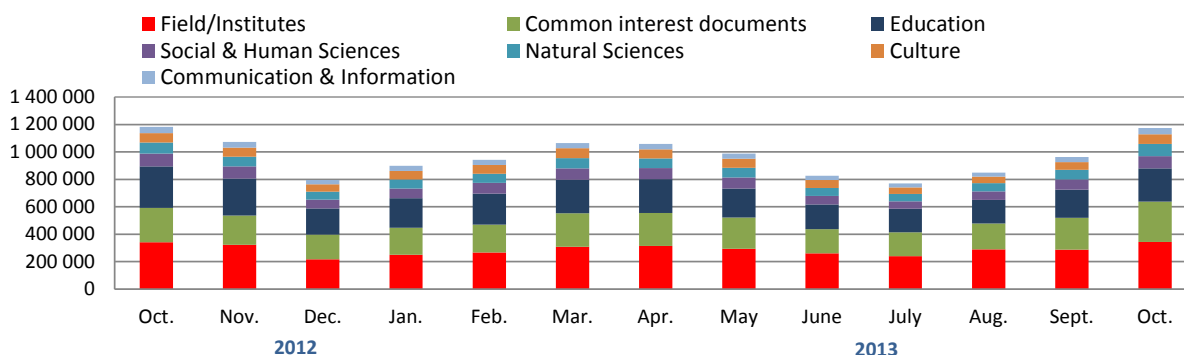
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

#### 5.1.1 Statistics of consultation

<b>Total number of downloads in October</b>	<b>1 174 043</b>
---	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 764	242 616	+18.29%	25
Natural Sciences	9 754	89 007	+24.85%	9
Social and Human Sciences	5 726	89 745	+21.59%	15
Culture	3 477	71 766	+31.63%	20
Communication and Information	2 427	44 181	+16.05%	18
Field & Institutes	9 283	343 293	+19.73%	37
Common interest documents	NA	293 435	+25.58%	NA

**With a 22% increase this month, the total number of downloads is the highest in 2013**  
**CLT documents +31%, Common interest documents +25%, Natural Sciences +24%**



Breakdown of UNESDOC downloads by category in October 2013 (last 12 months)

Source: UNESDOC

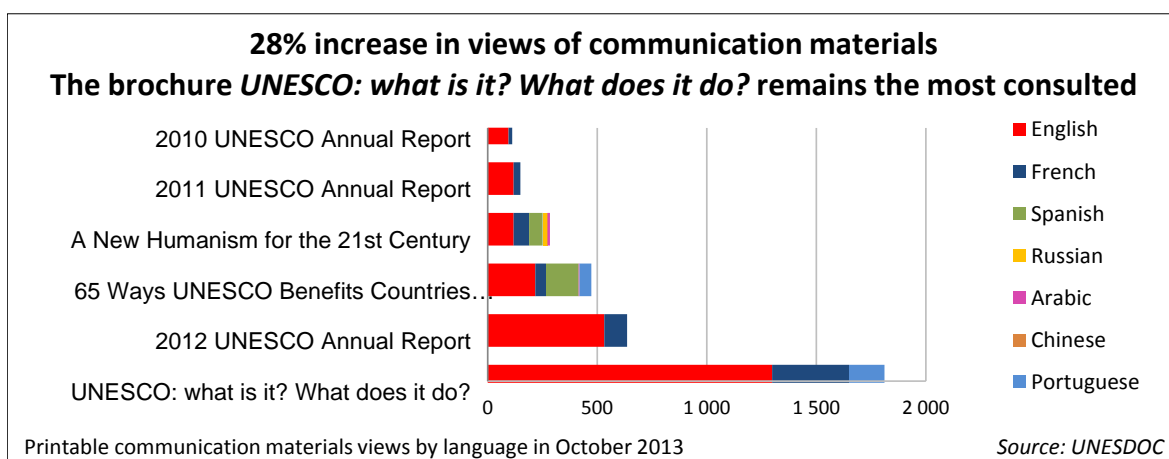
#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	137 432
2	Mexico	58 688
3	France	58 666
4	Brazil	46 761
5	United Kingdom of Great Britain and Northern Ireland	27 879
6	Spain	27 341
7	China	21 666
8	Colombia	21 447

9	Argentina	20 221
10	Canada	16 916
11	India	15 911
12	Venezuela (Bolivarian Republic of)	14 882
13	Peru	14 654
14	Chile	11 623
15	Japan	11 283

### 5.1.3 Printable Communication materials

Title	Total downloads in October							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	1 298	351					162	1 811
<a href="#">2012 UNESCO Annual Report</a>	532	104						636
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	217	49	149		4		54	473
<a href="#">A New Humanism for the 21st Century</a>	118	71	61	22	12			284
<a href="#">2011 UNESCO Annual Report</a>	118	31						149
<a href="#">2010 UNESCO Annual Report</a>	95	17						112
<b>TOTAL</b>	<b>2 378</b>	<b>623</b>	<b>210</b>	<b>22</b>	<b>16</b>	<b>-</b>	<b>216</b>	<b>3 465</b>

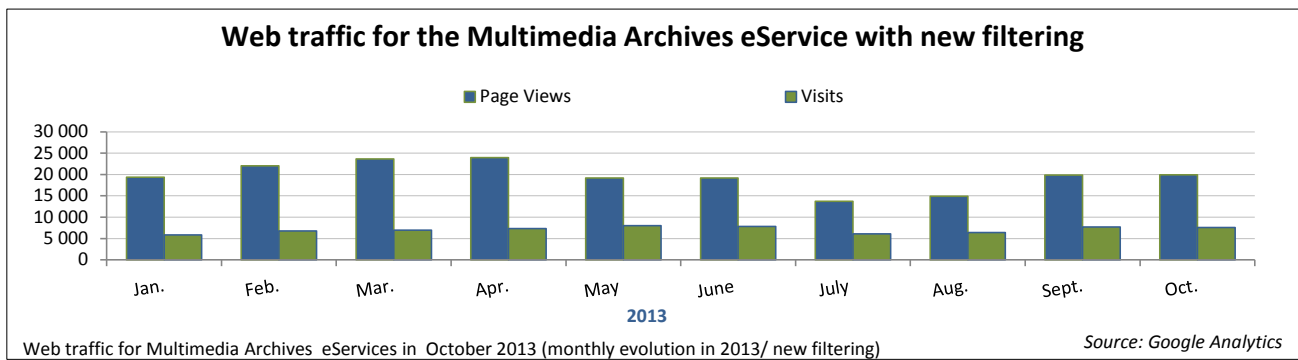


## 5.2. Multimedia Archives – [www.unesco.org/archives/multimedia](http://www.unesco.org/archives/multimedia)

The UNESCO Multimedia Archives make available to the public audio-visual material, such as documentaries, fiction, interviews, speeches and promotional material created by the Organization or related to its history and programme activities.

### 5.2.1 Statistics of consultation\*

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
<b>2013</b>	January	19 344	+22.47%	5 813	+6.86%
	February	22 017	+13.82%	6 752	+16.15%
	March	23 668	+7.50%	6 973	+3.27%
	April	23 933	+1.12%	7 344	+5.32%
	May	19 149	-19.99%	7 988	+8.77%
	June	19 163	+0.07%	7 831	-1.97%
	July	13 720	-28.40%	6 100	-22.10%
	August	14 873	+8.40%	6 414	+5.15%
	September	19 882	+33.68%	7 716	+20.30%
	<b>October</b>	<b>19 930</b>	<b>+0.24%</b>	<b>7 588</b>	<b>-1.66%</b>



\*Starting from October 2013 the tracking code and the related filtering for the Multimedia Archives reporting has been harmonized to be in line with in-house instructions, and to measure accurately only the effective traffic of the Multimedia Archives eService website. To be consistent and measure more precisely the evolution of the site, the above 2013 figures have been revised using the same filter.

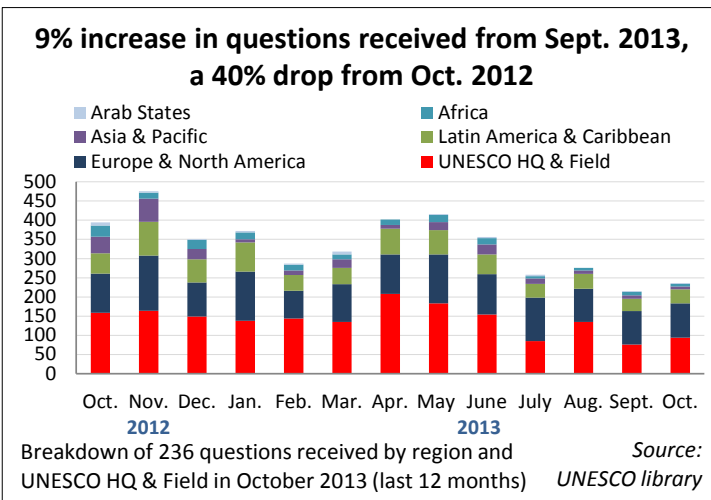
### 5.2.2 Top 10 in October

Top Ten List is not available for October as the stream server has been out-of-service since early October, meaning that content could not be aired.

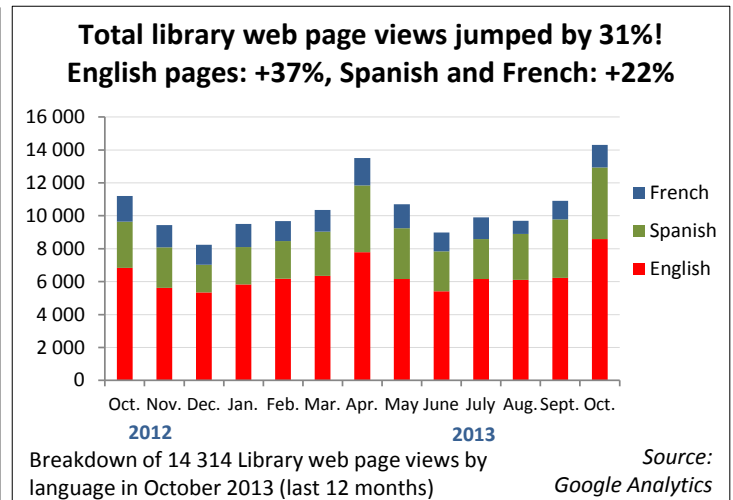
### 5.3. UNESCO Library - <http://www.unesco.org/library>

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).

#### 5.3.1 Questions received by: [library@unesco.org](mailto:library@unesco.org)



#### 5.3.2 Web page views:



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

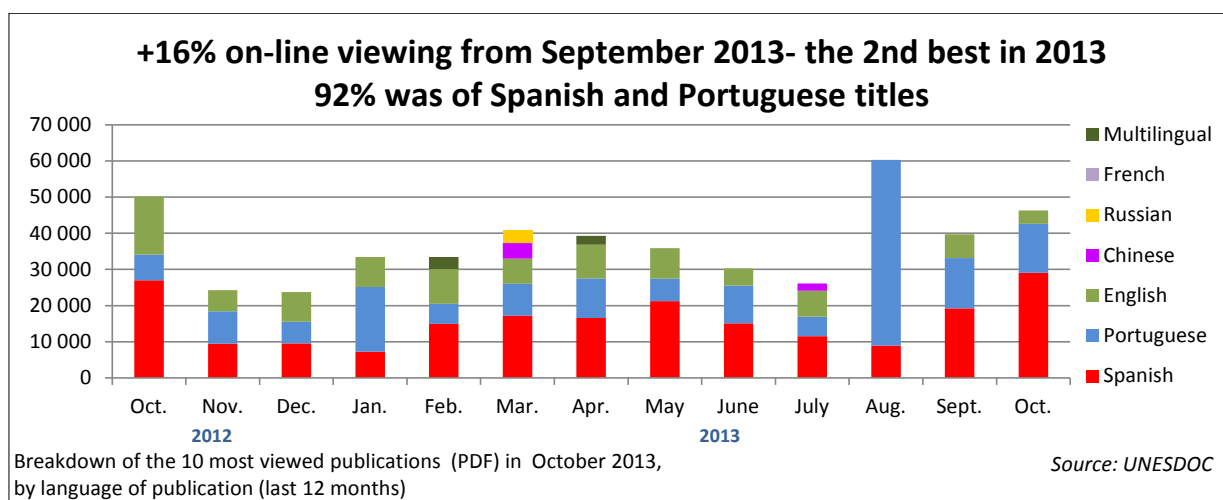
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing of UNESCO top ten publications in October is the second highest for 2013 but is down on October 2012 (-7%). 92% of the viewing is of Spanish and Portuguese titles but very few are recent titles. The only English title that has retained its place in the top 10 views over the last few months is the *World Water Development Report 4*. The figures for UNESCO Publications on Google Books have jumped up by 79% and compare reasonably with 2012 with an increase in page views (+12%). World Heritage and Education titles dominated bookshop sales but for on-line sales, World Heritage and water themes come out on top.

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

	Title	Sector	Language	Views	Published
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	6 037	Paris, 2005
2	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	CLT	Spanish	5 899	Santiago, 2005
3	Juventudes e sexualidade	ED	Portuguese	5 860	Brasilia, UNESCO Brasilia, 2004
4	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	5 092	Santiago, 1998
5	El Desarrollo del niño en la primera infancia: dos documentos sobre la política y la programación del UNICEF (Early childhood development: two papers on UNICEF policy and programming)	all	Spanish	4 807	UNICEF, 1986
6	Políticas docentes no Brasil: um estado da arte	ED	Portuguese	3 975	Brasilia, UNESCO Brasilia/MEC, 2011
7	Convivencia democrática, inclusión y cultura de paz: lecciones desde la práctica educativa innovadora en América Latina	ED	Spanish	3 824	Santiago, 2008
8	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	3 692	Brasilia, 2006
9	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 662	Paris, 2012
10	Manual de gestión para directores de instituciones educativas	ED	Spanish	3 445	Lima, UNESCO Lima, 2011

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



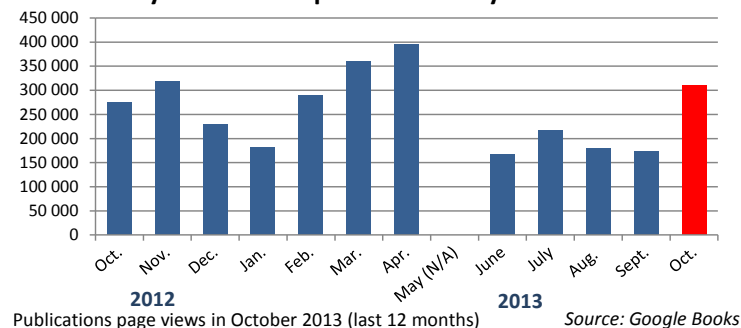
## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **362** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
October 2013	362	27 791	309 596	164
October 2012	231	16 709	276 094	123

\* Only partial results were made available by Google Books for August 2013.

**With now 362 available publications, Google Books page views increased by 79% from Sept. 2013 and by 12% from Oct. 2013**



**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 in October, top 5

Publication	Copies sold	Sector
	10	ERI/DPI
	10	SHS
	9	ERI/DPI
	8	WHC
	7	ED

Bookshop sales of non-UNESCO publications in October, top 5

Publication	Copies sold	Publisher
	5	United Nations University Press
	3	United Nations University Press
	3	United Nations University Press
	2	United Nations University Press
	1	United Nations University Press

## 6.4. Online and international sales

Online and international sales of UNESCO Publications in October, top 5

Publication	Copies sold	Sector
	53	SC
	28	CLT
	28	CLT
	25	SC
	23	CLT



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

### Bookshop sales of UNESCO publications, lowest sellers in October

Title	Copies sold	Sector
Free Flow - Reaching Water Security through Cooperation	0	SC
Lumbini, Birthplace of Buddha (World Heritage series)	0	CLT
Patrimoine mondial en Suisse	0	CLT
Museum International (for individuals) N° 251/252	0	CLT
Arts of the Arabian Peninsula - The United Arab Emirates' example	0	CLT
Global Education Digest 2012	0	UIS
Opportunities lost: The impact of grade repetition and early school leaving	0	UIS

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

Title	Copies sold	Sector
Atlas mundial de la igualdad de género en la educación	0	UIS
UNESCO Gran Atlas del Patrimonio Mundial	0	CLT
Global Survey on Internet Privacy and Freedom of Expression	0	CI
Pressing for Freedom: 20 Years of World Press Freedom Day	0	CI
Informe de Seguimiento de la EPT en el Mundo 2012 Los jóvenes y las competencias (Trabajar con la educación)	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, October 2013

**Highlight:** For the first time, UNESCO had the satisfaction of informing a requestor that no licensing agreement was needed to allow the translation of a UNESCO publication in another language, thanks to the Open Access policy adopted by the Organization.

In essence, the European Centre for Bioethics Research and Quality of Life - UNESCO Chair in Bioethics Italian Unit requested permission to translate UNESCO's *Casebook on Benefit and Harm*, Bioethics Core Curriculum Casebook Series, n°2, © UNESCO 2012, into Italian in order to print and distribute 1,500 copies on 15 November 2013.

This publication from SHS is available in Open Access and the requestor was informed of the conditions and terms of use applying to this license.

Contract No.	Title	Publisher	Language	Date signed
J.2013-013	The Cradle of Inequality (4th edition)	UNESCO/UNESCO Brasilia/EDUCATION ABOVE ALL FOUNDATION	English/French/ Spanish/ Portuguese	07/10/2013
J.2013-020	Voyage dans la société numérique: 25 innovations qui changent notre vie / A Journey through Digital Society: 25 Innovations that are Changing our Lives	NETEXPLO/UNESCO	English/French	30/10/2013

## 6.7. Permissions granted to use or translate UNESCO content, October 2013

**Highlight:** It is to be noted that for the first time we received a request to reproduce an extract from a publication selected to be made available in Open Access. The terms of the request and the anticipated use of the extract being compatible with the terms of use of the license under which the publication is made available in Open Access, no formal permission from UNESCO was necessary, thus illustrating the implementation of the Organization's Open Access policy.

More specifically, the US Teacher Education for Sustainable Development Network, affiliated with the UNESCO Chair on Reorienting Teacher Education to Address Sustainability, requested permission to reproduce an extract from the publication entitled *Education for Sustainable Development – Sourcebook*, Learning and Training Tools n°4 – 2012, © UNESCO 2012 for inclusion in a white paper (*Reorienting Teacher Education to Address Sustainability: the US Context*) to be presented and distributed for free during the Kappa Delta Pi biennial meeting in Dallas, Texas, USA on 24 October.

This publication has been selected by the Education Sector to be made available in Open Access, under the following conditions: *use, re-distribution, translations and derivative works of this publication are allowed on the basis that the original source (i.e. original title/author/copyright holder) is properly quoted and the new creation is distributed under identical terms as the original. However, all requests for commercial use must be submitted to the Publications Unit.* No further formal permission was necessary since no commercial use was foreseen.

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
John Wiley & Sons Inc.	<i>The United Nations World Water Development Report: Water for the People, Water for Life</i> , fig. 4.2 “Water availability versus population”, p.69, © UNESCO WWAP 2003	For inclusion in the forthcoming work entitled “Environmental Engineering: Fundamentals, Sustainability, Designs”, 2 <sup>nd</sup> edition, published in December 2013 for a total print run of 500,000 copies of combined print (incl. derivative/custom versions of the main text) and electronic (including e-books and a password-protected companion website), to be sold at USD 160 per unit.	The request involved an extension of the non-exclusive world rights already granted for free earlier this year (in April), for an increased print run, and different formats, for the life of this publication, in English only. Fee: 400 USD Mention of the source and due acknowledgement of UNESCO	18/10/2013
Oxford University Press	“Great barrier reef”, (brief description, text only), <a href="http://whc.unesco.org/en/list/154">http://whc.unesco.org/en/list/154</a> , © UNESCO 1992-2013.	For inclusion in the forthcoming work entitled “ <i>Elements of Success: Grammar for Language Learning – Level 3</i> ”, by Linda Lee and Anne Ediger to be used in an ESL grammar course for university students and to be published by 31 August 2014. The anticipated life sales will amount to 143,789 units sold. The program will consist of a student book (print and e-book), a split edition (print and e-book), an online version and iTools. The anticipated sales and prices according to each format are as follows:	Non-exclusive world rights for the life of this edition, in English only. Fee: 350 USD Mention of the source and due acknowledgement of UNESCO	29/10/2013
Pearson Holdings South Africa (Pty) Ltd	Screenshot of the UNESCO Library Portal, extracted from UNESCO’s website: <a href="http://www.unesco.org/library/">http://www.unesco.org/library/</a> , © UNESCO 2010-2013	Inclusion in the ePub version of the work entitled “ <i>Navigating Information Literacy – Third Edition</i> ”, by Bothma et al. published by 1st November 2013 by Pearson Education South Africa, for a total digital run of 12,000 copies at ZAR 500 per unit.	The request involved a renewal and update of a previous permission granted on 4 October 2011 Non-exclusive world rights are granted for all editions in the English language only, in the formats indicated above and in the electronic/digital format including, but not limited to, e-Book, videocassette, DVD, CD-Rom, online, interactive software and hardware (including Virtual Learning Environments) and educational applications on mobile and handheld devices. The extract can also be used in derivatives of the publication. Free of charge. Mention of the source and due acknowledgement of UNESCO	29/10/2013

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

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

### 7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	25	11	14	
CLT	25	12	13	
SC	21	12	9	
ED	20	13	2	4
SHS	15	8	7	
ERI	10	10	-	
BSP	1	1		
GBS	1	1		
<b>Total</b>	<b>118</b>	<b>68</b>	<b>46</b>	<b>4</b>

### 7.2 Events organized by Field Offices/ Institutes

Apia	1
Kathmandu	4
Beirut	1
Brasilia	2
Dakar	3
Nairobi	5
Havana	4
Jakarta	1
Venice	12
Kingston	2
Beijing	2
Moscow	1
New Delhi	2
Phnom Pen	1
Santiago de Chile	1
UIL	2
Tashkent	1
Bangkok	2
Windhoek	1
Montevideo	1
UNEVOC	1
<b>Total</b>	<b>50</b>

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	0	0
Category 3- Non-governmental conference	0	0
Category 4- International Congress	1	2
Category 5-Advisory Committee	2	0
Category 6-Expert Committee	4	2
Category 7-Seminars and Workshops	6	22
Category 8-Symposium	2	7
Event under patronage	1	2
Exhibition	5	5
Internal meeting	1	0
Press Conference	0	2
Concert	4	0
Interagency Meeting	0	2
Consultative Meeting	4	5
Meeting by Member States or Institutions	1	6
Show	2	0
Film Projection	0	1
Special Event	6	7
Working group/Expert Meeting	0	13
Information meeting for Permanent Delegations	1	0
Executive Board	1	0
Prize Giving ceremony	1	0
<b>Total</b>	<b>42</b>	<b>76</b>

## 8. UNESCO Headquarters

Due to its position in Paris, its architectural value, well-known works of art and facilities, the UNESCO Headquarters building offers excellent communication and visibility opportunities. Therefore its meeting rooms as well as external and internal spaces are used for UNESCO related activities organised by the Secretariat and other institutions Secretariat's purposes but also for external rentals.

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/10	Réunion d'information des Délégués et Observateurs permanents auprès de l'UNESCO sur "La culture pour le développement"	CLT	Salle XI	100
01-02/10	JTA-33	SC/IOC/OOS	Salle XIV	40
01-15/10	192e Session du Conseil exécutif	GBS	Diverses salles	100
02-04/10	Réunion des auteurs et des experts pour finaliser le projet de guide de l'UNESCO pour l'intégration du genre dans les institutions de formation des enseignants	ED/THE/TEP	Salle XIV	20
03/10	Les énergies renouvelables au service de l'humanité	SC/PCB	Salles II, IV-V	300
03-04/10	Étude des politiques et pratiques sur les enseignants et instructeurs de l'EFTP dans les Etats arabes : séminaire de validation	ED/PDE/TED	Salle IX	50
03-04/10	Forum international des utilisateurs de systèmes de télécommunication de données satellitaires (SatCom Forum)	SC/IOC/OOS	Salle XIII	60
04/10	Réunion de coordination pour la préparation de la CG	ADM/CLD/C	Salle VIII bis	25
04/10	Atelier - Journée mondiale des enseignant(e)s et l'enseignement scientifique	SC	Foyer	80
04/10	Journée mondiale des enseignants 2013	ED/PDE/TED	Salle II	700
09-11/10	Réunion de consultation sur le projet UNESCO-Fonds en dépôt de la République Populaire de Chine (CFIT) : "Améliorer la formation des enseignants pour combler le déficit de qualité de l'enseignement en Afrique"	ED/THE/TEP	Salle XIII	70
14/10	UNESCO du Futur : Frontières de la prospective (2e édition)	BSP/FOR	Salle VIII	20
14/10	Elaboration d'un programme pour le développement des médias axé sur le savoir	CI/FEM/MDE	Salle IV	90
15/10	Débat télévisé « La sauvegarde du patrimoine immatériel et le monde d'aujourd'hui »	BSP/ADG	Salle X	50
15-16/10	Réunion du Groupe de coordination de la CCONG/EPT	ED/EFA	Salle IX	50
17-18/10	Réunion du Comité directeur de l'Education pour tous (EPT)	ED/EFA	Salle XVI	25
18/10	Conclusion programme PIF CFU CPM	CLT/WHC/P/SPU	Salle VII	35
18/10	Réunion "Fleuve et patrimoine "	CLT/WHC/P/SPU	Salle VI	35
22/10	UNESCO/IREST : patrimoine mondial et tourisme durable	CLT/WHC/P/SPU	Salle XI	150
23/10	Réunion sur les enfants non-scolarisés	ED/BAS/LIT	Salle VIII	30
24-25/10	Troisième réunion ordinaire du Conseil d'administration du Fonds international pour la promotion de la culture (FIPC)	CLT/DDD/MAC	Salle VII	30
25/10	60e anniversaire des Ecoles associées de l'UNESCO	ED/PSD/PHR	Salle XI	80
25/10	Réunion d'information pour les Délégations permanentes sur la Conférence générale	GBS	Salle II	200
28/10	Session d'information sur le 8e Comité intergouv. de sauvegarde du patrimoine culturel immatériel	CLT/WHC/PCM	Salle VIII Salle XI	200
29-30/10	Blue carbon scientific working group	SC/EO/IKM	Salle XIII	80
29-31/10	8e Forum des jeunes de l'UNESCO	SHS/HPD/PHS	Toutes salles	500
Total participation				<b>3 120</b>

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

### 8.1.2 External rentals

Date	Title	Organizer	Place	Public
01/10	Réunion sur "Patrimoine de l'Astronomie"	Délég perm. du Chili	Salle XVI	15
02/10	Education et humanisation. L'école à l'ère de la mondialisation	CNF	Salle II	400
07/10	Le message universel de Swami Vivekananda	Délég perm. de l'Inde	Salle IV	350
16/10	Conférence sur "Pardon, Gratitude et Compassion"	InformaAzione	Salle XII	150
17/10	Réunions du Cycle 2013	IHEPS	Salle XIII	55
17/10	Célébration de la 20e Journée internationale pour l'élimination de la pauvreté	Comité de liaison ONG-UNESCO	Salle IX	N/A
17-18/10	L'Education inclusive : une formation à inventer	CNF	Salle XI	200
22/10	Seyyid Yahya Bakuvi : expression de la tolérance	Délég perm. de l'Azerbaïdjan	Salle IV	200
22/10	Visite de la Commission nationale de Norvège	Délég perm. du Royaume de Norvège	Salle VIII	20
25/10	Table ronde « Droit à l'eau et à l'assainissement »	Délég perm. de l'Allemagne	Salle IV	100
Total participation				<b>1 490</b>

### 8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
02/10	Réunion du Groupe d'amis réunis dans la lutte contre la traite des personnes	Délég perm. du Bélarus	Salle III	15
02-04/10	Réunions du Groupe de l'UE pendant le Conseil exécutif	Délég perm. de la Lituanie	Salle IX Salle III Salle III	60
07/10	Réunion informelle de la Délégation	Délég perm. de l'Inde	Salle III	10
07-11/10	Réunions du Groupe de l'UE pendant le Conseil exécutif	Délég perm. de la Lituanie	Salle IX	60
15/10	Réunion du Groupe de l'UE	Délég perm. de la Lituanie	Salle XVI	40
16/10	Réunion du Groupe africain	Délég perm. de l'Ethiopie	Salle XV	30
16/10	Réunion du Groupe Electoral I	Délég perm. du Canada	Salle XIII	50
16-17/10	Réunions du Groupe UE	Délég perm. de la Lituanie	Salles VII, XIV	40
17/10	Réunion plénière du groupe ASPAC	Délég perm. de la Rép. pop. de Chine	Salle XIV	40
22/10	Asean UNESCO Committee (AUC)	Délég perm. du Brunéi Darussalam	Salle XIV	50
24/10	Réunion du Groupe UE	Délég perm. de la Lituanie	Salle VIII	40
25/10	Réunion plénière du GRULAC	GRULAC	Salle XIII	45
28/10	Working Group Meeting of ASPAC	Délég perm. de la Rép. pop. de Chine	Salle XV	20
29/10	Réunion du Groupe arabe	Délég perm. des Emirats arabes unis	Salle XVI	50
30/10	Réunion pour l'assemblée plénière du groupe francophone	DEL/SN	Salle XVI	45
30/10	Réunion du Groupe UE	Délég perm. de la Lituanie	Salle XVI	40
31/10	Réunion du Groupe nordique	Délég perm. du Royaume du Danemark	Salle XVI	40
31/10	Plénière du Groupe africain	Délég perm. de la Rép. de Zambie	Salle XIII	60
31/10	Réunion du Groupe arabe	Délég perm. des Emirats Arabes Unis	Salle XIV	50
31/10	Réunion de l'Organisation de la Coopération Islamique	l'Organisation de la Coopération Islamique (OCI)	Salle XIV	40
31/10	Réunion du Groupe II	Délég. perm. de l'Ukraine	Salle XVI	50
Total participation				<b>875</b>

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

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-03/10	"Bachkortostan - Perle de Russie"	Déleg. perm. de la Fédération de Russie	Foyer	200
01-03/10	"Akshara Crafting Indian Scripts"	Déleg. perm. de l'Inde	Pas Perdus Salles Miro	200
01-04/10	"La Lituanie dans un colis"	Déleg. perm. de Lituanie	Salle des Actes	200
06-21/10	"Sur les pas de l'abbé Raynal"	CLT/DDD/HMD	Salle des Actes	50
07-11/10	"Le monde à travers les couleurs du nomade"	Déleg. perm. de la République du Kazakhstan	Salles Miro	200
07-14/10	"Les rites de la vie de Anders Ryman"	Déleg. perm. du Royaume de Suède	Salle Pas Perdus	200
21-22/10	"Seyid Yahya Bakuvi: Parolance of Tolerance"	Déleg. perm. de l'Azerbaïdjan	Foyer	200
28-31/10	Dixième anniversaire de la Convention pour la sauvegarde du patrimoine culturel immatériel	CLT/CEH/ITH	Grilles Suffren	N/A
Total participation				<b>1 250</b>

### 8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
01/10	Spectacle "Bachkortostan: Perle de la Russie"	Déleg. perm. de la Fédération de Russie	Salle I	800
03/10	Concert «Musiques latino-américaines », en hommage à la Journée des Nations Unies et au processus de décolonisation»	Déleg. perm. de l'Argentine	Salle I	1 000
09/10	Concert "Musique sans frontières"	Déleg. perm. de l'Italie	Salle I	900
10/10	Concert dans le cadre du Conseil exécutif	GBS/DIR	Salle I	1 000
18/10	Opéra gospel "MLK, la voix de la fraternité"	CLT/DDD/HMD	Salle I	850
23/10	Concert de l'Ensemble Moxos	Déleg. perm. de la Bolivie	Salle I	1 000
29/10	8e Forum des jeunes de l'UNESCO : Concert du rappeur en langue des signes finlandais «Signmark»	SHS/HPD/PHS	Salle I	700
29/10	Cérémonie de remise du Prix UNESCO/Juan Bosch 2013 pour la promotion de la recherche en sciences sociales en Amérique Latine et dans les Caraïbes	SHS	Salle I	700
Total participation				<b>6 950</b>

### 8.2.3 Special Events

Date	Title	Organizer	Place	Public*
15/10	<b>Journée de la Chine : les multiples facettes de Weinan</b> , à l'occasion du 10 <sup>e</sup> anniversaire de la Convention de l'UNESCO pour la sauvegarde du patrimoine culturel immatériel (2003)	BSP en collaboration avec la chaîne de télévision Phoenix		
	Débat télévisé « La sauvegarde du patrimoine immatériel et le monde d'aujourd'hui »		Salle X	100
	Spectacle « La voix des artistes paysans de Weinan »		Salle I	1 100

15-21/10	Exposition « les multiples facettes de Weinan »		Pas Perdus	200
22/10-31/10	<b>John Lennon educational tour bus</b>	ERI	Entrée Fontenoy	500
<b>Total participation</b>				<b>1 900</b>

\* Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1 350 seats

- o **17 events** were promoted in the October monthly calendar of cultural events printed out in 2 500 copies (in French), and its electronic version sent out to **22 402 subscribers (560 new subscribers)**.
- o **17 events** were organized, co-organized and/or promoted in October by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

The Visitors' Service organized a total of **32 visits** for **811 visitors in October 2013**. Most visitors came within the framework of group visit. The major part of the organized visits was conducted in French for a European and North American public.

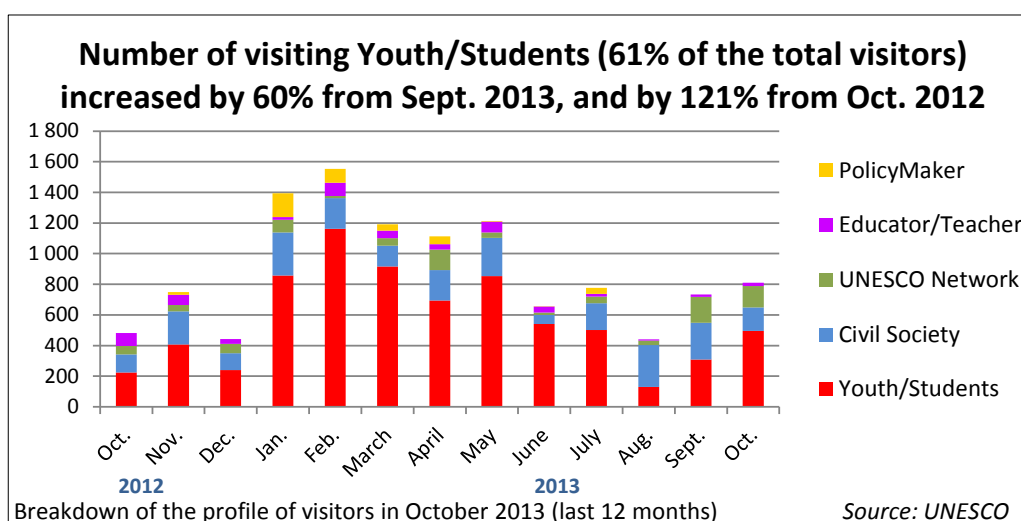
1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	32
Declined requests	n/a

2. Languages		
Visits in French	28	88%
Visits in English	2	6%
Other	2	6%

3. Type of visits		
Group Visits	27	84%
Spontaneous Visits	0	0%
Individual Visits	5	16%
Incl. Thematic Conferences	0	0%

4. Origin		
Europe and North America	535	66%
Asia and Pacific	220	27%
Latin America and the Caribbean	26	3%
Arab States	30	4%
Africa	0	0%

### 5. Profile of visitors



## 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.

The following 21 events which have been granted UNESCO's patronage took place in October 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/10	France UNESCO HQ	Manifestation, comprenant une conférence scientifique, une conférence de presse et un spectacle de gala, organisée par le Gouvernement de la République de Bachkortostan, Fédération de la Russie	Perm. Delegations, UNESCO network & civil society	ERI
01/10	Portugal, Ghana, Brazil, South Africa & Angola	"High Heel Project" - artworks of students to raise awareness about human trafficking and reduce vulnerability of children in Portugal, Ghana, Brazil, South Africa and Angola	Youth & the public	SHS
02/10	France	Colloque "Education et Humanisation - L'école à l'ère de la mondialisation", organisé par le collectif "Ecole changer de cap !"	Educators & researchers	ED
02/10	Croatia	A series of activities such as youth forum, exhibition and festival to celebrate the 10th anniversary of the Convention for the Safeguarding of the Intangible Cultural Heritage	Civil society	CLT
03/10	Russian Federation	International Trade Fair for Restoration and Museum Technology in Moscow	Specialists	CLT
03/10	Serbia	First Regional Science Promotion Conference in Belgrade	Scientists/researcher & policy-makers	SC
07/10	France	Formation internationale : "Construire ensemble l'avenir des sites patrimoniaux: élaborer et mettre en œuvre une gestion durable"	Specialists	CLT
09/10	France UNESCO HQ	Soirée culturelle "Musique sans frontières" organisée par la Délégation permanente de l'Italie	Perm. Delegations, UNESCO network & civil society	CLT
09/10	Italy	27e édition du Festival international de cinéma et télévision Eurovisioni à Rome "La TV et le futur du service public"	Media specialists, policy-makers, members of the public	CLT
10/10	France	Forum intitulé "Patrimoines et risques en Europe et en Méditerranée"	Specialists & policy-makers	CLT
11/10	France	Expositions de photos célébrant les 30 ans du classement des trois places nancéiennes sur la Liste de patrimoine mondial	Members of the public	CLT
12/10	Canada	World Social Science Forum organized by the International Social Science Council (ISSC)	Social scientists/ researcher & policy-makers	SHS
14/12	Spain	Workshop in Tenerife on the whistled language of La Gomera to promote the Convention for the Safeguarding of the Intangible cultural Heritage	Language specialists	CLT
16/10	Poland	5th edition of the international festival "Musica Electronica Nova"	Civil society	CLT
16/10	Bosnia & Herzegovina	International Folk Festival "Bosiljkovanje" in Derventa to mark the 10th anniversary of the 2003 Convention of UNESCO	Civil society	CLT
16/10	Democratic Republic of Korea	International Forum on Culture and Development in Seoul	Policy-makers, specialists	CLT
21/10	Poland	Musical Performances and workshop at the 13th World Summit of Nobel Peace Laureates	Nobel laureates, civil society	CLT
21/10	UK, France & Germany	Concerts of World Orchestra for Peace	Civil society	ODG
22/10	Brazil	Event to celebrate the 15th anniversary of the Scientific Electronic Library online (SciELO) in Sao Paolo	IT specialists	CI
23/10	Russian Federation	International Congress "Globalistics - 2013" at Lomonosov Moscow State University	Researchers/ academics	SHS
24/10	Sri Lanka	World Summit Award Global Congress organised by Austrian NGO World Summit Award Organizing Board to encourage young people's work and invention in information technology	Students & young people	CI



## 10. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan). Memoranda of Understanding have been recently signed with major press agencies (RIA Novosti / Russia, Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar).

The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

### 10.1. NHK (Japan)

Area of collaboration: **Tangible and Intangible Cultural Heritage**

Partnership began: August 2004, renewed in August 2009, and November 2012

Duration: until December 2014

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

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

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

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

**Regular programs in October (NHK General)**

Title of the Program: **Series World Heritage 100**

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17,791,000 households in main Kanto region = 1 percent of audience share corresponds to 177,910 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc): **889,550 households in main Kanto region.** Total number of viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Format</i>
Every day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes

**Special programs (Satellite channel): none in October.**

### 10.2. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes): The World Heritage** <http://www.tbs.co.jp/heritage/>

Frequency of broadcast: **Every Sunday; Rebroadcast on the following Saturdays**

Countries and regions of broadcast: **Japan**

Logo use: **For every broadcast/rebroadcast 5 seconds exposure**

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
06/10	<a href="#">Yakushima1(Japan)</a>	30 min	5.5%
13/10	<a href="#">Yakushima2(Japan)</a>	30 min	6.0%
20/10	<a href="#">iSimangaliso Wetland Park(South Africa)</a>	30 min	6.4%
27/10	<a href="#">Ujung Kulon National Park(Indonesia)</a>	30 min	6.9%

Average audience share in October: **6.2 percent** (for the first broadcast)

Estimate number of viewers in Japan: **5,578,000** (for the first broadcast)

The total number of audience accessed to the program in October was estimated at **22,315,000**

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

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

Partnership began: October 2010

Products: **News and interviews**

Output: **Xinhua website** (<http://xinhua.org>) in Chinese, English, Spanish, French, Russian, Arabic and **20 newspapers and dozen magazines in Chinese**

Website Page views: **100 000 000 per day** (100 000 000 hits)

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
<a href="#">English</a>	57
<a href="#">Spanish</a>	35
<a href="#">French</a>	16
<a href="#">Arabic</a>	9
<a href="#">Russian</a>	6
In October, a total of <b>123 reports</b> were released on UNESCO through Xinhuanet	

#### 10.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
01/10	<a href="#">International Music Day</a>	1 352
01/10	<a href="#">Sweden rated best country to live in for senior citizens</a>	549
02/10	<a href="#">World Public Forum Dialogue of Civilizations to discuss growing global conflict potential</a>	262
02/10	<a href="#">PHOTO, crisis shuts down US national landmarks</a>	70
02/10	<a href="#">Samara Factory Kitchen: Is there any place there for Russian avant-garde art?</a>	254
03/10	<a href="#">Rhodes Forum to discuss peaceful settlement of global conflicts</a>	150
04/10	<a href="#">Ecuador Parliament authorizes oil production at Yasuni National Park</a>	108
05/10	<a href="#">Russian educators celebrate World Teachers' Day</a>	2 242
05/10	<a href="#">World Teachers' Day</a>	2 158
06/10	<a href="#">Rhodes Forum calls for Sunni-Shia dialogue and protection of Christians</a>	281
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26/10	<a href="#">El volcán Etna vuelve a ser activo</a>	446
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14/10	<a href="#">The 10 Most Fascinating Places in Russia</a>	104
29/10	<a href="#">Russia Jumps Up 20 Spots in 'Doing Business' Rankings</a>	25
29/10	<a href="#">With 100 Days to Go, A Spotlight on Sochi's Olympic Legacy</a>	5
<b>Total reports in English: 3</b>		<b>Total page views: 134</b>

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22/10	<a href="#">JO 2014: la flamme olympique traverse la république de Carélie</a>	3
<b>Total reports in French: 2</b>		<b>Total page views: 9</b>

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02/10	<a href="#">Lebensqualität für Rentner: Russland schneidet schlecht ab</a>	5
<b>Total reports in German: 1</b>		<b>Total page views: 5</b>
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