



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2015/PIPMR/56

# Monthly Visibility Report

## October 2015

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# Executive Summary

**Disclaimer:** The objective of the Executive Summary is to highlight salient issues and not to provide a comprehensive coverage of all topics discussed in the report.

## Media and Major Events

As in September, the destruction of cultural heritage and the Organization's response to the actions of violent extremists in the Middle East continued to be a topic of interest for reporters from all regions. In addition to interviews with the Director-General, the Culture Sector provided additional points of access for reporters seeking more information about the state of antiquity in the region.

Notable increases in coverage of UNESCO in Asia and the Middle East are closely related to 12th Meeting of the International Advisory Committee for the Memory of the World Programme and the attacks on cultural heritage in Syria and Iraq.

As indicated in this Visibility report, three major events took place at UNESCO:

- **World Teachers' Day (05/10)**
- **9th UNESCO Youth Forum (26-28/10)**
- **5th Session of the Conference of Parties to the International Convention against Doping in Sport (29-30/10)**

Collectively, the three events resulted in overwhelmingly positive coverage of the Organization and its activities. The three events are highlighted in the Major Events pages (4-6).

## UNESCO Website and Social Media Channels

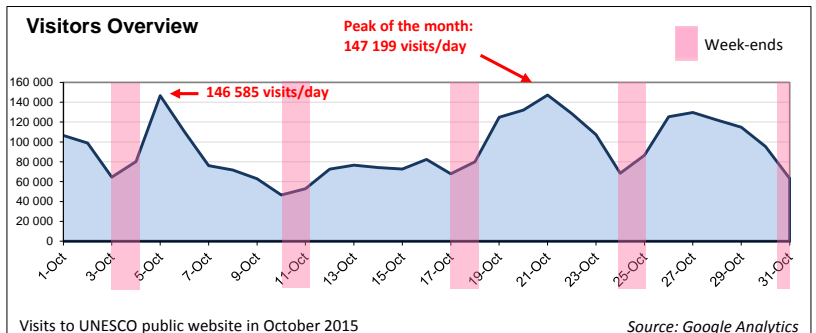
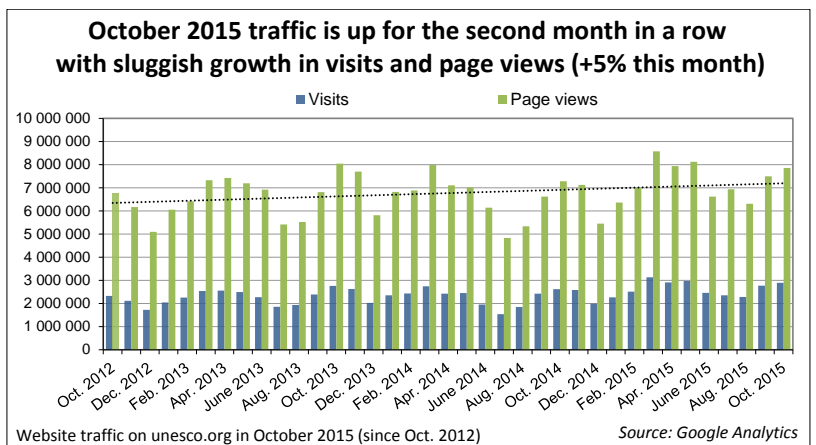
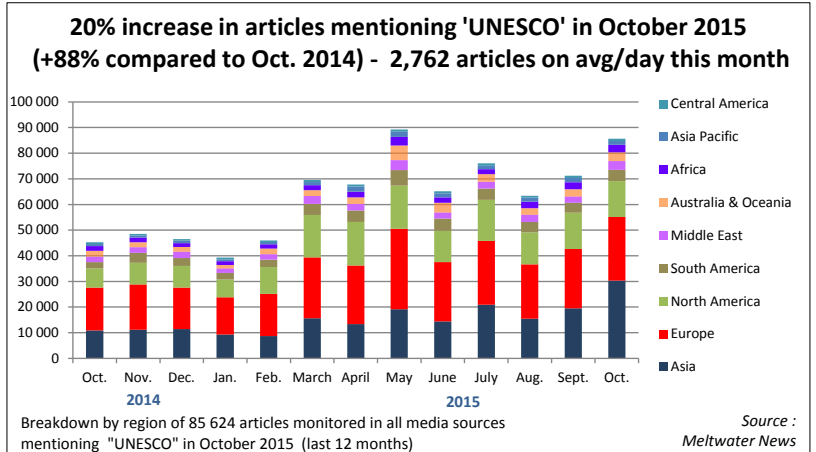
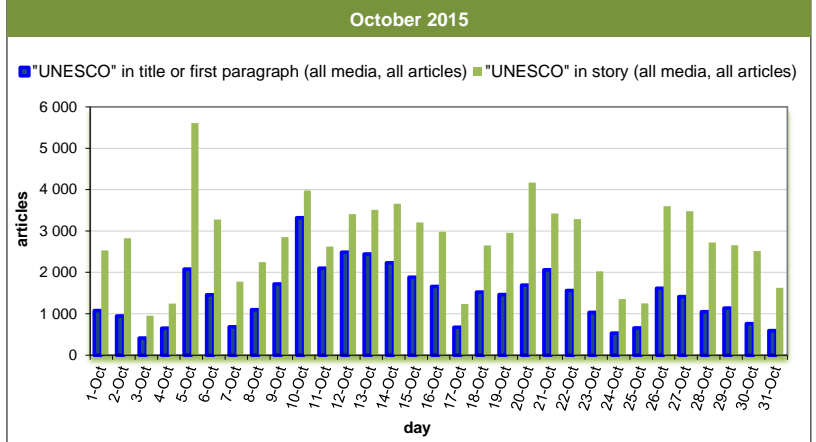
October web traffic registered very good results with 7.9 million page views and 2.9 million visits. It shows a continuing increase in visits and in page views compared to October last year (+11% and 8% respectively), and compared to the previous month (+5% in page views and visits).

World Teachers' Day on 5 October was among the most prominently featured themes with focus on highlighting the importance of empowering teachers to achieve inclusive and sustainable global development. The celebration generated significant traffic (see graph below to the right).

The 9th UNESCO Youth Forum (26 to 28 October) was the highlight and one of the communication priorities in October. Its dedicated website was one of the most visited in October.

Among the news items, articles related to the Executive Board and statements concerning the protection of cultural heritage were among the most consulted. A peak in traffic was reached on 21 October with more than 147,000 visits.

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



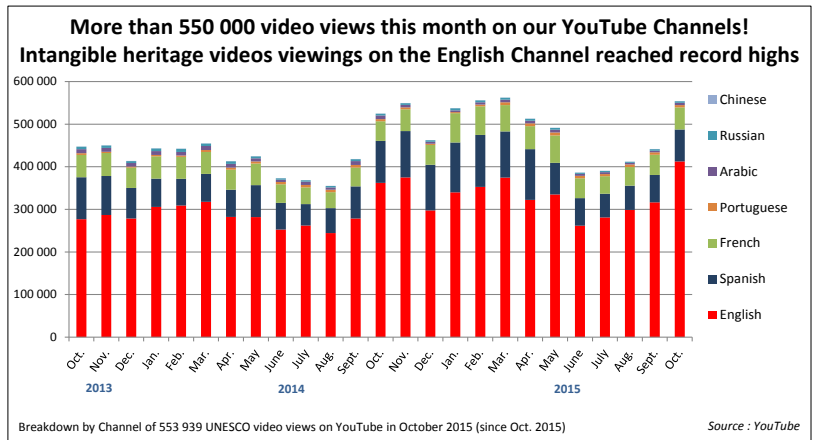
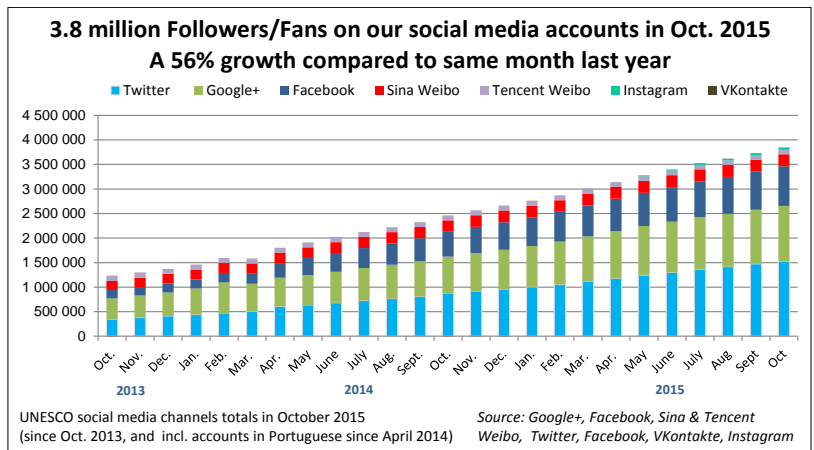
October was a busy, productive month for UNESCO social media, with the continuous growth in audience in all official languages. UNESCO acquired a total of 3.8 million followers on key accounts across 6 languages, with a particularly strong growth on UNESCO Twitter account in Russian (+41%).

One of the biggest events on social media this month was World Teachers' Day – featuring strong visuals and infographics. Our strong messages were picked up by various UN agencies and education professionals. One of the messages on the Spanish Facebook account resonated particularly well and ranks first among all October posts with some 11,880 likes/23,900 shares. On UNESCO's English Twitter account the key messages generated as well high level of interest and gathered altogether 790,265 impressions/views with 14,152 total engagements.

The 9th UNESCO Youth Forum was an event where social media was actively involved in ensuring an effective dissemination of public information, as part of the overall communication strategy of the event. Mixed with high quality images and audio-visual materials, the event was effectively presented on all of UNESCO social media channels, which generated a substantial interest and traffic.

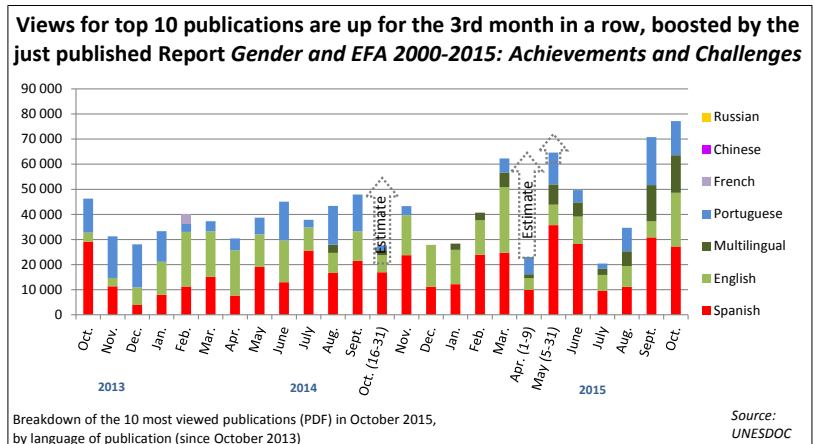
The fifth session of the Conference of Parties (COP5) to the International Convention against Doping in Sport was another news-related social media coverage that had relatively strong pick-up for each message that was published about the event in multiple languages.

Video views on our YouTube Channels jumped this month by 25%, after three months of steady growth. On the eve of the new inscriptions on the lists of intangible cultural heritage, viewings for Intangible heritage videos on the English Channel reached record highs (see details p. 16-19).



## Publications

The October 2015 figures for online viewing have continued to increase compared to July-August, and surpassed the already high figure of September reaching unprecedented heights. English and Spanish titles are neck and neck with Portuguese titles a close third. The best downloaded English title is [Gender and EFA 2000-2015: achievements and challenges; EFA global monitoring report 2015](#), launched this month, with over 11 000 downloads. Publications page views on Google Books in October 2015 were also the highest ever and have more than doubled since October 2014 (+112%). No one title or one sector stands out either in Bookshop or on-line sales this month.

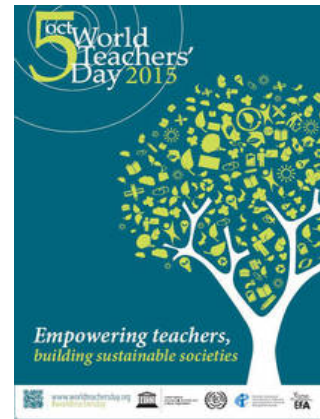


## Focus on a Field Office

This topic aiming to highlight the outreach efforts in the field focuses this month on our Regional Bureau for Sciences in Latin America and the Caribbean in Montevideo.

## Major events:

### I. World Teachers' Day 2015 (5 October 2015)



This year's World Teachers' Day (WTD) was celebrated 10 days after the adoption of the new Sustainable Development Goals (SDGs) in September in New York. 2015's WTD marked the beginning of a new global education agenda.

The official WTD celebration at UNESCO Headquarters was opened by Mr Qian Tang, UNESCO Assistant Director-General for Education, followed by speeches by Mr Fred Van Leeuwen from Education International and Mr Oliver Liang from ILO. The official opening was concluded by a keynote speech of Mr Juan Carlos Tedesco, former Minister of Argentina.

Speakers stressed the important role teachers play in ensuring inclusive and equitable quality education and lifelong learning for all. Yet, it was noted that teachers are not sufficiently and adequately trained and supported to cope with the challenges ahead; and teacher shortages continue to deny millions of children the right to quality education.

Teachers from Côte d'Ivoire, France, Qatar and the Philippines shared their experiences and views on what it means to be a teacher.

This year, for WTD at UNESCO HQ, the focus was placed on Early Childhood Education (ECE) teachers. Among the teaching profession, ECE teachers in many parts of the world receive minimum or no training, the low pay, minimal benefits and limited career prospects. Despite their crucial role in laying the foundation for subsequent learning, they lack status and recognition as a profession requiring specialized knowledge and skills in need of constant update. These challenges were addressed at the round table 'Strong foundation for learning begins with good ECE teachers', with the participation of representatives and experts from Chile, the Dominican Republic, France, Morocco, Namibia, VVOB Zimbabwe and the World Organization for ECE.

**Participants:** 100 participants at UNESCO HQ event. Some 150 events were held around the world. **Audience:** Teachers and student teachers, education specialists, researchers, NGOs, UNESCO permanent delegations and the general public.

#### Communication materials and activities:

- Press releases: [02/10](#), [04/10](#) (Bangkok), [05/10](#) (Ramallah)
- [Joint message for World Teachers' Day 2015](#)
- [Dedicated World Teachers' Day webpage](#), [Teachers webpage](#)
- [World Teachers' Day Celebrations website](#)
- [Concept Note and Draft Agenda](#); [On-line registration](#)
- Interview: [Juan Carlos Tedesco](#)
- [UIS Infographic](#), [UIS fact sheet on teachers 2015](#)
- [Poster](#)
- Videos: [World Teachers' Day, 5 October](#), [Education 2030: Early childhood education the starting process of lifelong learning](#), [Education is key for achieving the SDGs](#)
- Publications: [Rethinking Education](#), [A guide for gender equality in teacher education](#), [Education for sustainable development: sourcebook](#), [Advocacy Toolkit for Teachers](#), [Teachers in Asia Pacific: status and rights](#)

**Website statistics** (Oct.): Press release: [02/10](#): 952 visits/2,905 page views\*. [04/10](#) (Bangkok): 327 visits/366 page views. [Joint message for WTD 2015](#): 1,796 views. [Dedicated WTD webpage](#): 27,857 visits/36,796 page views. [Teachers webpage](#): 6,620 visits/12,495 page views. [World Teachers' Day Celebrations website](#) (28/09-09/10): 57,350 visits. Interview: [Juan Carlos Tedesco](#): 104 visits/397 page views\*. [Poster](#): 6,961 views. Video views: [World Teachers' Day, 5 October](#): 10,477; [Education 2030: Early childhood education the starting process of lifelong learning](#): 740; [Education is key for achieving the SDGs](#): 186. Publications: [Rethinking Education](#): 2,468 views; [A guide for gender equality in teacher education](#): 476 views; [Education for sustainable development: sourcebook](#): 1,218 views; [Advocacy Toolkit for Teachers](#): 1,036 views; [Teachers in Asia Pacific: status and rights](#): 336 views.

\*Incl. traffic on thematic webpages.

**Press coverage:** There were more than 4,434 news reports published on World Teachers' Day. The top five countries where media paid the closest attention to the story were, in descending order, Spain, United States, Germany, Mexico and South Africa.

**Social media:** World Teachers' Day was one of the biggest social media events of the month – featuring strong visuals and infographics. Our strong messages were picked up by various UN agencies and education professionals. One of the messages on the Spanish Facebook account resonated particularly well and ranks first among all October posts, with some 11,880 likes/23,900 shares. On UNESCO's English Twitter account the key messages generated high level of interest as well and altogether, gathered 790,265 impressions/views with 14,152 total engagements.

## II. 9th UNESCO Youth Forum (26-28 October 2015)



© UNESCO/Nora Houguenade

From 26 to 28 October 2015, around 500 young women and men from 159 Member States met at the 9th UNESCO Youth Forum entitled “Young Global Citizens for a Sustainable Planet” – held at UNESCO Headquarters-, to discuss thematic issues related to climate change and the recently adopted 2030 Agenda for Sustainable Development.

Following an opening ceremony with Irina Bokova, the Director General of UNESCO, Ping Hao, the President of the 37<sup>th</sup> Session of UNESCO General Conference and Ahmad Alhendawi, the UN Secretary General’s Envoy on Youth, the youth participants were assigned in different sub-themes where a series of recommendations for sustainability were devised and identified towards the aspects of:

- 1) Young Global Citizens for the 2030 Agenda for Sustainable Development: Rights, freedoms, responsibilities; Diversity, Identity; Learning, personal development and sustainability;
- 2) Young Global Citizens for a Sustainable Planet: Knowledge, Awareness and Media; Local practices, biodiversity and prevention of natural disasters; Capture the energy of youth.

The conclusions of the Forum were presented at the opening of the 38th General Conference on 3 November 2015 (Document 38C/19) as well as during each sector commissions. Young participants will also present the Forum recommendations at the Commonwealth Youth Forum, COY11 and COP21.

**Participants:** Around 400 youth participants (individual, institutional, governmental) + 100 Institutional, government and National Commission representatives.

### Communication materials and activities:

- News : [19/10](#), [25/10](#), [26/10 \(1\)](#), [26/10 \(2\)](#), [28/10](#)
- Webpages : [9th UNESCO Youth Forum](#), [UNESCO Youth Programme](#)
- Newsroom: partnership with the American University of Paris; 25 journalism students produced an e-newsletter on days 1-3 + a final printed biling. newsletter distributed at the end of the Forum.
- Poster, kakemonos, giant worldmap, 3D Youth logo, game cards
- Goodies : Tote bags, notepads, USB sticks & pen
- Marketplace: youth networking with partners and NGO’s.
- “15 minutes of Fame”: success stories of young leaders
- Photo galleries: [Forum](#) & [Forum installation](#)
- Video: [9<sup>th</sup> UNESCO Youth Forum – Day 1](#), [9<sup>th</sup> UNESCO Youth Forum - Day 2](#), [9<sup>th</sup> UNESCO Youth Forum – Day 3](#)
- [Conclusion of the Youth Forum – identified global recommended actions](#)
- [Fresco](#): chalkboard artist Mark Wooding interacted with the young participants during the 3 days of the Forum, using their ideas to picture the event.
- Speeches of 6 inspirational speakers from all the continents during the opening ceremony
- Concerts (Pitingo, Roy Kim, Playback and Eijin Nimura)
- Award Ceremony of the UNESCO/Juan Bosch Prize
- [Interview with Manuel Olivera Andrade](#)

**Webcast/Live streaming connections** (26 Oct.): 23 simultaneous connections (Internal: 5; External: 18).

**Website statistics** (1 Oct-8 Nov): News: [19/10](#): 1,789 visits/3,003 page views\*; [25/10](#): 259 visits/494 page views\*; [26/10 \(1\)](#): 160 visits/410 page views\*; [26/10 \(2\)](#): 286 visits/538 page views\* ; [28/10](#): 376 visits/671 page views\*. [9th UNESCO Youth Forum: 13,973 visits/33,279 page views](#). [UNESCO Youth Programme: 9,477 visits/17,841 page views](#). [Programme: 9,477 visits/17,841 page views](#). Video views: [9<sup>th</sup> UNESCO Youth Forum – Day 1](#): 1,510; [Day 2](#): 1,231; [Day 3](#): 1,341. [Conclusion of the Youth Forum – identified global recommended actions](#): 1,250 views.

\*Incl. traffic on thematic webpages.

**Press coverage:** 405 articles were published on the 9th UNESCO Youth Forum. The top five countries where media reported on the Youth Forum were, in descending order, China, United States, France, Cuba and Ecuador. This does not include radio or television coverage.

**Social media:** Social media were actively involved in the 9th UNESCO Youth Forum in ensuring an effective dissemination of public information, as part of the overall communication strategy of the event. Mixed with high quality images and audio-visual materials, the event was effectively presented on all of UNESCO social media channels, which generated a substantial interest and traffic. Content got was as well picked up by UN agencies. The specifically created UNESCO Youth Forum Facebook Group registered some 2,100 members. The hashtag #YouthForum was used over 7,500 times during the month of the Forum, with a spike of 2,500 mentions on the first day of the Forum.

### III. 5th Session of the Conference of Parties to the International Convention against Doping in Sport (29-30 October 2015)



© UNESCO/P. Chiang-Joo

The fifth session of the Conference of Parties (COP5) to the International Convention against Doping in Sport took place on 29 and 30 October 2015, at UNESCO Headquarters, under the Convention's banner "win for real". Gathering more than 350 participants from over 115 countries, COP5 boasts the highest participation of public authorities, in particular Sport Ministers, since its first session held in 2005.

Responding to identified challenges and national needs in the fight against doping, Conference participants endorsed a number of actions which will provide reinforced support and technical backstopping to States Parties.

Moreover, in terms of the visibility and branding of the Convention, a dedicated Convention logo was endorsed by participants – recognizing at the same time its 10th anniversary (see to the right).



The Conference also welcomed an update on the Fund for the Elimination of Doping in Sport. With 59 projects approved in this biennium alone, the Fund has achieved a new milestone with 100 States Parties benefitting from 179 small grants since 2008. That is a global investment of more than 3.4 Million USD.

**Participants:** 350. **Audience:** Sport Ministers, representatives of public anti-doping authorities, representatives of the sport movement, observers from various sports federations and associations, athletes, Permanent Delegations, media

#### Communication materials and activities:

- Press release [26/10](#)
- [Dedicated webpage](#)
- [Anti-Doping webpage](#)
- [Event announcement](#)
- New Convention logo
- [Infographics](#)
- Information stands
- Kakemonos

**Website statistics** (1 Oct-8 Nov): News [26/10](#): 342 visits/946 page views\*. [Dedicated webpage](#): 706 visits/2,055 page views. [Anti-Doping webpage](#): 1,297 visits/2,361 page views. [Event announcement](#): 175 visits/456 page views.

\*Incl. traffic on thematic webpages.

**Press coverage:** More than 176 stories were published on the meeting. The top five countries where media showed the most interest were, in descending order, France, Spain, United States, United Kingdom and China.

**Social media:** Social media coverage for the Fifth session of the Conference of Parties (COP5) to the International Convention against Doping in Sport had relatively strong pick-up for each message that was published about the event in multiple languages. Activity was limited on the hashtag #win4real (UNESCO Anti-Doping Convention).

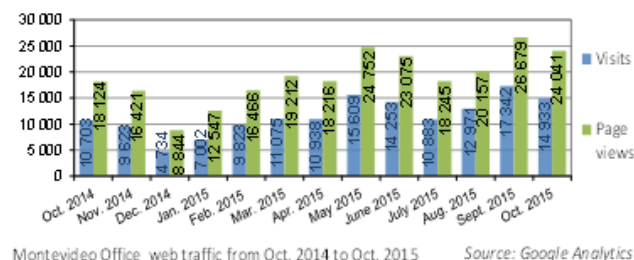
# Focus on UNESCO Office in Montevideo

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.

UNESCO's Regional Bureau for Sciences in Latin America and the Caribbean in Montevideo fosters systematic information dissemination **optimizing available resources**. Coverage of activities and production of information is offered pre, during and post event according to overall and particular communication strategies. Knowledge is channelled internally and externally (specific audiences and the general public) mainly in Spanish (and also English and Portuguese). We work from a **transmedia approach** that combines already available platforms, in coordination with ERI, the different Sectors, and LAC Field Offices. On the conceptual side, we build visibility on the **Regional Sciences core** mandate of the Bureau without losing focus on the strong contribution of the other three areas of UNESCO also represented at the Montevideo Office at the **Cluster and sub-regional levels: Education, Culture and Communication and Information**. Working with specific audiences, in particular, improving the knowledge on UNESCO products consumption patterns, and the establishment of interactive communication with specific communities remains a challenge to be undertaken in the next biennium. A sample of the work is presented below for year 2015, together with October highlights.

## Website traffic:

<http://www.unesco.org/new/es/office-in-montevideo>



## WEBSITE

One of the first in the Region (1996), it has a pivotal role in the information dissemination dynamics of the Bureau. In general terms, it offers general knowledge on our themes of action, resources, and activities in different formats (News, Publications, Audio-visual material, among others). Nowadays, the reach and pace of its data flow has been potentiated channeling its content daily through relevant available platforms. Results can be seen on the website traffic chart. In addition to this, the news publication is done in a synchronized way with the UNESCO HQ homepage and the LAC Offices as deemed suitable by the activities profile and thematic priorities. In October 2014-15 the website published 266 news. **Oct. 2015**: 22 news produced locally (avg one/day).



**SEÑAL+**, started in Aug. 2014 is the monthly re-circulation of main news of our website, among others. It has been a means for highlighting more than 100 activities of the Bureau in less than a year, and more than 10 audio-visual products. SEÑAL+ also offered additional special issues focusing either one special theme or approaching issues transversally. Such is the case of the Specials dedicated to **Climate Change**, and **Culture and Biodiversity**. Look forward to the special issues to come! November, the month of the World Science Day; **SEÑAL+** is distributed regionally and worldwide to institutional and cooperation stakeholders, and the public in general; it has the particularity of being open to all our partners for publication of science issues in the Latin American Region and abroad. Mention owes to be made to articles published in coordination with all the other offices in the Region, for instance the Quito and Lima Offices, and SC/HQ. We invite you browse through our **Oct. 2015 issue**.

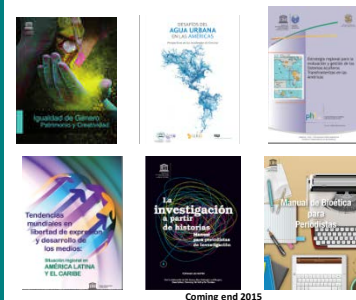


Búsqueda Weekly, URU (Interview, L. Brito)

**MEDIA** Our content is being reproduced and re-circulated by all the regional and national news agencies, as well media outlets in the Region. This is the result mainly of the interest the Regional Bureau is awakening in its partner institutions and the media regionally. Mention owes to be made to media coverage of Bureau activities during the months of July: **Fray Bentos, Uruguay, as World Heritage Site**; **Media Regulation International Seminar: Journalistic Investigations Database**; Aug.: **International Science Slam Festival in Uruguay**, **Climate Change: Experts seek to approach Science to policies**; Sept.: **LAC Coalition against Racism and Xenophobia Conference in Argentina**; **Youth, Social Transformations and Challenges conference in Uruguay**. **October: Judges School/Bolivia (CI)**, **CNN/Chile (SC/IHP)**, **El País/Spain (SHS/MOST)**, **Terra/Mexico (Itw L. Brito)**, **Ultima hora/Paraguay (CI Mission)**, **Mdeo.com/Uruguay (Presidential visit)**, **Notimerica (MOWLAC)**

**PUBLICATIONS** Since its creation, 66 years ago, the Regional Bureau has put an emphasis on the production of publications, and has strived to take advantage of new technologies, being an early adopter of the pdf format, to better reach our public. In 2015, the Bureau produced 2 periodicals: **Revista Redbioetica** (3 issues) and **Revista Científica Aqua-LAC** (3 volumes). It also turned out 2 global Series of the CI Sector: CI Discussion papers (3 published), CI Debates of the Brasilia Office (**English** and **French** translations) and Working Documents (**1 published**). Within the same Sector, the Spanish (6) and Portuguese (2) versions of HQ original publications were also produced at the Regional Bureau, involving translation and typesetting. The SC Sector publications focused on **Climate Change documents** in coordination with the Regional Centre for Climate Change and Decision Making, as well as in a **new volume of the IHP-LAC Isarm Americas Series** and a book about the **Challenges of Urban Water**.

## Sample of the production:



**f** On **UNESCO en Español**

At least **18 posts/2015**  
Top Oct.message: **70th Anniversary poster contest**: 41,713 people reached/525 Likes

**YouTube** **Playlist on Spanish Channel**

**90 videos** (51 own production)  
**65.618 total views** (20,000 views/year since 2013)

**Twitter** On **UNESCO en Español**

At least 1 Tweet/month  
10 Tweets in 2015:  
1,005 RT  
**Top retweets in 2015:**  
**Death Eduardo Galeano** (13/04): 317 RT

**flickr** **Account** created in 2015.

**1,101 pictures**

**SOUNDCLOUD** Global account created 2013:  
**11 tracks** /3,000 hits

## 70th Anniversary of UNESCO celebrations:

- **5 open conferences in Uruguay, 3 activities in Villa Ocampo**, 400 people locally + media in 2 countries.
  - **Poster contest** (54 proposals, 12 countries) **VILLA OCAMPO** is a strong potentiator of the Bureau's actions. Both communication strategies work in straight collaboration.
- October highlight:** Jane Goodall's visit (23/11)

## 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](mailto:y.pham@unesco.org)).

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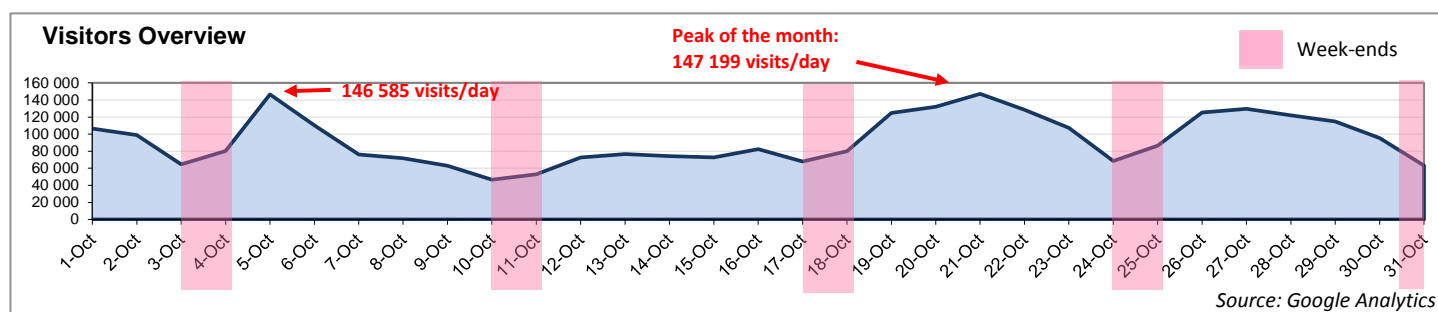
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The 9th UNESCO Youth Forum (26 to 28 October) was the highlight and one of the communication priorities in October. Its dedicated website was one of the most visited in October.

Among the news items, articles related to the Executive Board and statements concerning the protection of cultural heritage were among the most consulted. A peak in traffic was reached on 21 October with more than 147,000 visits.

### 1.1. October 2015 Traffic

#### Daily Web Traffic Patterns



### 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
Oct. 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%
<b>Oct. 2015</b>	<b>7 858 205</b>	<b>+7.94%</b>	<b>+4.89%</b>	<b>2 889 362</b>	<b>+10.48%</b>	<b>+4.52%</b>	<b>2 065 747</b>	<b>+3.01%</b>	<b>-2.43%</b>



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

Areas of interest	Visits <sup>2</sup>	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 889 362</b>	<b>+10.48%</b>	<b>+4.52%</b>
Home & Central Services pages	191 866	-40.33%	-26.11%
Worldwide	29 621	+28.28%	+11.25%
<b>Education for the 21st Century and ED Sector</b>	<b>164 751</b>	<b>-23.44%</b>	<b>-22.51%</b>
<b>One Planet. One Ocean &amp; Science for a Sustainable Future and SC Sector</b>	<b>53 920</b>	<b>-22.70%</b>	<b>-19.25%</b>
<b>Learning to Live Together and SHS Sector</b>	<b>57 593</b>	<b>-3.86%</b>	<b>-11.25%</b>
<b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>	<b>1 400 240</b>	<b>+15.82%</b>	<b>+11.59%</b>
World Heritage	1 234 964	+18.90%	+11.70%
Intangible Heritage	95 555	+23.56%	+26.37%
Culture Sector (excl. Intangible Heritage)	69 721	-25.02%	-5.25%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>60 725</b>	<b>-8.70%</b>	<b>-2.06%</b>
<b>Field offices (only those tracked)</b>	<b>185 747</b>	<b>-1.26%</b>	<b>-20.97%</b>
BIE	30 263	+44.67%	-16.67%
UIL*	31 398	+42.52%	-7.81%
UNEVOC*	57 217	+20.44%	+9.59%

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

### 1.4. UNESCO Website Visitors

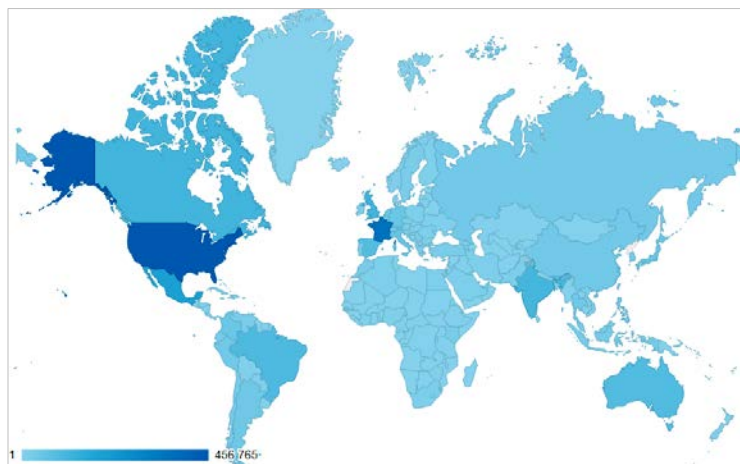
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	456 765	15.81%	+17.53%	2.85	00:02:24
France	364 674	12.62%	+16.20%	2.95	00:04:01
Mexico	194 036	6.72%	-18.02%	2.38	00:02:46
Canada	116 118	4.02%	+35.72%	3.59	00:04:00
United Kingdom	115 068	3.98%	+12.57%	2.66	00:02:14
India	111 795	3.87%	-10.33%	2.13	00:02:19
Brazil	93 388	3.23%	-12.40%	1.93	00:01:50
Australia	88 076	3.05%	-16.48%	3.07	00:04:12
Spain	85 660	2.96%	+37.76%	3.12	00:02:56
Italy	52 700	1.82%	+8.20%	3.29	00:03:06

#### Top 10 visitors' language

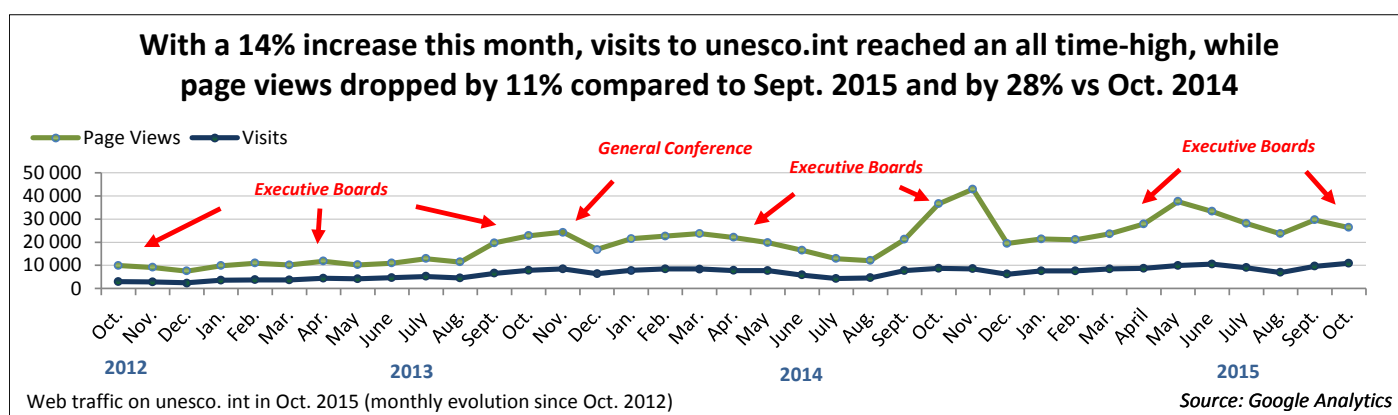
Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 406 863	48.69%	+4.51%
Spanish	486 897	16.85%	-15.30%
French	424 140	14.68%	+19.96%
Portuguese	102 024	3.53%	-9.76%
Chinese	56 797	1.97%	+45.21%
Russian	47 372	1.64%	+8.10%
German	45 630	1.58%	+8.24%
Italian	45 053	1.56%	+15.48%
Japanese	42 947	1.49%	+65.65%
Arabic	26 973	0.93%	+0.76%

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



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

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2014	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
	October	26 372	-27.97%	-10.94%	10 909	+25.93%	+13.72%	3.14	+10.56%	00:03:40



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

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
2014	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%
	October	100 952	+18.45%	32 953	+23.42%

### Traffic indicators explained:

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

<sup>2</sup> **Visits (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.

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

## 1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
Meeting with Mr Riad Salamé, Governor of the Banque du Liban	02/10/2015	<ul style="list-style-type: none"> <li>• Floor: 4</li> <li>• English: 6</li> <li>• French: 0</li> </ul>	<ul style="list-style-type: none"> <li>• Floor: 2</li> <li>• English: 23</li> <li>• French: 7</li> </ul>	<b>42</b>
Meeting with experts from Saudi Arabia within the framework of 194 EX/Decision	02/10/2015	<ul style="list-style-type: none"> <li>• Floor: 3</li> <li>• English: 5</li> <li>• French: 1</li> </ul>	<ul style="list-style-type: none"> <li>• Floor: 1</li> <li>• English: 15</li> <li>• French: 6</li> </ul>	<b>31</b>
Opening and Plenary of the 197th session of the Executive Board	10/10/2015	<ul style="list-style-type: none"> <li>• Floor: 7</li> <li>• English: 12</li> <li>• French: 8</li> <li>• Spanish: 2</li> <li>• Arabic: 1</li> <li>• Russian: 1</li> <li>• Chinese: 0</li> </ul>	<ul style="list-style-type: none"> <li>• Floor: 78</li> <li>• English: 101</li> <li>• French: 70</li> <li>• Spanish: 12</li> <li>• Arabic: 3</li> <li>• Russian: 3</li> <li>• Chinese: 2</li> </ul>	<b>300</b>
Plenary of the 197th session of the Executive Board	13/10/2015	<ul style="list-style-type: none"> <li>• Floor: 7</li> <li>• English: 12</li> <li>• French: 8</li> <li>• Spanish: 2</li> <li>• Arabic: 1</li> <li>• Russian: 1</li> <li>• Chinese: 0</li> </ul>	<ul style="list-style-type: none"> <li>• Floor: 78</li> <li>• English: 101</li> <li>• French: 70</li> <li>• Spanish: 12</li> <li>• Arabic: 3</li> <li>• Russian: 3</li> <li>• Chinese: 2</li> </ul>	<b>300</b>
9th UNESCO Youth Forum	26-28/10	<ul style="list-style-type: none"> <li>• English: 3</li> <li>• French: 1</li> <li>• Spanish: 0</li> <li>• Arabic: 0</li> <li>• Russian: 1</li> <li>• Chinese: 0</li> </ul>	<ul style="list-style-type: none"> <li>• English: 13</li> <li>• French: 3</li> <li>• Spanish: 1</li> <li>• Arabic: 1</li> <li>• Russian: 0</li> <li>• Chinese: 0</li> </ul>	<b>23</b>
Making a Difference: Seventy Years of UNESCO Actions, 70th Anniversary Conference	28-29/10	<ul style="list-style-type: none"> <li>• Floor: 8</li> <li>• English: 5</li> <li>• French: 2</li> </ul>	<ul style="list-style-type: none"> <li>• Floor: 45</li> <li>• English: 23</li> <li>• French: 11</li> </ul>	<b>94</b>

## 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*
<b>Total</b>	<b>160 775</b>	<b>+24.41%</b>	<b>+1.76%</b>
English (EN)	89 466	+35.76%	+17.00%
Spanish (ES)	38 624	+8.78%	-24.77%
French (FR)	19 681	+18.75%	+6.11%
Russian (RU)	5 471	+18.32%	+7.42%
Arabic (AR)	4 836	-0.90%	+16.28%
Chinese (ZH)	2 697	+54.03%	+13.37%

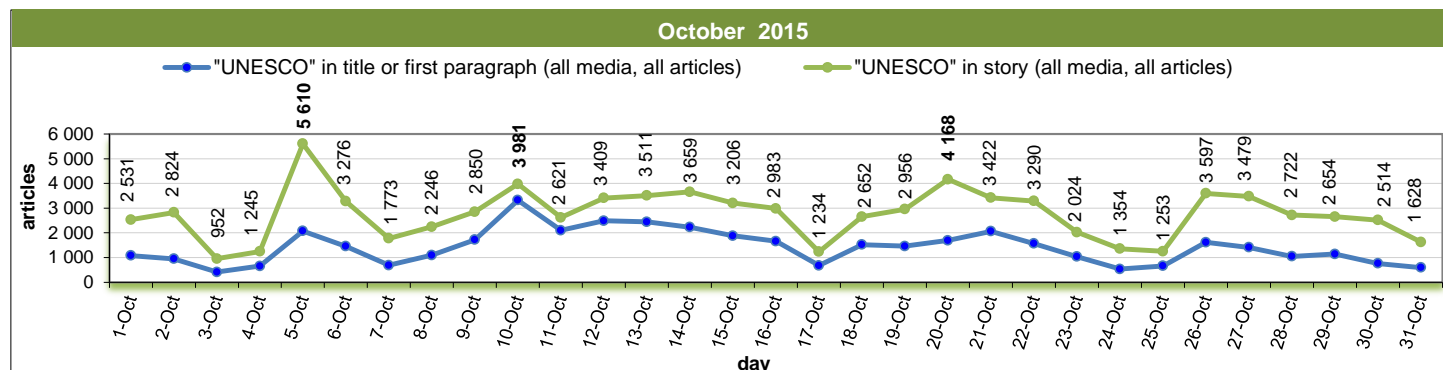
\* Based on figures published in the Monthly Reports.

### 2.2. Press releases/Media advisories

1.	02/10	<a href="#">World Teachers' Day calls for the empowerment of teachers to build sustainable societies</a>
2.	02/10	<a href="#">Launch of an International Artists' Coalition for the General History of Africa</a>
3.	05/10	<a href="#">UNESCO panel of experts calls for ban on "editing" of human DNA to avoid unethical tampering with hereditary traits</a>
4.	05/10	<a href="#">UNESCO Director-General Condemns the Destruction of the Arch of Triumph in Palmyra -- "Extremists are terrified of history"</a>
5.	05/10	<a href="#">The L'Oréal Foundation and UNESCO Reveal the Laureates of the 2016 L'Oréal-UNESCO For Women In Science Awards</a>
6.	12/10	<a href="#">Winners of 2015 Research in the Life Sciences Prize</a>
7.	13/10	<a href="#">Han Meilin designated UNESCO Artist for Peace</a>
8.	26/10	<a href="#">UNESCO Honours Beate and Serge Klarsfeld, for their work to preserve the history and teaching of the Holocaust</a>
9.	26/10	<a href="#">UNESCO says education is key to eradicating the scourge of doping in sport</a>
10.	27/10	<a href="#">World Trends in Freedom of Expression report launched to mark International Day to End Impunity for Crimes against Journalists</a>
11.	28/10	<a href="#">World Science Forum in Budapest, Hungary, to highlight the enabling power of science</a>
12.	29/10	<a href="#">UNESCO Member States come together to determine the Organization's activities, 3 to 18 November</a>

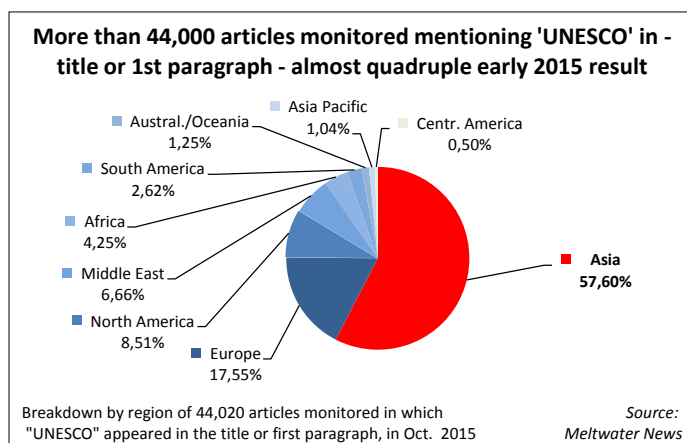
### 2.3. Statistics on articles referring to UNESCO

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 October (Source: Meltwater News)

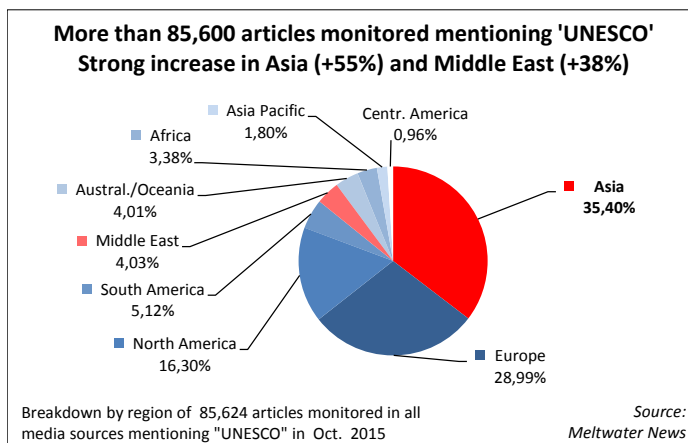


## Regional breakdown of articles in all media sources in which “UNESCO” appeared:

### ▪ In the title or first paragraph of the story



### ▪ In the story



The work of the Media Relations and Audio Visual teams was as much about managing sensitive issues as it was about ensuring coverage of major events involving the Organization and moving our message. The Executive Board was a major focus of behind the scenes activity. The Media Relations team was inundated by numerous calls from reporters seeking interviews and access to information concerning the Draft Decision to admit Kosovo to UNESCO and its subsequent recommendation to the General Conference, as well as other delicate issues. The Organization's neutral approach to the release of information required a level of sensitivity when dealing with reporters. It was a challenge to reduce the negative characterizations of the Organization in the media.

As in September, the destruction of cultural heritage and the Organization's response to the actions of violent extremists in the Middle East continued to be a topic of interest for reporters from all regions. In addition to interviews with the Director-General, the Culture Sector provided additional points of access for reporters seeking more information about the state of antiquity in the region. Notable increases in coverage of UNESCO in Asia and the Middle East are closely related to the 12th Meeting of the International Advisory Committee for the Memory of the World Programme and the attacks on cultural heritage in Syria and Iraq. As indicated in this Visibility report, three major events took place at UNESCO, World Teachers' Day, the 9th UNESCO Youth Forum and the 5th Session of the Conference of Parties to the International Convention against Doping in Sport. Collectively, the three events resulted in overwhelmingly positive coverage of the Organization and its activities.

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

Date	Subject / Title	Language	Media
11/10	<a href="#">Power of the adolescent girl</a> by Christian Manhart	English	The Kathmandu Post (Nepal)
11/10	<a href="#">Empowering girls through Education</a>	English	Girls' Rights Gazette

## 2.5 Background Footage (B-roll) downloads <http://www.unesco.org/new/en/unesco/resources/multimedia/>

The Background footages are used and downloaded by the audio visual media (TV agencies, TV, Radio).

**102 B-rolls** were downloaded in October.

	Subject	Downloads	Media
1	GMR	21	
2	Kosovo (Request for admission; result of the vote)	17	AP, Reuters, Eurovisio,;TV Klan Kosova, UNTV, RTRS, Voice of America TV, Radio TV of Vojvodina, NA Tanjug
3	MAB	16	
4	Mali (Mission, reconstruction of mausoleums, DG on Timbuktu, DG's reaction on Mali)	13	
5	Syria (Hatra, Palmyra, Nimrud)	9	Russian TV, TRT World, UN TV
6	Jan Eliasson – Press briefing	6	TRT World
7	John Kerry, US Secretary of State	5	Asahi TV, NA Tanjug
8	The United Nations World Water Report	4	
9	Journalism after Charlie	3	
10	WHC	2	
11	UNESCO Priorities	2	
12	Christiane Amanpour, Goodwill Ambassador	1	
13	Jazz Day 2015	1	
14	Mobile Learning	1	

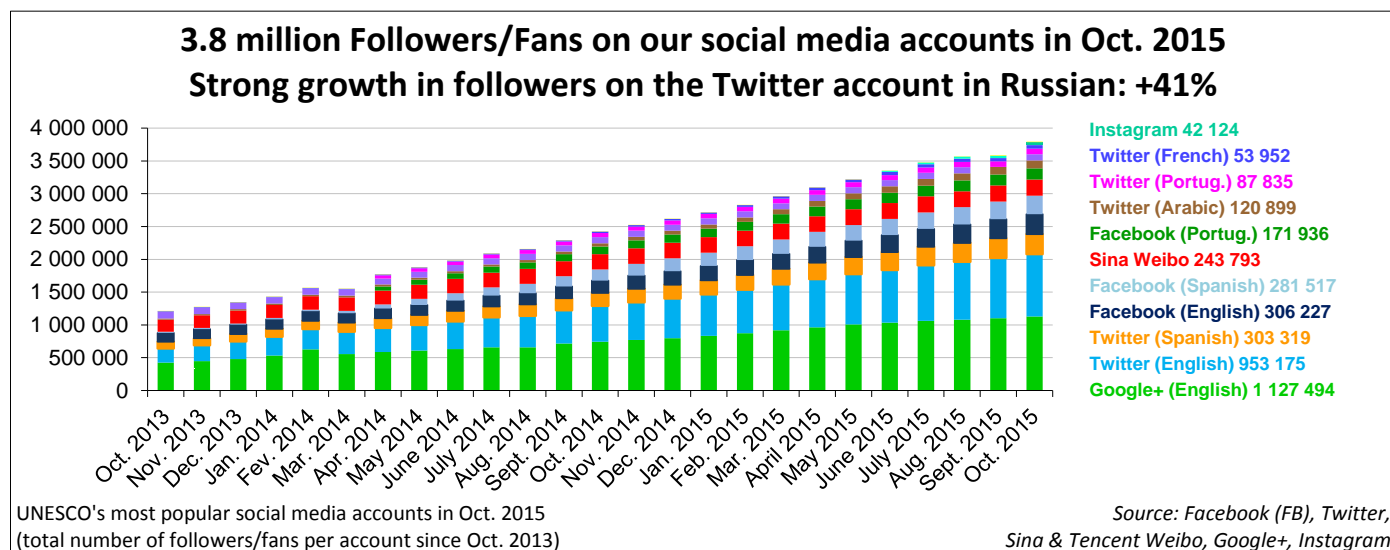
### 3. UNESCO Social Media Channels

October was a busy, productive month for UNESCO social media, with the continuous growth in audience in all official languages. UNESCO acquired a total of 3.8 million followers on key accounts across 6 languages, with a particularly strong growth on UNESCO Twitter account in Russian (+41%).

One of the biggest events on social media this month was World Teachers' Day – featuring strong visuals and infographics. Our strong messages were picked up by various UN agencies and education professionals. One of the messages on the Spanish Facebook account resonated particularly well and ranks first among all October posts, with some 11,880 likes/23,900 shares! On UNESCO's English Twitter account the key messages generated as well high level of interest and gathered altogether 790,265 impressions/views with 14,152 total engagements.

The 9th UNESCO Youth Forum was an event where social media was actively involved in ensuring an effective dissemination of public information, as part of the overall communication strategy of the event. Mixed with high quality images and audio-visual materials, the event was effectively presented on all of UNESCO social media channels, which generated a substantial interest and traffic.

The fifth session of the Conference of Parties (COP5) to the International Convention against Doping in Sport was another news-related social media coverage that had relatively strong pick-up for each message that was published about the event in multiple languages.



#### 3.1. Social networking sites

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

#### Variation October 2015 vs September 2015

Likes/Followers		October 2015	September 2015	Variation vs September
Total likes/followers (all languages)		1 938 785	1 883 045	+2.96%
Facebook	English	306 227	291 822	+4.94%
	Spanish	281 517	272 082	+3.47%
	Portuguese	171 936	168 243	+2.20%
	Arabic	22 568	22 282	+1.28%
	French	16 583	16 109	+2.94%
	Russian	9 667	9 509	+1.66%
Google+	English	1 127 494	1 100 271	+2.47%
VKontakte	Russian	2 793	2 727	+2.42%

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

Message	Posted	Likes/ Shares
Hoy celebramos el #DíaMundialDeLosDocentes. Los profesores son clave para lograr construir un mundo mejor para todos. Sin embargo, la realidad muestra que actualmente los maestros hacen frente a diario a problemas derivados de la falta de personal, una formación en ocasiones no adecuada e incluso a la baja consideración social de su trabajo. <a href="#">Read full message.</a>	05/10	L: 11 791 S: 23 856
La UNESCO ha puesto en marcha un nuevo programa para apoyar el acceso de las niñas a la educación de calidad en Pakistán. <a href="#">Read full message.</a>	14/10	L: 2 952 S: 3 250

"En casi todos los lugares del mundo conviven personas de diferentes religiones y culturas, y la mayoría de nosotros poseemos identidades coincidentes con las de grupos muy distintos. Nosotros podemos amar lo que somos sin odiar lo que no somos, o a quienes no somos. Podemos enriquecernos con nuestra tradición al tiempo que aprendemos de otros y llegamos a respetar sus enseñanzas." <a href="#">Read full message.</a>	01/10	L: 1 439 S: 1 127
El 17 de octubre es el Día Internacional para la Erradicación de la Pobreza. Para la UNESCO, <a href="#">#acabarConLaPobreza</a> es parte fundamental de la defensa de los derechos humanos y de la dignidad humana. <a href="#">Read full message.</a>	17/10	L: 1 270 S: 893
<b>From UNESCO na rede – UNESCO Office in Brasilia</b> 5 de outubro, Dia Mundial dos Professores. "Cada vez mais, professores de qualidade são reconhecidos como o fator mais importante no aprendizado de crianças – e, assim, na melhoria dos níveis dos resultados educacionais, na ampliação da capacidade de participação dos jovens na sociedade e nas atuais economias do conhecimento, de forma a impulsionar a produtividade e a prosperidade". Irina Bokova, diretora-geral da UNESCO. <a href="#">Read full message.</a>	05/10	L: 1 043 S: 2 239
Del 26 al 28 de octubre, más de 500 jóvenes de todo el mundo se reúnen en la sede de la UNESCO en París para asegurar que la juventud siga siendo un tema prioritario en la agenda de la próxima Conferencia sobre Cambio Climático de la ONU (COP21) y en el contexto de la implementación de los nuevos Objetivos de Desarrollo Sostenible (ODS). <a href="#">Read full message.</a>	27/10	L: 859 S: 858
<b>From UNESCO na rede – UNESCO Office in Brasilia</b> UNESCO. Construindo a paz na mente dos homens e das mulheres. + Quotation by Gandhi " Olho por olho e o mundo acabará cego".	16/10	L: 842 S: 852
Y llegamos al final de nuestro viaje virtual por Borobudur a través de nuestra cuenta <a href="#">#Instagram https://instagram.com/p/8tXBewJQOR/</a> . Una última fotografía de este espectacular templo, ejemplo de la labor que lleva a cabo nuestra Organización para preservar un patrimonio que pertenece a todo el mundo. <a href="#">Read full message.</a>	11/10	L: 677 S: 127
Prácticamente todo el mundo conoce y entiende qué es el <a href="#">#PatrimonioMundial</a> . Sin embargo, el <a href="#">#patrimonio</a> de la humanidad no se limita a lo que está en tierra. Bajo las aguas de mares y océanos se encuentran auténticos tesoros culturales, testimonios mudos de nuestra <a href="#">#historia</a> . Este tipo de patrimonio es el que la UNESCO quiere salvaguardar mediante la Convención sobre la Protección del Patrimonio Cultural Subacuático. <a href="#">Read full message.</a>	07/10	L: 618 S: 329
¿Sabría cómo actuar en caso de catástrofe natural? El número de desastres naturales y su frecuencia ha aumentado en los últimos años, en parte debido a las consecuencias del cambio climático. En este contexto, es de vital importancia que la población sepa cómo reaccionar en estos casos. <a href="#">Read full message.</a>	17/10	L: 580 S: 474

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

### 3.2. Microblogs

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

#### Variation October 2015 vs September 2015

Followers/Fans		October 2015	September 2015	Variation vs September
Total (all languages)		1 864 256	1 810 405	+2.97%
Twitter	English	953 175	921 716	+3.41%
	Spanish	303 319	296 939	+2.15%
	Arabic	120 899	114 725	+5.38%
	Portuguese	87 835	84 937	+3.41%
	French	53 952	50 890	+6.02%
	Russian	9 003	6 359	+41.58%
Sina Weibo	Chinese	243 793	242 560	+0.51%
Tencent Weibo	Chinese	92 280	92 279	-

## Top 10 Twitter Posts in October

Message	Posted	Re-tweets
Join us in spreading the message that 5 October is <a href="http://ow.ly/SXZMJ">#WorldTeachersDay</a> <a href="http://ow.ly/SXZMJ">http://ow.ly/SXZMJ</a>	03/10	799
An education system is only as good as its <a href="http://ow.ly/SXZMJ">#teachers</a> <a href="http://ow.ly/SXZMJ">http://ow.ly/SXZMJ</a> <a href="http://ow.ly/SXZMJ">#worldteachersday</a>	04/10	695
We condemn the destruction of the ancient & beautiful Arch of Triumph at <a href="http://ow.ly/SXZMJ">#Palmyra</a> <a href="http://ow.ly/SXZMJ">#Unite4Heritage</a>	05/10	642
Teachers are the key in changing children's lives and building sustainable and prosperous societies. Happy <a href="http://ow.ly/SXZMJ">#WorldTeachersDay</a> !	05/10	385
To transform lives and build a sustainable world we need <a href="http://ow.ly/SXZMJ">#teachers</a> <a href="http://ow.ly/SXZMJ">http://ow.ly/SXZMJ</a> <a href="http://ow.ly/SXZMJ">#WorldTeachersDay</a>	05/10	298
Sustainable dvpt starts w/ education & education starts w/ teachers <a href="http://ow.ly/SXZMJ">#worldteachersday</a> <a href="http://ow.ly/SXZMJ">#SDGs</a> <a href="http://ow.ly/T1LfU">http://ow.ly/T1LfU</a>	05/10	270
<a href="http://ow.ly/SXZMJ">#NobelPrize</a> in <a href="http://ow.ly/SXZMJ">#Chemistry</a> awarded to TWAS fellow Aziz Sancar <a href="http://ow.ly/T9RCW">http://ow.ly/T9RCW</a>	08/10	237
"Empowering <a href="http://ow.ly/SXZMJ">#teachers</a> , building sustainable societies" is the World Teachers' Day theme for 2015. <a href="http://ow.ly/SXZMJ">#worldteachersday</a>	05/10	228
How do you define non-violence? Share your thoughts on the Intl Day of Non-Violence <a href="http://on.fb.me/1JJE0N0">http://on.fb.me/1JJE0N0</a>	02/10	220
Sin <a href="http://on.fb.me/1JJE0N0">#profesores</a> no hay <a href="http://on.fb.me/1JJE0N0">#educación</a> , sin educación no hay futuro ¡Feliz <a href="http://on.fb.me/1JJE0N0">#DíaMundialDelDocente</a> ! <a href="http://on.unesco.org/1j9rnFW">http://on.unesco.org/1j9rnFW</a>	05/10	215

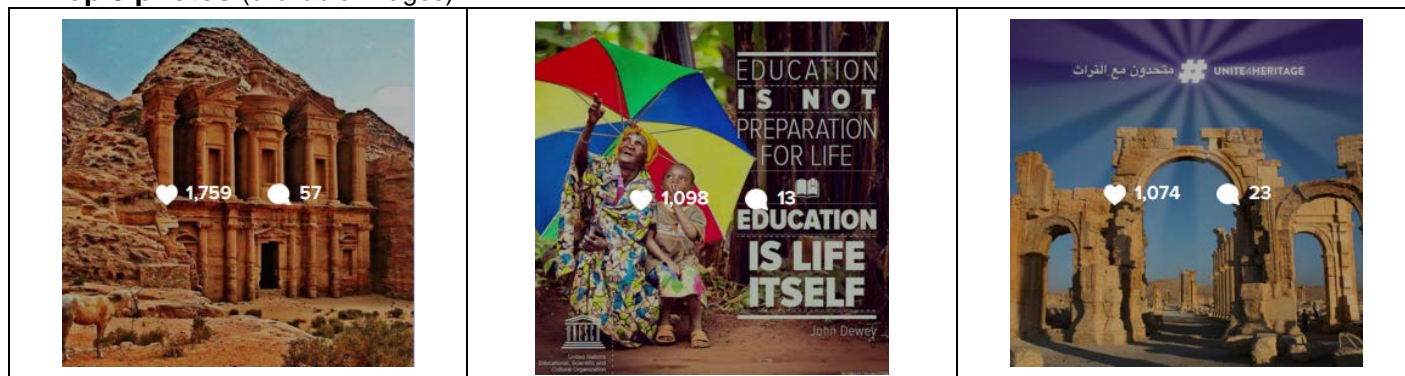
### 3.3. Social Apps – Mobile only

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

##### Variation October 2015 vs September 2015

	Publications		Subscribers	
	October 2015	Variation vs M-1	October 2015	Variation vs M-1
Total (all languages)	316	+6.76%	42 124	+16.76%
English	195	+7.14%	40 617	+16.72%
Spanish	46	+12.20%	1 282	+20.38%
Russian	75	+2.74%	225	+6.13%

#### 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>

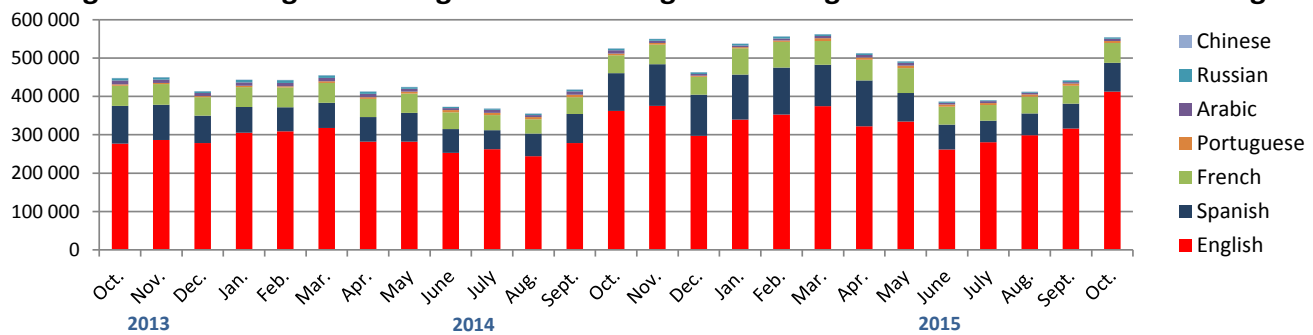
##### Variation October 2015 vs September 2015

Video views	October 2015	Variation vs M-1
Total (all languages)	553 939	+25.49%
English	412 376	+30.39%
Spanish	74 934	+16.05%
French	51 915	+10.30%
Portuguese	5 360	-10.99%
Arabic	5 358	+46.79%
Russian	3 945	+3.98%
Chinese	51	+13.33%

Subscribers	October 2015	Variation vs M-1
Total (all languages)	1 624	+38.92%
English	1 191	+51.72%
Spanish	241	+37.71%
French	101	-4.72%
Arabic	43	+65.38%
Portuguese	32	-44.83%
Russian	10	-
Chinese	6	-33.33%



**October 2015 video views on our YouTube Channels rose by 25% and are among the highest ever registered- Intangible heritage videos viewings on the English Channel reached record highs**



Source : YouTube

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

	Title	Subject	Total views
1	<a href="#">Kalbelia folk songs and dances of Rajasthan</a>	CLT/ITH	90 274
2	<a href="#">Shrimp fishing on horseback in Oostduinkerke</a>	CLT/ITH	84 646
3	<a href="#">The Polyphonic Singing of the Aka Pygmies of Central Africa</a>	CLT/ITH	31 251
4	<a href="#">Daemokjang, traditional wooden architecture</a>	CLT/ITH	31 041
5	<a href="#">Tradición del día de muertos en México - Youth Bloggers Latin América UNESCO</a>	CLT/ITH	23 707
6	<a href="#">Kabuki Theatre</a>	CLT/ITH	22 415
7	<a href="#">The watertight-bulkhead technology of Chinese junks</a>	CLT/ITH	21 700
8	<a href="#">Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero</a>	CLT/ITH	17 721
9	<a href="#">Taekkyeon, a traditional Korean martial art</a>	CLT/ITH	17 563
10	<a href="#">Rites and craftsmanship associated with the wedding costume tradition of Tlemcen</a>	CLT/ITH	12 551

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

	Title	Subject	Total views
1	<a href="#">Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas</a>	UNESCO	20 378
2	<a href="#">Aprender a Proteger la Biodiversidad</a>	ED	14 673
3	<a href="#">La huaconada, danza ritual de Mito</a>	CLT/ITH	7 800
4	<a href="#">Tradición del Día de muertos en México - Jóvenes blogueros de América Latina</a>	CLT/ITH	6 953
5	<a href="#">El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)</a>	CLT/ITH	5 977
6	<a href="#">Los cantos polifónicos de los pigmeos aka de Centroáfrica</a>	CLT/ITH	5 917
7	<a href="#">Los conocimientos tradicionales de los chamanes jaguares de Yuruparí</a>	CLT/ITH	5 513
8	<a href="#">Historia de la UNESCO*</a>	UNESCO	4 787
9	<a href="#">La cultura: un factor clave para luchar contra la pobreza</a>	CLT	3 465
10	<a href="#">Lugares de memoria y tradiciones vivas de los otomí-chichimecas de Tolimán</a>	CLT/ITH	2 817

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

	Title	Subject	Total views
1	<a href="#">Bouba &amp; Zaza - le dessin animé pour la jeunesse</a>	ED	13 272
2	<a href="#">Le fest-noz (version en français)</a>	CLT/ITH	9 634
3	<a href="#">Le repas gastronomique des Français</a>	CLT/ITH	8 456
4	<a href="#">Le savoir-faire de la dentelle au point d'Alençon</a>	CLT/ITH	5 349
5	<a href="#">La pêche aux crevettes à cheval à Oostduinkerke</a>	CLT/ITH	4 973
6	<a href="#">Le Cantu in paghjella profane et liturgique de Corse de tradition orale</a>	CLT/ITH	4 307
7	<a href="#">Routes de l'Esclave: Une vision globale</a>	CLT	4 026
8	<a href="#">Les chants polyphoniques des pygmées Aka de Centrafrique</a>	CLT/ITH	3 996
9	<a href="#">Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero</a>	CLT/ITH	3 755
10	<a href="#">Bouba et Zaza protègent la terre</a>	ED	3 609

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

	Title	Subject	Total views
1	<a href="#">Serra Capivara</a>	CLT/WHC	16 418
2	<a href="#">Boas práticas do Programa Mais Educação</a>	ED	7045
3	<a href="#">Vídeo da UNESCO celebra 53 anos de Brasília</a>	CLT/WHC	1583
4	<a href="#">Dia Internacional da Alfabetização 2015 (8 de setembro)</a>	ED	390

5	<a href="#">UNESCO celebra 10 anos da Declaração Internacional sobre Bioética e Direitos Humanos</a>	SHS	345
6	<a href="#">Serra Capivara</a>	CLT/WHC	268
7	<a href="#">CULTRIP, uma viagem pelas indústrias culturais</a>	CLT	210
8	<a href="#">Museu Afro Brasil</a>	CLT	195
9	<a href="#">Boas práticas do Programa Mais Educação</a>	ED	173
10	<a href="#">Memória do Brasil: o olhar de Jesco</a>	CI	145

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

	Title	Subject	Total views
1	<a href="#">Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho</a>	CLT	1 258
2	<a href="#">UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!</a>	CLT/WHC	751
3	<a href="#">Petra</a>	CLT/WHC	704
4	<a href="#">Lynes and Geoglyphs of Nasca and Pampas de Jumana</a>	CLT/WHC	681
5	<a href="#">UNESCO History*</a>	UNESCO	540
6	<a href="#">Archaeological Areas of Pompei, Herculaneum and Torre Annunziata</a>	CLT/WHC	448
7	<a href="#">Aachen Cathedral</a>	CLT/WHC	434
8	<a href="#">Preparing for Tsunamis in the Mediterranean</a>	SC	415
9	<a href="#">Palace and Park of Versailles</a>	CLT/WHC	285
10	<a href="#">Tassili n'Ajjer</a>	CLT/WHC	270

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

	Title	Subject	Total views
1	<a href="#">UNESCO History*</a>	UNESCO	659
2	<a href="#">Prehistoric Sites and Decorated Caves of the Vézère Valley</a>	CLT/WHC	443
3	<a href="#">Taj Mahal</a>	CLT/WHC	402
4	<a href="#">Site of Palmyra</a>	CLT/WHC	335
5	<a href="#">Timgad</a>	CLT/WHC	297
6	<a href="#">Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur</a>	CLT/WHC	197
7	<a href="#">Lake Malawi National Park</a>	CLT/WHC	171
8	<a href="#">Interview with Alsou Abramova, UNESCO Artist for Peace*</a>	UNESCO	144
9	<a href="#">Petra</a>	CLT/WHC	129
10	<a href="#">Alsou Abramova - Singer, UNESCO Artist for Peace</a>	UNESCO	103

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

	Title	Subject	Total views
1	<a href="#">UNESCO History*</a>	UNESCO	26
2	<a href="#">Aowen Jin, Chinese artist and social commentator</a>	CI	8
3	<a href="#">Education for all</a>	ED	5
4	<a href="#">Gao Shijun, Director of European HQ of China Radio International</a>	CI	2
5	<a href="#">UNESCO Director-General pays tribute to Malala Yousufzai</a>	ED	2
6	<a href="#">Journeys to school</a>	ED	2
7	<a href="#">Interview of Zhang Jun - UNESCO Artist for Peace*</a>	UNESCO	2
8	<a href="#">40<sup>th</sup> anniversary of the World Heritage Convention</a>	CLT/WHC	1
9	<a href="#">Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize</a>	CI	1
10	<a href="#">Huang Nubo supports UNESCO</a>	CLT	1

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

Top	Title	Length	Posted	Channel	Views as at 12/11/2015
1.	<a href="#">9th UNESCO Youth Forum - Day 1</a>	2'11"	27/10	English	1 580
2.	<a href="#">9th UNESCO Youth Forum - Day 3</a>	2'11"	29/10	English	1 400
3.	<a href="#">9th UNESCO Youth Forum - Day 2</a>	2'05"	28/10	English	1 312
4.	<a href="#">Safeguarding Cultural Heritage under Threat*</a>	4'46"	13/10	English	938
5.	<a href="#">Visit of H.E. Mr John F. Kerry, US Secretary of State, to UNESCO*</a>	3'23"	18/10	English	877
6.	<a href="#">World Science Day for Peace and Development 2015*</a>	2'06"	19/10	English	862
7.	<a href="#">Education 2030: Early childhood education the starting process of lifelong learning</a>	4'35"	05/10	English	790
8.	<a href="#">América Latina y el Caribe, la región con más biodiversidad del mundo</a>	2'39"	24/10	Spanish	687

9.	<a href="#">"Draw me a Public Policy!": A NET-MED Youth Workshop in Tunisia</a>	2'08"	06/10	English	535
10.	<a href="#">Groundwater, the Hidden Resource</a>	3'41"	08/10	English	490
11.	<a href="#">Exploring the World Heritage Convention for High Seas conservation</a>	2'17"	27/10	English	487
12.	<a href="#">World Education Forum to Education 2030</a>	4'41"	30/10	English	430
13.	<a href="#">Cortometrajes "Recuerdos de mi viejo"</a>	15'35"	07/10	Spanish	412
14.	<a href="#">Atención juristas: Curso en línea sobre libertad de expresión</a>	5'21"	09/10	Spanish	404
15.	<a href="#">Interview with Michael Woolcock on Social Transformations (1)</a>	2'34"	27/10	English	293
16.	<a href="#">Indonesia: "Eco-friendly Entrepreneurship for Youth and Adults" project</a>	9'05"	07/10	English	256
17.	<a href="#">Cortometraje "Batambal"</a>	28'01"	07/10	Spanish	219
18.	<a href="#">Somali Voices</a>	3'15"	12/10	English	210
19.	<a href="#">Science Slam en Uruguay / "Las emociones: un vehículo para comunicar las ciencias"</a>	2'29"	02/10	Spanish	186
20.	<a href="#">Message of UNESCO's Director-General - Launching of the Right to Education Programme in Pakistan*</a>	2'36"	09/10	English	154
21.	<a href="#">Património episódio 13 - Parc national des Sundarbans (Inde)</a>	5'01"	23/10	French	124
22.	<a href="#">Beate et Serge Klarsfeld nommés Envoyés Spéciaux de l'UNESCO*</a>	3'10"	26/10	French	121
23.	<a href="#">Participe do Concurso UNESCO Dia dos Professores 2015</a>	0'34"	01/10	Portuguese	118
24.	<a href="#">Património 13</a>	5'01"	23/10	Spanish	106
25.	<a href="#">Visit of H.E Mr John Dramani Mahama, President of the Republic of Ghana*</a>	2'17"	06/10	English	102
26.	<a href="#">Revitalization of Novobërdë/Novo Brdo fortress</a>	2'54"	30/10	English	98
27.	<a href="#">Interview with Minister Paul Oquist (on Social Transformations</a>	20'39"	27/10	English	82
28.	<a href="#">President of Eastern Republic of Uruguay visits UNESCO*</a>	1'03"	30/10	English	75
29.	<a href="#">Interview with Paul Oquist (Nicaragua) on UNESCO's MOST Programme</a>	3'14"	27/10	English	68
30.	<a href="#">Interview with Minister Paul Oquist on Nicaragua's commitment to renewable energy</a>	6'50"	27/10	English	38
31.	<a href="#">1974 J - 41*</a>	1'56"	05/10	English	37
32.	<a href="#">Interview with Minister Paul Oquist, Successful examples of Social Transformations in Nicaragua</a>	5'03"	27/10	English	35
33.	<a href="#">Interview with Michael Woolcock on Social Transformations (2)</a>	4'52"	27/10	English	21
34.	<a href="#">1980 J - 35*</a>	1'18"	12/10	English	11
35.	<a href="#">Património 13</a>	5'01"	23/10	Russian	11
36.	<a href="#">Interview with Minister Paul Oquist (Nicaragua) on root causes in the rise of social inequality</a>	6'17"	27/10	English	11
37.	<a href="#">1965 J - 50*</a>	0'50"	12/10	English	7

\* Produced by UNESCO Studio.

#### 4. UNESCO Photobank (N/A for October)

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 October, there were **150 273** records available online in PDF format (149 598 in September), including documents, publications, communication material and other working documents.

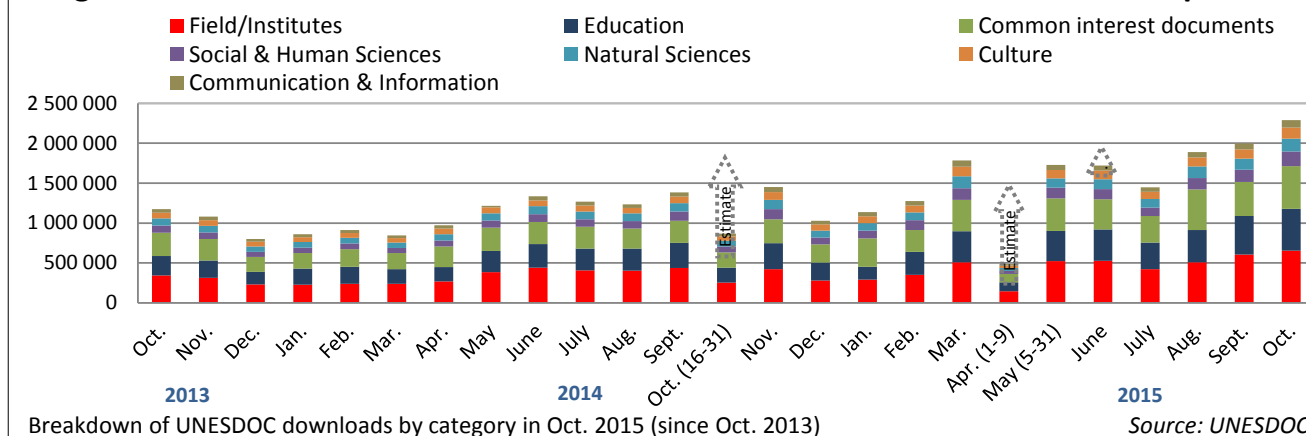
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

#### 5.1.1 Statistics of consultation

<b>Total number of downloads in October</b>	<b>2 288 253</b>
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 113	521 506	+7.85%	51
Natural Sciences	9 980	159 306	+15.78%	16
Social and Human Sciences	5 886	185 044	+20.58%	31
Culture	4 027	141 483	+23.57%	35
Communication and Information	2 828	90 941	+21.67%	32
Field & Institutes	10 148	656 214	+8.18%	64
Common interest documents	NA	533 759	+25.49%	NA

#### 2.2 million UNESDOC downloads this month - more than double the early 2015 total Huge increase in CI, CLT, SHS and Common interest document downloads, vs Sept. 2015



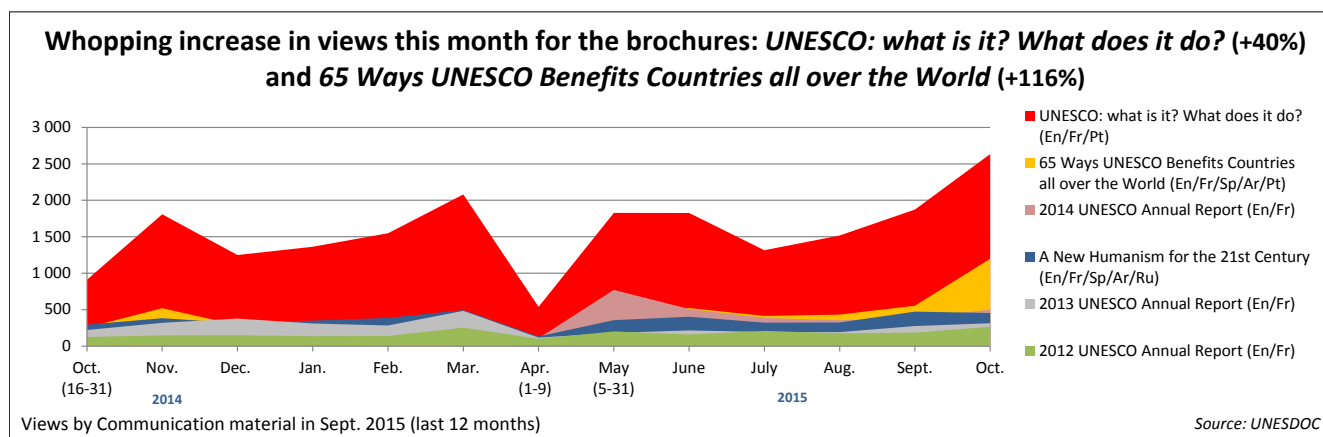
#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	460 637
2	Mexico	115 447
3	France	77 508
4	Germany	75 982
5	United Kingdom of Great Britain and Northern Ireland	54 714
6	Brazil	48 252
7	Spain	36 749
8	Philippines	36 695
9	Canada	34 948
10	Japan	33 511

11	Colombia	30 600
12	India	29 326
13	Peru	27 206
14	Argentina	25 079
15	Nigeria	24 314

### 5.1.3 Printable Communication materials

Title	Total downloads in October							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	1 812	435					387	2 634
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	694	136	247		13		108	1 198
<a href="#">2014 UNESCO Annual Report</a>	420	81						501
<a href="#">A New Humanism for the 21st Century</a>	136	63	192	55	8			454
<a href="#">2013 UNESCO Annual Report</a>	289	25						314
<a href="#">2012 UNESCO Annual Report</a>	211	54						265
<b>TOTAL</b>	<b>3 562</b>	<b>794</b>	<b>439</b>	<b>55</b>	<b>21</b>	<b>0</b>	<b>495</b>	<b>5 366</b>



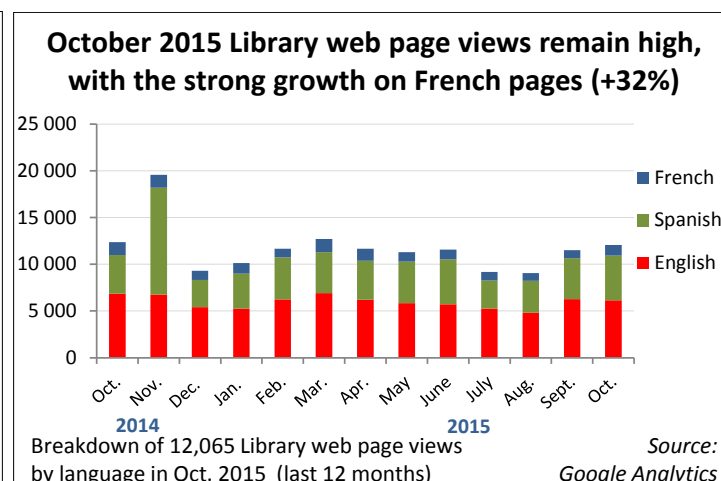
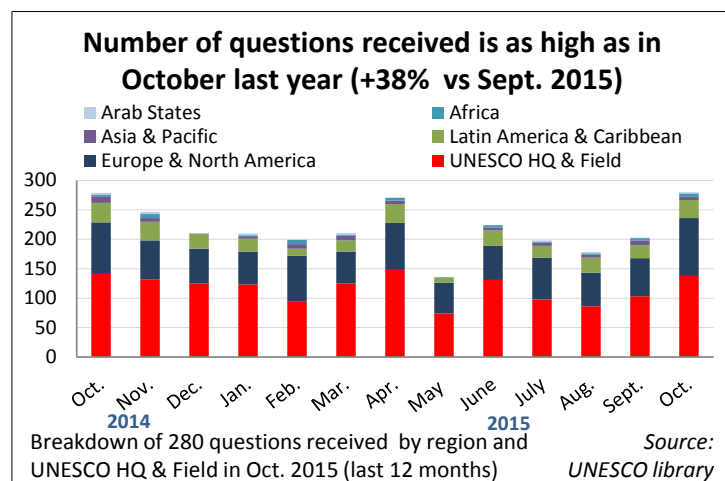
## 5.2. UNESCO Library - <http://www.unesco.org/library>

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](mailto:library@unesco.org)

### 5.2.2 Web page views:



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

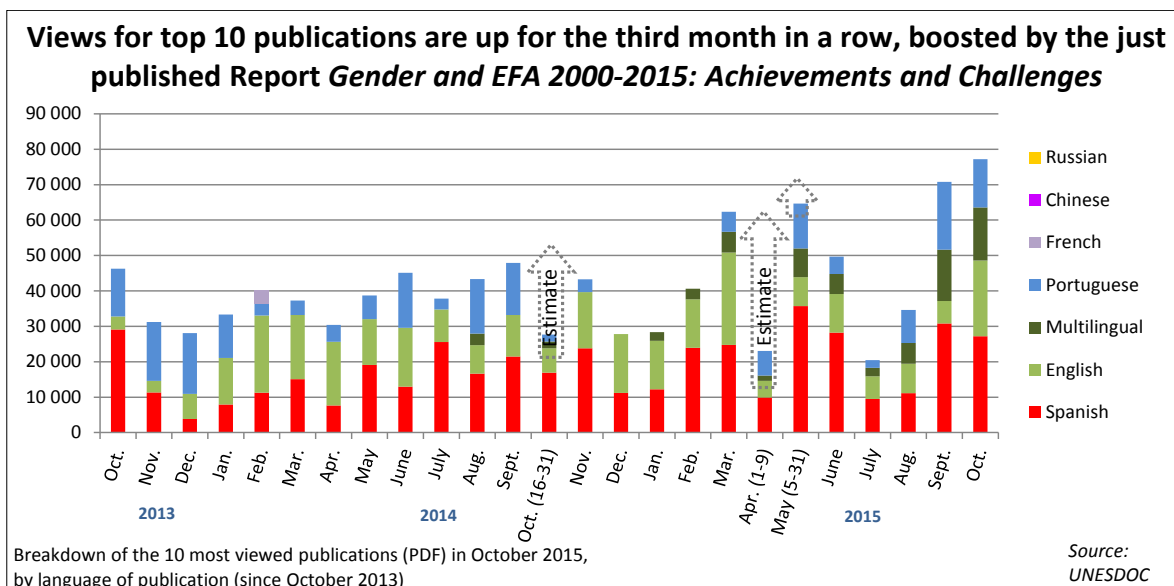
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 October 2015 figures for online viewing have continued to increase compared to July-August, and surpassed the already high figure of September reaching unprecedented heights. English and Spanish titles are neck and neck with Portuguese titles a close third. The best downloaded English title is [Gender and EFA 2000-2015: achievements and challenges: EFA global monitoring report 2015](#), launched this month, with over 11 000 downloads. Publications page views on Google Books in October 2015 were also the highest ever and have more than doubled since October 2014 (+112%). No one title or one sector stands out either in Bookshop or on-line sales this month.

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

Title	Sector	Language	Views*	Published
1. <a href="#">Declaración Universal de Derechos Humanos</a>	SHS	Multilingual	14 957	Santiago de Chile, OREALC, 2008
2. <a href="#">Gender and EFA 2000-2015: achievements and challenges: EFA global monitoring report 2015; gender summary</a>	ED	English	11 288	UNESCO, Paris 2015
3. <a href="#">15 buenas prácticas docentes: experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes</a>	ED	Spanish	8 190	Lima, Ministerio de Educación, 2014
4. <a href="#">Los Siete saberes necesarios para la educación del futuro</a> (Seven complex lessons in education for the future)	ED	Spanish	8 116	UNESCO, 1999
5. <a href="#">Declaração Universal dos Direitos Humanos</a>	SHS	Portuguese	7 531	Brasilia, UNESCO Brasilia, 1998
6. <a href="#">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</a> (Information and communication technologies in schools: a handbook for teachers, or how ICT can create new, open learning environments)	ED	Spanish	6 361	2005
7. <a href="#">A Criança descobrindo, interpretando e agindo sobre o mundo</a>	ED	Portuguese	6 128	Brasilia, UNESCO/ World Bank, 2005
8. <a href="#">Education for All 2000-2015: achievements and challenges: EFA global monitoring report, 2015</a>	ED	English	5 476	Paris, UNESCO, 2015
9. <a href="#">The United Nations world water development report 2015: water for a sustainable world</a>	SC	English	4 595	Paris, UNESCO, 2015
10. <a href="#">El Niño y su desarrollo desde el nacimiento hasta los seis años: conocerlo mejor para ayudarlo mejor</a> (The Child from birth to 6 years old; better understanding for better child-rearing)	ED	Spanish	4 570	UNESCO 1976

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

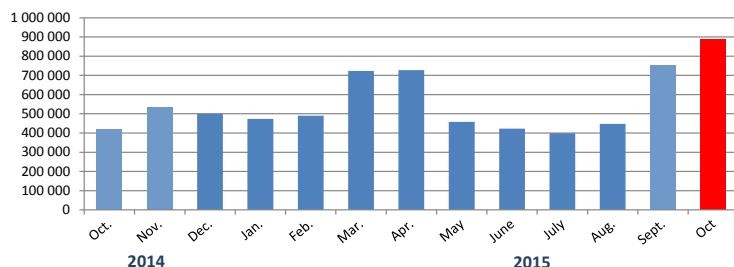


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **592** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
October 2015	592	77 090	887 761	467
October 2014	456	40 956	417 384	297

Almost 900,000 publications page views on Google Books this month - more than double last year's result in October



Publications page views in October 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
	13	ERI/DPI
	11	SC
	7	ED
	6	CLT/WHC
	6	CLT/WHC

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	1	UN
	1	Odile Puren Adda-Branco
	1	Editions Gelbart
	-	
	-	

## 6.4. Online and international sales

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

Publication	Copies sold	Sector
	26	ED
	25	CI
	25	CLT
	24	CLT
	22	CI

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

### Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
World Trends in Freedom of Expression and Media Development	0	CI
Investing against Evidence: The Global State of Early Childhood Care and Education	0	ED
Njinga Mbandi, Queen of Ndongo and Matamba	0	CLT
The Women Soldiers of Dahomey	0	CI
The State of Broadband 2015	0	CI

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

Title	Copies sold	Sector
Building Digital Safety for Journalism: A survey of selected issues	0	CI
Agree to Differ	0	SHS
Socio-psychologie de l'éducation des adultes en Afrique	0	ED
Water for a Sustainable World/ The UN World Water Development Report 2015 (2 volumes)	0	SC
Commentaire relatif à la Convention de l'UNESCO de 1970 sur le trafic illicite des biens culturels	0	CLT

\* 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 October

Contract No.	Title	Publisher	Language	Date signed
J.2015-017	70 citations pour la paix	UNESCO/Gallimard	English/French	15/10/2015

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Cengage Learning (Gale)	<i>The United Nations World Water Development Report 2015: Water for a Sustainable World; Executive Summary</i> , © UNESCO 2015.	For inclusion in a publication provisionally entitled " <i>Opposing Viewpoints: Global Sustainability</i> " to be published by Gale, for an estimated print run of 7,000 copies in print form and an estimated order of 2,000 copies in e-book version, sold at a tentative price of USD 46.45.	Due acknowledgement of UNESCO: Title and copyright notice. Worldwide non-exclusive print/electronic in English, derivatives and minor editing included, for this edition only. The edited sections have to be made obvious. Fee: USD 300	19/10/2015
Recruit Holdings Co. Ltd (Jyukun Sapuri website)	<i>Education for All Global Monitoring Report 2009 – Overcoming inequality: Why Governance Matters</i> , Chapter 1", pp.26-27, © UNESCO 2008.	For inclusion of an adapted extract in past exam papers collection and archive, to be published by Recruit Holdings Co. Ltd in print form on 1 November 2015, for a print run of 1,000 copies. The price will be JPY 980.	Due acknowledgement of UNESCO: Title and copyright notice. Non-exclusive world rights are granted for print, in English, for this new edition only. Fee: EUR 100	27/10/2015
SAGE Publications Ltd.	<i>Universal Declaration on Bioethics and Human Rights</i> , adopted by UNESCO's General Conference during its 33rd session in Paris, 19 October 2005.	For inclusion in an academic work entitled " <i>Research Ethics in Context</i> " edited by Julie Scott-Jones [Manchester Metropolitan University] which will be published by SAGE Publications in December 2015, as part of our SAGE Fundamentals of Applied Research.	Due acknowledgement of UNESCO: Title and copyright notice. Free. Permission granted by email	28/10/2015



		The work will be published as three reprinted volumes with an introduction by the editor. The print-run is scheduled at approximately 150 copies. The finished work will retail at price GBP400.		
Gallimard (en tant que coéditeur)	Six contes de P'ou Song-ling extraits du recueil <i>Contes extraordinaires du pavillon du loisir</i> , © UNESCO 1969 pour la traduction française, <i>Connaissance de l'Orient</i> n°16, série chinoise, réimprimée en 1987.	Pour inclusion dans la collection de grande diffusion Folio 2 euros publié à l'automne 2015.	L'UNESCO recevra 10 exemplaires de l'ouvrage et des droits de 4% sur le prix public hors taxe de chaque exemplaire vendu.	28/10/2015
Gallimard (en tant que coéditeur)	Reproduction de strophes de l'oeuvre d'Amaru intitulée <i>La Centurie (Amarusataka). Poèmes amoureux de l'Inde ancienne</i> , © UNESCO 1993 pour la traduction française, <i>Connaissance de l'Orient</i> n°64.	Pour inclusion dans la collection de grande diffusion Folio 2 euros sous le titre <i>L'art d'aimer. Les plus belles nuits d'amour de la littérature</i> qui sera publié en février 2016.	L'UNESCO recevra la somme forfaitaire brute de 100 euros. Pour le reste la reproduction sera régie par le contrat du 30 mars 1993 ainsi que son avenant du 3 juin 1993. L'UNESCO recevra trois exemplaires justificatifs.	28/10/2015

## 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	10	4	6	
CLT	15	9	6	
ED	15	8	6	2
ERI	12	12		
SC	24	8	15	
SHS	13	9	4	
GBS	4	4		
KMI	1	2		
<b>Total</b>	<b>94</b>	<b>56</b>	<b>37</b>	<b>2</b>

### 7.2. Events organized by Field Offices/ Institutes

Apia	2
Baghdad	1
Bamako	1
Bangkok	2
Beijing	1
Beirut	2
Dakar	1
Islamabad	1
Jakarta	2
Kathmandu	3
Nairobi	3
San Jose	2
Santiago de Chile	1
Venice	13
Windhoek	1
Yaounde	1
ICTP	1
UNEVOC	1
<b>Total</b>	<b>39</b>

### 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	2	-
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	1
Category 5-Advisory Committee	2	1
Category 6-Expert Committee	1	1
Category 7-Seminars and Workshops	2	26
Category 8-Symposium	3	1
Internal meeting	-	-
Exhibition	5	5
Event under patronage	-	2
Concert	1	-
Show	-	-
Consultative Meeting	-	-
Meeting by Member States or Institutions	2	6
Prize giving ceremony	1	-
Film Projection	2	2
Special Event	3	8
Working group/Expert Meeting	2	7
Information meeting for Permanent Delegations	3	-
Executive Board	4	-
General Conference	1	-
<b>Total</b>	<b>34</b>	<b>60</b>

## 8. UNESCO Headquarters

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

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the 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
01-02/10	2 <sup>e</sup> réunion du Groupe de rédaction sur le Cadre d'action Éducation 2030	ED/EFA	Salle XIII	60
01-02/10	IOC-LME meeting	IOC/MPR	Salles VIII, XII	130
01-02/10	Réunion conjointe du Comité international de bioéthique et de la COMEST	SHS/EGC/BIO	Salles II, VI, VII	250
02/10	Atelier international : « Augmentation de la résilience face aux situations d'urgence à travers l'observation terrestre et les systèmes de navigation par satellite »	SC/EES/EGR	Salle XIV	40
05/10	Célébration de la Journée mondiale des enseignants : "Un personnel enseignant fort pour des sociétés durables	ED/TLC/LTR	Salle XI	100
05/10	Événement TEDx ChampsElyséesED à l'occasion de la Journée internationale des enseignants	TEDx ChampsElyséesED et ED/TLC/LTR	Salle I	1 300
05/10	Visite du Président du Ghana	ERI/ADG + Délég. perm. du Ghana	Salles II, V	350
05-06/10	Réunion de lancement du Projet UNESCO-TRUST	SHS/EGC/BIO	Salle XVI	35
06/10	Réunion d'information : le Projet STEPP	ED/TLC/LTR	Salle VI	25
06/10	Réunion du Groupe inter-agences TVET	ED/PLS/YLS	Salle VII	20
07/10	Séminaire de l'IGRAC (International Groundwater Resource Assessment Centre)	SC/HYD/GSS	Salle IV	50
07/10	Lancement de la « Coalition internationale des artistes pour l'Histoire générale de l'Afrique »	CLT/HER/HMD	Salle IX	110
07/10	Meeting of the Committee of the SIDS Representatives	SC/PCB/SII	Salle XV	20
07-20/10	197 <sup>e</sup> session du Conseil exécutif	GBS/DIR	Divers	200
13/10	Réunions de la Plateforme Océan et Climat	IOC/EXS	Salle XIV	30
13/10	Nomination de Han Meilin Artiste de l'UNESCO pour la paix	ERI/HGA	Salle des pas perdus	200
15/10	Réunion de rédaction du Rapport mondial sur l'éducation	ED/GMR	Salle XV	20
22-23/10	Réunion KFIT Project	ED/PLS/ICT	Salles XV, XVI	40
26/10	Cérémonie de remise du Prix UNESCO/Juan Bosch pour la promotion de la recherche en sciences sociales en Amérique latine et les Caraïbes	SHS/YES/BIO	Salle I	800
26-28/10	9 <sup>e</sup> Forum des Jeunes	SHS/EGC/ADS	Divers	500
27/10	Réunion du Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/YES/YSS	Salle VIII	15
28-29/10	Conférence : « Faire la différence : soixante-dix ans d'actions de l'UNESCO »	ADM/DIT/ISS/ARC	Salle X	200
29/10	Séminaire pour les nouveaux délégués permanents	ERI/ADG	Salle VI	30
29-30/10	5 <sup>e</sup> session de la Conférence des Etats parties à la Convention internationale contre le dopage dans le sport	SHS/YES/YSS	Divers	700
30/10	Visite de la vice-présidente du Panama	ERI/ADG	Salle V	30
30/10	Visite du Président de l'Uruguay	ERI/ADG	Salle V	30
<b>Total participation</b>				<b>4 875</b>

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

## 8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
01/10	Réunion d'information sur le rôle de l'UNESCO en matière de réduction des risques de catastrophes	SC/EES/EGR	Salle XI	150
02/10	Réunion d'information du Conseil exécutif sur « Le rôle des sciences dans la construction des sociétés inclusives »	GBS/DIR	Salle XI	100
05/10	Réunion d'information sur l'organisation de la 38 <sup>e</sup> session de la Conférence générale	GBS/DIR	Salle IV	150
06/10	Réunion d'information sur la dixième session du Comité intergouvernemental de sauvegarde du patrimoine culturel immatériel	CLT/CCS	Salles VIII, XI	200
Total participation				<b>600</b>

## 8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
05/10	Réunion plénière du groupe de l'OCI	Délég. perm. de la Rép. arabe d'Egypte	Salle XIV	25
06/10	Réunion plénière du GRULAC	GRULAC	Salle XIII	30
23/10	Réunion plénière du Groupe africain	Délég. perm. du Cameroun	Salle XIV	35
28/10	Réunion plénière du GRULAC	GRULAC	Salle XIII	30
29/10	Réunion plénière du Groupe ASPAC	Délég. perm. de la Malaisie	Salle XVI	35
30/10	Réunion plénière du Groupe des 77	G-77	Salle XIII	35
Total participation				<b>190</b>

## 8.1.4 External rentals

Date	Title	Organizer	Place	Public
01-02/10	Journée de l'OCI (Organisation de la coopération islamique)	Délég. Perm. du Royaume du Maroc	Salle des Actes	150
02/10	Conférence : « Les outils du pluralisme culturel »	CNFU + SHS/TSD/ICD	Salle IV	300
02-04/10	Session 2015 des Semaines sociales de France	Semaines sociales de France	Salles I, II	1 800
03/10	Défilé Loewe	Loewe	Patio du Jardin de la paix	400
06/10	Conférence : Journée pour l'éducation et la culture indigène	Délég. perm. de la Rép. du Paraguay	Salle XIV	50
09/10	Projection de film : « ONU - dernière station avant l'enfer »	UNRIC	Salles II, V	300
13/10	« Les eaux souterraines : notre trésor caché » - Présentation du Centre international d'évaluation des ressources en eaux souterraines	Délég. perm. du royaume des Pays-Bas	Salle IX	80
23/10	Journée du manuscrit francophone	Délég. perm. de Côte d'Ivoire	Salle XII	150
29/10	Table ronde : « Convention sur la manipulation de compétitions sportives »	Délég. perm. de la Finlande	Salle IX	96
Total participation				<b>3 326</b>

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

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-31/10	« UNESCO GREEN CITIZENS, les éclaireurs du changement », en partenariat avec l'agence SIPA Press et l'Institut Klorane	ERI	Grilles Suffren	N/A
06-09/10	« Espaces de lumière »	Délég. perm. de la Lituanie	Salle des pas perdus	N/A
07-14/10	« Tolérance, compréhension, coexistence »	Délég. perm. du Sultanat d'Oman	Salles Miró 1, 2	N/A
12-16/10	« Digital Documentation, Conservation with Science and Technology »	Délégation perm. du Japon	Salle des actes	N/A

### 8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
02/10	Conférence « Les outils du pluralisme culturel »	Commission nationale française et l'UNESCO	Salle IV	N/A
05/10	Célébration de la Journée mondiale des enseignants « Un personnel fort pour des sociétés durables »	Secteur de l'éducation	Salle XI	100
05/10	TEDx Champs ElyséesED « Explorons les nouveaux	TEDx Champs ElyséesED et	Salle I	1 300

	territoires de l'éducation », à l'occasion de la Journée internationale des enseignants. Une initiative sous licence TED.	ED/TLC/LTR		
06/10	Concert : « Les pèlerins » d'Egon Krak - par la Slovak Sinfonietta et le Chœur philharmonique slovaque	Délégation perm. de la Slovaquie	Salle I	800
07/10	Lancement de la Coalition internationale des artistes pour l'Histoire générale de l'Afrique	CLT/HER/HMD	Salle IX	100
12/10	Concert de harpe - Manal Mohei Eldin	GBS/DIR	Salle I	1 300
26 & 28/10	Concerts à l'occasion du 9 <sup>e</sup> Forum des jeunes de l'UNESCO (flamenco, musique classique et K-pop)	SHS	Salle I	N/A
28-29/10	Conférence « Faire la différence : 70 ans d'action de l'UNESCO	ADM/DIT/ISS/ARC	Salle X	200

### 8.2.3 Special Event

Date	Title	Organizer	Place	Public*
06-25/10	« Le train du climat » étapes dans 19 gares françaises. Exposition principale présentée quotidiennement par des chercheurs, conférences, animations sur le changement climatique. Train habillé du logo de l'UNESCO et exposition UNESCO GREEN CITIZENS installée dans le wagon conférence.	Événement du collectif Les messagers du climat, co-organisé par Trainsexpo/ SNCF, en partenariat, notamment avec le Ministère français de l'enseignement supérieur et de la recherche, l'UNESCO	Gares de 19 villes de France	L'exposition principale a réuni 23 000 visiteurs dont près de 3 500 scolaires

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

- **10 events** were promoted in the October monthly *Calendar of cultural events* printed out in 1,500 copies (in French), and its electronic version sent out to **27,656 subscribers**.
- **13 events** were organized, co-organized and/or promoted in October by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

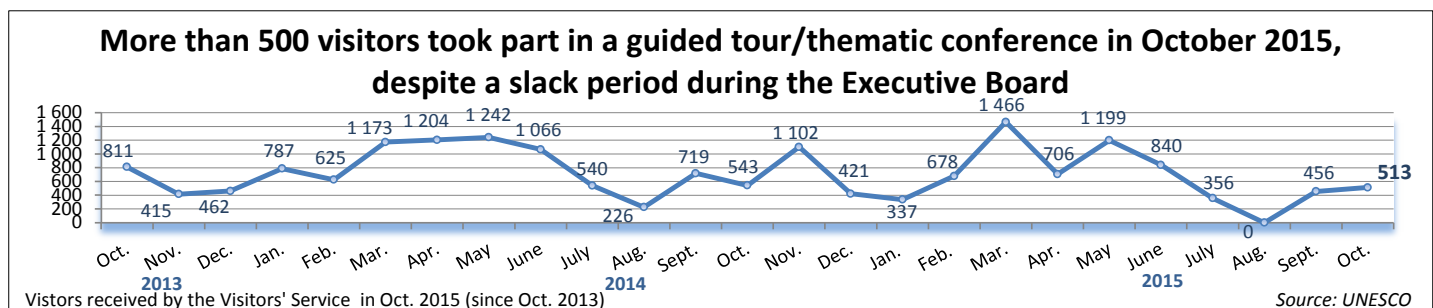
In October, a total of **19 visits of Headquarters** for **473 visitors** and **3 presentations focusing on Education** for **50 visitors** (one including a guided tour) were organized. Most visitors came within the framework of a group visit. More than half of the visits/presentations were conducted in French for a mainly European and North American public.

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	23
Declined requests	n/a

2. Languages		
Visits/Present. in French	14	63%
Visits/Present. In English	5	23%
Other	3	14%

3. Type of visits		
Group Visits	16	72%
Individual Visits	3	14%
Spontaneous Visits	0	0%
Thematic Conference	3	14%

4. Origin		
Europe and North America	466	91%
Latin America and the Caribbean	32	6%
Arab States	15	3%
Africa	0	0%
Asia and Pacific	0	0%



## 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.

- 16 events which have been granted UNESCO's patronage took place in October 2015:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/10	Senegal	Forum entitled "The Next Einstein" in Dakar, Senegal organized by the African Institute for Mathematical Sciences Network of South Africa	Scientists and researchers	SC
02/10	UNESCO HQ	90e session des Semaines sociales de France sur le thème "Régions et cultures, ressources pour imaginer le monde"	Civil society organisations	SHS
04/10	Russian Federation	International scientific conference dedicated to the 80th Anniversary of the Roerich Pact in Moscow	Specialists	CLT
12/10	Serbia	International Conference entitled "Jovan Cvijic - 150th birth anniversary" in Belgrade	Researchers and specialists	ERI
14/10	Russian Federation	3rd edition of "Denkmal Moscow" - German International Trade Fair for Restoration and Museum Technology" in Moscow	Specialists	CLT
14/10	Spain	International scientific meeting entitled "The Urban Historic Landscape, between Urban Heritage and Cultural Landscape"	Policy-makers & specialists	CLT
15/10	USA	Chelsea Film Festival	The General public	CLT
16/10	Italy	International conference "Museums and World Cultural Heritage" organised by ICOM and the Italian National Commission in Sicily	Museum and world heritage specialists	CLT
19/10	Estonia	European conference on Information Literacy	Information technology specialists	CI
21/10	Russian Federation	VIII International conference entitled "Science, Education, and Advocacy Activities - Basis for Sustainable Development of Mountain Territories" in Vladikavkaz	Scientists & Educators	SC
21/10	France	Colloque international "De Bordeaux à Saint-Pétersbourg, Marius Petipa et la ballet 'russe'" au Grand Théâtre de Bordeaux	Specialists	CLT
22/10	Italy	Manifestation intitulée "Métiers et cultures qui font le futur" à Milan pour promouvoir la diversité des expressions culturelles et la créativité	Civil society organisations and specialists	CLT
24/10	Egypt	Colloque international "Développement durable et changement climatique. Enjeux internationaux et défis pour l'Egypte" au Caire et à Alexandrie	Civil society organisations & specialists	SC
26/10	Bolivia	8e rencontre internationale d'écrivains	Writers	ERI
27/10	USA	Concert dedicated to the 70th Anniversary of UNESCO by Mr Ino Mirkovic, UNESCO Artist for Peace	The general public	ERI
29/10	Italy	18e édition de la "Borsa Mediterranea del Turismo Archeologico" à Paestum	Specialists	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
04/10	<a href="#">Sites of Japan's Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining 1 (Japan)</a>	30 min	5.9%
11/10	<a href="#">Sites of Japan's Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining 2 (Japan)</a>	30 min	4.9%
18/10	<a href="#">Okavango Delta (Botswana)</a>	30 min	6.3%
25/10	<a href="#">The Rideau Canal (Canada)</a>	30 min	6.3%

Average audience share in October: **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 October 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](#) in Chinese, English, Spanish, French, Russian, Arabic, 20 newspapers, and dozen magazines in Chinese

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
<a href="#">English</a>	46
<a href="#">Spanish</a>	34
<a href="#">French</a>	34
<a href="#">Russian</a>	21
<a href="#">Arabic</a>	6
In October a total of <b>141 reports</b> were released on UNESCO through Xinhuanet	

### 10.2 Ad hoc promotional UNESCO partnerships for events and campaigns

Event	Partners	Benefits
UNESCO Green Citizens	Founding partners:	SIPA Press Institut Klorane
	Financial partners	Salon Films, AFD
	Communication partners	Train du climat/SNCF UNEP Place to B Horyou/SIGEF 2015 FAO/DIMITRA Project ADEME, FEE
	Institutional partners	<a href="#">UNFCCC COP 21</a>
		Photos + Production Inauguration COP21 UNESCO booth Conference Wagons Content platform and communication Article on <a href="#">blog</a> and upcoming Newsletter Article on blog; logo on <a href="#">SIGEF 2015 website</a> Article in Feb 2016 Newsletter Network sharing/Endorsement of the platform Visibility on their website

### 10.3 Communication partnerships

Train du climat (6-25/10)	Partner: SNCF. Inaugurated on 06/10 in the presence of Ségolène Royal, French Minister of Ecology, Sustainable Development and Energy and Thierry Mandon, French Minister for Higher Education and Research. 5 UNESCO conferences on ocean, climate and biodiversity. 23,000 visitors within 19 stop-over cities.
TEDx Champs ElyséesED	First conference on Education on the occasion of World Teachers' Day (5 Oct.) at HQ – 1,300 participants Visibility: TEDx Champs ElyséesED Press kit, <a href="#">Livestream</a> , <a href="#">Facebook account</a> .