



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2015/PIPMR/55

Monthly Visibility Report

September 2015

Table of Contents

Executive Summary	2
Major events	4
Focus on UIL – UNESCO Institute for Lifelong Learning.....	6
1. Website.....	7
2. Media Services.....	10
3. Social Media Channels.....	13
4. Photobank	19
5. Documents and Library.....	20
6. Publications	22
7. Calendar of events.....	25
8. Headquarters.....	26
9. Logo exposure	30
10. Media and Communication Partnerships	31

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

Ce sont une nouvelle fois les destructions du patrimoine au Moyen-Orient et les réactions de l'Organisation face à ces destructions qui ont dominé la couverture médiatique liée à l'UNESCO. La conférence de presse organisée le 6 septembre au siège de l'UNESCO en présence de la Directrice générale, Irina Bokova, et du Vice-Secrétaire général des Nations Unies, Jan Eliasson, sur la condamnation des destructions des biens culturels a attiré les représentants de plusieurs agences de presse. L'Initiative mondiale lancée depuis New York le 27 septembre par l'UNESCO, INTERPOL et UNODC pour mettre fin aux destructions et au trafic de biens culturels a elle aussi bénéficié de l'intérêt des médias. De même, la déclaration de la Directrice générale publiée le 26 septembre suite au transfert d'un extrémiste présumé devant la Cour internationale de justice de La Haye, soupçonné de la destruction de monuments religieux et historiques au Mali, a également fait l'objet de nombreuses reprises. Cet événement a suscité plusieurs demandes d'interview de la part de médias internationaux (France 24, BBC). D'une manière générale, l'UNESCO continue d'être identifiée comme un interlocuteur privilégié sur ce thème, ce qui se traduit par des demandes régulières d'interview de médias de premier plan tels que The Telegraph, El País, France Inter, France 3 ou encore ARD.

Par ailleurs, la désignation le 21 septembre de neuf nouveaux géoparcs a également généré des articles dans les pays concernés, notamment au Japon -où se déroulait la réunion (16-20/09)- et en Chine.

The following events are highlighted in the Major Events pages:

- **International Literacy Day 2015 (8 Sept.)**
- **The Islamic Golden Age of Light science for today's knowledge-based society (14-15 Sept.)**

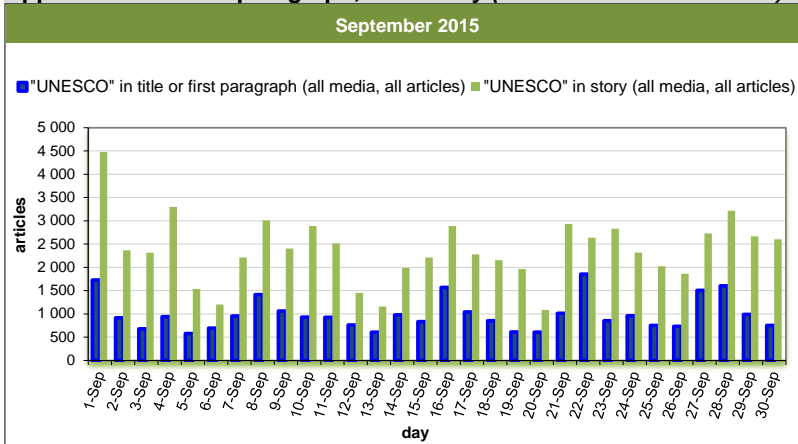
UNESCO Website and Social Media Channels

[UNESCO public website](#) registered in September 7.5 million page views and 2.8 million visits. It shows an increase in visits and in page views by 13% compared to same month last year, and respectively by 21% and 19% compared to the previous month. On our [website for Member States and their National Commissions](#), visits increased by 25% and page views by 40% versus September 2014.

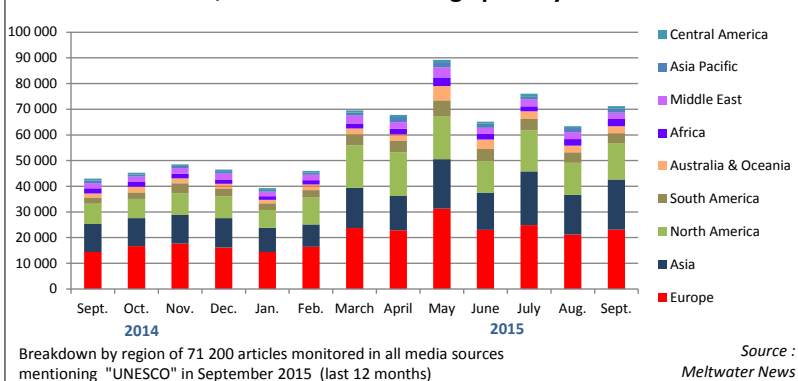
The United Nations General Assembly, in New York (21 - 30 September) was the highlight and a communication priority in September, its dedicated web page and subsequent news items were among the most visited, alongside the web page dedicated to the [Sustainable Development Goals](#).

International Literacy Day 2015 on 8 September was among the most prominently featured themes with focus on highlighting literacy "as a human right, as a force for dignity, and as a foundation for cohesive societies and sustainable development" as emphasized by the Director-General in her message for the Day.

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



65% increase in articles mentioning 'UNESCO' compared to Sept. 2014 More than 2,100 articles on average per day since Jan. 2015



September 2015 traffic is the fourth best of the year +13% in page views and visits compared to September 2014



This was accompanied by a large social media operation, which was further enlarged and strengthened around the Global Education First high-level event on 26 September, which brought together world leaders and education activists against the backdrop of the United Nations Sustainable Development Summit 2015.

The dedicated web page for [Literacy Day 2015](#) ranked the highest in September with some 83,000 page views. On Literacy Day, the website registered a peak in traffic with more than 130,000 visits (see graph to the right).

The social media-driven content around the UNESCO Cup 2015: Juventus vs Boca Juniors Legends at the Juventus Stadium resulted in 140,000 impressions (views) on Twitter and some 4,500 visits to our website.

In September, a total of 3.7 million followers was reached on UNESCO key accounts across 6 languages, showing an increase by some 110,000 followers compared to the previous month, and by 60% compared to September last year.

Messages on International Literacy Day proved to be the highest point of interest for our global audiences. The most engaging posts included infographics with messages advocating literacy and education for all. Special emphasis was given to UNESCO Twitter account where the published tweets with #LiteracyDay hashtag had 570,700 impressions/views, with the total engagement of 8,290 users.

Another important, engaging and influential UNESCO's social media content for the month of September was the 70th Session of the UN General Assembly and the adoption of the post-2015 development agenda. A positive progress towards creating stronger synergies between various UN social media accounts was made during that time. Some of the most successful messages on social media were dedicated to the Global Education First Initiative (GEFI) event, which gathered up to 273,930 impressions with the total engagement of 3,311 users.

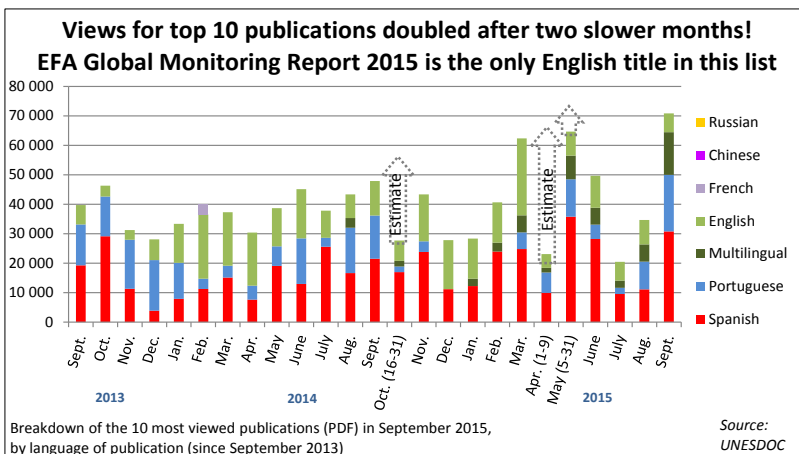
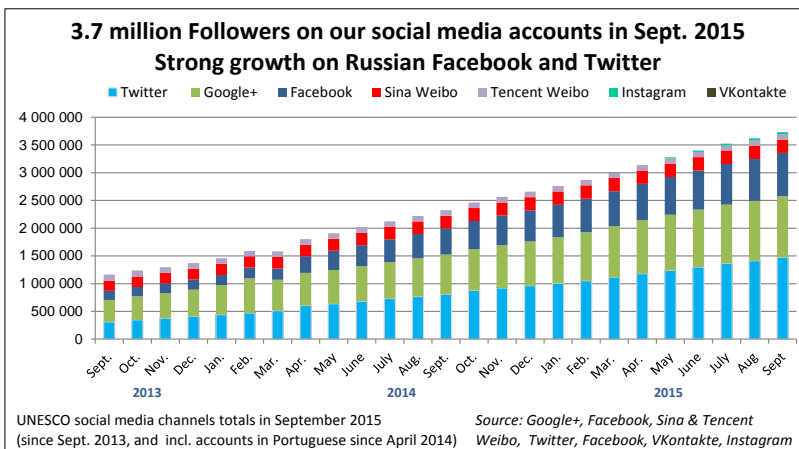
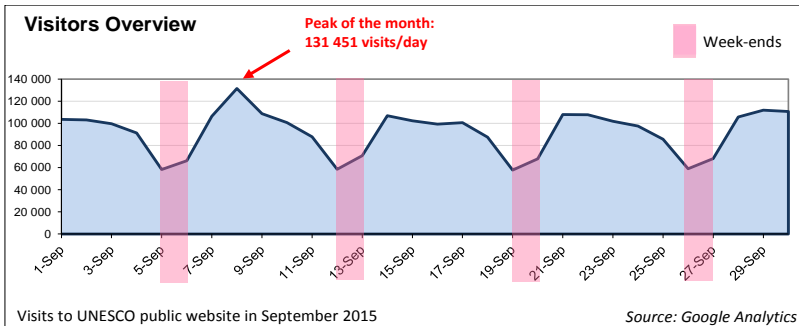
As in August 2015, the top Facebook messages are in Spanish and Portuguese published on the occasion of the International Peace Day (21 September), and the International Literacy Day (8 September). All Facebook and Twitter accounts registered a steady increase from 1 to 5%, with the exception of a whopping growth on Facebook (+210%) and Twitter (+37%) in Russian.

Publications

The September figures for online viewing have increased significantly compared to July-August of this year (+157% on average), and compared to the same period in 2014 (+48%). Most of the 10 most consulted publications are Education titles in Spanish and Portuguese. The only English title in the top ten is the EFA GMR 2015 which was launched earlier this year. Publications page views on Google Books in September 2015 were the highest ever and are more than double those of September 2014 (+125%). Best-selling titles this month at the Bookshop and on-line are mainly Culture and Education titles, which includes a record bulk sale of the recently updated version of the World Heritage Guide.

Focus on an Institute

This topic aiming to highlight the outreach efforts in the field focuses this month on UNESCO Institute for Lifelong Learning (UIL).



Major events:

I. International Literacy Day 2015: Literacy and Sustainable Societies (8 September 2015)



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The 2015 celebrations of International Literacy Day (ILD) were held across the world (e.g. Afghanistan, Algeria, Bangladesh, Belgium, Brazil, Burkina Faso, Cambodia, Comoros, Djibouti, Ethiopia, France, Germany, Guinea-Bissau, Haiti, India, Kenya, Mali, Mozambique, Nepal, Niger, Nigeria, Portugal, Rwanda, Senegal, Sudan, South Sudan, Thailand, United States of America and Viet Nam) under the theme of 'Literacy and sustainable societies' on the eve of the United Nations Sustainable Development Summit where the 2030 global agenda for sustainable development was adopted.

At the global level, the two-day Global Meeting on "Literacy and Sustainable Societies" was held on 8 and 9 September at UNESCO Headquarters in Paris. The Opening Ceremony was attended by some 300 participants, including H.E. Mr Mohammad Sarwar Danish, Second Vice President of Afghanistan, H.E. Mr Moheb Mahmoud Kamel al-Rafei, Minister of Education for Egypt, H.E. Mr Mohamed Sameh Amr, Chairperson of the Executive Board of UNESCO and Mr Qian Tang, UNESCO Assistant Director-General for Education, as well as representatives of governments and partners, experts, teachers and learners.

Reinstating literacy as a fundamental human right, participants of the Global Meeting explored how literacy and sustainable development contributes to each other's progress, and reflected on a '2030 vision of literacy', within which literacy is a continuum of skills and is advanced through lifelong and life-wide learning. The Global Meeting ended with the adoption of the Paris Communiqué on 'Literacy and sustainable societies' which highlights key issues and the strategic directions to achieve our '2030 vision of Literacy' and 'strongly supports the proposal to create a Global Alliance for Literacy, within the framework of lifelong learning' to be articulated with the broader coordination mechanisms for Education 2030. On the first day of the Global Meeting, the Award Ceremony for the UNESCO International Literacy Prizes was also held. The two programmes from Mozambique and Sri Lanka and three programmes from Madagascar, Chile and Slovakia were awarded respectively the 2015 UNESCO King Sejong Literacy Prizes and the 2015 UNESCO Confucius Prizes for Literacy respectively. Each winner receives US\$20,000, a medal and a diploma.

Participants: 300. **Audience:** Ministers of Education, representatives of development partners, experts, UNESCO Staff.

Communication materials and activities:

- Press releases: [22/07](#), [07/09](#)
- [Message from the Director-General for ILD 2015](#)
- News: [26/08](#), [27/08](#), [01/09](#), [03/09](#), [08/09](#), [09/09](#)
- [Dedicated Literacy Day webpage](#), [Literacy webpage](#)
- Web banner, Celebrations map
- Information package
- [UIS Intl Literacy Data](#) / [UNESCO eAtlas of Literacy](#)
- [Poster](#) (in 6 languages)
- [Infographic on Literacy](#)
- [Brochure](#): Winners of the UNESCO Intl. Literacy Prizes 2015
- UNESCO Literacy Awards Ceremony
- Exhibition '[Beginning of the Bright](#)' dedicated to the Korean Hangul alphabet
- Exhibition of the 2015 laureates of the UNESCO Int'l Literacy Prizes
- Photo galleries: [Global meeting & Literacy Prize Winners 2015](#)
- [Launch of 5 UIL publications](#)
- Interviews
- [Communiqué on Literacy and Sustainable Societies](#)

Website statistics (in September): Press releases: [22/07](#): 798 visits/2,420 page views-since 22/07, [07/09](#): 616 visits/1,844. [Message from the Director-General for ILD 2015](#): 1,967 views. News: [26/08](#): 103 visits/279 page views-since 26/08, [27/08](#): 335 visits/1,125 page views, [01/09](#): 149 visits/512 page views, [03/09](#): 143 visits/570 page views, [08/09](#): 80 visits/542 page views, [09/09](#): 79 visits/446 page views. [Dedicated Literacy Day webpage](#): 62,738 visits/83,398 page views. [Literacy webpage](#): 18,052 visits/35,594 page views. [Poster](#): 6,974 total views. [Infographic on Literacy](#): 759 views. [Brochure](#): Winners of the UNESCO Intl. Literacy Prizes 2015: 1,989 views. Photo galleries: [Global meeting](#): 46 visits/122 page views, [Literacy Prize Winners 2015](#): 2 visits/28 pages vues. [Communiqué on Literacy and Sustainable Societies](#): 567 views.

Press coverage: La Journée a été l'occasion pour un certain nombre de médias de traiter des sujets sur l'alphabétisation en citant l'UNESCO, mais la célébration au siège a attiré très peu de journalistes. Seuls les lauréats des Prix d'alphabétisation ont suscité un peu d'intérêt de la part des médias de leurs pays d'origine. La publication annuelle des données chiffrées sur les personnes ne sachant ni lire ni écrire peine à intéresser la presse. D'une manière générale, les Journées et les Années internationales, à moins qu'elles s'accompagnent d'une annonce forte ou de données inédites, ne trouvent plus guère d'écho dans la presse.

Social media: Messages on International Literacy Day proved to be the highest point of interest for our global audiences. The most engaging posts included infographics with messages advocating literacy and education for all. Special emphasis was given to UNESCO Twitter account where the published tweets with #LiteracyDay hashtag had 570,700 impressions/views, with the total engagement of 8,290 users. The video '[Romano Barardo](#)' (Slovakia), winner of the UNESCO Confucius Prize for Literacy, got 1,824 views in September only and was the most viewed new video posted on our YouTube Channels this month.

II. The Islamic Golden Age of Light science for today's knowledge-based society (14-15 September 2015)



© UNESCO/P. Chiang-Joo

The Conference entitled “Islamic Golden Age of Light science for today’s knowledge-based society: The Ibn Al-Haytham example” was organized as part of the celebration of the 2015 United Nations International Year of Light and Light-Based Technologies (IYL2015) by UNESCO Natural Sciences Sector and the IYL2015 Steering Committee. It focused on the accomplishments of the Islamic civilization in its Golden Age (VIII-XVth century) and the life and works of Ibn Al Haytham, whose pioneering Book of Optics (Kitāb al-Manāẓir) was published around 1000 years ago in c. 1028. This conference opened by the Director-General and moderated by the Assistant Director-General for Natural Sciences, was an auspicious occasion to listen to renowned speakers in the history of light science and international experts in research, technology and education on new historical insights and informed discussion and debate on the current trends and challenges of research and education in Arab and Islamic countries, and other countries worldwide.

The Conference was accompanied by an “Ibn Al-Haytham exhibition” which showcased digital replicas and facsimiles of documents and works of scholars from the Islamic Golden Age, and also featured an exceptional piece – a seventeenth century microscope built by Leeuwenhoek – for its scientific and historical value. The exhibition was opened by a presentation made by the Director-General and Sheik Faisal bin Qassim Al-Thani. Several National Delegations, especially coming from Middle-East countries, attended the Conference. Participants and speakers had heterogeneous backgrounds. Even though the core of the Conference was on Middle East, geographically, speakers and attendees came from all the continents, enriching the international aspect of the event. Almost 200 people including students, professors, researchers and international officials from several backgrounds, such as science, history and arts joined the initiative linked by one common interest: the inheritance of Ibn Al-Haytham, light-based technologies and the possibility to face new challenges tracing a common path and a common dialogue.

Participants: 350. **Audience:** Permanent Delegations, students, professors, researchers, international officials and other experts.

Communication materials and activities:

- Media advisory: [08/09](#)
- News: [14/09](#)
- [Dedicated webpage](#) + [IYL official website](#)
- [Event announcement](#)
- Programme: [Day 1](#), [Day 2](#)
- Video: [Heritage of the Islamic Golden Age of Science \(Round table – 34 min\) + Teaser \(5 min\)](#)
- Exhibition
- [Video](#) produced by UNESCO Doha Office and the Qatar National Library, showed during the exhibition.

Website statistics (in September): [Media advisory](#): 143 visits/444 page views. News: [08/09](#): 143 visits/444 page views, [14/09](#): 171 visits/679 page views. [Dedicated webpage](#): 707 visits/2,170 page views. Programme: [Day 1](#): 24 visits/317 pages views, [Day 2](#): 27 visits/214 page views. Videos: [Heritage of the Islamic Golden Age of science](#) (Round table): 523 views, [Teaser](#): 88 views.





Press coverage: La conférence a bénéficié d’une couverture raisonnable, essentiellement dans la presse arabe (Jordan Times, Gulf Today, Al Jazeera). Il s’agissait de l’un des temps forts de l’Année internationale de la lumière et l’événement a donné lieu à un avis aux médias de la part du service de presse. La présence de reproductions de manuscrits du savant pendant la conférence a suscité l’intérêt de certains médias (AP TV).

Social media: Tweets on UNESCO account had 35,000 impressions/views with total engagement of 1,101. The event was also highlighted on social media platforms in Arabic and Russian, and got a total of 300 likes. The video of the round table, [Heritage of the Islamic Golden Age of science](#) got 523 views in September only, and was the second most viewed video – posted in September - on our YouTube Channels.

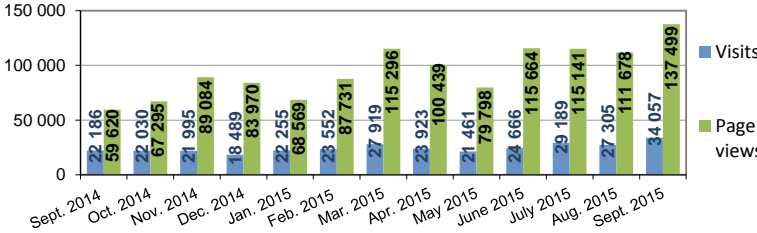
Focus on UIL - UNESCO Institute for Lifelong Learning

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

The UNESCO Institute for Lifelong Learning (UIL) is a Category 1 Institute, with a Governing Board consisting of members from all world regions. Its mandate is to promote lifelong learning with a focus on adult and continuing education, literacy and non-formal basic education. It performs its mandate through research, capacity building, networking and publishing, and has strong links to civil society organisations. Founded as the UNESCO Institute of Education (UIE) in 1952, it was renamed [UNESCO Institute for Lifelong Learning](#) (UIL) in 2006. Currently, it has 50 staff members from 26 countries. UIL is located in Hamburg, Germany and Arne Carlsen is the Director.

	<p>2nd International Conference on Learning Cities: Building Sustainable Learning Cities</p> <p>The 2nd International Conference on Learning Cities brought together more than 650 ministers, vice-ministers, mayors, vice-mayors, education executives and civil society representatives from more than ninety-five countries in Mexico City. The conference ran from 28 to 30 September 2015 and gave participants an opportunity to share their expertise, learn from each other's experience, forge partnerships, create synergies and enhance lifelong learning in communities all over the world.</p> <p>More on learning cities</p>
	<p>International Literacy Day 2015</p> <p>This year's International Literacy Day (ILD) was an important occasion for looking back at past progress and looking forward for ways to tenaciously pursue the unfinished literacy agenda in the next 15 years. Organised collaboratively with UIL and UNESCO Headquarters in Paris, The Director-General awarded this year's winners with the UNESCO Literacy Prizes, and UIL launched five new publications on youth and adult literacy. The Paris Communiqué on Literacy and Sustainable Societies stated six strategic directions and strongly supported the creation of a Global Alliance for Literacy, within the framework of lifelong learning, to be articulated with the broader coordination mechanism for Education 2030.</p> <p>More on ILD and UIL publications</p>
	<p>The UNESCO Global Report on Adult Learning and Education (GRALE)</p> <p>The UNESCO Global Report on Adult Learning and Education (GRALE) is produced every three years to monitor developments in adult learning and education in all regions of the world. GRALE is the key instrument for policy advice and advocacy with regard to the recommendations adopted at the 6th International Conference on Adult Education (CONFINTEA VI) through the Belém Framework for Action (BFA). Against this context GRALE II had the subtitle "Rethinking Literacy", where GRALE III, to be launched April 2016, will focus on the benefits of adult learning and education for health and well-being, community development, and employment and labour market.</p> <p>More</p>
	<p>RAMAA - Recherche-action sur la mesure des apprentissages des bénéficiaires des programmes d'alphabétisation</p> <p>RAMAA is an action research on measuring literacy programme participants' learning outcomes. This action research project was initiated by UIL in cooperation with Senegal, Burkina Faso, Niger, Mali and Morocco, in order to support capacity building for evaluation and monitoring of literacy programmes at the national and sub-regional level, and to provide policymakers and development partners with documentation of the return on investment in youth and adult literacy. National contextualised measurement tools have been developed and tested on up to 5,000 participants.</p> <p>The first results of the action research</p>


Website traffic: www.uil.unesco.org/home/





Month	Visits	Page views
Sept. 2014	22,186	59,620
Oct. 2014	22,030	67,285
Nov. 2014	21,995	69,084
Dec. 2014	18,489	83,970
Jan. 2015	22,255	68,569
Feb. 2015	23,552	87,731
Mar. 2015	27,919	115,296
Apr. 2015	23,923	100,439
May 2015	21,461	79,798
June 2015	24,666	115,664
July 2015	29,189	115,141
Aug. 2015	27,305	111,678
Sept. 2015	34,057	137,499

UIL web traffic from Sept. 2014 to Sept. 2015 Source: Google Analytics


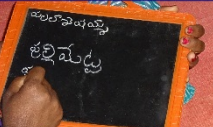




Social media (as at 12 Oct. 2015)

 <https://www.facebook.com/UNESCO-Institute-for-Lifelong-Learning-UIL...>
1,816 followers

 <https://twitter.com/UIL>
258 followers – 132 tweets

 <https://www.youtube.com/user/uilger>
Latest video: [UNESCO Global Network of Learning Cities](#) (183 views)

Publications and media (click on the icons to access)

<p>UIL Publications</p> 	<p>Effective Literacy Practices Database</p> 	<p>ALADIN Library Network</p> 	<p>Lifelong Learning Policies Collection</p> 	<p>Global Observatory of Recognition, Validation and Accreditation (RVA)</p> 	<p>International Review of Education</p> 
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1. UNESCO Website – <http://www.unesco.org>

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

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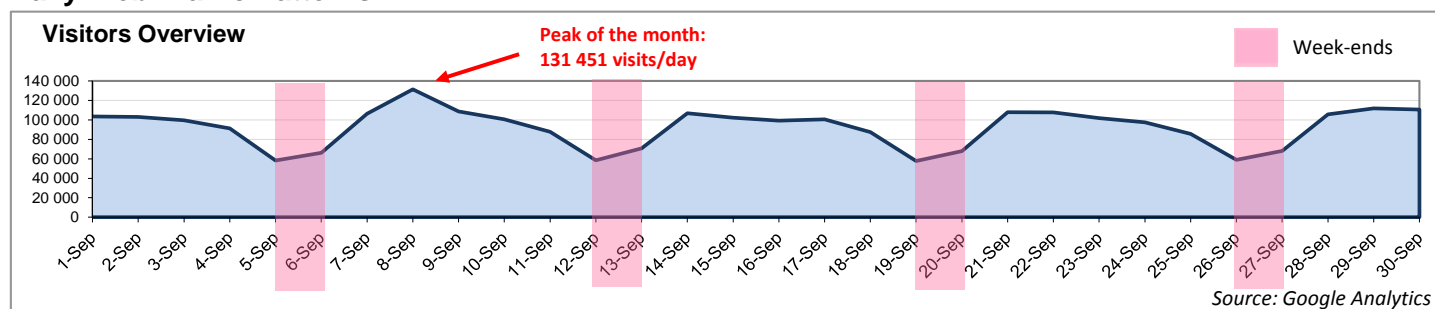
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The social media-driven content around the UNESCO Cup 2015: Juventus vs Boca Juniors Legends at the Juventus Stadium resulted in 140,000 impressions (views) on Twitter and some 4,500 visits to our website.

1.1. September 2015 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
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%
Dec. 2014	5 452 657	-6.14%	-23.39%	1 990 436	-1.51%	-22.86%	1 540 810	-4.04%	-21.93%
Jan. 2015	6 357 424	-6.76%	+16.59%	2 265 290	-3.45%	+13.81%	1 751 520	-5.75%	+13.68%
Feb. 2015	6 996 175	+1.59%	+10.05%	2 512 724	+3.53%	+10.92%	1 927 342	-0.03%	+10.04%
March 2015	8 573 715	+7.31%	+22.55%	3 127 487	+14.25%	+24.47%	2 341 047	+10.34%	+21.47%
April 2015	7 932 478	+11.68%	-7.48%	2 911 466	+20.10%	-6.91%	2 200 189	+17.33%	-6.02%
May 2015	8 119 952	+15.70%	+2.36%	2 966 130	+21.16%	+1.88%	2 268 628	+19.73%	+3.11%
June 2015	6 620 455	+7.82%	-18.47%	2 452 499	+25.59%	-17.32%	1 861 868	+24.80%	-17.93%
July 2015	6 934 090	+43.66%	+4.74%	2 352 191	+52.71%	-4.09%	1 780 331	+51.00%	-4.38%
Aug. 2015	6 309 104	+18.31%	-9.01%	2 278 596	+23.18%	-3.13%	1 753 278	+20.74%	-1.52%
Sept. 2015	7 492 120	+13.29%	+18.75%	2 764 495	+13.96%	+21.32%	2 117 251	+11.14%	+20.76%

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

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 764 495	+13.96%	+21.32%
Home & Central Services pages	259 674	-8.36%	+69.79%
Worldwide	26 626	+15.07%	+38.84%
Education for the 21st Century and ED Sector	212 603	+8.97%	+42.06%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	66 772	+7.38%	+28.67%
Learning to Live Together and SHS Sector	64 897	+29.62%	+32.95%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 254 762	+14.54%	+7.65%
World Heritage	1 105 567	+16.57%	+5.57%
Intangible Heritage	75 613	+13.66%	+20.94%
Culture Sector (excl. Intangible Heritage)	73 582	-8.61%	+31.76%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	62 003	+4.20%	+34.44%
Field offices (only those tracked)	235 020	+31.02%	+15.19%
UIL*	34 057	+53.51%	+24.73%
UNEVOC*	52 208	+36.87%	+0.35%

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

1.4. UNESCO Website Visitors

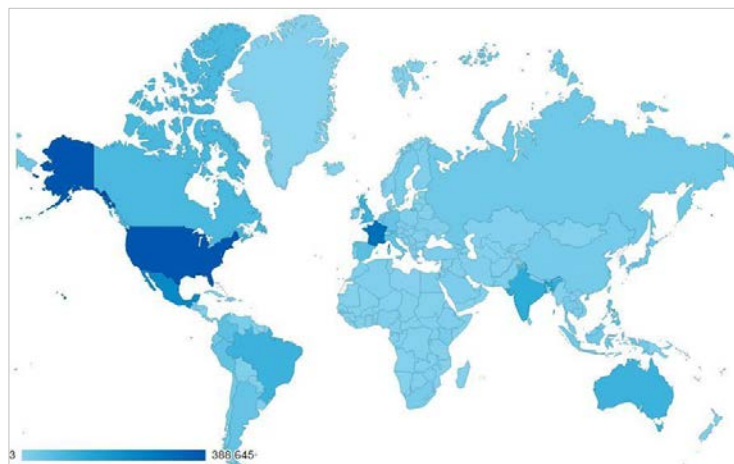
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	388 645	14.06%	+38.16%	2.60	00:02:27
France	313 841	11.35%	+39.13%	3.26	00:04:24
Mexico	236 680	8.56%	+80.24%	2.28	00:02:39
India	124 672	4.51%	-14.34%	2.16	00:02:20
Brazil	106 609	3.86%	+9.16%	2.05	00:02:15
Australia	105 459	3.81%	-18.49%	3.57	00:05:23
United Kingdom	102 223	3.70%	+2.97%	2.61	00:02:10
Canada	85 559	3.09%	+55.84%	3.59	00:03:39
Spain	62 179	2.25%	+40.02%	3.05	00:02:48
Colombia	59 119	2.14%	+11.30%	2.18	00:02:21

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 346 098	48.69%	+12.18%
Spanish	574 881	20.80%	+48.79%
French	353 559	12.79%	+32.10%
Portuguese	113 056	4.09%	+11.24%
Russian	43 821	1.59%	+53.86%
German	42 157	1.52%	+8.10%
Chinese	39 113	1.41%	-5.25%
Italian	39 014	1.41%	+15.13%
Arabic	26 769	0.97%	+29.54%
Japanese	25 926	0.94%	+4.63%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2014	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
	December	19 445	+15.20%	-54.71%	6 166	-4.00%	-27.45%	2.92	-5.19%	00:04:43
2015	January	21 379	-0.82%	+9.95%	7 568	-3.42%	+22.74%	2.87	-1.65%	00:04:28
	February	21 114	-6.58%	-1.24%	7 569	-10.25%	+0.01%	2.64	-7.69%	00:04:06
	March	23 622	-0.59%	+11.88%	8 444	+0.33%	+11.56%	2.75	+4.17%	00:04:18
	April	27 891	+26.44%	+18.07%	8 661	+11.97%	+2.57%	2.81	+2.18%	00:04:14
	May	37 600	+89.64%	+34.81%	9 897	+28.12%	+14.27%	2.84	+1.07%	00:04:14
	June	33 315	+101.77%	-11.40%	10 490	+81.27%	+5.99%	2.88	+1.41%	00:04:28
	July	28 089	+117.41%	-15.69%	9 003	+110.79%	-14.18%	2.63	-9.00%	00:03:55
	August	23 637	+96.35%	-15.85%	6 879	+49.61%	-23.59%	2.60	-1.14%	00:04:14
	September	29 613	+39.52%	+25.28%	9 593	+24.84%	+39.45%	2.84	+9.23%	00:04:35

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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2014	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%
	December	80 731	+26.51%	20 438	-7.54%
2015	January	90 976	+12.69%	23 780	+16.35%
	February	69 059	-24.09%	23 553	-0.95%
	March	90 689	+31.32%	28 290	+20.11%
	April	100 307	+10.61%	29 421	+4.00%
	May	74 042	-26.18%	19 597	-33.39%
	June	82 090	+10.87%	25 733	+31.31%
	July	72 345	-11.87%	23 697	-7.91%
	August	52 460	-27.49%	17 367	-26.71%
	September	85 227	+62.46%	26 700	+53.74%

* New infrastructure implemented in early September 2014.

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
IGF's Third Open Consultation and Multistakeholder Advisory Group (MAG) Meeting	02-04/09	<ul style="list-style-type: none"> English - 4 French - 2 	<ul style="list-style-type: none"> English - 3 French - 1 	10

Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	157 989	+49.65%	+45.54%
English (EN)	76 467	+39.97%	+49.51%
Spanish (ES)	51 344	+93.74%	+35.17%
French (FR)	18 547	+28.37%	+61.24%
Russian (RU)	5 093	+36.40%	+73.00%
Arabic (AR)	4 159	-9.43%	+16.79%
Chinese (ZH)	2 379	+42.63%	+67.89%

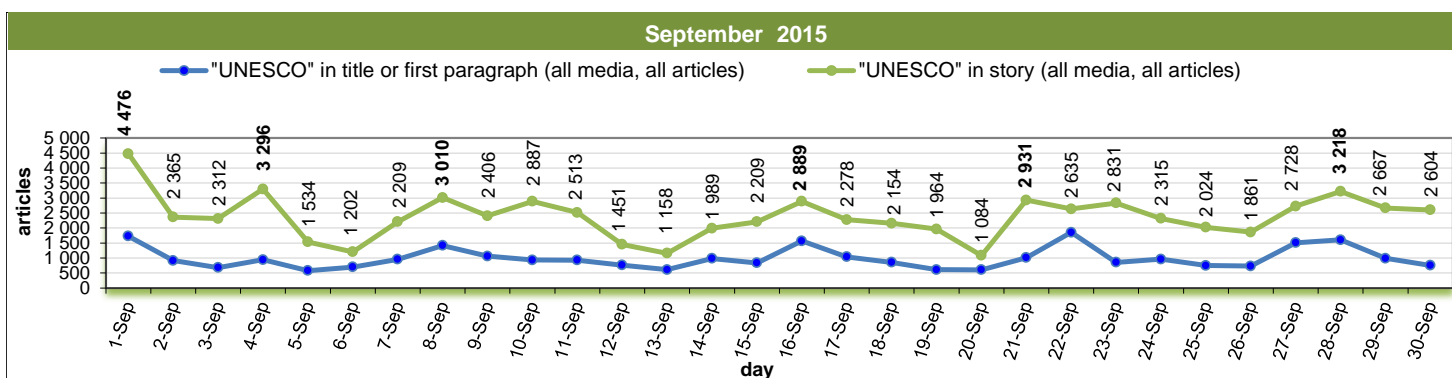
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

1.	01/09	Director-General condemns murder of Mozambican journalist Paulo Machava
2.	01/09	Director-General Irina Bokova expresses consternation at the destruction of the Temple of Bel in Palmyra
3.	03/09	Director-General urges inquiry into murder of Philippines radio journalist Cosme Diez Maestrado
4.	07/09	International Literacy Day 2015: Literacy and Sustainable Societies
5.	08/09	International Year of Light: Ibn al Haytham, pioneer of modern optics celebrated at UNESCO
6.	11/09	UNESCO and ICSS to host joint meeting to follow up on Declaration of Berlin recommendations in the fight against match-fixing
7.	14/09	Director-General condemns killing of two media workers in Pakistan, Arshad Ali Jaffari and Aftab Alam
8.	15/09	Director-General names Bulgarian musician Theodosii Spassov UNESCO Artist for Peace
9.	15/09	Director-General condemns killing of Somali journalist Abdullahi Ali Hussein
10.	16/09	Director-General condemns killing of Colombian journalist Flor Alba Núñez Vargas
11.	21/09	Nine new sites added to Global Geoparks Network
12.	25/09	Laureates named for UNESCO's newly-created Prize on Education for Sustainable Development

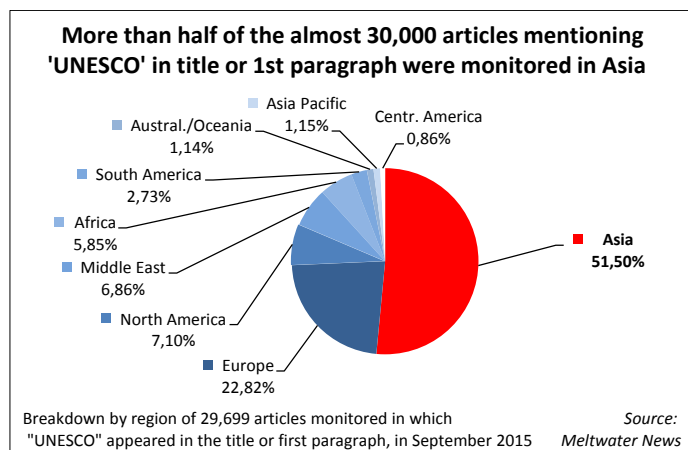
2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which "UNESCO" appeared in the title or first paragraph of the story, or in the story in September (Source: Meltwater News)

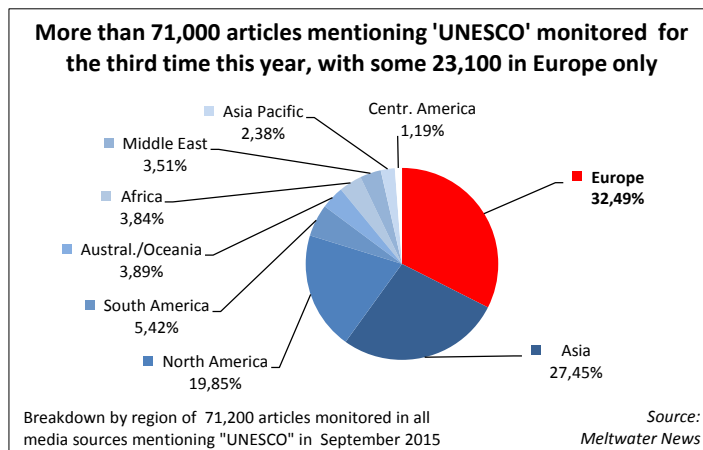


Regional breakdown of articles in all media sources in which “UNESCO” appeared:

▪ In the title or first paragraph of the story



▪ In the story



Ce sont une nouvelle fois les destructions du patrimoine au Moyen-Orient et les réactions de l'Organisation face à ces destructions qui ont dominé la couverture médiatique liée à l'UNESCO. La conférence de presse organisée le 6 septembre au siège de l'UNESCO en présence de la Directrice générale, Irina Bokova, et du Vice-Secrétaire général des Nations Unies, Jan Eliasson, sur la condamnation des destructions des biens culturels a attiré les représentants de plusieurs agences de presse. L'Initiative mondiale lancée depuis New York le 27 septembre par l'UNESCO, INTERPOL et UNODC pour mettre fin aux destructions et au trafic de biens culturels a elle aussi bénéficié de l'intérêt des médias. De même, la déclaration de la Directrice générale publiée le 26 septembre suite au transfert d'un extrémiste présumé devant la Cour internationale de justice de La Haye, soupçonné de la destruction de monuments religieux et historiques au Mali, a également fait l'objet de nombreuses reprises. Cet événement a suscité plusieurs demandes d'interview de la part de médias internationaux (France 24, BBC). D'une manière générale, l'UNESCO continue d'être identifiée comme un interlocuteur privilégié sur ce thème, ce qui se traduit par des demandes régulières d'interview de médias de premier plan tels que The Telegraph, El País, France Inter, France 3 ou encore ARD.

Par ailleurs, la désignation de neuf nouveaux géoparcs le 21 septembre a également généré des articles dans les pays concernés, notamment au Japon -où se déroulait la réunion (16-20/09) - et en Chine.

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

No Op-Eds published this month.

2.5. Interviews given (by subject and media, not exhaustive)

Subject	Interviewee	Language	Media (press TV Radio)
Teachers	Magaly Robalino	Spanish	La República (Peru)
Enrolment of girls in school (worldwide)	Nicole Bella	French	La Croix (France)
UNESCO International Literacy Prizes	Elisa Arão Mucavele	Portuguese	LUSA (Portuguese news agency)
UNESCO Confucius Prize for Literacy	Chilean laureate	Spanish	Prensa Latina (Spain)
Culturel Heritage in Syria	Irina Bokova	English	Artdependence Magazine
Looting of cultural heritage in Syria	Irina Bokova	English	Correio Braziliense (Brazil)
	Edouard Planche	French	France Inter/Le nouveau rendez-vous (France)
Situation of heritage in Syria and Iraq	Nada Al Hassan	French	France Culture/Nouvelles vagues, France 24 (France)
World Heritage / Nomination process	Alessandro Balsamo	French	France 3 (France)
World Heritage			AFP (France)
Heritage in danger in LAC	Mauro Rosi	Spanish	El País (Spain)
Intangible cultural heritage/ Nomination process	Cécile Duvelle	French	France 3 (France)
Leader of Ansar Dine brought to the International Criminal Court.	Lazare Eloundou	English	BBC (UK)
		French	France 24, Télérama (France)
Memory of the World	Boyan Radoykov	French	KBS (South Korean TV)
Sustainable development goals	Dorine Dubois	English	Inter Press Service
World Teachers Day	Florence Migeon	French	United Nations Radio

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).

25 B-rolls were downloaded in September.

	Subject	Downloads	Media
1	Biosphere Reserves 2015	10	n/a
2	39th World Heritage Committee Session	6	n/a
3	Global Monitoring Report	6	n/a
4	The United Nations World Water Development Report	1	n/a
5	Director-General on Timbuktu	1	n/a
6	UNESCO Priorities	1	n/a

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

N/A for September.

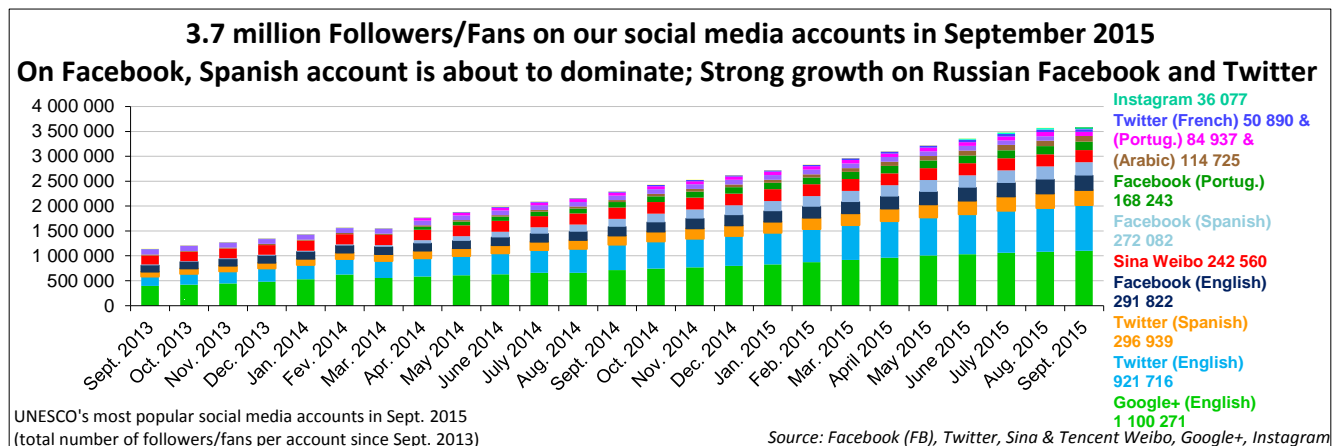
3. UNESCO Social Media Channels

In September, a total of 3.7 million followers was reached on UNESCO key accounts across 6 languages, showing an increase by some 110,000 followers compared to the previous month, and by 60% compared to September last year.

Messages on International Literacy Day proved to be the highest point of interest for our global audiences. The most engaging posts included infographics with messages advocating literacy and education for all. Special emphasis was given to UNESCO Twitter account where the published tweets with #LiteracyDay hashtag had 570,700 impressions/views, with the total engagement of 8,290 users.

Another important, engaging and influential UNESCO's social media content for the month of September was the 70th Session of the UN General Assembly and the adoption of the post-2015 development agenda. A positive progress towards creating stronger synergies between various UN social media accounts was made during that time. Some of the most successful messages on social media were dedicated to the Global Education First Initiative (GEFI) event, which gathered up to 273,930 impressions with the total engagement of 3,311 users.

As in August 2015, the top Facebook messages are in Spanish and Portuguese published on the occasion of the International Peace Day (21 September), and the International Literacy Day (8 September). All Facebook and Twitter accounts registered a steady increase from 1 to 5%, with the exception of a whopping growth on Facebook (+210%) and Twitter (+37%) in Russian.



3.1. Social networking sites

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

Variation September 2015 vs August 2015

Likes/Followers		September 2015	August 2015	Variation vs August
Total likes/followers (all languages)		1 883 045	1 833 529	+2.70%
Facebook	English	291 822	281 849	+3.54%
	Spanish	272 082	263 929	+3.09%
	Portuguese	168 243	164 820	+2.08%
	Arabic	22 282	21 888	+1.80%
	French	16 109	15 890	+1.38%
	Russian	9 509	3 060	+210.75%
Google+	English	1 100 271	1 079 452	+1.93%
VKontakte	Russian	2 727	2 641	+3.26%

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

Message	Posted	Likes/ Shares
El 21 de septiembre celebraremos el Día Internacional de la #Paz. Read full message.	20/09	L: 4 595 S: 4 993
El 8 de septiembre es el Día Internacional de la Alfabetización. Read full message.	08/09	L: 2 719 S: 3 411
Hoy es 21 de septiembre, #DíaInternacionalDeLaPaz. Read full message.	21/09	L: 2 178 S: 1 888
En 1949, la UNESCO se ponía en la vanguardia de la lucha contra el racismo, la discriminación y las teorías que defendían la superioridad de unas supuestas razas sobre otras. Read full message.	12/09	L: 1 900 S: 1 449
UNESCO en español has changed its cover photo.	21/09	L: 1 755 S: 410
From UNESCO na rede – UNESCO Office in Brasilia: 8 de setembro. Dia Internacional da Alfabetização Read full message.	08/09	L: 1 209 S: 2 089

Este año la UNESCO cumple 70 años de existencia y por este motivo queremos recordar uno de los hitos la historia de la Organización y también de la arqueología y el patrimonio. Hablamos de la "campana de Nubia". Read full message.	23/09	L: 1 066 S: 573
From UNESCO na rede – UNESCO Office in Brasilia: Quotation by Anne Frank “ Como é maravilhoso que ninguém precise esperar um minute sequer antes de começar a melhorar o mundo”. Read more.	04/09	L: 1 006 S: 937
What does PEACE mean to you? #PeaceDay http://ow.ly/SqpkP + quotation by Mahatma Gandhi « There is no path to peace. Peace is the path.” Read more.	19/09	L: 955 S: 369
Con motivo del Día Internacional de la Alfabetización, la Oficina de la UNESCO en #México presentó ayer la versión en español de la publicación "La lectura en la era móvil", un estudio de la lectura móvil en los países en desarrollo que data del año pasado. Read full message.	09/09	L: 825 S: 592

*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 September 2015 vs August 2015

Followers/Fans		September 2015	August 2015	Variation vs August
Total (all languages)		1 810 405	1 750 728	+3.41%
Twitter	English	921 716	882 318	+4.47%
	Spanish	296 939	288 614	+2.88%
	Arabic	114 725	109 051	+5.20%
	Portuguese	84 937	82 343	+3.15%
	French	50 890	49 183	+3.47%
	Russian	6 359	4 652	+36.69%
Sina Weibo	Chinese	242 560	242 161	+0.16%
Tencent Weibo	Chinese	92 279	92 406	-0.14%

Top 10 Twitter Posts in September

Message	Posted	Re-tweets
Literacy is a fundamental human right! #RightToEducation #LiteracyDay http://bit.ly/1drWcyw	08/09	905
Today is Intl #PeaceDay. This year's theme is "Partnerships for Peace – Dignity for All" http://ow.ly/Ssnim	21/09	446
Education must come first, not just any education, but quality education #EducationFirst #GlobalGoals	26/09	345
Literacy is essential for facilitating all other human rights #RightToEducation #LiteracyDay http://ow.ly/RWtXm	08/09	312
What does PEACE mean to you? #PeaceDay http://ow.ly/SqpkP	19/09	312
"Any harm done to the environment is harm done to humanity." - Pope Francis to #UNGA #action2015	26/09	284
Hoy es el #DíaInternacionalDeLaPaz. Colaboremos para construir juntos la #paz http://on.unesco.org/1FprXZW	21/09	260
Every person at every stage of their life, should have learning opportunities #LifelongLearning #LiteracyDay http://ow.ly/RTPmY	07/09	231
Sustainable development begins with #education and education begins with literacy #LiteracyDay http://bit.ly/1drWcyw	08/09	227
What are the #GlobalGoals? Find the full list here: http://ow.ly/SrsCM	20/09	203

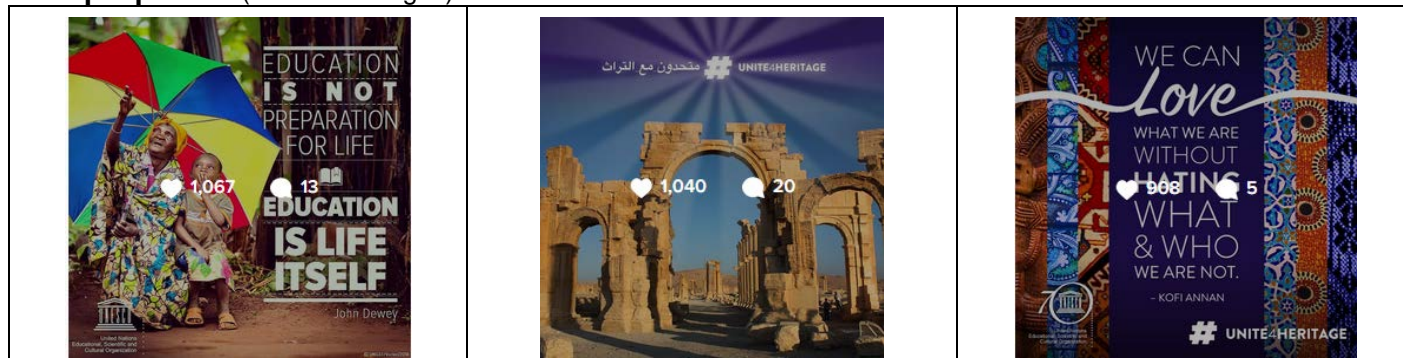
3.3. Social Apps – Mobile only

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

Variation September 2015 vs August 2015

	Publications		Subscribers	
	September 2015	Variation vs M-1	September 2015	Variation vs M-1
Total (all languages)	296	+4.59%	36 077	+12.56%
English	182	+6.43%	34 800	+12.58%
Spanish	73	+2.50%	1 065	+10.48%
Russian	41	+1.39%	212	+19.77%

▪ **Top 3 photos** (clickable images)



3.4 Video Traffic

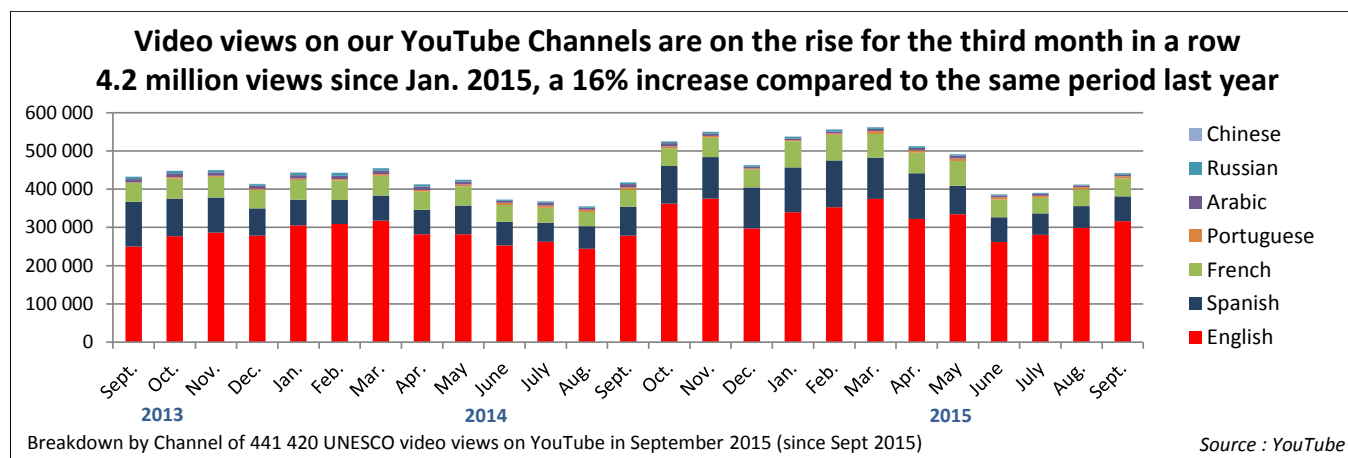
Video views are tracked on YouTube.

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

Variation September 2015 vs August 2015

Video views	September 2015	Variation vs M-1
Total (all languages)	441 420	+7.18%
English	316 272	+5.93%
Spanish	64 572	+13.30%
French	47 065	+7.39%
Portuguese	6 022	+2.52%
Russian	3 794	+55.17%
Arabic	3 650	-10.01%
Chinese	45	-56.31%

Subscribers	September 2015	Variation vs M-1
Total (all languages)	1 169	+28.32%
English	785	+41.70%
Spanish	175	+11.46%
French	106	+17.78%
Portuguese	58	-19.44%
Arabic	26	-3.70%
Russian	10	+42.86%
Chinese	9	+125.00%



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

	Title	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	32 165
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	17 970
3	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	13 783
4	Kabuki Theatre	CLT/ITH	10 528
5	Baul Songs	CLT/ITH	7 478
6	Georgian Polyphonic Singing	CLT/ITH	6 987
7	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	5 972
8	The watertight-bulkhead technology of Chinese junks	CLT/ITH	5 282
9	Taekkyeon, a traditional Korean martial art	CLT/ITH	5 249
10	Daemokjang, traditional wooden architecture	CLT/ITH	5 225

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

	Title	Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	7 823
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	5 762

3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 376
4	Las expresiones orales y gráficas de los wajapi	CLT/ITH	2 820
5	La huaconada, danza ritual de Mito	CLT/ITH	2 064
6	El canto polifónico georgiano	CLT/ITH	1 611
7	Aprender a afrontar el cambio climático	ED	1 531
8	Historia de la UNESCO*	UNESCO	1 317
9	El teatro Kabuki	CLT/ITH	1 296
10	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 259

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

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	3 035
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 971
3	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 166
4	Le repas gastronomique des Français	CLT/ITH	1 828
5	Routes de l'Esclave: Une vision globale	CLT	1 761
6	Le chant polyphonique géorgien	CLT/ITH	1 413
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 295
8	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	1 286
9	Le fest-noz (version en français)	CLT/ITH	1 214
10	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans*	ED	1 194

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

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	2 126
2	Boas práticas do Programa Mais Educação	ED	1 291
3	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	966
4	Um país contra a miséria	SHS	274
5	Filme institucional do Fundo Internacional para a Diversidade Cultural (IFCD)	CLT	216
6	Dia Internacional da Alfabetização 2015 (8 de setembro)	ED	184
7	Mudança climática na sala de aula	ED	111
8	Memória do Brasil: o olhar de Jesco	CI	72
9	CULTRIP, uma viagem pelas indústrias culturais	CLT	69
10	A cultura africana está na voz de cada brasileiro!	CLT	68

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

	Title	Subject	Total views
1	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	1 023
2	UNESCO History*	UNESCO	255
3	Taj Mahal	CLT/WHC	219
4	Site of Palmyra	CLT/WHC	104
5	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	99
6	Yellowstone National Park	CLT/WHC	85
7	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	81
8	Lake Malawi National Park	CLT/WHC	79
9	Video n°18	CLT	68
10	Petra	CLT/WHC	64

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

	Title	Subject	Total views
1	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	541
2	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	455
3	Petra	CLT/WHC	328
4	Preparing for Tsunamis in the Mediterranean	SC	201
5	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	193
6	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	165
7	UNESCO History*	UNESCO	145
8	Palace and Park of Versailles	CLT/WHC	94
9	Tassili n'Ajjer	CLT/WHC	72
10	Journeys to School*	ED	68

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	9
2	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	8
3	Video 24	CLT	7
4	Gao Shijun, Director of European HQ of China Radio International	CI	4
5	« 2001 Convention »	CLT	4
6	Aowen Jin, Chinese artist and social commentator	CI	3
7	Water in Cities	SC	3
8	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	2
9	Global Partnership for Oceans	SC	1
10	Património 9	CLT/WHC	1

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

Top	Title	Length	Posted	Channel	Views as at 12/10/2015
1.	'Romano Barardo' (Slovakia), winner of the UNESCO Confucius Prize for Literacy	2'13"	10/09	English	1 849
2.	Heritage of the Islamic Golden Age of science (Round Table)*	34'59"	15/09	English	813
3.	La Escuela Juan Luis Vives, un proyecto ganador en favor de la alfabetización y	3'52"	04/09	Spanish	769
4.	Insight into a participatory video training in Mai-Aini refugee camp, Ethiopia	6'18"	07/09	English	573
5.	UNESCO GREEN CITIZENS Senegal: The "Great Green Wall" - Fatou AIDARA**	2'15"	24/09	English	434
6.	Together for Peace and Sustainable Development: UNESCO and Kenya at 50	9'17"	24/09	English	377
7.	Providing quality of education in Somalia for all	6'08"	24/09	English	343
8.	Património Episode 13 - India - Sundarbans National Park	5'01"	14/09	English	300
9.	1956 J - 59*	2'09"	16/09	English	275
10.	Cultural diversity is key to overcoming the crisis	5'06"	22/09	English	241
11.	Dia Internacional da Alfabetização 2015 (8 de setembro)	4'14"	09/09	Portuguese	208
12.	1958 J - 57*	3'13"	19/09	French	200
13.	'Open School Programme' (Sri Lanka), winner of the UNESCO King Sejong Literacy Prize	2'26"	10/09	English	145
14.	1947 J - 68*	1'07"	08/09	English	136
15.	Joint press point - Intercultural Dialogue and Education for mutual understanding	8'01"	22/09	English	115
16.	Les artistes et la mémoire de l'esclavage: interview de Ray Lema*	1'28"	04/09	French	105
17.	Heritage of the Islamic Golden Age of Science (Teaser)*	5'15"	15/09	English	100
18.	1963 J - 52*	0'39"	24/09	French	98
19.	Jan Eliasson at UNESCO*	1'46"	07/09	English	95
20.	Memória do Brasil: o olhar de Jesco	6'29"	02/09	Portuguese	83
21.	1959 J - 56*	1'01"	19/09	French	78
22.	Atelier de vidéo participative organisé dans le camp de réfugiés de Mai Aini en Ethiopia	6'18"	07/09	French	71
23.	'Literacy for People Deprived of Liberty' (Chile), winner of the UNESCO Confucius Prize for Literacy	2'07"	10/09	English	57
24.	Prix UNESCO-Confucius d'alphabétisation 2015 : Programme « Action scolaire inclusive à Madagascar »	2'39"	10/09	French	55
25.	2015 09 01 CCYTD Simposio Sesión2	6'04"	24/09	Spanish	53
26.	Youth Path Honduras Arte y cultura para la Esperanza	8'54"	10/09	Spanish	49
27.	Premio UNESCO-Confucio de alfabetización 2015 - Escuela Juan Luis Vives	2'07"	10/09	Spanish	46
28.	« L'alphabétisation en langue locale, un tremplin pour l'égalité des genres » - Associação Progresso	1'08"	10/09	French	46
29.	2015 09 01 CCYTD Simposio Sesión1	4'51"	24/09	Spanish	44
30.	1946 J - 69*	0'52"	04/09	English	34
31.	1954 J - 61*	1'27"	15/09	English	30
32.	1945 J - 70*	1'47"	04/09	English	28
33.	1955 J - 60*	1'38"	16/09	English	24

34.	2015 09 08 CCYTD Simposio Sesión 4	5'05"	24/09	Spanish	22
35.	1957 J - 58*	1'46"	17/09	English	22
36.	1953 J - 62*	1'31"	14/09	English	21
37.	1961 J - 54*	1'33"	22/09	French	17
38.	1950 J - 65*	1'46"	11/09	English	17
39.	1960 J - 55*	1'41"	21/09	French	16
40.	UNESCO GREEN CITIZENS INDIA: Empowering Local Communities - INDIRA**	2'34"	24/09	English	16
41.	2015 09 04 CCYTD Simposio Sesión3	5'43"	24/09	Spanish	15
42.	1948 J - 67*	1'31"	10/09	English	13
43.	1949 J - 66*	1'03"	11/09	English	13
44.	Prime Minister of India Jawaharlal Nehru at UNESCO*	2'07"	23/09	English	12
45.	Brasil e UNESCO na luta contra a dopagem	5'30"	10/09	Portuguese	10
46.	UNESCO GREEN CITIZENS INDIA: Empowering Local Communities - JANAKI**	2'54"	24/09	English	10
47.	UNESCO GREEN CITIZENS Sénégal: La "Grande muraille verte" - Fatou AIDARA**	2'15"	24/09	English	10
48.	1967 J - 48*	1'34"	29/09	English	10
49.	Benki	4'30"	01/09	Portuguese	9
50.	1952 J - 63*	1'36"	12/09	English	9
51.	UNESCO GREEN CITIZENS Egypt: The Recycling School - Ezzat GUINDY**	4'04"	23/09	English	9
52.	UNESCO GREEN CITIZENS France: S'engager dans une pêche durable - Frédéric BISSON**	2'11"	24/09	English	9
53.	UNESCO GREEN CITIZENS Japan : Teaching environmental protection - Yoshihiro YOSHIDA**	4'54"	24/09	English	8
54.	UNESCO GREEN CITIZENS Nicaragua : Savoirs autochtones - Alberto LOPEZ STONY**	4'45"	24/09	English	8
55.	1951 J - 64*	1'43"	11/09	English	7
56.	UNESCO GREEN CITIZENS Égypte: L'école du recyclage - Ezzat GUINDY**	4'04"	23/09	English	7
57.	UNESCO GREEN CITIZENS France: S'engager dans une pêche durable - Elèves**	2'10"	24/09	English	7
58.	UNESCO GREEN CITIZENS France: S'engager dans une pêche durable - Marcel GAUDU**	2'46"	24/09	English	7
59.	UNESCO GREEN CITIZENS Nicaragua : Savoirs autochtones - Claudia VALLE**	3'59"	24/09	English	7
60.	UNESCO GREEN CITIZENS Sénégal: La "Grande muraille verte" - Salif DIALLO**	2'28"	24/09	English	7
61.	UNESCO GREEN CITIZENS Sénégal: La "Grande muraille verte" - Thierno Ibrahima WADE**	2'08"	24/09	English	7
62.	UNESCO GREEN CITIZENS Japan : Teaching environmental protection - Hiroko SATO**	4'41"	24/09	English	6
63.	UNESCO GREEN CITIZENS Senegal: The "Great Green Wall" - Salif DIALLO**	2'28"	24/09	English	6
64.	UNESCO GREEN CITIZENS Vanuatu: Changer les comportements - Peter WALKER**	4'29"	25/09	English	6
65.	UNESCO GREEN CITIZENS Egypt: The Recycling School - Samah KAMEL**	3'27"	23/09	English	5
66.	UNESCO GREEN CITIZENS France: A Commitment to Sustainable Fishing - Students**	2'10"	24/09	English	5
67.	UNESCO GREEN CITIZENS France: A Commitment to Sustainable Fishing - Frédéric BISSON**	2'11"	24/09	English	5
68.	UNESCO GREEN CITIZENS INDIA: Empowering Local Communities - SREEDHARAN**	2'48"	24/09	English	5
69.	UNESCO GREEN CITIZENS Japon : Enseigner la protection de l'environnement - Hiroko SATO**	4'40"	24/09	English	5
70.	UNESCO GREEN CITIZENS Japon : Enseigner la protection de l'environnement - Syo OGASAWARA**	3'30"	24/09	English	5
71.	UNESCO GREEN CITIZENS Japon : Enseigner la protection de l'environnement - Tomio CHIBA**	3'46"	24/09	English	5
72.	UNESCO GREEN CITIZENS Nicaragua : Indigenous Knowledge - Alberto LOPEZ STONY**	4'45"	24/09	English	5
73.	UNESCO GREEN CITIZENS Nicaragua : Indigenous Knowledge - Claudia VALLE**	3'59"	24/09	English	5

74.	UNESCO GREEN CITIZENS Senegal: The "Great Green Wall" - Thierno Ibrahima WADE**	2'08"	24/09	English	5
75.	UNESCO GREEN CITIZENS Vanuatu: Changer les comportements - Shirley JACOBUS**	3'50"	25/09	English	5
76.	UNESCO GREEN CITIZENS Vanuatu: Changer les comportements - Siula BULU**	4'19"	25/09	English	5
77.	Bioetica	7'18"	16/09	Portuguese	4
78.	UNESCO GREEN CITIZENS Egypt: The Recycling School - Adham EL SHARKAWY**	3'38"	23/09	English	4
79.	UNESCO GREEN CITIZENS Égypte: L'école du recyclage - Adham EL SHARKAWY**	3'38"	23/09	English	4
80.	UNESCO GREEN CITIZENS Egypt: The Recycling School - Malak NASSAR**	3'37"	23/09	English	4
81.	UNESCO GREEN CITIZENS Égypte: L'école du recyclage - Malak NASSAR**	3'37"	23/09	English	4
82.	UNESCO GREEN CITIZENS France: A Commitment to Sustainable Fishing - Marcel GAUDU**	2'46"	24/09	English	4
83.	UNESCO GREEN CITIZENS INDE: Rendre les communautés locales autonomes - SREEDHARAN**	2'49"	24/09	English	4
84.	UNESCO GREEN CITIZENS Nicaragua : Indigenous Knowledge - Jesus DEVIS MOLINA**	5'42"	24/09	English	4
85.	UNESCO GREEN CITIZENS Vanuatu: Performing Arts to Change Behaviour - Peter WALKER**	4'29"	25/09	English	4
86.	UNESCO GREEN CITIZENS Vanuatu: Performing Arts to Change Behaviour - Shirley JACOBUS**	3'50"	25/09	English	4
87.	1966 J - 49*	1'27"	24/09	French	3
88.	UNESCO GREEN CITIZENS Égypte: L'école du recyclage - Samah KAMEL**	3'28"	23/09	English	3
89.	UNESCO GREEN CITIZENS INDE: Rendre les communautés locales autonomes - INDIRA**	2'35"	24/09	English	3
90.	UNESCO GREEN CITIZENS INDE: Rendre les communautés locales autonomes - JANAKI**	2'55"	24/09	English	3
91.	UNESCO GREEN CITIZENS Nicaragua : Savoirs autochtones - Jesus DEVIS MOLINA**	5'42"	24/09	English	3
92.	UNESCO GREEN CITIZENS Vanuatu: Performing Arts to Change Behaviour - Siula BULU**	4'19"	25/09	English	3
93.	UNESCO GREEN CITIZENS France: A Commitment to Sustainable Fishing - Richard GAUDU**	3'10"	24/09	English	2
94.	UNESCO GREEN CITIZENS Nicaragua : Indigenous Knowledge - Demetrio ANTOLIN JACOBO**	4'27"	24/09	English	2
95.	UNESCO GREEN CITIZENS USA : Restoration of the Gulf of Mexico's Coasts - Brandon McLaurin**	1'13"	25/09	English	2
96.	UNESCO GREEN CITIZENS États-Unis: Restaurer la côte du golfe du Mexique - Brandon McLaurin**	1'14"	25/09	English	2
97.	UNESCO GREEN CITIZENS USA : Restoration of the Gulf of Mexico's Coasts - Chris KUHLMAN**	2'10"	25/09	English	2
98.	UNESCO GREEN CITIZENS États-Unis: Restaurer la côte du golfe du Mexique - Chris KUHLMAN**	2'11"	25/09	English	2
99.	UNESCO GREEN CITIZENS USA : Restoration of the Gulf of Mexico's Coasts - Erica KELLER**	4'01"	25/09	English	2
100.	UNESCO GREEN CITIZENS USA : Restoration of the Gulf of Mexico's Coasts - Erica KELLER**	4'02"	25/09	English	2
101.	UNESCO GREEN CITIZENS France: S'engager dans une pêche durable - Richard GAUDU**	3'10"	24/09	English	1
102.	UNESCO GREEN CITIZENS Japon : Enseigner la protection de l'environnement - Yoshihiro YOSHIDA**	4'54"	24/09	English	1
103.	UNESCO GREEN CITIZENS Nicaragua : Savoirs autochtones - Demetrio ANTOLIN JACOBO**	4'27"	24/09	English	1
104.	UNESCO GREEN CITIZENS Vanuatu: Changer les comportements - Michael TAURAKOTO**	2'32"	25/09	English	1
105.	UNESCO GREEN CITIZENS Vanuatu: Performing Arts to Change Behaviour - Michael TAURAKOTO**	2'32"	25/09	English	0

* Produced by UNESCO Studio. ** Project communicated on 1 October 2015.

4. UNESCO Photobank (N/A for September)

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.

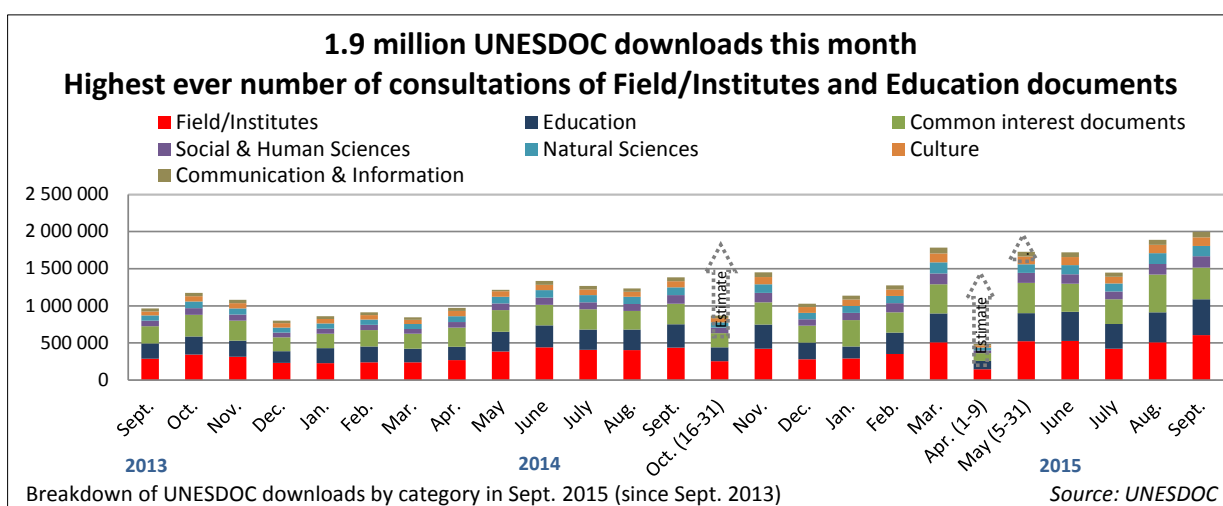
In September, there were **149 598** records available online in PDF format (149 062 in August), including documents, publications, communication material and other working documents.

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 September	1 995 745
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 105	483 553	+20.00%	48
Natural Sciences	9 976	137 595	-4.97%	14
Social and Human Sciences	5 879	153 456	+6.64%	26
Culture	3 956	114 494	+4.20%	29
Communication and Information	2 817	74 744	+8.08%	26
Field & Institutes	10 077	606 573	+19.20%	60
Common interest documents	NA	425 330	-16.47%	NA



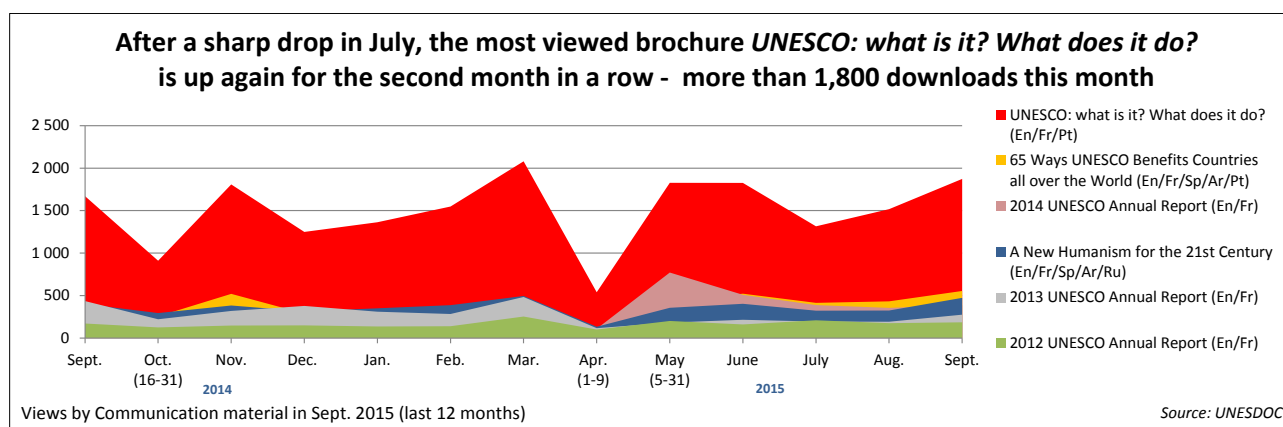
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	385 090
2	Mexico	116 258
3	Germany	61 880
4	France	59 386
5	Brazil	52 252
6	Philippines	37 801
7	Colombia	32 546
8	India	32 432
9	United Kingdom of Great Britain and Northern Ireland	31 356
10	Canada	30 304
11	Spain	26 601

12	Japan	26 599
13	Peru	26 249
14	Nigeria	24 293
15	Argentina	23 426

5.1.3 Printable Communication materials

Title	Total downloads in September							
	EN	FR	SP	RU	AR	ZH	POR	Total
UNESCO: what is it? What does it do?	1 192	336					345	1 873
65 Ways UNESCO Benefits Countries all over the World	187	121	174		6		66	554
A New Humanism for the 21st Century	130	41	240	55	7			473
2014 UNESCO Annual Report	323	63						386
2013 UNESCO Annual Report	259	16						275
2012 UNESCO Annual Report	139	46						185
TOTAL	2 230	623	414	55	13	0	411	3 746



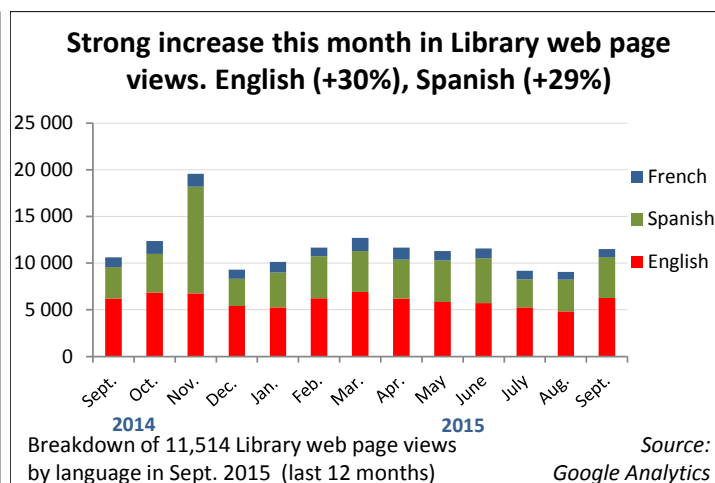
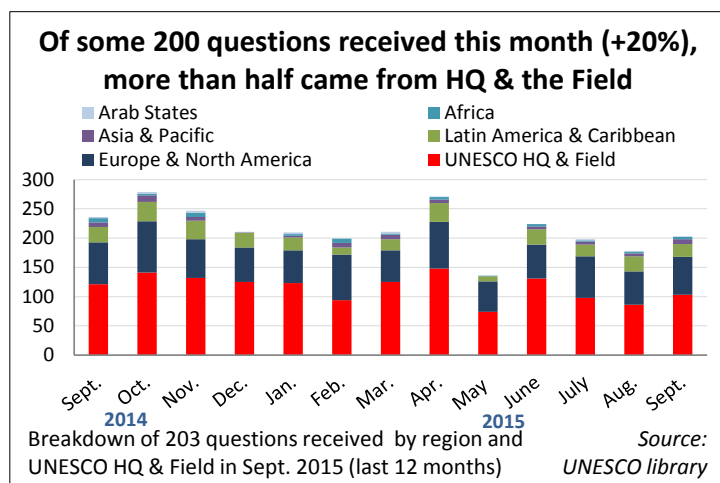
5.2. UNESCO Library - <http://www.unesco.org/library>

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/>

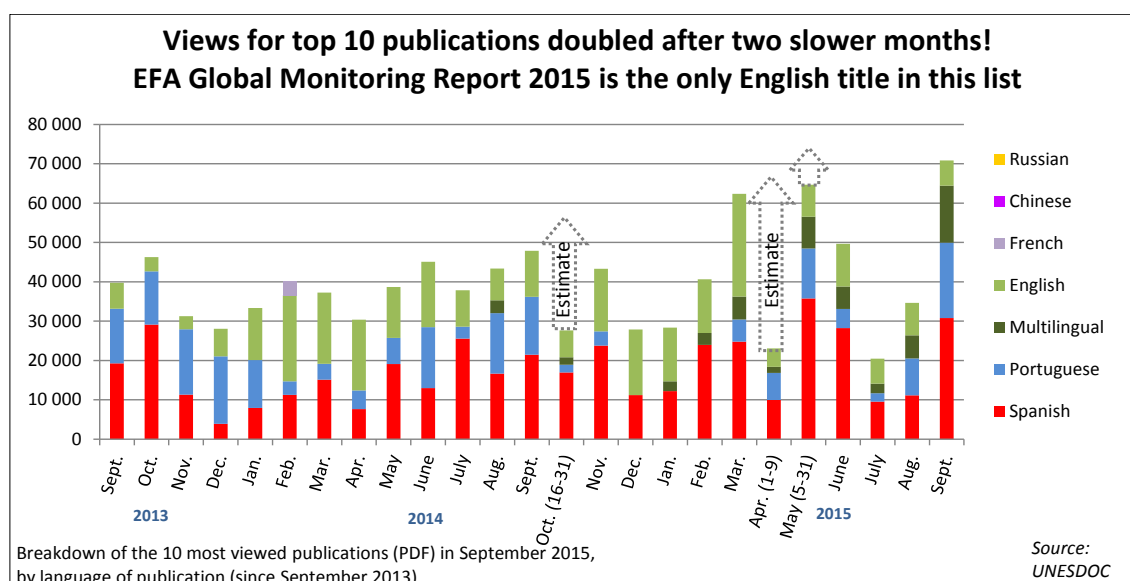
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

The September figures for online viewing have increased significantly compared to July-August figures of this year (+157% on average), and compared to the same period in 2014 (+48%). Most of the 10 most consulted publications are Education titles in Spanish and Portuguese. The only English title in the top ten is the EFA GMR 2015 which was launched earlier this year. Publications page views on Google Books in September 2015 were the highest ever and are more than double those of September 2014 (+125%). Best-selling titles this month at the Bookshop and on-line are mainly Culture and Education titles, which includes a record bulk sale of the recently updated version of the World Heritage Guide.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. Declaración Universal de Derechos Humanos	SHS	Multilingual	14 497	Santiago de Chile, OREALC, 2008
2. Las Tecnologías de la información y la comunicación en la enseñanza: Manual para docentes o Cómo crear nuevos entornos de aprendizaje abierto por medio de las TIC (Information and communication technologies in schools: a handbook for teachers, or how ICT can create new, open learning environments)	ED	Spanish	8 406	2005
3. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	7 886	UNESCO, 1999
4. Declaração Universal dos Direitos Humanos	SHS	Portuguese	7 417	Brasilia, UNESCO Brasilia, 1998
5. A Criança descobrindo, interpretando e agindo sobre o mundo	ED	Portuguese	6 511	Brasilia, UNESCO/ World Bank, 2005
6. Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015	ED	English	6 376	Paris, UNESCO, 2015
7. Hacia las sociedades del conocimiento: informe mundial de la UNESCO	all	Spanish	5 228	Paris, 2005
8. Declaração Mundial sobre Educação para Todos: Satisfação das Necessidades Básicas de Aprendizagem, Jomtien 1990 (World Declaration on Education for All: Meeting Basic Learning Needs)	ED	Portuguese	5 224	UNESCO Brasilia in 1998
9. El Niño y su desarrollo desde el nacimiento hasta los seis años: conocerlo mejor para ayudarlo mejor (The Child from birth to 6 years old; better understanding for better child-rearing)	ED	Spanish	4 996	UNESCO 1976
10. 15 buenas prácticas docentes: experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes	ED	Spanish	4 285	Lima, Ministerio de Educación, 2014

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

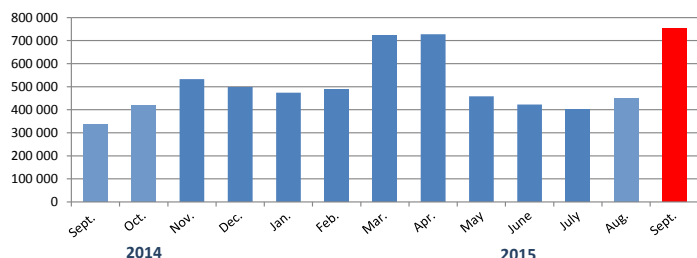


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **587** 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
September 2015	587	64 312	754 033	453
September 2014	442	32 879	335 618	234

Publications page views on Google Books in Sept. 2015 were the highest ever, and have more than doubled compared to Sept. 2014



Publications page views in September 2015 (last 12 months)

Source: Google Books

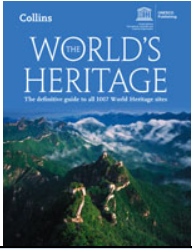
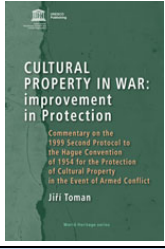

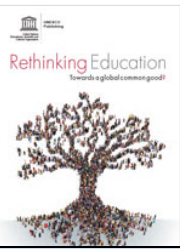
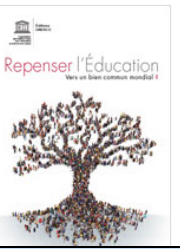
Book visits: A book visit is registered each time a user views a book.

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

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

6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)



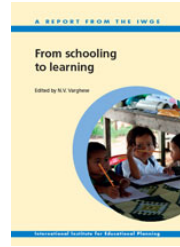


Publication	Copies sold	Sector
	314	CLT/WHC
	31	CLT
	20	ED
	18	ED
	13	ED

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	3	ERI
	1	CLT/WHC
	1	CLT/WHC
	-	
	-	

6.4. Online and international sales

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

Publication	Copies sold	Sector
	45	ERI
	44	ERI
	36	ED
	31	ERI
	31	ED

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Reading in the Mobile Era	0	CI
Agree to Differ	0	SHS
Najaf: The Gate of Wisdom - History, Heritage and Significance of the Holy City of the Shi'a (Arabic edition)	0	CLT/WHC
Holocaust Education in a Global Context	0	ED
Reading in the Mobile Era - A Study of Mobile Reading in Developing Countries	0	CI

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Reading in the Mobile Era	0	CI
Fondements et philosophie de l'éducation des adultes en Afrique	0	ED
Pourquoi une bioéthique globale ? 20e anniversaire du Programme de bioéthique de l'UNESCO	0	SHS
Creative Economy Report 2013	0	CLT
The International Status of Education about the Holocaust - A Global Mapping of Textbooks and Curricula	0	ED

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

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

Contract No.	Title	Publisher	Language	Date signed
C.2015-004	Fandango's Living Museum	International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the Auspices of UNESCO (ICHCAP)	Korean	18/09/2015
C.2015-005	Education and training in Indonesian Batik - Intangible cultural heritage in Pekalongan, Indonesia	International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the Auspices of UNESCO (ICHCAP)	Korean	18/09/2015

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Sage Publications India Pvt Ltd	"Handbook on Radio and Television Audience Research", by Graham Mytton, © UNESCO 1992 and © UNESCO and UNICEF 1999 for the revised and expanded second edition.	Publication of the third edition of this publication, now provisionally entitled "Media Audience research: A Guide for Professionals", in January 2016. This third edition will be based on the first two editions, the copyright of which is, and will remain, owned in whole or in part by UNESCO. The copyright of the third edition shall not belong to UNESCO. Sage Publications India will be responsible for acquiring any additional rights with a view to publishing the third edition of the publication. The print run will consist of 1,000-1,500 copies in paperback format. The tentative price will be from INR 595.00 to 695.00	Due acknowledgement of UNESCO: Title and copyright notice for the first two editions as cited above. Free of charge	10/09/2015
BFW High School – Bedford, Freeman & Worth	"Map of endangered languages by country", in Atlas of the World's Languages in Danger by Moseley, Christopher, 3rd edition, © UNESCO 2010. Online version . © UNESCO 1995-2012.	For inclusion in a publication provisionally entitled "Advanced Language & Literature : For Honors and Pre-Ap English Courses" by Renee H. Shea, John Golden and Lance Balla, to be published in 2016 and sold at a tentative price of USD 75.	Due acknowledgement of UNESCO: Title and copyright notice. Fee: USD 250	24/09/2015

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	9	5	4	
CLT	16	8	8	
ED	24	12	9	3
ERI	13	12	1	
SC	23	12	11	
SHS	18	8	10	
GBS	2	2		
IOS	2	2		
Total	107	61	43	3

7.2. Events organized by Field Offices/ Institutes

Apia	2
Bangkok	1
Beirut	1
Brasilia	1
Bujumbura	2
Dakar	1
Havana	1
Kathmandu	5
Maputo	1
Montevideo	2
Nairobi	5
New Delhi	1
New York	2
Rabat	1
Ramallah	1
Santiago de Chile	2
Tashkent	2
Venice	12
IBE	1
IIEP	1
UNEVOC	1
Total	46

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

Type of Events taking place	at HQS	away from HQS
Category 1 - International Conference		-
Category 2 - Intergovernmental meeting	1	-
Category 3 - Non-governmental conference	-	-
Category 4 - International Congress	-	3
Category 5 - Advisory Committee	2	-
Category 6 - Expert Committee	4	-
Category 7 - Seminars and Workshops	2	25
Category 8 - Symposium	3	1
Internal meeting	-	-
Exhibition	4	5
Event under patronage	-	1
Concert	3	-
Show	1	-
Consultative Meeting	3	1
Meeting by Member States or Institutions	5	6
Interagency meeting	2	4
Film Projection	3	2
Special Event	2	12
Working group/Expert Meeting	1	6
Information meeting for Permanent Delegations	3	-
Executive Board	1	-
Headquarters Committee	1	-
Total	41	66

8. UNESCO Headquarters

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

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

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/09	Réunion du groupe de travail du cadre de l'action	ED/EFA	Salle XIII	70
01-03/09	42e session du GESAMP (IOC)	IOC/EO/AO	Salle IV	35
01-03/09	GESAMP42 - Ocean Plastic Modelling Workshop	IOC/EO/AO	Salle VI	12
02-04/09	Coordinated Ocean Wave Climate Project (COWCLIP) Workshop	IOC/OOS	Salle XV	30
03-04/09	IOC MTM and Medium Term Strategy - Intervention	IOC/EXS	Salle III	15
04/09	« Entre Afrique et Amérique : Les artistes contemporains face à la mémoire de l'esclavage et de la traite négrière. Héritages, Création et Engagements »	CLT/DDD/HMD	Salle IV	200
04/09	Présentation de la plateforme sur la politique de l'éducation	ED/PLS/ICT	Salle VIII	20
07-11/09	IPBES Groupe de travail pour les savoirs locaux et autochtones	SC/PCB/SII	Salles XIV, XV	30
07-11/09	Journée internationale de l'alphabétisation : multi-événements	ED/PLS/YLS	Divers	400
08/09	Réunion du COPIL de la Plateforme Océan et Climat	IOC/EXS	Salle III	15
09-11/09	Organe d'évaluation Convention 2003	CLT/CCS	Salle VIII	40
10/09	Steering Committee on Saudi Projects	SHS/TSD/ICD	Salle VIII bis	15
11/09	Réunion du Centre du patrimoine mondial avec le Groupe africain	CLT/HER/WHC/AFR	Salle VI	35
14-15/09	Ibn Al-Haytham Conference	SC/PCB/ICB	Salle II	350
14-15/09	Séminaire international - Politiques et financements des médias communautaires	CI/FEM/MAS	Salle VIII-IX	45
14-16/09	Indigenous Knowledge Dialogue Workshop for IPBES Africa Assessment	SC/PCB/SII	Salle VII	30
15/09	Réunion de l'UNESCO-PHI sur la Convention ONU-Eau	SC/HYD/GSS	Salle III Salle V	25
15-16/09	Réunion de l'UNESCO-PHI sur la Convention ONU-Eau	SC/HYD/GSS	Salle IV	100
16-18/09	Formation en éthique	ETH	Salle VI, IX	50
17-18/09	ODL inclusif pour les personnes handicapées en utilisant "Open Solutions"	CI/KSD/UAP	Salle VIII	20
18/09	Lancement de la formation « eLeSI : e-learning pour une Société inclusive »	ED/TLC/LTR	Salle XI	200
18/09	UNESCO/ Norway Extrabudgetary cooperation - Annual Consultation on the project "Ensuring the sustainability of the Centre for Restoration of Islamic Manuscripts of the Haram Al-Sharif in Jerusalem"	CLT/CCS	Salle V	25
21/09-02/10	Réunion conjointe du Comité international de bioéthique et de la COMEST	SHS/EGC/BIO	Divers	250
22/09	La technologie et l'éducation en Afrique	ED/THE/TEP	Salle II	150
22/09	Réunion du Jury du Prix Félix Houphouët-Boigny pour la recherche de la paix	CRP	Salle XVI	15
22-23/09	Réunion sur les indicateurs TAG	ED/EFA	Salle VII	35
25-26/09	Les ours polaires et le changement climatique	SC/EES/ESP	Salle IV	250
28-30/09	Comités subsidiaires de la convention de 1970	CLT/CCS	Salle XI	150
28/09-02/10	IOC LME Meeting	IOC/MPR	Divers	130
30/09	L'utilisation effective des évaluations	IOS/DIR	Salle IV	200
Total participation				2 942

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
01/09	Réunion d'information du secteur CI avec les Etats membres	CI/ADG	Salle XII	200
10/09	Réunion d'information "Action de l'UNESCO pour la protection de la culture en cas de conflit armé"	CLT/EPR	Salle XI	150
14/09	Rapport périodique d'IOS sur les évaluations récemment publiées	IOS/DIR	Salle XII	200
Total participation				550

8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
11/09	Réunion plénière du Groupe africain	Déleg. perm. du Cameroun	Salle XI	40
16/09	Réunion plénière du GRULAC	GRULAC	Salle XVI	35
18/09	Réunion plénière du Groupe ASPAC	Déleg. perm. de la Malaisie	Salle XVI	35
29/09	Réunion plénière du Groupe 77 et de la Chine	Groupe 77	Salle XIII	30
30/09	Réunion plénière du Groupe AUC	Déleg. perm. de la Malaisie	Salle XVI	35
Total participation				95

8.1.4 External rentals

Date	Title	Organizer	Place	Public
02-04/09	Third Open Consultation and Multi-stakeholder Advisory Group (MAG)	UNOG	Salles V, VII, VIII bis, XI	130
07-11/09	Meeting of the the Working Group of the Climate and Clean Air Coalition	UNEP	Divers	350
10/09	« Quel devoir de responsabilité pour une grande entreprise internationale ? »	Déleg. perm. du Liban	Salle XI	120
10/09	Réunion du Groupe de Travail Ad Hoc	Déleg. perm. de la Turquie	Salle XVI	40
15/09	Célébration du 194e anniversaire de l'indépendance des pays de l'Amérique centrale	Déleg. perm. d'El Salvador	Salle XI	130
17/09	ISTIC "Return home to UNESCO" Programme	Déleg. perm. de la Malaisie	Salle IX	95
21/09	Journées de Madagascar à l'UNESCO	Déleg. perm. de la Rép. de Madagascar	Salle XII	250
23/09	3e Forum mondial sur la dyslexie	Déleg. perm. des Emirats arabes unis	Salle VIII	30
24/09	Réunion interne de La Poste	La Poste	Salle IX ,Mall Salle VIII bis	96
27-30/09	Défilé Loewe	Loewe	Divers	450
28-29/09	100e anniversaire de la fondation de l'ordre Soufi Alâwi	Déleg. perm. de l'Algérie	Salles I, III, V	2 200
28-30/09	Journées de l'OCI	Déleg. perm. Maroc	Salle IV, Salle des Actes	150
29/09	"La Basilique de la nativité à Bethléem : un joyau de l'humanité"	Déleg. perm. de la Palestine	Salle IV	350
Total participation				4 391

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-11/09	Exposition collective : « Temps modernes - La mémoire de l'esclavage et l'art contemporain »	CLT/DDD/HMD	Hall Ségur	500 (inauguration)
07-11/09	Exposition à l'occasion du 250° anniversaire Michal Kleofas	Déleg. perm. de la Lituanie, du Bélarus, de la Pologne	Salles I et Miró	700 (inauguration)
07-11/09	Exposition « Philippes 1914-2014, 100 ans de recherches »	Déleg. perm. de la Suisse, de la Grèce, de la France	Salle des pas perdus	200 (inauguration)
14-18/09	Exposition "3° réalité" de Wang DU et Han HONGSU	AIPU	Salles Miró Hall Ségur	100 (inauguration)

14-18/09	Exposition : « Empowering Loves, Engaging Hearts »	Déleg. perm. de la Malaisie	Salle des pas perdus	100 (inauguration)
14-25/09	Exposition « Ibn Al-Haytham : contributions à l'âge d'or islamique des sciences », dans le cadre de la conférence « L'âge d'or de la civilisation islamique – Les sciences de la lumière et les défis de la société d'aujourd'hui »	SC/PCB/ICB	Foyer	100 (inauguration)
16-23/09	Exposition « Taso Haidemenakis - collection Meninas del Mar »	Déleg. perm. de la République dominicaine	Salle des Actes	100 (inauguration)
21-25/09	Exposition « Sites marquants de la Haute Ville par le photographe Rijasolo » à l'occasion des Journées de Madagascar à l'UNESCO	Déleg. perm. de la Rép. de Madagascar	Salle des pas perdus	
28-30/09	Exposition : « Resilient Bangladesh: Living in Harmony with Nature »	Déleg. perm. du Bangladesh	Salles Miró	500 (inauguration)

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
04/09	Séminaire « Les artistes et la mémoire de l'esclavage : résistance, liberté créatrice et héritages »	CLT/DDD/HMD	Salle IV	300
07/09	Concert « Lettres sur la musique »	Délégations permanentes du Bélarus, de la Lituanie et de la République de Pologne	Salle I	700
08/09	Avant-première de film : « Le grand jour » de Pascal Plisson	ERI/DPI	Salle I	1 000
08-11/09	Journée internationale de l'alphabétisation 2015 : «Alphabétisation et sociétés durables» : conférence et cérémonie de remise des Prix internationaux d'alphabétisation de l'UNESCO	ED	Salle II	300
11/09	Spectacle : Célébration du 70 ^e anniversaire de l'Indépendance du Vietnam	Déleg. perm. du Vietnam	Salle I	1 000
14/09	Projection du film : "L'Abbaye Saint-Maurice : 1500 ans d'histoire"	Déleg. perm. de la Suisse	Salle IV	200
15/09	Conférence « Culture et patrimoine en danger : l'éducation comme outil de résilience », précédée de la projection du film documentaire : "Les Manuscrits de Tombouctou" de Jean Crépu	CLT/HER/WHC/AFR	Salle I	300
21-25/09	Les journées de Madagascar – 11 ^e édition « La Haute Ville d'Antananarivo : quartier historique d'Antananarivo » : <ul style="list-style-type: none"> ▪ Conférence « Les monuments historiques de la Haute Ville d'Antananarivo : sauvegarde et perspectives » ▪ Concert du trio Tiharea 	Délégation permanente de la République de Madagascar	Salle XII	250
			Salle I	400
22/09	À l'occasion de la Journée mondiale de la paix : projection du film « Mariam » de Faya Ambah suivie d'un débat	SHS	Salle XI	300
28-29/09	100 ^e anniversaire de la fondation de l'ordre soufi alawî, une école pour la tolérance et la convivialité interreligieuse (1914) : <ul style="list-style-type: none"> ▪ Colloque international « L'islam spirituel et les défis contemporains » (28-29/09) ▪ Concert de Faiz Ali Fair (28/09) 	ONG AISA et la Délégation permanente d'Algérie	Salles I, III, V	2 200
29/09	Conférence « L'église de la Nativité à Bethléem, restauration d'un joyau de l'humanité »	Délégation permanente de la Palestine	Salle IV	350
30/09	Conférence UNESCO Avicenne sur l'éthique des sciences 2015 par le Professeur Zabta Khan Shinwari, lauréat du Prix UNESCO Avicenne d'éthique scientifique 2015	SHS	Salle II	280

30/09	15 ^e anniversaire de l'Académie internationale de musique de Cagliari : <ul style="list-style-type: none"> Conférence « Le pèlerinage comme phénomène social - Le cas de la fête de Sant'Efisio : une tradition, un peuple, un culte » Concert « Cagliari, la Sardaigne : une île de la Méditerranée » 	Académie internationale de musique de Cagliari	Salle I	1 200
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* 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

- **20 events** were promoted in the September monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **27,554 subscribers**.
- **20 events** were organized, co-organized and/or promoted in September by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

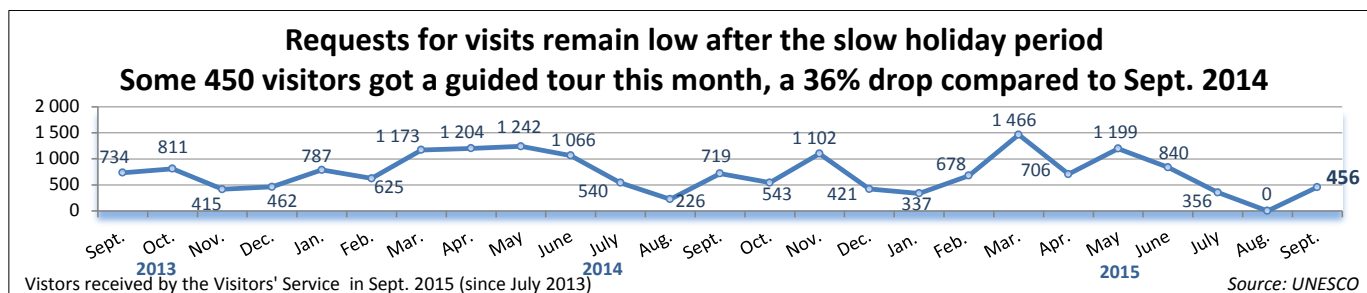
In September, a total of **20 visits of Headquarters** for **426 visitors and 1 presentation focusing on Education for 30 visitors** were organized. Most visitors came within the framework of a group visit. Visits/presentations were conducted almost equally in French and English for a mainly European and North American public.

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

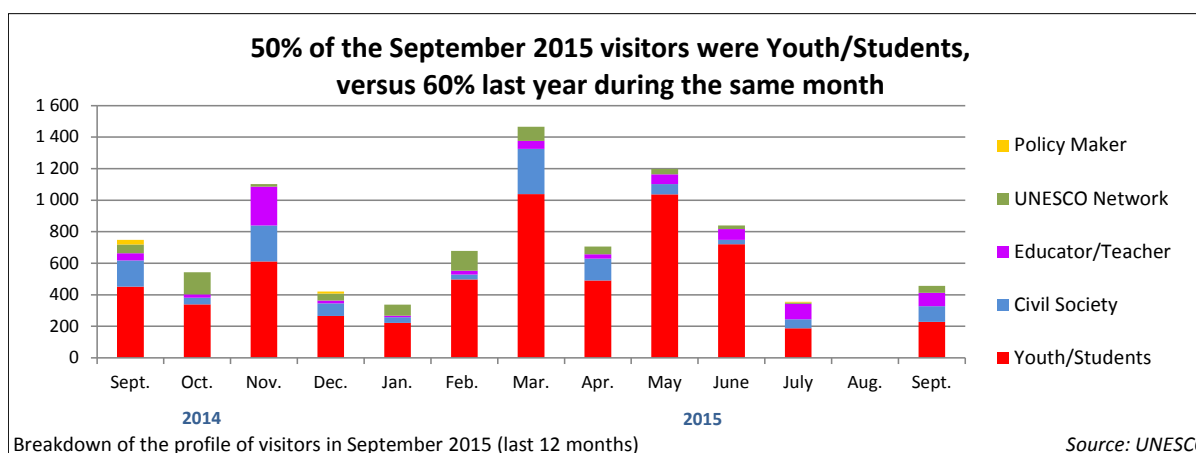
2. Languages		
Visits/Present. in French	11	52%
Visits/Present. In English	9	43%
Other	1	5%

3. Type of visits		
Group Visits	19	90%
Spontaneous Visits	0	0%
Individual Visits	1	5%
Thematic Conference only	1	5%

4. Origin		
Europe and North America	378	83%
Asia and Pacific	48	11%
Africa	0	0%
Arab States	30	7%
Latin America and the Caribbean	0	0%



5. Profile of visitors



9. UNESCO logo exposure

9.1. Patronage

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

- 21 events which have been granted UNESCO's patronage took place in September 2015:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/09	Switzerland	Exposition "Courage, Volonté, Vie" à Genève, organisée par Alain Husson-Dumoutier, Artiste de l'UNESCO pour la paix	General public	ERI
01/09	Spain	Launch of the re-construction of the San Juan whaling ship	Underwater culture heritage specialists	CLT
04/09	Belize	Publication of two "Binomium" books of The Container Collection - on cultural industries	Specialists	CLT
04/09	Switzerland	6e édition du festival littéraire "Le livre sur les quais" à Morges	General public	ERI
05/09	Egypt	2nd edition of the Euro-Mediterranean and Middle East Summer School for Science Communication (EMME 2015), organised by the Bibliotheca Alexandrina in Alexandria	Educators in science	SC
07/09	UNESCO HQ	Exposition "Philippe 1914-2014, 100 ans de recherches archéologiques de l'Ecole française d'Athènes", conjointement organisée par les Délégations permanentes de la Russie, de la France, et de la Grèce	Network members of Permanent Delegations	CLT
09/09	France	2e édition du Salon "Révélation, Biennale des métiers d'art de la création" au Grand Palais de Paris	General public	CLT
10/09	Egypt	2nd edition of the International Folk Music Festival in Cairo	General public	CLT
11/09	China	5th International Festival of Intangible Cultural Heritage in Chengdu	General public	CLT
11/09	Russian Federation	5th International Cultural Forum in Ulyanovsk	Professionals working in culture	CLT
14/09	Russian Federation	3rd edition of German "Denkmal Moscow - the international trade fair for restoration and museum technology", in Moscow	General public	CLT
16/09	Bulgaria	Conference "Fighting the Looting of Syria's Cultural Heritage", organised by the Norwegian Embassy in Sofia	Professionals in culture	CLT
18/09	Slovenia	International Conference "Internet of Education 2015", organised by UNESCO Chair on Open Technologies for Open Educational Resources & Open Learning	Educators	ED
21/09	Mali	Activités de la célébration du 10e anniversaire de la Convention de 2005 à Bamako	General public	CLT
24/09	Luxembourg	Une rencontre entre un maître de porcelaine japonaise et un célèbre pianiste et compositeur luxembourgeois	Invited guests	SHS
25/09	Bulgaria	5th edition of Piano Extravaganza Festival in Sofia	Youth pianists	CLT
25/09	Niger	10e édition du Festival international de la Mode Africaine (FIMA) à Niamey	General public	CLT
27/09	United Kingdom	7th International Conference on Global Geoparks 2016	Geoparks Managers	SC
28/09	Bulgaria	5th International Conference on Digital Preservation and Preservation of cultural and Scientific Heritage	Specialists	CI
29/09	Japan	Concert pour la paix à Nagasaki avec la participation d'Eijin Nimura, Artiste de l'UNESCO pour la paix	General public	ERI
30/09	UNESCO HQ	Musical event "Cagliari, la Sardaigne: une île de la Méditerranée" organised by the Italian Delegation	Delegation networks	CLT

10. Media and Communication Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (TBS / Japan). Memoranda of Understanding have been signed with major press agencies (Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar). The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

10.1. Institutional partnerships

10.1.1 TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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

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

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

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

Date	Subject	Format	Audience share
06/09	Ngorongoro Conservation Area (Tanzania)	30 min	6.5%
13/09	Curonian Spit (Lithuania/Russia)	30 min	5.2%
20/09	The Dolomites (Italy)	30 min	5.4%
27/09	Hallstatt-Dachstein / Salzkammergut Cultural Landscape (Austria)	30 min	6.5%

Average audience share in September: **5.9%** (for the first broadcast). Estimate number of viewers in Japan: **5,336,000** (for the first broadcast). The total number of audience accessed to the programme in September was estimated at **21,343,000**.

10.1.2 Xinhua News Agency (People's Republic of China)

Area of collaboration: extensive coverage on UNESCO activities

Partnership began: October 2010

Products: News and interviews

Output: Xinhua website (<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	53
Spanish	35
Russian	13
French	9
Arabic	4
In September a total of 114 reports were released on UNESCO through Xinhuanet	

10.2 Ad hoc promotional UNESCO partnerships for events and campaigns

Event	Partners	Benefits
National preview at HQ of the film « Le grand jour », by Pascal Plisson (08/09)	Ladybirds Films (with Canal+, France Télévisions, Pathé)	UNESCO logo on film's poster and press kit 30 accredited journalists
Screening at HQ of the documentary « Sur la piste des manuscrits de Tombouctou », by Jean Crépu (15/09)	Ladybirds Films (with BnF, TV5 Monde, RTS, France Culture, IMA, SCAM (Société civile des auteurs multimédia).	- Organization of a round table "Culture and world heritage in danger: education as a resistance tool" with Lazare Eloundou - RFI live / « Autour de la question », with Lazare Eloundou, Aminata Boré, Véronique Grandpierre and Jean Crépu.

10.3 Communication partnerships

COP 21	Salon Films	Financing of UNESCO booth at Le Bourget (30/11-11/12/2015) aiming at presenting UNESCO's key messages on ESD, Oceans, Water/Hydrology, Biodiversity
Train du Climat	SNCF	UNESCO logo on all wagons, press kit, press release, website and social media. - 8 UNESCO green citizen panels showed in Conference wagon - 4 UNESCO conferences on Ocean and Climate (Paris, La Rochelle, Nantes, Brest), and 1 on Biodiversity (Dunkerque), 1,000 participants for each