



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Visibility Report

November 2014

Table of Contents

Executive Summary	2
Major events.....	4
Focus on UNESCO Office in New Delhi	8
1. UNESCO Website	9
2. UNESCO Media Services	12
3. UNESCO Social Media Channels	15
4. UNESCO Photobank	20
5. UNESCO Documents and Library	21
6. Publications.....	23
7. UNESCO Calendar of events.....	27
8. UNESCO Headquarters.....	28
9. UNESCO logo exposure	32
10. Media Partnerships	33

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

Overall, media coverage for November fell by 20 percent over the same period in 2013. Nonetheless, several events kept UNESCO in the headlines around the world during the month.

The first International Day to End Impunity for Crimes against Journalists (2/11) drew the attention of the press in all regions. An op-ed by the Director-General on the issue was published in *Liberation* (France), the *Miami Herald* (USA), the *Mail and Guardian* (South Africa), *El Universal* (Mexico) and *Al Hayat* (Pan-Arab). The press release issued by UNESCO for the event was relayed by scores of news outlets, especially in Latin America, and many more reported on their own national situations. The Education for Sustainable Development Conference also received excellent news coverage, especially in Japan where it was hosted, but also in several African and Latin American nations. An op-ed by the Director-General on the issue was published in *Asahi-Shimbun*, one of Japan's leading dailies, *The Standard* (Kenya), the *Journal du Mali* and the *Huffington Post* (U.S).

Like the ESD conference, most of the coverage for the conference in New Delhi on ITC's and Disabled People, came from local and regional media, with reports in *The Times of India*, *Bangladesh News*, *The Asian Age* and the *India Education Magazine*, among others.

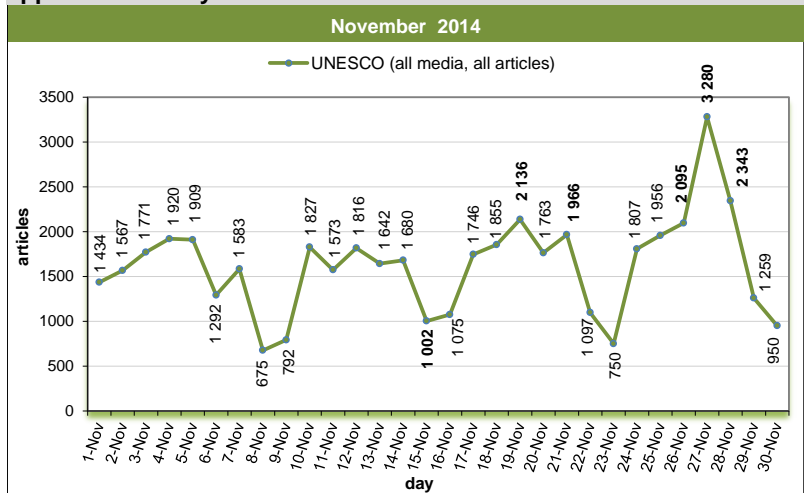
However, the biggest story of the month, in terms of press coverage was the annual meeting of the Intangible Heritage Committee. As can clearly be seen in the graph opposite, daily press coverage increased significantly during the meeting, especially during the inscription of new elements (24 to 28 November). The overwhelming majority of articles monitored during this period were devoted to the new elements. The figures are almost identical to last year's coverage of this event.

Earlier in the month, the Director-General's visit to Iraq was also well covered with articles on Ms Bokova's statements during the visit reported in all regions of the world. Many of the stories that appeared on the web were accompanied by television footage by the Reuters news agency, shot during the Director-General's visit to the Baghdad Museum. Ms Bokova was also interviewed at length by the *Christian Science Monitor* (US) and Associated Press (AP), whose stories were relayed by scores of other media.

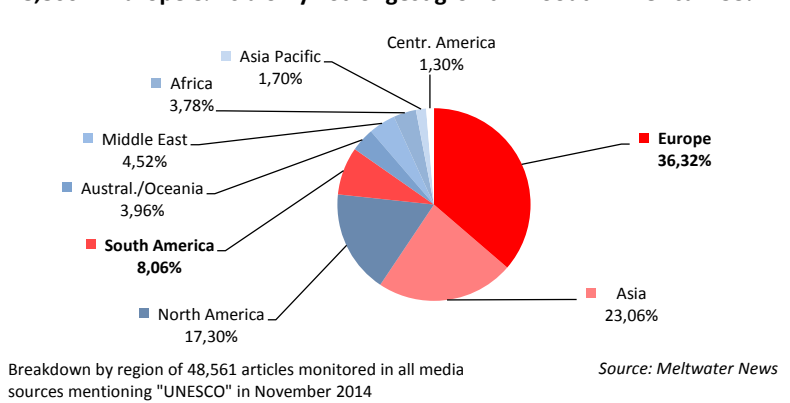
The following events are highlighted in the Major Events pages:

- **International Day to End Impunity for Crimes Against Journalists (02/11)**
- **UNESCO World Conference on Education for Sustainable Development - Learning Today for a Sustainable Future (10-12/11)**
- **International Conference "From Exclusion to Empowerment- The Role of Information and Communication Technologies for Persons with Disabilities" (24-26/11)**
- **9th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (24-28/11)**

Articles monitored daily in all media sources in which "UNESCO" appears in a story



More than 48,500 articles monitored in all media sources including some 28,800 in Europe & Asia only - Strongest growth in South America: +55%



UNESCO Website and Social Media Channels

November traffic was stable compared to last month's high figures. It shows only a 7 percent drop in page views compared to the same month last year, when UNESCO hosted the General Conference.

These results are explained by the significance of the November major events, such as the International Day to End Impunity for Crimes Against Journalists, the UNESCO World Conference on Education for Sustainable Development, the International Conference "From Exclusion to Empowerment" and the meeting of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage among others, that brought many users to the dedicated websites.

On unesco.int, page views increased for the third month in a row (+17%) and have almost doubled compared to same month last year - who peaked at that time during the General Conference.

The most viewed pages on Unescommunity were articles about Staff Day 2014, the medals assigned to MSS, the HRM tutorials and the Correspondence microsite.

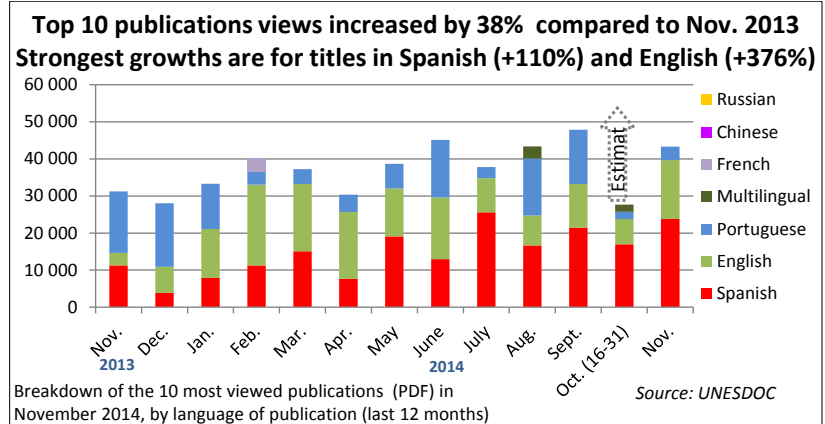
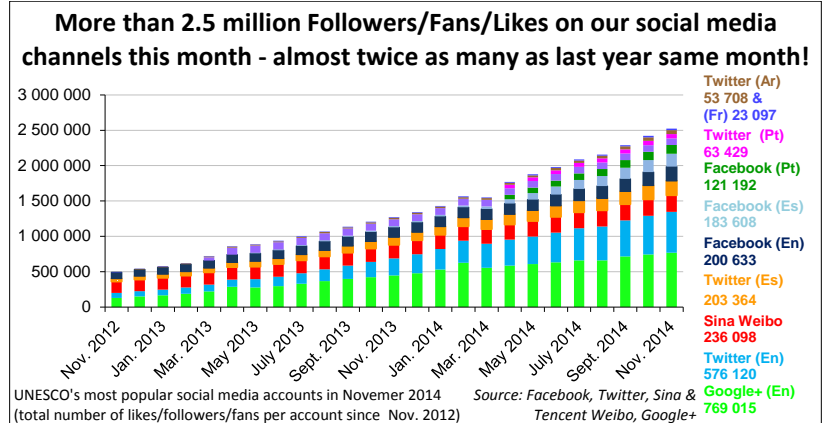
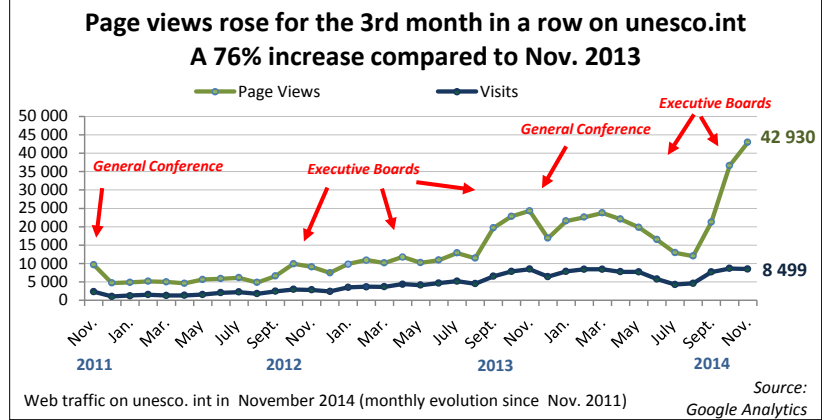
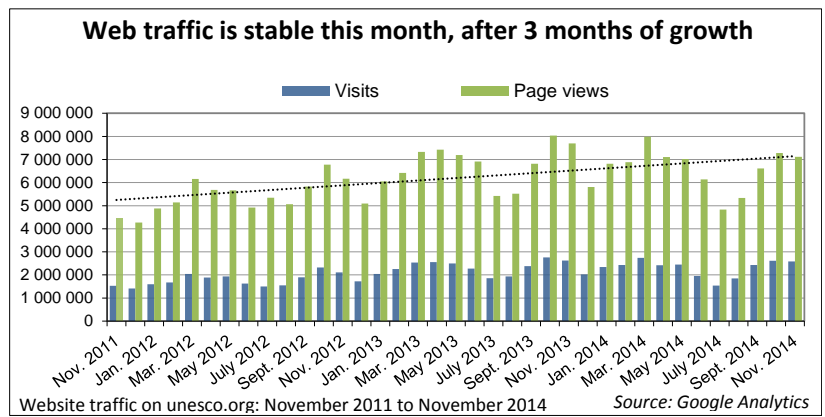
In November 2014, UNESCO has 2.5 million followers in key social media channels, in all 6 UNESCO languages, up from 1.3 million exactly one year ago. As social media is increasingly driven by visual imagery, this month we focused efforts on improving the look and feel of our social media communications. This effort proved to be immensely helpful for audience understanding of, and engagement with, UNESCO's activities. Coverage of International Day for Tolerance and World Philosophy Day – two of our more popular awareness days on social media – benefited immensely from this approach compared to past years. Our Arabic Twitter had its most successful posts ever thanks to creative, original imagery. A post about Simone de Beauvoir was shared 29K times in Spanish.

Publications

Online viewing has slightly decreased compared to September and October (estimated figures) of this year but show a strong increase versus November 2013. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads. Titles in Spanish account for 54 percent of the publications in this table with the UNESCO World Report *Towards Knowledge Societies* in Spanish in top position. Page views on Google Books have risen for four months in a row, and show a 79 percent increase compared to same month last year. Bookshop and online sales were largely dominated by titles on heritage and on education.

Focus on a Field Office

This topic aiming to highlight the outreach efforts in the Field focuses this month on our **Office in New Delhi** (see p. 8).



Major events:

I. International Day to End Impunity for Crimes Against Journalists (02 November 2014): Seminar and Inter-regional Dialogue on the Protection of Journalists (03 November) and the Third UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity (04 November)

The inaugural International Day to End Impunity for Crimes against Journalists was commemorated by two main events, which both took place in Strasbourg, France on 3 and 4 November 2014. In addition, a High-Level Panel Discussion was convened at the United Nations Headquarters in New York as well as several local initiatives in Africa.

The Seminar and Inter-regional Dialogue on the protection of journalists was co-organized by UNESCO, the Council of Europe, the Centre for Freedom of the Media of the University of Sheffield, and the European Lawyers' Union on 3 November 2014. It brought together legal experts from different regions around the world to address the gaps in judicial frameworks and protective mechanisms for journalists and where improvements could be made. Concurrently, a High-Level Panel Discussion entitled "Ending Impunity: Upholding the Rule of Law" focused on the Rule of Law as a prerequisite for sustainable development and good governance. The event was a joint initiative of UNESCO and the Permanent Missions of Argentina, Austria, Costa Rica, France, Greece, and Tunisia to the United Nations.

On 4 November 2014 the third UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity reviewed the pilot phase of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity. Attended by international participants from different stakeholders, the conference brought forth several recommendations for its second phase. Twenty-three NGOs reaffirmed their support to the UN Plan of Action in a public statement after the Meeting.

Participants: The main events brought together over 100 participants from more than 70 different organizations, including representatives from NGOs, IGOs, UN Agencies, Member States, Academia, and media practitioners.

Audience: The audience at the main events were the participants, including the following VIPs: Ms Leila M. De Lima, the Honourable Secretary of Justice of the Republic of the Philippines, Mr David Kaye, the UN Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression, and Ms Dunja Mijatović, OSCE Representative of the Media. Mr Zeid Ra'ad Al Hussein, the UN High Commissioner for Human Rights, and Mr Ban Ki-moon, UN Secretary-General, showed their support through a video message.

Communication materials and activities:

- [Media Advisory](#) (30/10)
- [Web News](#) (03/11, 04/11, 05/11 (1), 05/11 (2))
- [Video message by the UNSG](#) (EN)
- [Video message by the UN High Commissioner for Human Rights](#) (EN)
- [Message from the DG](#) (EN/FR/AR/CH/ES/RU)
- [International Day to End Impunity for Crimes against Journalists webpage](#)
- [Seminar and Inter-Regional Dialogue on the protection of journalists webpage](#)
- [Agenda of the third UN Inter-Agency Meeting](#)
- [Video Streams of Sessions](#) (1, 2, 3)
- [NGO Statement of Support to the UN Plan of Action](#)
- [IDEI Concept Note](#)
- [High-Level Panel Discussion "Ending Impunity: Upholding the Rule of Law" Concept Note](#)
- [DG's report on the Safety of Journalists and the Issue of Impunity](#) (EN/FR) (?)
- [Third UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity webpage](#)
- Infographic

Website statistics: Media advisory: 90 visits/336 page views. [Int. Day to End Impunity for Crimes against Journalists webpage](#): 2,169 visits/3,552 page views.

Press coverage: The event was extensively covered by media outlets in all regions. An op-ed by the Director-General was placed in *The Miami Herald*, *Liberation* (France), the *Mail and Guardian* (South Africa), *El Universal* (Mexico) and *Al Hayat* (Pan-Arab). Many national news outlets looked at the situation in their own countries, publishing features and editorials on the subject. Most stories referenced UNESCO's statistics on the killing of journalists.

Social media: An infographic competition with the world's lead infographic site Visual.ly (blog.visual.ly/infographic-competition-end-impunity/) resulted in a high number of quality submissions. 1 winner and 19 honorable mentions were selected. Interestingly, the majority of submissions came from Latin America, where press freedom is a top concern. It shows that our work strongly resonates with the Latin American public, and the need to focus more resources in content creation and social media outreach to this part of the world.

We also set up an Al Jazeera "The Stream" show aired on 27 October (stream.aljazeera.com/story/201410272102-0024294). The show is an example of social TV: the live TV programme is driven by real time social media input from audiences. The show has a strong UNESCO bent, featuring 3 former or current UNESCO specialists as well as official statements from @UNESCO:



II. UNESCO World Conference on Education for Sustainable Development – Learning Today for a Sustainable Future (10-12 November 2014)

Organized by UNESCO and the Japanese Government, the World Conference on Education for Sustainable Development (ESD) was held from 10 to 12 November 2014 in Aichi-Nagoya, Japan, to mark the end of the UN Decade of ESD (2005-2014) and launch the Global Action Programme on ESD. Under the banner of “Learning Today for a Sustainable Future”, it brought together more than 1,100 participants.



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The conference was opened by the Director-General and His Imperial Highness the Crown Prince of Japan. Four plenary sessions, a high-level roundtable, 34 workshops, 25 side events and numerous exhibitions gave participants the opportunity to dialogue around challenges and opportunities of ESD, showcase their work and lessons learnt, and discuss specific ESD issues and key areas for scaling up activities under the Global Action Programme.



Major outcomes of the Conference are: 1) adoption of the Aichi-Nagoya Declaration, calling for urgent action to mainstream ESD and include ESD in the post-2015 development agenda; 2) launching of the Final Report on the UN Decade of ESD, *Shaping the Future We Want*; 3) launching of the *Global Action Programme on Education for Sustainable Development*, as official follow-up to the UN Decade, as well as a *Roadmap for the Implementation of the GAP*.

The conference was preceded by a set of Stakeholder Meetings which brought together key ESD stakeholder groups such as UNESCO ASPnet schools and youth representatives from 4 to 8 November 2014 in Okayama, Japan.

Participants: More than 1,100 participants from 150 countries.

Audience: 76 Ministers or Vice-Ministers, representatives of UNESCO Member States, NGOs, academia, the private sector, individual experts, youth and UN agencies.

Communication materials and activities:

- Press releases ([10/11](#), [12/11](#))
- Media advisory ([05/11](#))
- [Dedicated website](#)
- [Programme](#)
- [Aichi-Nagoya News \(Youth Perspectives\)](#)
- [Media Stories written by the Press](#)
- Press Conferences (10/11,11/11,12/11)
- [Media Coverage on the Conference](#)
- Publications: [Shaping the Future We Want](#); [UNESCO Roadmap for Implementing the Global Action Programme on ESD](#)
- Videos : [Education for Sustainable Development : Children speak up!](#); [Shaping the Future We Want](#); [Looking back - Retrospective](#); [Interviews with 52 Youth participants in Okayama](#)

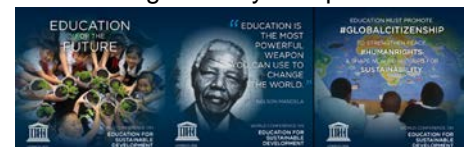
Webcast/Live streaming connections: Webcast was available in English, French and Japanese. Figures n/a yet.

Website statistics: Press releases: [10/11](#): 132 visits/695 page views; [12/11](#): 1,091 visits/3,302 page views. Media advisory: 58 visits/286 page views. [Dedicated website](#) : 26,957 visits/94,705 page views. Publications : [Shaping the Future We Want](#): 2,404 views. [UNESCO Roadmap for Implementing the Global Action Programme on ESD](#): 614 views. Videos : [Education for Sustainable Development : Children speak up!](#): 3,391 views; [Shaping the Future We Want](#): 2,876 views;

Press coverage: The ESD conference did very well in the media, both in Japan and elsewhere. Articles were published in virtually all of Japan’s leading dailies, and the top Japanese television network, NHK, along with other national television channels, broadcast regular stories from the event. Internationally, it was covered by several media from Latin America (O Globo, El Mercurio and Clarin), Mali, Morocco, Malawi and Egypt, and was relayed by UN Radio and UN News. The Director-General’s op-ed on the subject was published in Asahi Shimbun (Japan), Le Journal du Mali, The Standard (Kenya), the Huffington Post and Al Gomohria (Egypt).

Social media: Though this event is largely for education experts, participants were very active, particularly on Twitter, and shared their thoughts using the hashtag #ESD. The Japanese press covered the event significantly and promoted it through their official social media channels.

To make the event relevant for the general public, a series of digital cards were developed, illustrating the spirit of our work. The one about Mandela performed best, especially in Spanish where it was shared 19K times. These cards were picked up by many partners, and widely shared.



III. International Conference “ From Exclusion to Empowerment – The Role of Information and Communication Technologies for Persons with Disabilities (24-26 November 2014)



Deaf School Sri Lanka
© Ingmar Zahorsky

The International Conference on the Role of ICTs for Persons with Disabilities took place in New Delhi, India from 24 to 26 November 2014. Organized by UNESCO and the Government of India, it brought together some 800 women and men from around the world (80 countries).

The event was opened with a [video message](#) from Professor Stephen Hawking, author of “A Brief History of Time” in which he [appealed](#) for the “*need to make sure this technology becomes available to those who need it so that no one lives in silence.*”... “*I speak for people who cannot hear,*” he said. “*Without technology, I would not be able to ask for a cup of tea, let alone speak about my theory of the universe.*”

In her opening address, the Director-General, Irina Bokova highlighted that “*promoting the rights of persons with disabilities is about human dignity -- it is also about sustainable development of communities and peoples*”.

In their keynote speeches, Dr Karan Singh, Member of India’s Upper House of Parliament and India’s representative to UNESCO’s Executive Board and Sir Philip Craven, President of International Paralympic Committee *stressed the importance of accessibility, legal rights and public awareness.*

Furthermore, the international event included the ‘*We Care Film Fest 2014*’ film festival which committed its twelve years’ experience to the Conference’s cause, because film and media of all kinds (including social media) play a key cultural and attitudinal role in shaping the way that societies treat disability issues. 25 films on disability issues were screened over the three days.

The ICT exhibition organized as a part of the international event offered an excellent platform for visitors to learn about existing technological solutions, good practices and encourage a constructive dialogue on the opportunities ICTs offer for persons with disabilities.

More than hundred speakers from around the world contributed to the thematic discussions on partnerships and sustainable development, technological solutions and access to information and knowledge. The high level drafting group for the preparation of the Outcome Declaration was chaired by Mr Lenin Moreno, Former Vice-President of Ecuador and Special Envoy of the United Nations for Disability and Accessibility issues. The working group concluded its work with the Outcome Document – the New Delhi Declaration on Inclusive ICTs for Persons with Disabilities – Making Empowerment Reality. It calls everyone to change mindsets and attitudes by raising public awareness for a more inclusive and human rights oriented approach to disability issues, rather than a fundamentally medical approach. It also emphasizes the formulation of national legal frameworks and mechanisms, policies, budget, capacity plans to meet the needs and demands of people with disabilities, and urges the adoption and implementation of national accessibility standards. The Declaration also calls on the scientific and technological community to recognize the obligation of meeting the needs of persons with disabilities and consulting with them on specifications for accessible, affordable and inclusive products, services and content taking into account Universal “Design for All” principles.

Participants: Some 800 participants from 80 countries, including 130 speakers.

Audience: Policy and decision makers, civil society actors, particularly working on disability issues and IT industry

Communication materials and activities:

- [Media advisory](#) (21/11)
- [Dedicated website](#)
- [Dedicated webpage](#)
- [Agenda](#)
- [Concept Note](#)
- [UN Convention on the Rights of Persons with Disabilities](#)
- [Festival of short films – We Care](#)
- [Exhibition](#)

Website statistics: Media advisory: 73 visits/191 page views. [Dedicated website](#): 2,746 visits/9,418 page views. [Dedicated webpage](#): 183 visits/450 page views. [Agenda](#): 235 visits/536 page views.

Press coverage: The conference in New Delhi on ITC’s and Disabled People was well covered in India. The national public service broadcaster was the official media partner for the event, which resulted in regular television reports by Doordarshan News (DD News) and on All India Radio. This included a half-hour feature on DD News, aired on 29 December. The Times of India also reported on the event. Internationally, the conference received coverage on Kuwait TV and Al Jazeera, but also in *the Bangladesh News* and *The Asian Age*, among others.

Social media: Live Twitter coverage was made available on @UNESCOnow. A Facebook post garnered 201 likes. Social media coverage was limited by a paucity of material intended for casual, non-expert audiences; most all content was directed at event participants. Interestingly, an exceptional video message for the event was recorded by the British scientist Stephen Hawking. We are currently trying to ask him to upload the video on his own Facebook, with a link to UNESCO’s event. In the future, whenever we ask famous personalities to record messages, we should alter our strategy: Ask them to promote our activities on their social media sites, as their followers are necessarily more receptive to messages coming from them than from us.

IV. 9th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (24-28 November 2014)

The ninth session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage was held at UNESCO Headquarters from 24 to 28 November 2014. The opening session was attended by the Assistant Director-General for Culture. Chaired by José Manuel Rodríguez Cuadros (Peru), the Committee completed its work after five days of intensive debates.

The Committee welcomed the significant progress made in the implementation of the Convention, as well as expressed its appreciation of the overall strategy of capacity building set up by UNESCO to support the States and communities in their safeguarding efforts.

It also examined the preliminary recommendations of possible directives on safeguarding intangible cultural heritage and sustainable development at the national level and also established the new Evaluation Body which will examine, on an experimental basis for the 2015 cycle, nominations for inscription on the Urgent Safeguarding List and on the Representative List, proposals of safeguarding programmes for the Register of Best Practices and international assistance requests.

The Committee examined 27 periodic reports from States Parties on the implementation of the Convention and eight reports on elements inscribed on the Urgent Safeguarding List. It also inscribed three elements on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding and 34 elements on the Representative List of the Intangible Cultural Heritage of Humanity, and selected one safeguarding programme for the Register of Best Practices.

Following the invitation of the Government of Namibia, the 10th session of the Intergovernmental Committee will be held in this country from 30 November to 4 December 2015. H.E. Ms Trudie Amulungu (Namibia) was elected Chairperson of the next session.

Participants: 1,071 (unprecedented number since the adoption of the Convention)

Audience: 138 States represented (24 Members of the Committee), States Parties to the Convention (107), UNESCO Member States non party to the Convention (7), accredited NGOs (64), Category 2 Centers (6), experts, media, and general public.

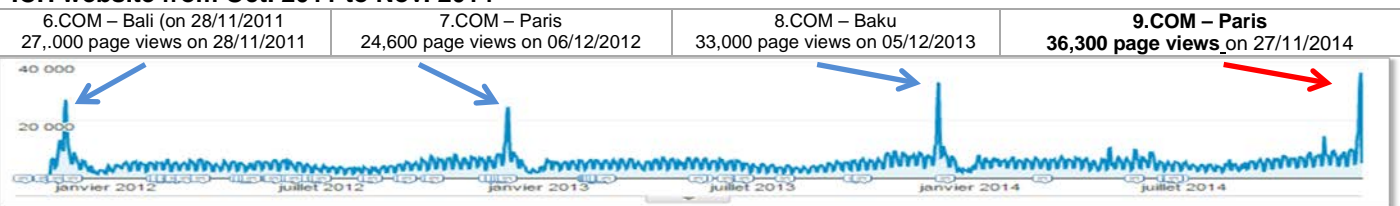
Communication materials and activities:

- Press releases ([24/11](#), [25/11](#), [26/11](#) (1) & (2), [27/11](#) (1) & (2))
- [Media advisory](#) (18/11)
- News
- Media Kit
- Media breakfast
- [Intergov. Committee webpage](#) and [Intangible Heritage website](#)
- Audiocast of the Committee
- [Photo gallery](#)
- [B-rolls for the new inscriptions on the Urgent Safeguarding List](#)
- [B-rolls for the new inscriptions on the Representative List](#)
- Publications: new edition of Basic Texts ([English](#) and [French](#))

Audiocast: Figures n/a.

Website statistics: Press releases: [24/11](#): 202 visits/929 page views; [25/11](#): 111 visits/548 pv; [26/11](#) (1): 1,692 visits/3,323 pv & (2): 227 visits/1,881 pv; [27/11](#) (1): 235 visits/1,379 pv & (2): 578 visits/1657 pv. [Intangible Heritage website](#): 106,295 visits/305,967 page views. Photo gallery: 646 visits/2,587 page views.

ICH website from Oct. 2011 to Nov. 2014



Press coverage: The meeting of the Intergovernmental Committee for the safeguarding of intangible cultural heritage once again attracted media attention worldwide. More than 130 journalists covered the event, producing several hundred dispatches and reports. A press breakfast was organized ahead of the meeting (20 journalists present). Two press conferences were organized by delegations to announce or comment their inscriptions on the Intangible Heritage Lists. Capoeira (Brazil), Washi (Japan) and the Peruvian and Bolivian elements are among the most covered in their respective countries and also abroad. Financial restrictions prevented the webcasting of the session this year. No were there any pictures taken on the session. Six press releases were issued, as well as live tweets for each inscription, photo galleries and B-rolls. A number of interviews were done by UNESCO Staff (see details at interviews section), but many more were done with the delegates from different countries, and, of course, the practitioners of intangible heritage present at the meeting.

Social media: This year, every new inscription was announced and illustrated with photo collages illustrating the rich facets of the tradition. This is a remarkable step forward, as copyright concerns prevented us from doing so in past years. As social media is increasingly driven by visual, rather than written communications, we will need to actively encourage Member States to submit better supporting visuals. Currently the photos used are of poor resolution, and look rather dated. Among all the inscriptions, *Capoeira* stands out as the top performer, in all languages. This is arguably because the supporting visual is the most attractive, and modern. It garnered almost 11K shares on the FB page of our Brazil office.



Safeguarding the carillon culture
© Luc Rombouts

Focus on UNESCO Office in New Delhi

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

Director General's visit to India (24-26 November 2014)

On her third visit to India, the Director-General, Irina Bokova, after opening the UNESCO International Conference on the role of ICTs for persons with disabilities, held bilateral meetings with five Union Ministers namely, Smt. Sushma Swaraj, Minister of External Affairs; Smt. Smriti Zubin Irani, Minister of HRD; Shri M. Venkaiah Naidu, Minister of Urban Development; Dr. Harsh Vardhan, Minister of S&T and Earth Sciences; Dr Mahesh Sharma, Minister of State for Culture, to discuss their projects, vision and prospects for reinforced collaboration with UNESCO. During her meeting with the Minister of HRD, the DG welcomed the different initiatives of the Government and highlighted the emerging role of India as a leader in different areas of socio-economic development, particularly in sustainable development. She also met with Kailash Satyarthi, co-laureate of the 2014 Nobel Peace Prize and a longtime friend of UNESCO, through his involvement in the Education for All movement as founder and president of the Global Campaign for Education.



A Letter of Intent was signed by the Director-General and the Secretary, Ministry of Earth Sciences, Dr. Shailesh Nayak for cooperation in the field of reducing disaster risks and capacity building in earth sciences. In her various meetings, the DG appreciated the achievements of India in different areas of education, culture, heritage, oceanography, and communication. During her meeting with Minister of State for Culture she handed over the certificates establishing Rani-Ki Vav and the Himalayan National Park as World Heritage Sites following their inscription in June 2014.

The need for inclusive and innovative education were the key themes of the inaugural UNESCO MGIEP (Mahatma Gandhi Institute of Education for Peace and Sustainable Development) distinguished lecture presented by the Director-General. The event was attended by young pupils from schools, universities, and research institutes, dignitaries from government & non-government organizations, and international diplomatic missions. At the end of the lecture a momentum was offered to Dr. Karan Singh for his lifetime contribution to peace, tolerance and understanding.

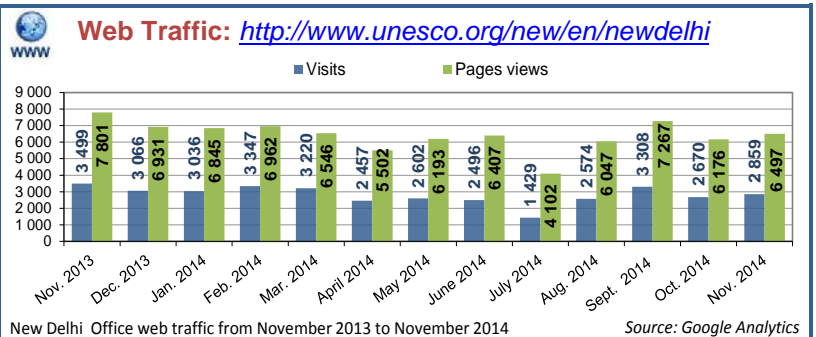
UNESCO International Conference on "From Exclusion to Empowerment: Role of ICTs for Persons with Disabilities" (Vigyan Bhawan, New Delhi, 24-26 November, 2014)

In a powerful show of commitment, three Ministers from the Indian Government joined the Director-General in opening the UNESCO International Conference, whose principal objective was to promote the human rights and fundamental freedoms of person with disabilities. It also sought to encourage all stakeholders to take concrete measures for the empowerment of persons with disabilities through the effective application of information and communication technologies (ICTs). The Conference was attended by more than 1,000 high-level participants from around the world, and was built on the United Nations Convention on the Rights of Persons with Disabilities (2006). The programme included three plenary sessions and panel discussions, a film festival – 'We Care' - that screened short films and documentaries on the multiple abilities of persons with disabilities and the exhibition on innovative ICT solutions, low-cost assistive technologies and ICTs for persons with disabilities.






Media

- ❖ [Taj Security Scenario to be reviewed](#) (The Sikh Times 9 Nov)
- ❖ [ASI stumbles upon 400-yr old shopping complex at Sikri](#) (The Sikh Times, Digital Edition 17 Nov.)
- ❖ [UNESCO offers help to govt for heritage conservation of cities.](#) (Business-standard 24 Nov.)
- ❖ [Letter of Intent Between ESSO-MOES and UNESCO for Cooperation in the Field of Reducing Disaster Risks and Capacity Building in Earth Sciences Signed.](#) (Business standard 25 Nov.)



Latest Publications

-  [UNESCO New Delhi e-Newsletter: 5, Issue 3, July-Sept. 2014](#) (226 total views)
-  [Biennium Report UNESCO New Delhi, 2012-2013](#) (290 total views)
-  [UNESCO Country Programming Documents for Sri Lanka, 2013-2017](#) (1,074 total views)

Facebook: <https://www.facebook.com/unesconewdelhi>

568 Likes - Top 3 posts:

The First UNESCO MGIEP Distinguished Lecture delivered by the Director-General of UNESCO on 25 November 2014.

The future is in our hands today": Education for Sustainable Development, as seen by youth <http://ow.ly/EaqKD>

Directed by Santosh Kumar Panda, "The Attitude" narrates the aspiration of a young man with a physical disability seeking employment among other aspiring candidates.

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).

November traffic was stable compared to last month's high figures. It shows only a 7 percent drop in page views compared to the same month last year, when UNESCO hosted the General Conference.

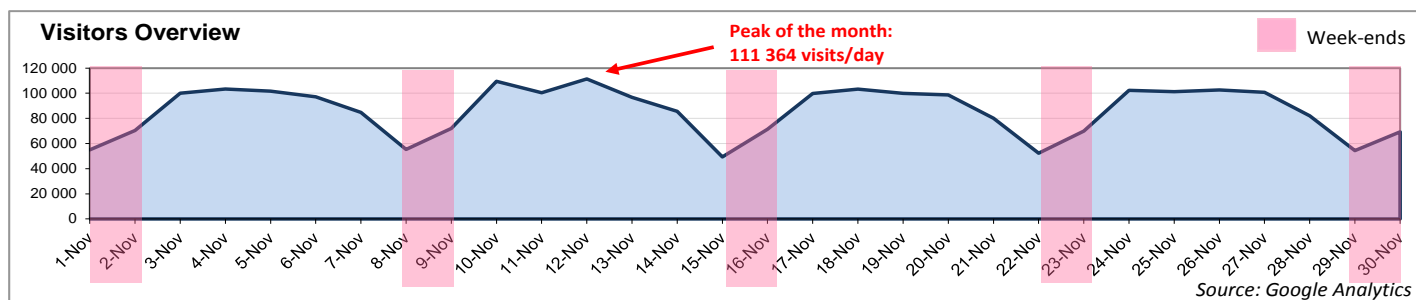
These results are explained by significance of the November major events, such as the International Day to End Impunity for Crimes Against Journalists, the UNESCO World Conference on Education for Sustainable Development, the International Conference "From Exclusion to Empowerment" and the meeting of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage among others, that brought many users to the dedicated websites.

On unesco.int, page views increased for the third month in a row (+17%) and have almost doubled compared to same month last year - who peaked at that time during the General Conference.

The most viewed pages on Unescommunity were articles about Staff Day 2014, the medals assigned to MSS, the HRM tutorials and the Correspondence microsite.

1.1. November 2014 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
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%
Oct. 2013	8 039 105	+18.57%	+18.01%	2 758 024	+18.73%	+15.69%	2 172 606	+22.13%	+16.37%
Nov. 2013	7 697 000	+24.87%	-4.26%	2 624 633	+24.53%	-4.84%	2 055 039	+28.25%	-5.41%
Dec. 2013	5 809 160	+13.99%	-24.53%	2 021 049	+17.12%	-23.00%	1 605 614	+20.98%	-21.87%
Jan. 2014	6 818 120	+11.96%	+17.37%	2 346 342	+14.73%	+16.10%	1 858 451	+18.14%	+15.75%
Feb. 2014	6 886 875	+7.37%	+1.01%	2 427 056	+7.64%	+3.44%	1 927 962	+11.77%	+3.74%
March 2014	7 989 912	+9.04%	+16.02%	2 737 332	+7.87%	+12.78%	2 121 680	+10.82%	+10.05%
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
Sept. 2014	6 613 378	-2.91%	+24.02%	2 425 768	+1.76%	+31.14%	1 904 998	+2.04%	+31.19%
Oct. 2014	7 279 843	-9.44%	+10.08%	2 615 387	-5.17%	+7.82%	2 005 482	-7.69%	+5.27%
Nov. 2014	7 117 727	-7.53%	-2.23%	2 580 313	-1.69%	-1.34%	1 973 591	-3.96%	-1.59%

1.3. Visits by Area of Interest in November 2014 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 580 313	-1.69%	-1.34%
Home & Central Service pages	205 570	-27.91%	-36.07%
Worldwide	16 815	-43.62%	-27.18%
Education for the 21st Century and ED Sector	211 819	-2.42%	-1.57%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	64 700	-8.64%	-7.25%
Learning to Live Together and SHS Sector	66 712	-10.31%	+11.36%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 233 089	+2.25%	+2.00%
World Heritage	1 034 732	-0.69%	-0.38%
Intangible Heritage	106 295	+72.37%	+37.44%
Culture Sector (excl. Intangible Heritage)	92 062	-10.01%	-0.99%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	62 602	-13.40%	-5.88%
Field offices (only those tracked)	181 247	+9.39%	-3.65%
UIL*	21 995	+5.32%	-0.16%
IIEP*	229 783	+36.09%	-3.83%
UNEVOC*	48 567	+50.46%	+2.23%

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

1.4. UNESCO Website Visitors

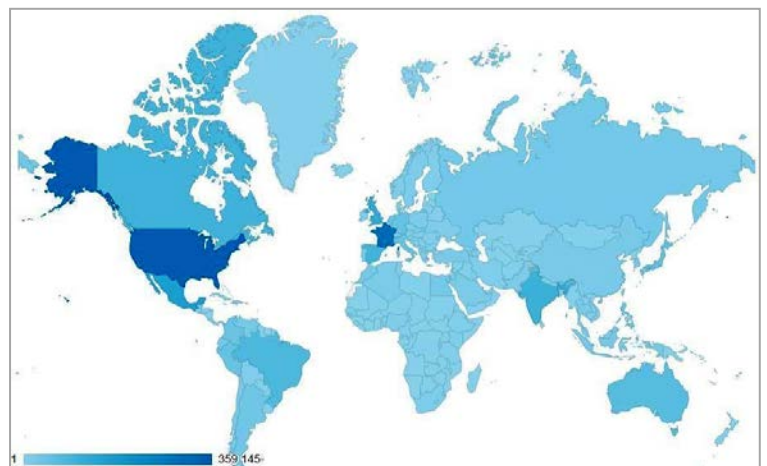
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	359 145	13.92%	-4.70%	2.56	00:02:56
France	307 190	11.91%	-0.81%	3.21	00:04:20
Mexico	162 662	6.30%	-18.03%	2.32	00:02:45
United Kingdom	116 312	4.51%	+8.51%	2.66	00:02:21
India	102 101	3.96%	+20.84%	2.29	00:02:28
Canada	95 558	3.70%	-7.81%	3.68	00:03:57
Spain	91 751	3.56%	+1.71%	3.15	00:03:10
Brazil	80 712	3.13%	-6.95%	2.06	00:02:20
Australia	64 062	2.48%	-21.96%	2.75	00:03:15
Japan	53 773	2.08%	+21.87%	3.50	00:04:02

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 239 302	48.03%	-1.03%
Spanish	438 406	16.99%	-10.47%
French	382 294	14.82%	-0.04%
Portuguese	95 148	3.69%	-1.79%
Russian	49 158	1.91%	+8.39%
Japanese	46 595	1.81%	+16.72%
German	46 260	1.79%	+13.01%
Italian	41 267	1.60%	+0.53%
Chinese	41 145	1.59%	+4.85%
Arabic	36 803	1.43%	+15.37%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2013	November	24 306	+167.30%	+6.61%	8 472	+200.96%	+8.02%	3.22	+1.58%	00:05:33
	December	16 879	+125.05%	-30.56%	6 423	+162.06%	-24.19%	2.92	-9.32%	00:05:14
2014	January	21 556	+118.93%	+27.71%	7 836	+120.61%	+22.00%	2.84	-2.76%	00:05:13
	February	22 600	+106.13%	+4.84%	8 433	+127.06%	+7.62%	2.86	+0.70%	00:05:08
	March	23 763	+134.05%	+5.15%	8 416	+129.26%	-0.20%	2.93	+2.45%	00:05:21
	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12
	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	September	21 225	+7.85%	+76.32%	7 684	+17.82%	+67.12%	2.74	+10.04%	00:04:42
	October	36 614	+60.59%	+72.50%	8 663	+10.46%	+12.74%	2.87	+4.74%	00:05:01
	November	42 930	+76.62%	+17.25%	8 499	+0.32%	-1.89%	3.08	+7.31%	00:05:05

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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2013	November	11 307	-23.44%	3 885	-20.16%
	December	7 004	-38.06%	2 071	-46.69%
2014	January	14 234	+103.23%	3 619	+74.75%
	February	12 853	-9.70%	3 789	+4.70%
	March	12 651	-1.57%	4 114	+8.58%
	April	13 238	+4.64%	4 507	+9.55%
	May	8 408	-36.49%	2 573	-42.91%
	June	12 632	+50.24%	3 741	+45.39%
	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	September*	47 900	+590.10%	11 736	+565.31%
	October	99 496	+107.72%	31 835	+171.26%
	November	63 813	-35.86%	22 104	-30.57%

* New infrastructure implemented in early September.

Traffic indicators explained:

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

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

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

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
Celebration of the International Day for Tolerance - Award of the UNESCO-Madanjeet Singh Prize	14/11	<ul style="list-style-type: none"> • EN - 13 • FR - 1 • ES - 1 • FLOOR - 3 	<ul style="list-style-type: none"> • EN - 2 • FR - 1 • ES - 0 • FLOOR - 1 	22

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*
Total	141 650	-19.72%	+9.61%
English (EN)	68 368	-30.70%	+3.74%
Spanish (ES)	35 585	-0.51%	+0.23%
French (FR)	17 338	-25.98%	+4.62%
Russian (RU)	10 560	+133.78%	+128.37%
Arabic (AR)	8 078	+3.06%	+65.53%
Chinese (ZH)	1 721	-72.45%	-1.71%

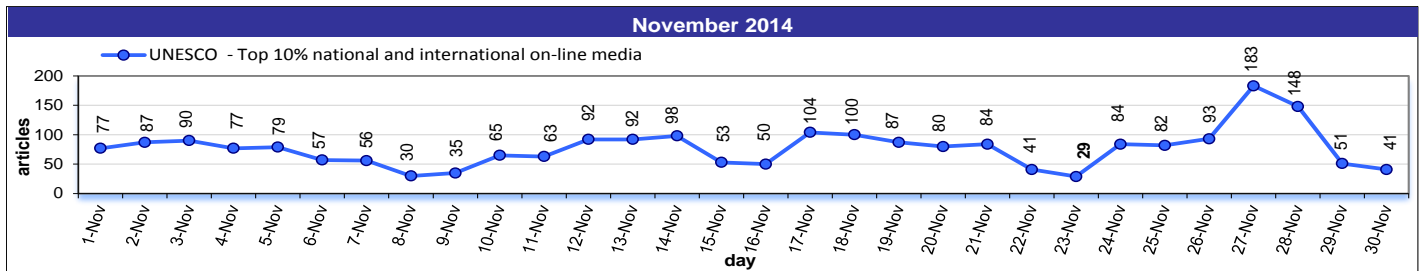
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

1.	05/11	World Conference on Education for Sustainable Development opens next week in Japan
2.	06/11	1000 Years of Arabic Optics to be a Focus of the International Year of Light in 2015
3.	07/11	Director-General denounces killing of two Libyan journalists Moatasem Billah Werfali and Tayeb Issa Hamouda
4.	07/11	UNESCO partners with Nature Education and Roche to launch the World Library of Science: a free online science education resource
5.	07/11	UNESCO partners with All Nippon Airways
6.	10/11	World Conference on Education for Sustainable Development opens in Aichi-Nagoya, Japan
7.	12/11	World Conference on Education for Sustainable Development calls for renewed commitment by all countries
8.	12/11	Indian Ocean Tsunami: Achievements and challenges ten years on
9.	14/11	Director-General deplores the killing of young Peruvian journalist Fernando Raymondi Uribe
10.	18/11	Traditional Music, Dance, Crafts, Poetry and Games at the 9th Session of the Committee for the Safeguarding of Intangible Cultural Heritage
11.	21/11	From Exclusion to Empowerment: Role of ICT for Persons with Disabilities -UNESCO conference, New Delhi 24-26 November
12.	24/11	Director-General condemns the killing of Abdirisak Ali Abdi in Somalia
13.	24/11	Opening of the 9th Session of Intangible Cultural Heritage Committee
14.	25/11	Traditions from Kenya, Uganda and Venezuela inscribed for Urgent Safeguarding
15.	26/11	Eight elements from Algeria, Armenia, Azerbaijan, Bolivia, Bosnia and Herzegovina , Brazil , Bulgaria and Burundi inscribed on Representative List of the Intangible Heritage
16.	26/11	Ten elements inscribed on Representative List of the Intangible Cultural Heritage
17.	27/11	Eleven elements inscribed on Representative List of the Intangible Cultural Heritage
18.	27/11	Five elements inscribed on Representative List of the Intangible Cultural Heritage
19.	27/11	International High Level Conference on the endangered heritage and cultural diversity of Iraq and Syria
20.	28/11	Fourfold increase in Sweden's support to UNESCO

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 10% national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in November (Source: Meltwater News)



Overall, media coverage for November fell by 20 percent over the same period in 2013. Nonetheless, several events kept UNESCO in the headlines around the world during the month.

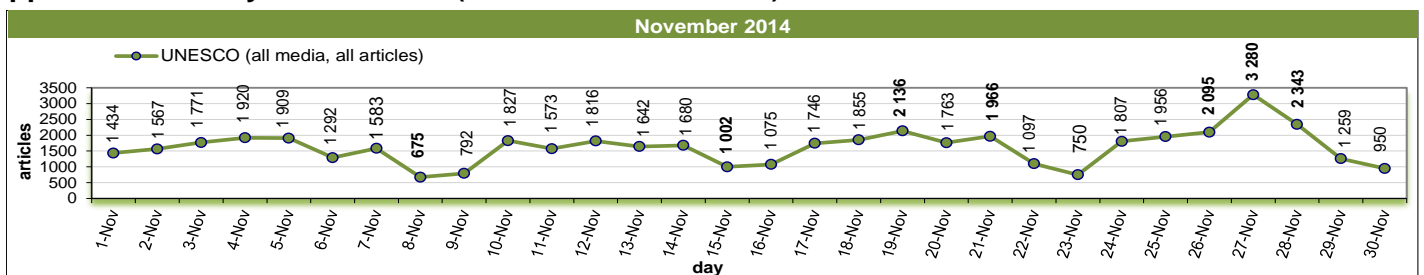
The first International Day to End Impunity for Crimes against Journalists (2/11) drew the attention of the press in all regions. An op-ed by the Director-General on the issue was published in *Liberation* (France), the *Miami Herald* (USA), the *Mail and Guardian* (South Africa), *El Universal* (Mexico) and Al Hayat (Pan-Arab). The press release issued by UNESCO for the event was relayed by scores of news outlets, especially in Latin America, and many more reported on their own national situations. The Education for Sustainable Development Conference also received excellent news coverage, especially in Japan where it was hosted, but also in several African and Latin American nations. An op-ed by the Director-General on the issue was published in *Asahi-Shimbun*, one of Japan’s leading dailies, *The Standard* (Kenya), the *Journal du Mali* and the *Huffington Post* (U.S).

Like the ESD conference, most of the coverage for the conference in New Delhi on ITC’s and Disabled People, came from local and regional media, with reports in *The Times of India*, *Bangladesh News*, *The Asian Age* and the *India Education Magazine*, among others.

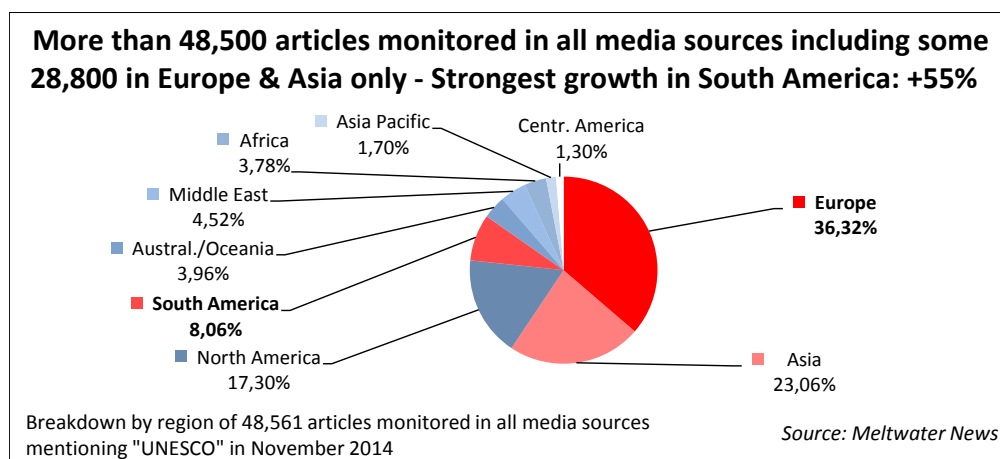
However, the biggest story of the month, in terms of press coverage was the annual meeting of the Intangible Heritage Committee. As can clearly be seen in the graph opposite, daily press coverage increased significantly during the meeting, especially during the inscription of new elements (24 to 28 November). The overwhelming majority of articles monitored during this period were devoted to the new elements. The figures are almost identical to last year’s coverage of this event.

Earlier in the month, the Director-General’s visit to Iraq was also well covered with articles on Ms Bokova’s statements during the visit reported in all regions of the world. Many of the stories that appeared on the web were accompanied by television footage by the Reuters news agency, shot during the Director-General’s visit to the Baghdad Museum. Ms Bokova was also interviewed at length by the *Christian Science Monitor* (US) and Associated Press (AP), whose stories were relayed by scores of other media.

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



Regional breakdown of media coverage in all media sources, in which “UNESCO” appeared in a story in November



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

Date	Subject / Title	Language	Media
03/11	Impunity must end	English	Miami Herald (US)
03/11	Stop Crimes Against Journalists	Arabic	Al-Hayat (pan-Arab newspaper)

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
World Library of Science	Lucia Iglesias/ Agnès Bardon	Spanish/ French	Scidev.net
Report on the Safety of Journalists	Guy Berger	English	Al Jazeera (Qatar)
International City of Literature	Melika Medici	English	Radio New Zealand
World Heritage in Sub-Saharan Africa	Leila Maziz	English	International Business Times (US)
World Heritage	Roni Amelan	English	Time Magazine (US); La Lettre de l'Expansion (France)
World Heritage Vietnam	Roni Amelan	English	Thanh Nien News (Viet Nam)
World Heritage France	Roni Amelan	English	The Art Newspaper
Intangible Cultural Heritage	Cécile Duvelle	French	AFP, France Inter (France); W Radio Colombia (Colombia)
	Cécile Duvelle	Spanish	El País (Spain) ; Union de radialistas bolivianos de Argentina
Intangible Cultural Heritage	Lucia Iglesias	Spanish	Bolivian TV
Great Barrier Reef	Irina Bokova	English	BBC (UK)
Great Barrier Reef and Irak	Irina Bokova	English	ABC/PM, The Guardian (UK)
Indian Ocean Tsunami, achievements and challenges since 2004	Tony Elliott	English	The Lancet (UK), TVA
2nd International Ocean Research Conference (Barcelona)	Luis Valdès	Spanish	RNE, EFE, Expansión (Spain)
	Agnès Bardon	French	ABC (Spain)
	Pr Uye (Participant)	English	La Vanguardia (Spain)
World Library of Science	Maciej Nalecz	English	Pour la Science (France); Inter Press Service
	Maciej Nalecz	French	Afrique Agriculture, Sciences et Avenir (France)

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).

92 B-rolls were downloaded in November:

	Subject	Downloads	Media
1	Intangible Heritage	88	Fuji TV, Saudi TV, SBS , TF1, Associated Press, Reuters TV, Eurovision
2	World Heritage	2	
3	General Conference	1	
4	Global Monitoring Report	1	

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

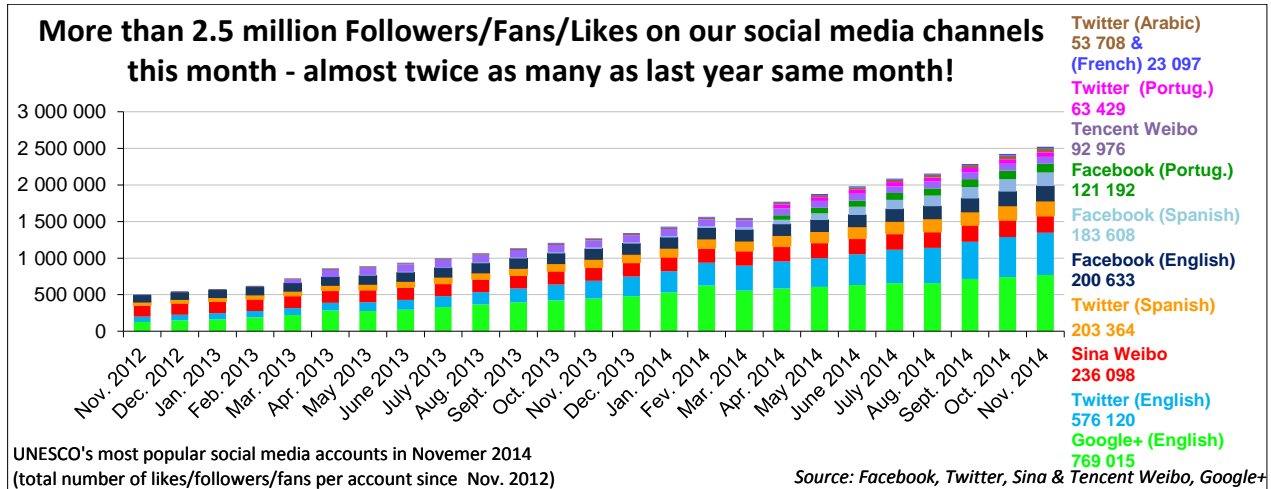
N/A for November

3. UNESCO Social Media Channels

In November 2014, UNESCO has 2.5 million followers in key social media channels, in all 6 UNESCO languages, up from 1.3 million exactly one year ago.

As social media is increasingly driven by visual imagery, this month we focused efforts on improving the look and feel of our social media communications. This effort proved to be immensely helpful for audience understanding of, and engagement with, UNESCO's activities. Coverage of International Day for Tolerance and World Philosophy Day – two of our more popular awareness days on social media – benefited immensely from this approach compared to past years.

Our Arabic Twitter had its most successful posts ever thanks to creative, original imagery. A post about Simone de Beauvoir was shared 29K times in Spanish.



3.1. Social networking sites

Facebook - www.unesco.org/facebook/ / VKontakte - <http://vk.com/unesco/> / [Google+](https://plus.google.com/102802000000000000000/)

Variation November 2014 vs October 2014

Likes/Followers		November 2014	October 2014	Variation vs October
Total likes/followers (all languages)		1 308 316	1 252 160	+4.48%
Facebook	English	200 633	188 615	+6.37%
	Spanish	183 608	171 974	+6.76%
	Portuguese	121 192	116 880	+3.69%
	Arabic	16 036	14 833	+8.11%
	French	13 803	13 353	+3.37%
	Russian	1 998	1 980	+0.91%
Google+	English	769 015	742 558	+3.56%
VKontakte	Russian	2 031	1 967	+3.25%

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

Message	Posted	Likes/ Shares
Cada tercer jueves de noviembre celebramos el #DíaMundialDeLaFilosofía . La #filosofía es una disciplina a la que en ocasiones no se le presta demasiada atención. Sin embargo, su estudio y desarrollo puede permitirnos encontrar soluciones a los problemas y desafíos que afrontan las sociedades contemporáneas. Una sociedad con gran capacidad de pensamiento crítico estará mejor preparada para responder a las transformaciones y cambios que vivimos en la actualidad y estará más abierta al diálogo intercultural. En definitiva, la filosofía nos hace más libres al proporcionarnos la capacidad para mejorar la comprensión del mundo y promover la tolerancia y la paz. ¡Feliz Día Mundial de la Filosofía! Visita nuestra página especial dedicada al Día Mundial de la Filosofía	20/11	L: 8 307 S: 32 861
Para preservar el planeta no es suficiente con decir que vamos a construir "economías verdes", necesitamos auténticas "sociedades verdes", es decir, modelos de sociedad que respeten la Tierra y el medio ambiente. La comunidad internacional está reunida desde ayer y hasta mañana día 12 de noviembre en Aichi-Nagoya, Japón, con motivo de la Conferencia Mundial sobre la Educación para	11/11	L: 5 366 S: 19 082

el Desarrollo Sostenible. El objetivo es integrar el concepto de desarrollo sostenible en los sistemas educativos de todo el mundo. Tenemos que cambiar radicalmente la manera en que consumimos y producimos y hay que repensar cuáles son las responsabilidades de cada uno respecto el planeta. Para conseguir este cambio, la educación es una de las herramientas más poderosas de las que disponemos. Utilizarla adecuadamente es el deber de todos. Visita la página web dedicada a la Conferencia Mundial sobre Educación para el Desarrollo Sostenible: http://bit.ly/1huV0Oz #ESD #DesarrolloSostenible #post2015 #Educación & Quotation from Nelson Mandela « La educación es el arma más poderosa que puedes usar para cambiar el mundo »		
A 9ª sessão do Comitê para a Salvaguarda do Patrimônio Cultural Imaterial acaba de declarar a Roda de Capoeira Patrimônio Imaterial da Humanidade. A Capoeira expressa a história da resistência negra no Brasil, durante e após a escravidão. Seu reconhecimento como patrimônio reforça o valor desta herança cultural afro-brasileira.	26/11	L: 3 286 S: 10 629
El Pujllay y el Ayarichi: músicas y danzas de la cultura yampara (#Bolivia), acaba de ser inscrito en la lista representativa del #PatrimonioImaterial. Además, en la sesión de esta mañana también se han inscrito tradiciones procedentes de Argelia, Armenia, Azerbaiyán y Bosnia y Herzegovina. Puede seguir las inscripciones en nuestra cuenta en Twitter . También puede encontrar las últimas noticias sobre la 9ª reunión del Comité del Patrimonio Cultural Inmaterial en esta página .	26/11	L: 1 153 S: 519
Hoje, 2 de novembro, a UNESCO e os parceiros da ONU e da sociedade civil marcam o primeiro Dia Internacional pelo Fim da Impunidade dos Crimes contra Jornalistas. As organizações chamam a atenção do mundo para a situação alarmante que limita a capacidade dos jornalistas de fazerem o seu trabalho e prejudica o direito do público de ser informado. A data foi proclamada por uma Resolução sobre a segurança de jornalistas, adotada pela Assembleia Geral das Nações Unidas em 2013, sendo a UNESCO designada a liderar sua implementação. Foto e design infográfico: fb.com/orihuela.gabriel Mais informações sobre o Dia: http://bit.ly/dia_seg_jornalistas Dados sobre morte de jornalistas entre 2006 e 2013 (infográfico).	02/11	L: 1 090 S: 2 378
Todos podemos hacer algo en nuestra vida cotidiana para favorecer la#tolerancia. A veces simplemente nuestra actitud y forma de actuar puede marcar la diferencia. La tolerancia es el camino hacia un mundo sin miedo a lo diferente, abierto al cambio y es también un elemento clave para construir una paz duradera. ¿Qué es la tolerancia para ti? ¿Qué haces en tu día a día para favorecer la tolerancia? Visita la página especial dedicada al #DíaDeLaTolerancia.	16/11	L: 1 016 S: 688
New Spanish Facebook Cover photo	12/11	L: 968 S: 194
Quotation by Mestre Pastinha: « Capoeirista não é aquele que sabe movimentar o corpo, mas sim aquele que deixa o corpo ser movimentado pela alma »	27/11	L: 891 S: 1 158
We can't just build green economies - we need green societies. Today we're mobilizing the int'l community to integrate sustainable development in educational systems worldwide. It's key to changing fundamentally how we produce & consume, and rethinking about our responsibilities to each other and the planet. * Our Climate Change Lifestyle Guide: http://ow.ly/E2IUU * Our advocacy newsletter: http://ow.ly/E2mOu	09/11	L: 621 S: 411
Los documentos relativos a la construcción y caída del #MurodeBerlín forman parte del Registro Memoria del Mundo de la UNESCO. Conócelos: http://bit.ly/1EumcFL Y en este otro enlace, "Escrito en el muro", artículo que publicamos en junio de 1990 con el relato en primera persona de Robert Darnton, uno de los testigos de la caída: http://bit.ly/1pHCoAn Foto: "Salto a la libertad", de Peter Leibnig. (c) Ruth Leibnig.	10/11	L: 553 S: 253

*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 November 2014 vs October 2014

Followers/Fans		November 2014	October 2014	Variation vs October
Total (all languages)		1 251 459	1 205 325	+3.83%
Twitter	English	576 120	546 837	+5.35%
	Spanish	203 364	195 496	+4.02%
	Portuguese	63 429	61 696	+2.81%
	Arabic	53 708	50 361	+6.65%
	French	23 097	21 691	+6.48%
	Russian	2 667	2 548	+4.67%
Sina Weibo	Chinese	236 098	233 617	+1.02%
Tencent Weibo	Chinese	92 976	92 979	-

Top 10 Twitter Posts in November

Message	Posted	Re-tweets
Violence against journalists is an attack on human right to free speech. Nov 2 is the Intl Day to #EndImpunity	01/11	1 071
Too many walls remain today.We must break them everywhere, whatever form they take http://on.fb.me/1soKfNP #BerlinWall	09/11	880
Every day, we must build new bridges of #tolerance, trust & understanding http://on.fb.me/1veHBSn #ToleranceDay	16/11	892
Every culture is worthy of respect. This is our core message on Nov 16 - Intl #ToleranceDay http://on.fb.me/1q54bLu	15/11	749
Dec 1 is World #AIDS Day. Education is key to ending the epidemic by 2030 http://on.fb.me/1HPO1Lk #CloseTheGap @UNAIDS	30/11	722
Para lograr el #DesarrolloSostenible hay q cambiar el tipo d sociedad.La #educación es el arma La fiesta de la Virgen de la Candelaria en Puno es #PatrimonioInmaterial ¡Felicidades! #Perú	11/11	452
Being born a girl is still the lead cause of exclusion in the 21st c. Today is Intl Day to End #ViolenceAgainstWomen http://ow.ly/EPhG7	27/11	357
"Ser libre es querer la libertad de los demás" Simone de Beauvoir #DíaMundialDeLaFilosofía	25/11	345
"Ser libre es querer la libertad de los demás" Simone de Beauvoir #DíaMundialDeLaFilosofía	20/11	300
Toda #cultura debe ser respetada.Este es nuestro mensaje clave para hoy,#DíaDeLaTolerancia	16/11	262

3.3. Video Traffic

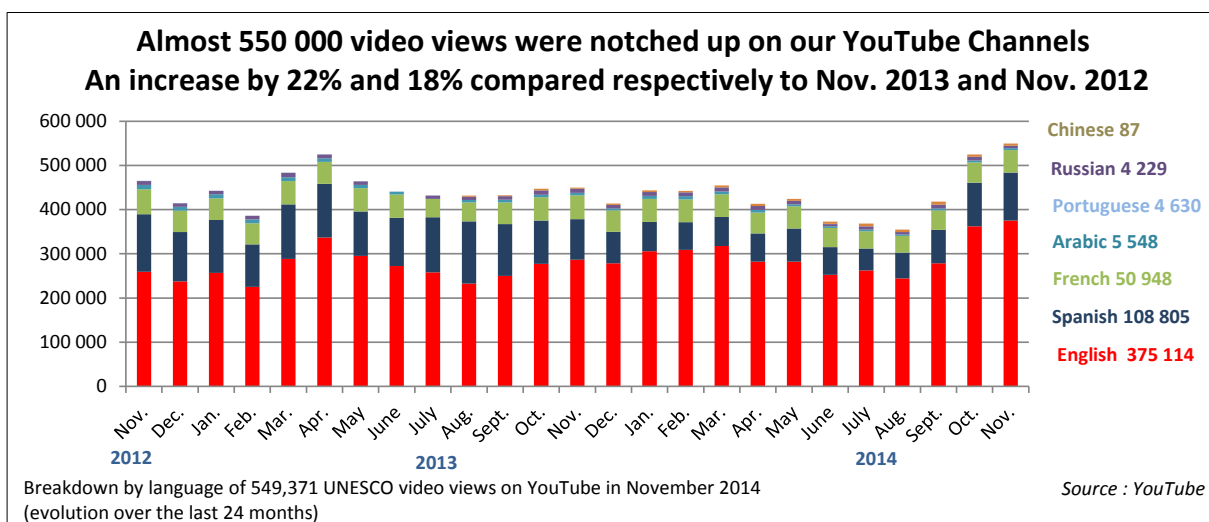
Video views are tracked on YouTube.

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

Variation November 2014 vs October 2014

Video views	November 2014	October 2014	Variation vs October
Total (all languages)	549 371	524 594	+4.72%
English	375 114	362 345	+3.52%
Spanish	108 805	98 323	+10.66%
French	50 948	46 239	+10.18%
Arabic	5 548	8 712	-36.32%
Portuguese	4 630	4 663	-0.71%
Russian	4 239	4 229	+0.24%
Chinese	87	83	+4.82%

Subscribers	November 2014	October 2014	Variation vs October
Total (all languages)	1 491	1 385	+7.65%
English	1 030	950	+8.42%
Spanish	260	249	+4.42%
French	105	112	-6.25%
Portuguese	43	20	+115.00%
Arabic	32	43	-25.58%
Russian	11	4	+175.00%
Chinese	10	7	+42.86%



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

	Title	Subject	Views
1.	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	32 534
2.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	27 339
3.	Georgian Polyphonic Singing	CLT/ITH	13 437
4.	Kabuki Theatre	CLT/ITH	11 990
5.	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	7 468
6.	Taekkyeon, a traditional Korean martial art	CLT/ITH	6 858
7.	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	6 715
8.	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	6 551
9.	Cante Alentejano, polyphonic singing from Alentejo, southern Portugal	CLT/ITH	6 519
10.	Baul Songs	CLT/ITH	6 217

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

	Title	Subject	Views
1.	Las expresiones orales y gráficas de los wajapi	CLT/ITH	37 604
2.	Aprender a Proteger la Biodiversidad	ED	6 854
3.	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	6 393
4.	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las NU	UNESCO	4 504
5.	Tradición del Día de muertos en México - Jóvenes blogueros de América Latina	CLT/ITH	1 945
6.	La huaconada, danza ritual de Mito	CLT/ITH	1 944
7.	Historia de la UNESCO	UNESCO	1 394
8.	El canto polifónico georgiano	CLT/ITH	1 372
9.	Lugares de memoria y tradiciones vivas de los otomí-chichimecas de Tolimán	CLT/ITH	1 372
10.	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 203

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

	Title	Subject	Views
1.	Les chants polyphoniques des pygmées Aka de Centrafique	CLT/ITH	3 102
2.	Le repas gastronomique des Français	CLT/ITH	3 071
3.	Bouba & Zaza - le dessin animé pour la jeunesse	ED	2 140
4.	Le rituel et les cérémonies de la Sebeiba dans l'oasis de Djanet, Algérie	CLT/ITH	2 130
5.	Le chant polyphonique géorgien	CLT/ITH	1 606
6.	Routes de l'Esclave: Une Vision Globale	CLT	1 602
7.	Le Maloya	CLT/ITH	1 534
8.	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	1 318
9.	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 314
10.	Eduquer à la biodiversité	ED	1 183

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

	Title	Subject	Views
1.	Serra Capivara	CLT/WHC	1 197
2.	Boas práticas do Programa Mais Educação	ED	1 068
3.	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	1 042
4.	Dia Mundial da Filosofia 2014	SHS	450
5.	UNESCO celebra Dia da Língua Portuguesa	ED	155
6.	Boas práticas no combate ao bullying homofóbico nas escolas	ED	91
7.	Serra da Capivara National Park	CLT/WHC	82
8.	A cultura africana está na voz de cada brasileiro!	CLT	73
9.	Dia Nacional de Visibilidade Trans	ED	60
10.	UNESCO lança pesquisa inédita sobre exclusão nas escolas	ED	47

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

	Title	Subject	Views
1.	Jabr Jericho camp	CLT	444
2.	Tsunami Warning System, video message from Wendy Watson Wright	IOC	386
3.	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	380
4.	Petra	CLT/WHC	347
5.	UNESCO History	UNESCO	274
6.	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	WHC	232
7.	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	144
8.	Medina of Fez	CLT/WHC	108
9.	Palace and Park of Versailles	CLT/WHC	93
10.	Mount Huangshan	CLT/WHC	89

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

	Title	Subject	Views
1.	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	206
2.	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	197
3.	UNESCO History	UNESCO	194
4.	Taj-Mahal	CLT/WHC	181
5.	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	165
6.	Persepolis	CLT/WHC	115
7.	Yellowstone National Park	CLT/WHC	111
8.	Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur	CLT/WHC	102
9.	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT	95
10.	Lake Malawi National Park	CLT/WHC	95

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

	Title	Subject	Views
1.	Património 9	CLT/WHC	15
2.	Aowin Jin, Chinese artist and social commentator	CI	14
3.	Gao Shijun, Director of European HQ of China Radio International	CI	13
4.	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	9
5.	UNESCO History	UNESCO	6
6.	40th Anniversary of the World Heritage Convention	CLT/WHC	6
7.	Tribute to Malala Yousafzai	ED	4
8.	Huang Nubo supports UNESCO	CLT	5
9.	Vocational and Technical Education	ED	4
10.	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World	CI	3

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

Top	Title	Length	Posted	Views as at 15/12/2014
1.	Education for Sustainable Development: Children speak up!	4'24"	10/11	3 768
2.	Shaping the Future We Want	5'05"	10/11	3 165
3.	UNESCO's Marine World Heritage (Portuguese)	4'12"	13/11	1 984
4.	UNESCO's Marine World Heritage	4'12"	13/11	1 690
5.	La fiesta de la Virgen de la Candelaria en Puno	10'02"	26/11	1 452
6.	Launch Ceremony for UNESCO's 70th Anniversary*	4'31"	04/11	1 056
7.	9th Session of the Committee for the Safeguarding of Intangible Cultural Heritage*	1'16"	24/11	740
8.	El Pujllay y el Ayarichi: músicas y danzas de la cultura yampara	9'52"	26/11	648
9.	DG's message on the occasion of the World Science Day for Peace and Development 2014*	2'27"	05/11	592
10.	Dia Mundial da Filosofia 2014	5'56"	21/11	513
11.	UNESCO Director-General official visit to Iraq*	2'50"	03/11	459
12.	Le patrimoine mondial marin de l'UNESCO	4'12"	13/11	449
13.	UNESCO Director-General visits Erbil *	4'03"	03/11	352
14.	Indrajit Banerjee on the Role of ICTs for Persons with Disabilities*	2'06"	17/11	326
15.	Entrevista con Francisco Javier Estévez Valencia, cogeador del Premio UNESCO-Madanjeet Singh 2014*	1'19"	18/11	308
16.	Coloquio Género y Cultura - 20-21 de noviembre, Villa Ocampo, Argentina	2'49"	17/11	287
17.	New targets to reinforce and ensure a comprehensive, free and compulsory education*	0'44"	12/11	278
18.	La tradición oral mapoyo y sus referentes simbólicos en el territorio ancestral	11'00"	25/11	243
19.	UNESCO Director-General, Irina Bokova, opens the 3rd World Humanities Forum*	2'59"	04/11	228
20.	El baile chino	10'01"	26/11	226
21.	1st Intl Day to End Impunity: Message from UN High Commissioner for Human Rights	5'43"	04/11	204
22.	Visite du Président de la République d'Haïti à l'UNESCO*	0'58"	04/11	185
23.	Interview with Dr Korenfeld, Chairperson of the IHP Intergovernmental Council at its 21st session	7'01"	12/11	184
24.	El mundo necesita ciencia. La ciencia necesita a las mujeres	4'23"	04/11	177
25.	9ème session du Comité pour la sauvegarde du Patrimoine culturel immatériel*	1'16"	24/11	169
26.	World Science Day 2014	5'54"	17/11	159

27.	Article 15: Sustainable Livelihoods and Youth Employment	0'53"	27/11	149
28.	Article 13: Education and Skills Development	0'50"	27/11	147
29.	Challenges for the post-2015 Education Agenda	1'18"	12/11	147
30.	Premiación Ganadores Peruanos Reconocimiento de Excelencia UNESCO	7'55"	17/11	146
31.	Entretien avec Ibrahim Ag Idbaltanat, gagnant du prix UNESCO-Madanjeet*	1'18"	18/11	143
32.	Article 14: Poverty Eradication and Socio-economic Integration of Youth	0'52"	27/11	130
33.	The new targets for post-2015 Education Agenda	1'05"	12/11	125
34.	Presentation of the Hamdan Award Foundation	5'35"	21/11	121
35.	Article 10: Development	0'44"	27/11	111
36.	Article 3: Freedom of Movement	0'47"	27/11	110
37.	Article 6: Freedom of Thought, Conscience and Religion	0'40"	27/11	109
38.	Article 12: National Youth Policy	0'42"	27/11	106
39.	Article 8: Protection of the Family	0'43"	27/11	104
40.	UNESCO's Marine World Heritage - Fanny Douvère Interview*	4'53"	13/11	104
41.	Article 11: Youth Participation	0'46"	27/11	97
42.	Article 4: Freedom of Expression	0'45"	27/11	97
43.	Article 9: Property	0'43"	27/11	88
44.	Article 5: Freedom of Association	0'42"	27/11	87
45.	Article 7: Protection of Private Life	0'42"	27/11	85
46.	Presentación Informe Economía Creativa 2013	4'14"	20/11	84
47.	Día Mundial de la Ciencia para la Paz y el Desarrollo	1'26"	13/11	72
48.	Article 26: Responsibilities of Youth	1'19"	27/11	69
49.	Las nuevas metas de educación post 2015	0'59"	12/11	65
50.	Centro Regional UNESCO-AVINA Cambio climático y toma de decisiones	1'35'27"	12/11	65
51.	El mundo necesita ciencia. La ciencia necesita a las mujeres	13'27"	04/11	63
52.	Article 25: Elimination of Harmful Social and Cultural Practices	0'47"	27/11	47
53.	AYC Art 24 Mentally and physically challenged Youth	0'45"	27/11	42
54.	Article 22: Leisure, Recreation, Sports and Cultural Activities	0'49"	27/11	42
55.	Article 19: Sustainable Development and Protection of the Environment	0'47"	27/11'	42
56.	Article 16: Health	1'05"	27/11	37
57.	Article 23: Girls and Young Women	0'53"	27/11	35
58.	Article 17: Peace and Security	0'49"	27/11	33
59.	Article 18: Law Enforcement	0'56"	27/11	30
60.	Article 21: Youth in the Diaspora	0'50"	27/11	27
61.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	1'22"	27/11	22
62.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	1'33"	27/11	20
63.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	4'34"	27/11	19
64.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	1'36"	27/11	18
65.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	0'51"	27/11	16
66.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	4'07"	27/11	16
67.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	2'21"	27/11	15
68.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	1'24"	27/11	14
69.	17th UNESCO-APEID International Conference, 29-31 October 2014, Bangkok, Thailand	0'57"	27/11	13
70.	Post-2015 education development goals in the Arab region, basic education must remain free and compulsory. (in Arabic)	0'36"	12/11	10

* Produced by UNESCO Studio

4. UNESCO Photobank - (N/A for November)

The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

5. UNESCO Documents and Library

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

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

In November, **146,240** records were available online in PDF format (146,030 in October), including documents, publications, communication material and other working documents.

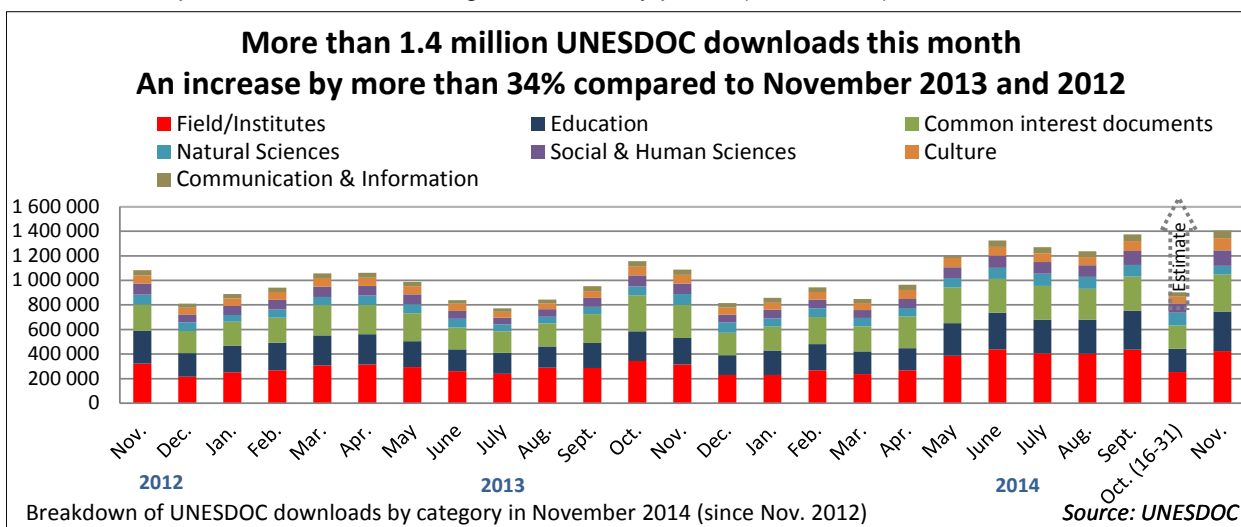
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

Total number of downloads in November	1 450 025
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1*	Average nb of downloads per PDF
Education	9 914	323 388	+71.00%	32
Natural Sciences	9 912	114 136	+64.25%	11
Social and Human Sciences	5 797	126 782	+69.82%	22
Culture	3 701	99 022	+76.74%	27
Communication and Information	2 733	61 927	+75.77%	22
Field & Institutes	9 799	423 405	+66.78%	43
Common interest documents	NA	301 365	+59.25%	NA

* Due to a technical problem October 2014 figures were only partial (16 to 31/10).



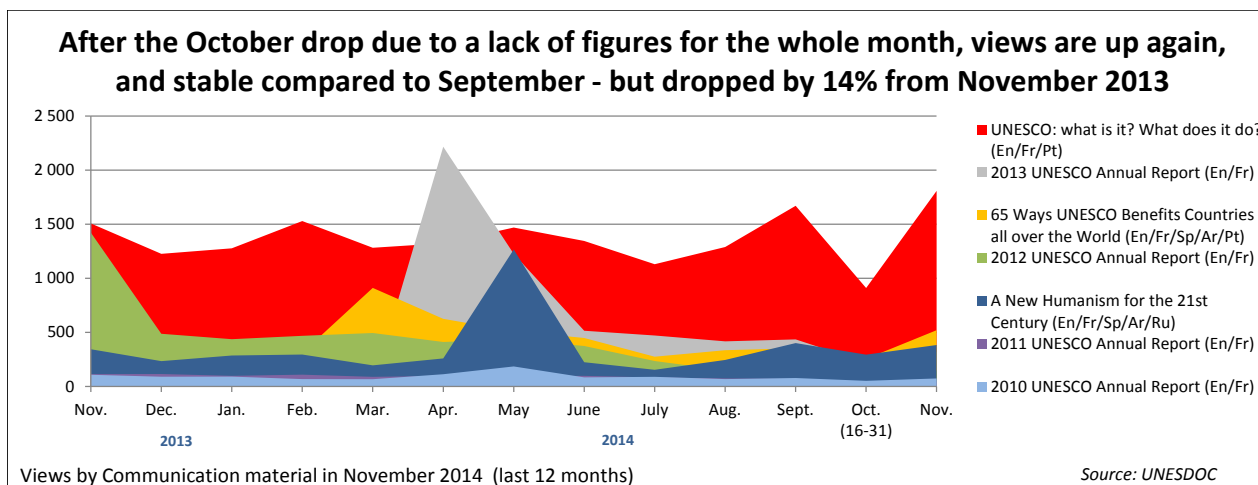
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	151 019
2	Germany	111 272
3	Mexico	66 399
4	France	60 257
5	Brazil	40 587
6	China	31 589
7	Spain	31 003
8	United Kingdom of Great Britain and Northern Ireland	28 058
9	India	23 770
10	Philippines	20 676
11	Colombia	19 423

12	Argentina	19 264
13	Canada	19 232
14	Nigeria	17 420
15	Peru	17 254

5.1.3 Printable Communication materials

Title	Total downloads in November							
	EN	FR	SP	RU	AR	ZH	POR	Total
UNESCO: what is it? What does it do?	1 231	334					243	1 808
2013 UNESCO Annual Report	275	44						319
A New Humanism for the 21st Century	99	102	124	50	8			383
65 Ways UNESCO Benefits Countries all over the World	243	78	162		0		37	520
2012 UNESCO Annual Report	109	38						147
2010 UNESCO Annual Report	67	7						74
2011 UNESCO Annual Report	38	9						47
TOTAL	2 062	612	286	50	8		280	3 298

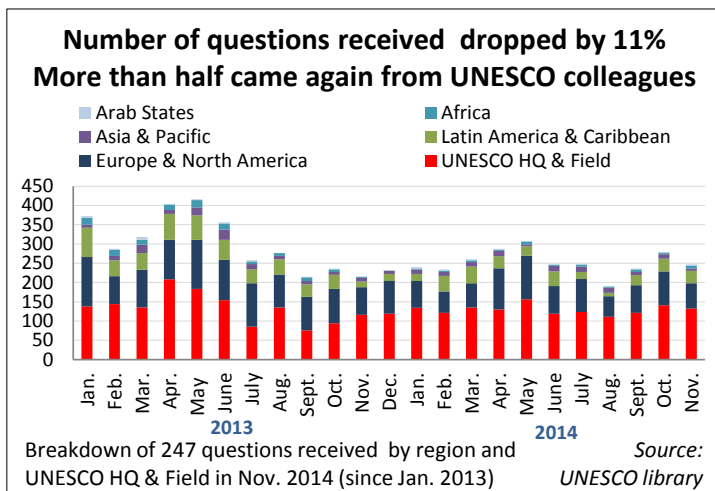


5.2. UNESCO Library - <http://www.unesco.org/library>

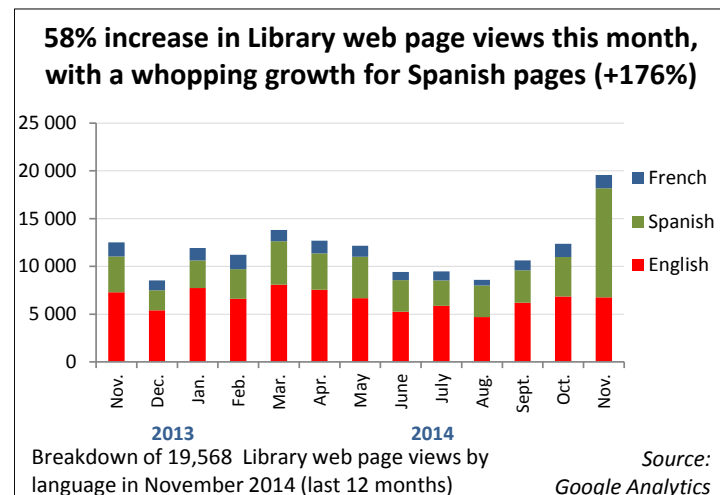
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views:



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

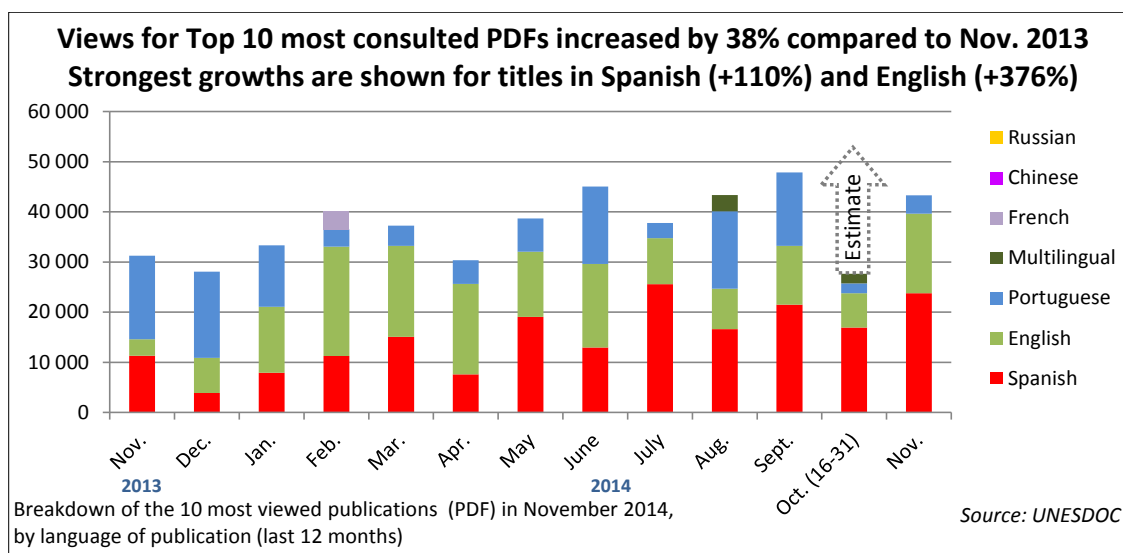
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing has slightly decreased compared to September and October (estimated figures) of this year but show a strong increase versus November 2013. The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads. Titles in Spanish account for 54 percent of the publications in this table with the UNESCO World Report *Towards Knowledge Societies* in Spanish in top position. Page views on Google Books have risen for four months in a row, and show a 79 percent increase compared to same month last year. Bookshop and online sales were largely dominated by titles on heritage and on education.

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	6 471	Paris, 2005
2. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	5 809	UNESCO, 1999
3. Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014	ED	English	5 637	Paris, UNESCO, 2014
4. Cuadernos de ejercicios para la enseñanza de los derechos humanos	ED	Spanish	4 110	Santiago, OREALC/ UNESCO, 2004
5. Manual de gestión de riesgos de desastre para comunicadores sociales: una guía práctica para el comunicador social comprometido en informar y formar para salvar vidas	CI	Spanish	3 930	Lima, UNESCO Office Lima, 2011
6. História e cultura africana e afro-brasileira na educação infantil; livro do professor	ED	Portuguese	3 637	Brasilia, MEC/UFSCar, 2014
7. The United Nations world water development report 2014	SC	English	3 576	Paris, UNESCO, 2014
8. The Contribution of early childhood education to a sustainable society	ED	English	3 461	2008
9. Poner fin a la violencia en la escuela: guía para los docentes (Stopping violence in schools: a guide for teachers)	ED	Spanish	3 454	2009
10. Mass media: the image, role and social conditions of women; a collection and analysis of research materials	CI	English	3 224	Paris, 1979

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

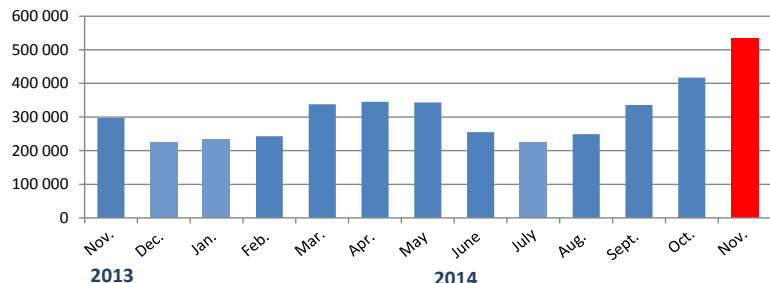


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **465** 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
November 2014	465	60 926	533 031	309
November 2013	370	25 241	297 104	173

Publications page views on Google Books are on the rise for the 4th month in a row - A 79% increase compared to Nov. 2013



Publications page views in November 2014 (last 12 months)

Source: Google Books

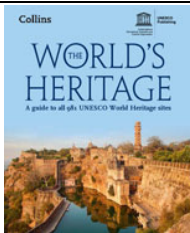
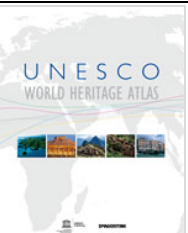

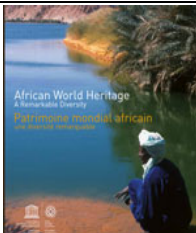
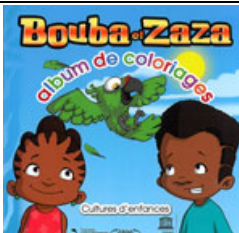
Book visits: A book visit is registered each time a user views a book.

Page views: The number of individual pages a user views in a session (counted as a 24-hour period). Regardless of the number of times a user views a particular page, it is only registered once per session.

Book visits with buy clicks: This is registered each time a user clicks on a "Buy" link.

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	18	CLT
	17	CLT
	10	ERI
	8	CLT
	6	ED

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	6	Editions Gelbart
	3	Editions du Patrimoine Centre des Monuments Nationaux
	1	UN
	1	Fondation Joseph Ki-Zerbo
	1	Fondation Joseph Ki-Zerbo

6.4. Online and international sales

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

Publication	Copies sold	Sector
	27	SHS
	22	ERI
	22	ERI
	22	ERI
	22	ERI

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Revista Patrimonio Mundial N° 73 : Patrimonio Mundial y nuestro planeta protegido	0	CLT/WHC
Rapport mondial de suivi sur l'éducation pour tous 2013/4 Enseigner et apprendre : Atteindre la qualité pour tous	0	ED
Witnesses to History Documents and writings on the return of cultural objects (Arabic edition)	0	CLT
Inclusion from the Start Guidelines on Inclusive Early Childhood Care and Education for Roma Children	0	ED
The Sacred Garden of Lumbini Perceptions of Buddha's Birthplace	0	CLT

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Charting the course of education and HIV	0	ED
J'écris avec Bouba et Zaza	0	ED
Patrimoine mondial: Bénéfices au-delà des frontières	0	CLT
UNESCO World Heritage in Turkey	0	CLT
World Trends in Freedom of Expression and Media Development	0	CI

* 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, November 2014

Contract No.	Title	Publisher	Language	Date signed
C.2014-010	2012-2013 Intangible Cultural Heritage Best Safeguarding Practices	International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the Auspices of UNESCO (ICHCAP)	Korean	28/11/2014
C.2014-011	Intangible Cultural Heritage in Need of Urgent Safeguarding 2012-2013	International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the Auspices of UNESCO (ICHCAP)	Korean	28/11/2014
J.2014-015	Heritage of Humanity in Brazil: Its Cultural and Natural Riches / Patrimônio da humanidade no Brasil: suas riquezas culturais e naturais	Editora Brasileira de Arte e Cultura/UNESCO Brasília/UNESCO	English and Portuguese	6/11/2014
J.2014-016	Gender Equality, Heritage and Creativity	Centro Internacional para la Promoción de los Derechos Humanos Bajo el Auspicio de la UNESCO/ Ministerio de Justicia y Derechos Humanos/UNESCO	Spanish	13/11/2014
J.2014-017	Fostering Freedom Online: The Role of Internet Intermediaries	Internet Society/UNESCO	English	24/11/2014
J.2014-018	Connecting Minds: Information and Communication Technologies and Education in Africa (en anglais) Technologies de l'Information et de la Communication pour l'Éducation en Afrique Subsaharienne (en français)	UNESCO/Agence Française pour le Développement	English and French	27/11/2014

6.7. Permissions granted to use or translate UNESCO content, November 2014

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Yoyogi Seminar	<i>Tell me about the Oceans</i> , "Their beginnings", p. 7 (text only) © UNESCO 2003 for the texts and photos.	100 photocopies in the context of inclusion in study material (classroom handout) to be distributed for free to high school students preparing for university entrance examinations. The photocopies will be used during the fall term 2014.	Non-exclusive world rights in the English language with Japanese annotations. For this specific use only. Mention of the source and due acknowledgement of UNESCO. Free of charge	10/11/2014
Cambridge University Press University Printing House	<ul style="list-style-type: none"> - Plate 13, in <i>Human Rights Exhibition Album</i>, Science and Conscience © UNESCO 1950 - Plate 73, in <i>Human Rights Exhibition Album</i>, Freedom of Religion © UNESCO 1950 - Plate 77, in <i>Human Rights Exhibition Album</i>, Freedom of Thought and Opinion © UNESCO 1950 - Plate 92, in <i>Human Rights Exhibition Album</i>, Liberty of creative Work © UNESCO 1950 	In the context of inclusion in an article to be published in <i>Modern Intellectual History</i> journal to be published by Cambridge University Press on or before 31 December 2014 in electronic form and print form (estimated print run: 230 copies) The subscription price for electronic access and print for the entire volume (3 issues) is £210/\$340 (for 2014) and £231/\$374 (for 2015).	Non-exclusive world rights in the English language, for this edition only, for this specific use only. The plates are to be featured as composite pages, as in the original UNESCO publication, without any alteration. The photographs included in these plates are not to be reproduced individually. Title and copyright notice as cited above, with photo credits as featured in the original UNESCO publication and the mention 'used by permission of UNESCO'. Free of charge	27/11/2014

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	3	3		
CLT	19	5	14	
ED	12	7	4	1
ERI	12	12		
SC	22	12	10	
SHS	16	10	6	
GBS	3	3		
ODG	3	3		
Total	90	55	34	1

7.2. Events organized by Field Offices/ Institutes

Apia	1
Baghdad	1
Bangkok	2
Beirut	1
Brasilia	5
Dakar	1
Havana	1
Jakarta	1
Kathmandu	4
Maputo	1
Mexico	1
Moscow	1
Nairobi	1
San Jose	2
Santiago de Chile	1
Tashkent	1
Tehran	2
Venice	7
IIEP	1
Total	35

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	3	1
Category 3 - Non-governmental conference	-	-
Category 4 - International Congress	-	3
Category 5 - Advisory Committee	-	-
Category 6 - Expert Committee	-	1
Category 7 - Seminars and Workshops	5	14
Category 8 - Symposium	5	6
Press Conference	-	-
Exhibition	4	4
Headquarters Committee	2	-
Event under Patronage	1	1
Concert	3	-
Show	2	-
Consultative Meeting	1	1
Meeting by Member States or Institutions	2	5
Interagency meeting	-	-
Film Projection	1	1
Special Event	2	10
Working group/Expert Meeting	-	6
Information meeting for Permanent Delegations	-	-
Executive Board	1	-
Prize-giving Ceremony	3	2
Total	35	55

8. UNESCO Headquarters

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

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organization's mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity. All events open to the public at large and to UNESCO communities, are promoted on the [Calendar of Events](#), unesco.int, and the dynamic screens. Cultural and intellectual events for this public are announced on the monthly electronic Calendar of events sent to its subscribers, and made available at the Reception desk, the Book/Gift Shop, the Library, and the Visitor's service.

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
03/11	« Les évaluations du changement climatique et les meilleures connaissances disponibles : relever le défi en faisant le lien entre les différents systèmes de connaissance et les disciplines »	SC/PCB/SPP	Salle IX	95
03-06/11	"Knowledge Co-production and Climate Change in the Circumpolar Arctic"	SC/PCB/SPP	Salle VII	25
04/11	3e réunion du Bureau du Comité du Siège	ADM/HQD/DIR	Salle XVI	20
05-06/11	Atelier dans le cadre du projet Réseaux de la Jeunesse Méditerranéenne "NET MED Youth", sur la prévision de compétences dans la région méditerranéenne	SHS/SIY/YOU	Salle XIV	28
06/11	Forum UNESCO sur l'égalité des genres : Présentation de Mme Caren Grown, Directrice "Genre" à la Banque Mondiale	ODG/GE	Salle IV	150
06-14/11	Désignation du groupe stratégique pour le Programme MAB	SC/EES/ESB	Salle XV	20
10/11	Journée mondiale de la science au service de la paix et du développement : « L'enseignement des sciences de qualité »	SC/PCB/IBS	Diverses salles	200
12/11	Colloque « La repentance et le pardon dans l'espace public »	SHS	Salle IV	150
12/11	Réunion sur la plateforme Océan et Climat 2015	SC/IOC/ADG	Salle XIV	40
12/11	Réunion Taskteam sur les peuples autochtones	SC/PCB/SPP	Salle VIII bis	20
13-14/11	1e session extraordinaire de l'Assemblée générale des Etats parties à la Convention du patrimoine mondial	CLT/WHC/PCM	Salle II	350
13-15/11	Colloque « Pour une histoire globale de la Grande Guerre : des Balkans au monde (1914-1919) »	ADM/DIT/ISS/ARC	Salle IV	100
17/11	187e session du Comité du Siège	ADM/HQD/DIR	Salle XI	80
17/11	« Dialogue international sur les politiques : construire le chemin vers l'inclusion sociale »	SHS/SIY/SIN	Salle XIII	30
18/11	Présentation de la Banque mondiale sur les pratiques d'évaluation	IOS/DIR	Salle XIII	60
18/11	Suivi MINEPS V	SHS/SRP/POL	Salle XV	30
19-20/11	Journée mondiale de la philosophie 2014 - 14e Rencontres internationales sur les nouvelles pratiques philosophiques	SHS/EGC/GEC	Diverses salles	500
20-21/11	29e Session du Conseil intergouvernemental du Programme international pour le développement de la communication (PIDC)	CI/COM	Salle X	150
24/11	Séance de design du Forum panafricain à Libreville	SHS	Salle XV	20
24-28/11	5e atelier international de l'Agence spatiale européenne pour les utilisateurs de GOCE	SC/IOC/OOS	Diverses salles	450
24-28/11	9e session du Comité intergouvernemental de sauvegarde du patrimoine culturel immatériel	CLT/WHC/PCM	Diverses salles	400
24-28/11	« Réduction des risques de catastrophes »	SC/EES/EGR	Salle XIII	50

25/11	Débats dans le cadre de la journée internationale pour l'élimination de la violence à l'égard des femmes	ODG/GE	Salle XI	100
25/11	OPEN UNESCO CAMPUS	ERI/DPI/SPE	Salle XII	300
26/11	« L'énergie de l'eau dans un environnement alimentaire »	SC/HYD/GSS	Salle XIV	40
26/11	Meeting on Global Citizenship Education	ED/PSD/HIV	Salle XV	15
Total participation				3 423

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
03/11	Réunion d'information ITH pour les Délégués permanents	CLT/WHC/PSM	Salle II	300
26/11	Réunion d'information du Conseil exécutif : « Les femmes et le développement durable »	GBS/DIR	Salle X	150
Total participation				450

8.1.3 External rentals

Date	Title	Organizer	Place	Public
06/11	Conférence "e-leadership for the digital economy"	CIGREF	Salle XI	150
07/11	Conférence « Les jeunes, acteurs du développement durable »	UATI	Salle XII	450
07-15/11	Conférences UNEP	UNEP	Salle XI	260
08/11	Centenaire de l'Association AFS : Colloque « Apprendre à vivre ensemble – des idées à l'action »	AFS - Vivre Sans Frontière	Salle I	1200
13-14/11	Conférence « Autorité, pouvoir de service »	Saint Siège	Salle XII	400
13-21/11	Conférence UNEP – Protocole de Montréal	UNEP	Diverses salles	800
14/11	10e anniversaire de l'Appel de Paris	Association pour la recherche thérapeutique anti-cancéreuse	Salle XI	150
14/11	Symposium "Inter-religious mutual comprehension models"	Déleg. perm de la Turquie	Salle XIII	60
18/11	60e anniversaire de Relais et Châteaux	Relais et Châteaux	Salle XI + Salle XII	600
27/11	Décision & Stratégie Santé	Décision & Stratégie Santé	Salle XII	250
28/11	Réunion ENA-Dauphine	Déleg. perm. de la Rép. française	Salle XI	75
Total participation				4 395

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
07-14/11	Journée mondiale de la science au service de la paix et du développement : « L'enseignement des sciences de qualité »	SC/PCB/IBS	Miró1 et 2	150 (inauguration)
17-21/11	« Tove Jansson, centenaire – Art, littérature et Moumies », à l'occasion du 100 ^e anniversaire de la naissance de la femme de lettre, illustratrice et peintre finlandaise	Déleg. perm. de la Finlande	Salles Miró	50 (inauguration)
24-28/11	« El Greco sous le regard des enfants », à l'occasion du 400 ^e anniversaire de la mort du peintre, sculpteur et architecte Doménikos Theotokopoulos (dit El Greco – « Le Grec »),	Déleg. perm. de la Grèce	Pas perdus	200 (inauguration)
24-30/11	Installation "Song without words" de Dimitrije Popovic	Déleg. perm. du Monténégro	Hall Ségur	80 (inauguration)
28-30/11	« Jérusalem et la Palestine »	Déleg. perm. de la Palestine	Salles Miró	100 (inauguration)

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
03/11	« Flamenco Universel - Hommage à Paco de Lucia et Enrique Morente »	Délég. perm. du Royaume d'Espagne	Salle I	1360
04/11	« Boris Christoff », concert lyrique présenté par Ève Ruggiéri à l'occasion du 100 ^e anniversaire du chanteur d'opéra bulgare	Délég. perm. de la Rép. de Bulgarie	Salle I	1000
07/11	Concert de musiques libanaises avec Pascale Sakr et Jhony Maalouf	Délég. perm. du Liban	Salle I	500
10/11	Projection du film « D-DAY : Normandie 1944 »	Délég. perm. de la Rép. française	Salle I	800
11/11	« 1918, l'Homme qui titubait dans la guerre... », oratorio par le Chœur Capriccio, le Chœur de Wolfrastshausen, l'Orchestre d'harmonie de la musique de la police nationale	Commission nationale française pour l'UNESCO	Salle I	400
13/11	« Taekkyeon Arirang Lyeon », spectacle mêlant le Taekkyeon, art martial, et l'Arirang, chant lyrique, deux traditions culturelles coréennes, inscrites sur la Liste représentative du patrimoine culturel immatériel de l'humanité de l'UNESCO	Délég. perm. de la Rép. de Corée	Salle I	800
14/11	Cérémonie de remise du Prix UNESCO-Madanjeet Singh pour la promotion de la tolérance et de la non-violence 2014, suivie du concert du Chœur Philharmonique International	SHS/EGC/GEC	Salle I	700
27/11	Remise des prix du concours international d'architecture de la Fondation Jacques Rougerie	SC/IOC/ADG	Salle XI	150
19-20/11	Journée mondiale de la philosophie 2014 14 ^e Rencontres internationales sur les nouvelles pratiques philosophiques	SHS/EGC/GEC	Diverses salles	500
29/11	Soirée à l'occasion de la Journée internationale de solidarité avec le peuple palestinien « Les enfants de Gaza chantent la vie »	Délég. perm. de la Palestine	Salle I	400

8.2.3 Special Events

Date	Title	Organizer	Place	Public*
24-28/11	« Semaine du Kenya : ensemble pour la paix et le développement durable » : Expositions et stands sur le patrimoine naturel et culturel du Kenya, projection de film, animations musicales quotidiennes	Délég. perm. du Kenya	Hall Ségur Salle IX	300 (inauguration)

* Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1,368 seats

- **12 events** were promoted in the November monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,276 subscribers**.
- **12 events** were organized, co-organized and/or promoted in November by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

A total of **40 visits for 1,039 visitors and 1 presentation focusing on Education for 63 visitors** were organized in November 2014. Most visitors came within the framework of a 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	41
Declined requests	n/a

2. Languages

Visits/Present. in French	29	73%
Visits/Present. In English	8	20%
Other	3	8%

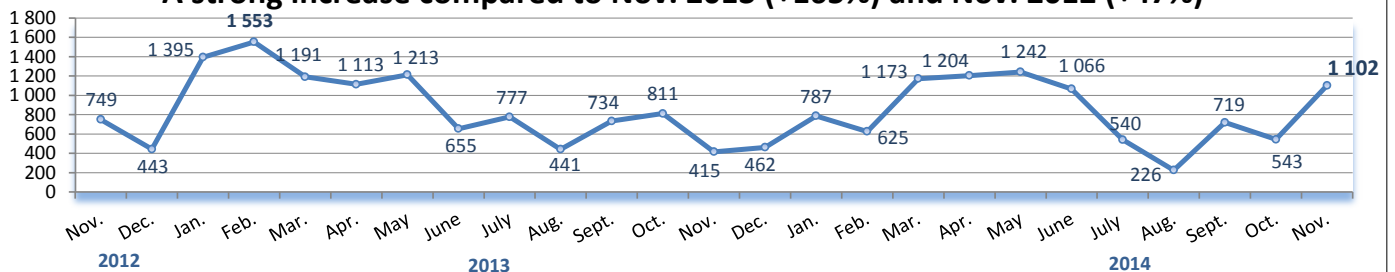
3. Type of visits

Group Visits	36	90%
Spontaneous Visits	1	3%
Individual Visits	3	7%
Thematic Conferences	1	3%

4. Origin

Europe and North America	927	84,1%
Asia and Pacific	172	15,6%
Africa	0	0,0%
Latin America and the Caribbean	0	0,0%
Arab States	3	0,2%

More than 1,100 visitors got a guided tour or benefited of a presentation on Education A strong increase compared to Nov. 2013 (+165%) and Nov. 2012 (+47%)

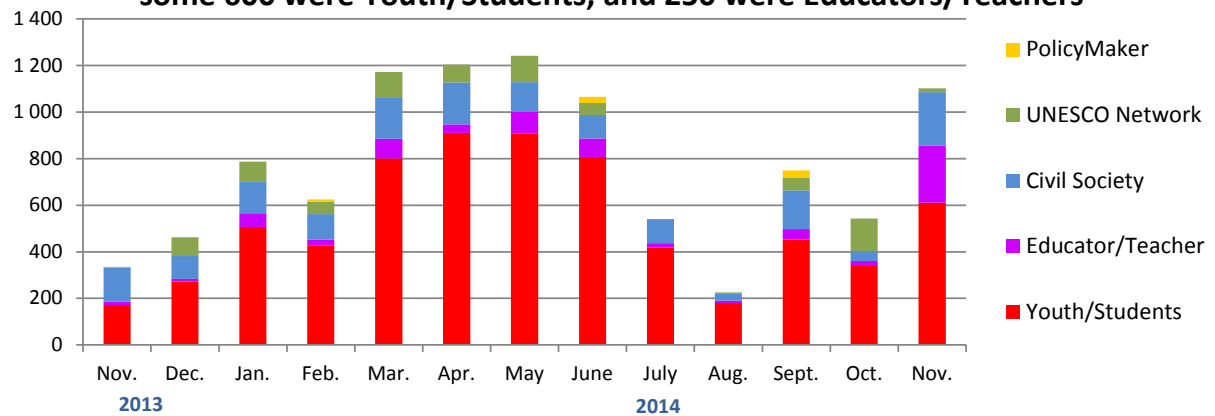


Visitors received by the Visitors' Service since Nov. 2012

Source: UNESCO

5. Profile of visitors

In November, among the 1,102 visitors who got a guided tour/thematic presentation, some 600 were Youth/Students, and 250 were Educators/Teachers



Breakdown of the profile of visitors in November 2014 (last 12 months)

Source: UNESCO

9. UNESCO logo exposure

9.1. Patronage

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

▪ **17 events which have been granted UNESCO's patronage took place in November 2014:**

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
03/11	Mexico	Regional Seminar ICTP-INACH	Scientific community	SC
04/11	Canada	Colloque international : Représentations et expériences du vivre-ensemble dans les sociétés contemporaines : un état des lieux au Québec	Civil society	SHS
05/11	France	Les "Olympiades de l'étude solidaire" - une initiative qui invite les jeunes à dédier heures d'études au financement de projets éducatifs solidaires	Students	ED
06/11	France	Salon international du Patrimoine culturel au Carrousel du Louvre à Paris	Artisans & the general public	CLT
08/11	UNESCO HQ	Global Intercultural Education Symposium together with Youth Symposium organized by AFS Intercultural Programmes Inc of USA	Educators & Youth	SHS
09/11	Italy	18th ICOMOS General Assembly and International Symposium	World Heritage specialists	CLT
11/11	Bolivia	7th International Edition of Writers' Meeting in Tarija	Writers	CLT
11/11	Russian Federation	2nd International Forum "Renewable Energy: Towards Raising Energy and Economic Efficiencies" (REENFOR 2014) in Moscow	Scientific community	SC
13/11	UNESCO	Conférence : L'autorité de chef d'établissement: Pouvoir ou Service	Civil society	ODG
13/11	Japan	35th World Health Forum 2014 in Osaka "Let's Extend Healthy Life Expectancy - how to live wisely for longevity"	Civil society	SC
13/11	Spain	World Heritage Sites Restoration and Management Fair in Valladolid organized by the Regional Government	Cultural heritage sites restoration specialists	CLT
15/11	Japan	11th International Forum on Lifelong Integrated Education in Tokyo	Education specialists & civil society	ED
19/11	Armenia	34th International Theatre Institute World Congress entitled "New Voices, New Audiences: Time for Dialogue" in Yerevan	Theatre specialists	CLT
19/11	Austria	European Youth Award Festival in Graz, organized by the International Centre for New Media to promote new technology innovation of young people	Young people	CI
24/11	UNESCO HQ	Exposition sur les différents éléments du patrimoine culturel immatériel français inscrits sur La Liste représentative	General public	CLT
28/11	Russian Federation	1st World Mas Wrestling Championship and the 3rd Congress of the International Mas Wrestling Federation in Yakutsk	Athletes and general public	SHS
29/11	Brazil	World Summit Award Festival in Sao Paulo organized by the International Centre for New Media (ICNM) of Austria to promote best practice in e-content and creativity	E-technonogy community	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

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

Logo use: **For every broadcast/rebroadcast (except for special programmes). 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 programmes in November (NHK General)

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

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17,791,000 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 programmes (Satellite Channel): None in November

10.2. TBS (Japan)

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

Partnership began: 1996

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

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
02/11	Komodo National Park(Indonesia)	30 min	6.4%
09/11	Laponian Area(Sweden)	30 min	5.2%
16/11	Sian Ka'an(Mexico)	30 min	5.9%
30/11	Semmering Railway(Austria)	30 min	6.1%

Average audience share in November: **5.9 percent** (for the first broadcast)

Estimate number of viewers in Japan: **5,337,000** (for the first broadcast)

The total number of audience accessed to the programme in November was estimated at **21,348,000**.

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

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

Partnership began: October 2010

Products: **News and interviews**

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

Website page views: **100,000,000 per day** (100,000,000 hits)

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	27
French	20
Spanish	9
Russian	6
Arabic	1
In November, a total of 63 reports were released on UNESCO through Xinhuanet	

10.4. RIA Novosti

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

Partnership began: September 2010

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
01/11	Day of the Dead: Mexico is engulfed by merry-making and celebrations	698
03/11	CE: Eastern Ukraine most dangerous place for journalists in Europe	1 233
04/11	AirPano.ru launches an online tour of Golden Ring towns	2 179
08/11	OSCE: Security of the media in Ukraine depends on political will	517
08/11	UNESCO head compares IS militants to Nazis	2 115
09/11	Media ring the alarm: 33 European languages might disappear for good	27 418
10/11	Sichuan and Tatarstan plan to promote tourism	107
10/11	UNESCO: Almost 600 journalists died from 2006 to 2013	155
14/11	Jawaharlal Nehru. A biography	58
14/11	UNESCO receives a letter on the violation of Rossiya Segodnya journalists' rights	5 181
15/11	Greenpeace attempting to avert geological exploration off the Canaries	781
16/11	Spanish Greens urging the country's defense minister to resign	802
16/11	International Day for Tolerance	499
16/11	Patriarchs Kirill and Irinaeus celebrate the Divine Liturgy in Belgrade	453
17/11	Tolerance is the root of wisdom	499
18/11	UNESCO's Moscow office to stop operations in 2015	20 645
19/11	Artek announces a national children's competition for its new logo	2 066
19/11	Russian Ambassador: The US wants to impose a hierarchical order in the world	1220
19/11	Russian Ambassador to UNESCO: There is no alternative to the UN and its agencies in the world	144
20/11	Mitrofanova: UNESCO recognizes Russia's positions at the due level	3 483
20/11	Ambassador: Russia's prestige in UNESCO as a leading world force is high	129
20/11	Russia to continue to broach press security in Ukraine at UNESCO	140
20/11	Ambassador: The report on the situation in Crimea was of interest for the UNESCO delegations	9 895
20/11	UNESCO praises Russian-aided efforts to preserve heritage sites in Kosovo	384
20/11	Russian Foreign Ministry: UNESCO office in Russia will shut its doors in September 2015	885
20/11	Merkel: Security in Europe can be ensured only with Russia	37 950
20/11	Merkel admits that security in Europe can be ensured only with Russia, video	2 096
21/11	UNESCO confirms the receipt of a letter on the violation of RT journalists' rights	3 095
24/11	Kurz: Attacks on journalists should not go unpunished	117
25/11	Presenting Olonkho epic English translations in Yakutia	386
26/11	November 27 religious celebrations	376
27/11	Japan's Washi paper put on UNESCO's World Heritage List	373
27/11	UNESCO for the first time enters a DPRK song in its World Heritage List	289
27/11	Armenian Lavash bread put on UNESCO's Intangible Cultural Heritage List	3 586
27/11	Crimean museums to appeal to UNESCO over Scythian gold	234
29/11	Ukrainian Ambassador to France Oleg Shamshur becomes his country's ambassador to UNESCO	155
Total reports in Russian: 36		Total page views: 130 343

Date	Titles of Reports on UNESCO in French	Page views
06/11	France: les socialistes proposent de reconnaître la Palestine	10
12/11	Liberté d'information: la conception à double standard de l'Occident	15
12/11	La vallée des geysers au Kamtchatka	121
17/11	Rattachement de la Crimée: Poutine juge la réaction de l'Occident inadéquate	23
18/11	L'UNESCO fermera son bureau à Moscou en 2015	16
19/11	Crimée/Russie: l'Occident s'est résigné à la réunification (Gorbatchev)	44
19/11	Les USA veulent instaurer un ordre hiérarchique dans le monde (diplomate russe)	64
21/11	Ukraine/violation des droits des journalistes: RT interpelle l'UNESCO	27
27/11	Le pain arménien traditionnel reconnu patrimoine culturel de l'UNESCO	10
28/11	L'art de la plaisanterie ouzbèke reconnu patrimoine culturel de l'UNESCO	7
Total reports in French: 10		Total page views: 337

Date	Titles of Reports on UNESCO in Spanish	Page views
03/11	Tochmilco vive la tradición prehispánica del día de muertos junto al volcán Popocatépetl	4
10/11	Estudio advierte que la violencia le cuesta a Brasil un 5,4% de su PIB	1
11/11	Valle de los géiseres de la Kamchatka	226
14/11	Unesco recibe una carta sobre la violación de derechos de periodistas de Rossiya Segondya	1
18/11	La UNESCO cerrará su oficina en Moscú en 2015	8
19/11	Actualmente no hay alternativa a la ONU, dice la embajadora rusa ante la UNESCO	5
20/11	Rusia mantiene su influencia en la UNESCO, dice la embajadora rusa ante la organización	1
24/11	Ministro de Exteriores austriaco arremete contra la impunidad en la agresión a periodistas	4
27/11	Una canción norcoreana, declarada Patrimonio de la Humanidad por la UNESCO	2
27/11	Un pan tradicional armenio, declarado patrimonio cultural inmaterial de la Unesco	11
Total reports in Spanish: 10		Total page views: 263

Date	Titles of Reports on UNESCO in German	Page views
18/11	Unesco schließt Moskauer Büro	68
Total reports in German: 1		Total page views: 68
TOTAL REPORTS: 57		TOTAL page views: 131 011