

Monthly Report on the Use of UNESCO Public Information Products

December 2010

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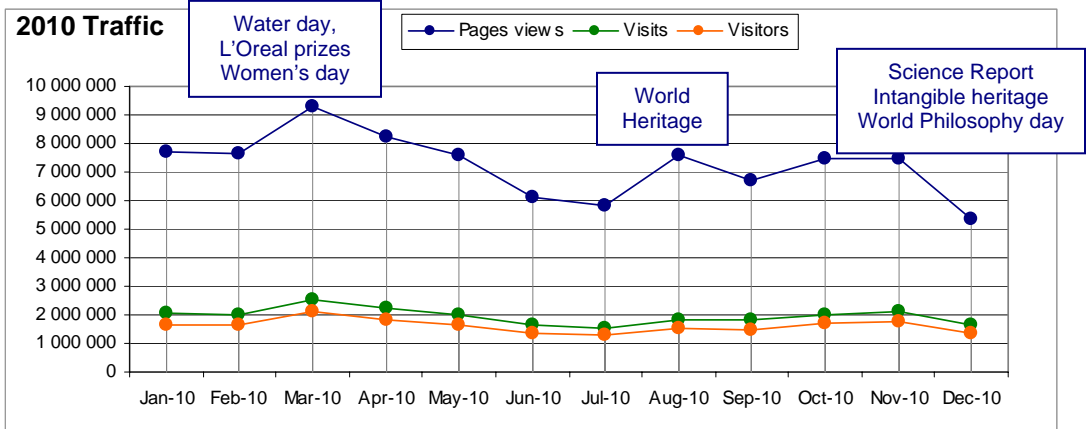
Executive Summary

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

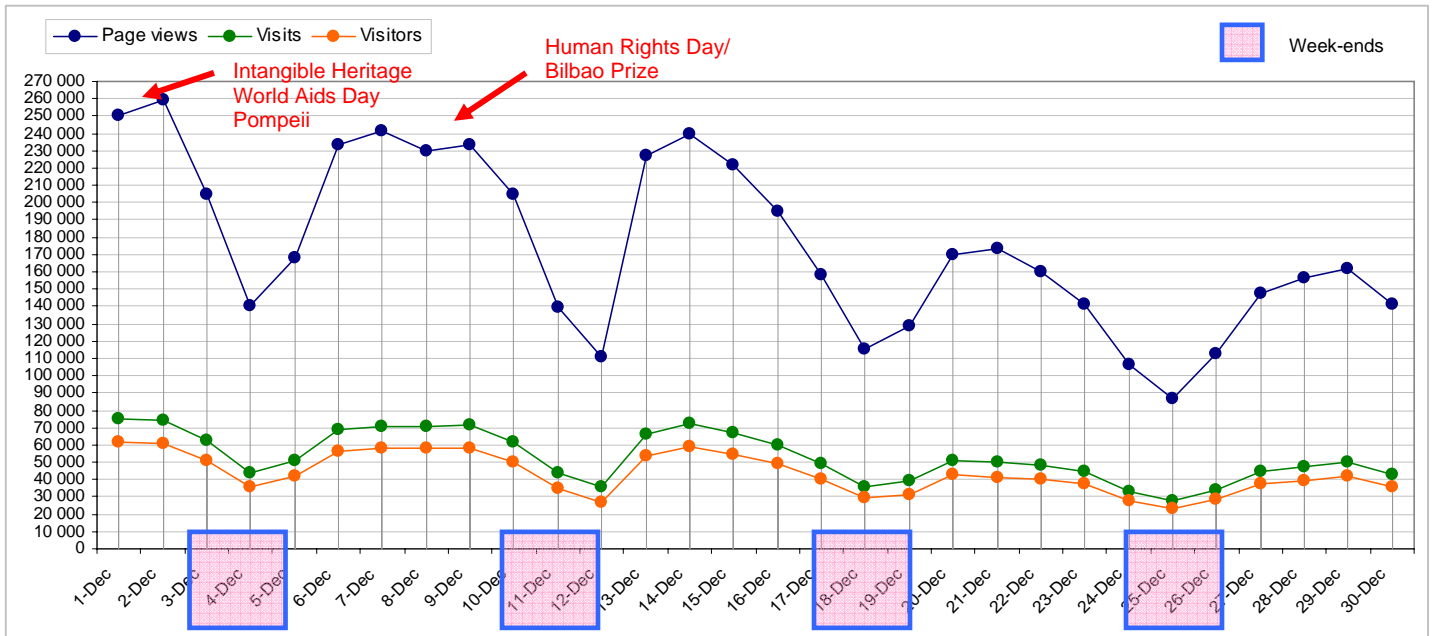
The UNESCO website attracts about 1.6 mm visitors per month, with an average 4-5 page views per visitor resulting in some 7.2 mm monthly page views. Web activity usually goes down in the summer and December and goes up during major UNESCO events (see graph on the right).

Variation 2010 vs 2009 :

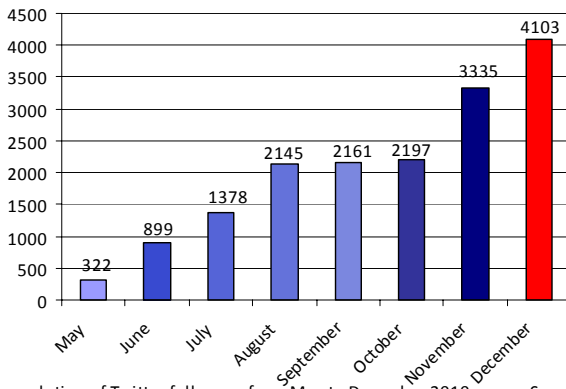
- + 6,43 % visits
- + 6,51 % visitors
- + 3,78 % pages views



December 2010 Traffic

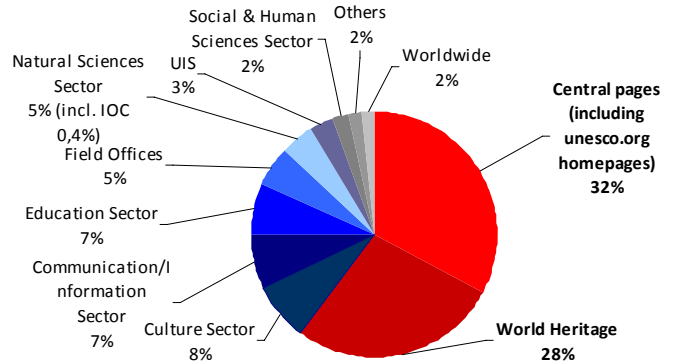


Increase in Twitter followers by 1174% since launch in May 2010



Monthly evolution of Twitter followers from May to December 2010 *Source: Twitter*

World Heritage and Central pages continue to retain most interest

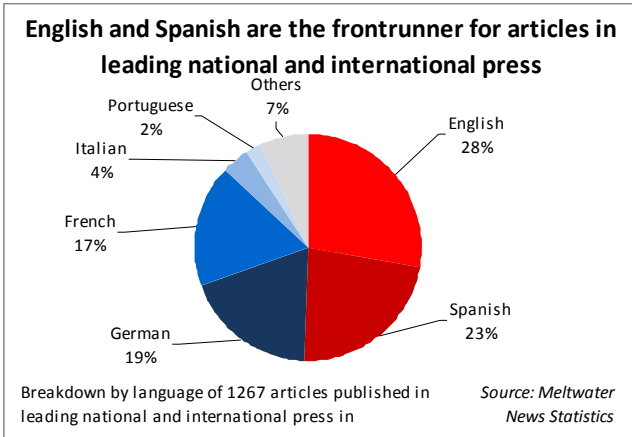
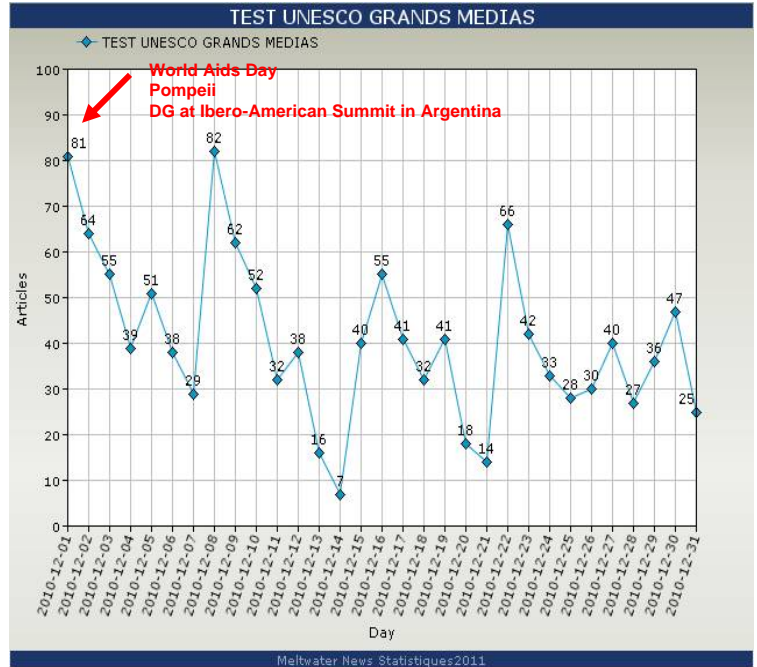


Breakdown of 1,6 MM visits in December 2010

Source: eStat

Media: December is traditionally a quiet month in the media for UNESCO. The biggest story for the Organization concerned the collapse of several structures at Pompeii, provoking a wave of articles in the international media on the state of this iconic site's conservation.

During the month, two important television stories were prepared with CNN on threats against African Cultural heritage and with Euronews for a programme on education for all, which features an interview with the Director-General and reports on UNESCO education projects in Mozambique. This programme will be aired in more than 10 languages on Euronews from 21 January 2011. The CNN programme as well as France O on the same subject were aired in December.



UNESCO publications: The number of UNESDOC consultations of the Portuguese edition (UNESCO Brasilia Office) of *The General History of Africa* activity has exploded this month (+ 424 % vs November 2010). 2010 Bestseller is definitely *The World Heritage Desk Diary 2011*. 45 more publications are available via Google Books in December.

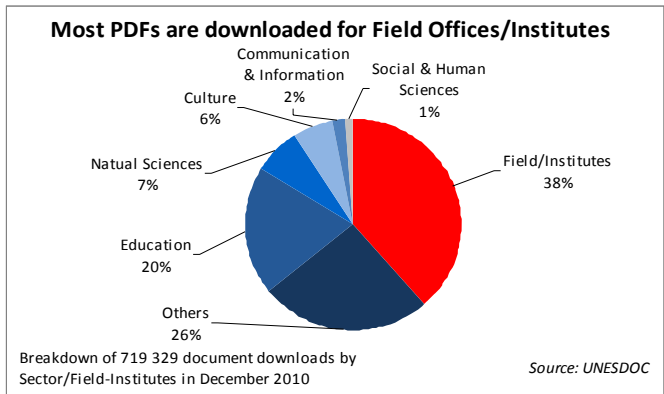
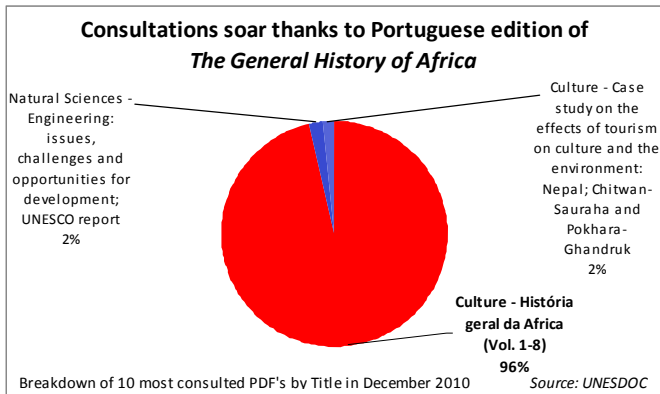
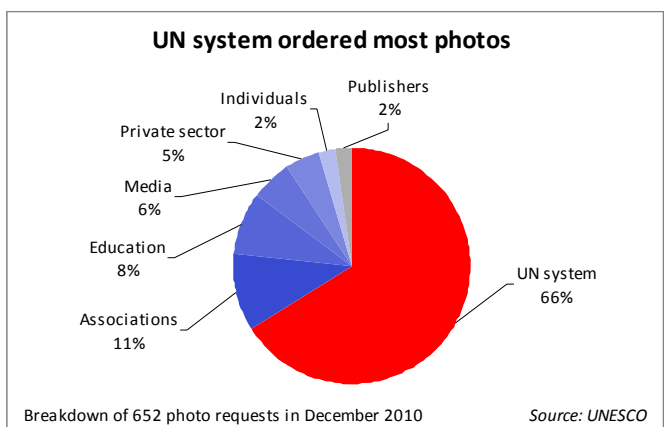
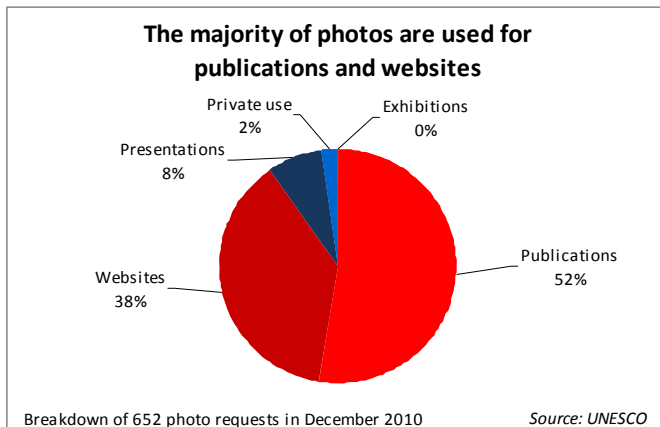


Photo requests concerned essentially UNESCO in general and culture.



UNESCO Headquarters: This month, 41 events/visits have been organized with an estimated total of 11 947 participants. Variation December versus November 2010: Nb of events/visits: -57%; Public: -35%.

1. UNESCO website - <http://www.unesco.org>

UNESCO publishes web content in the six official languages of the Organization and Portuguese. Today over 1.5 million pages are referenced in search engines. Entry points to the UNESCO website include:

- Thematic Areas
- Regions/Countries
- Networks/Communities
- Events/Celebrations
- Employment
- A selection of Resources

UNESCO's website traffic is measured by analyzing three primary indicators: pages views, visits and visitors.

Traffic indicators explained:

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).

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

Unique Visitors: A Unique 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 Unique Visitors.

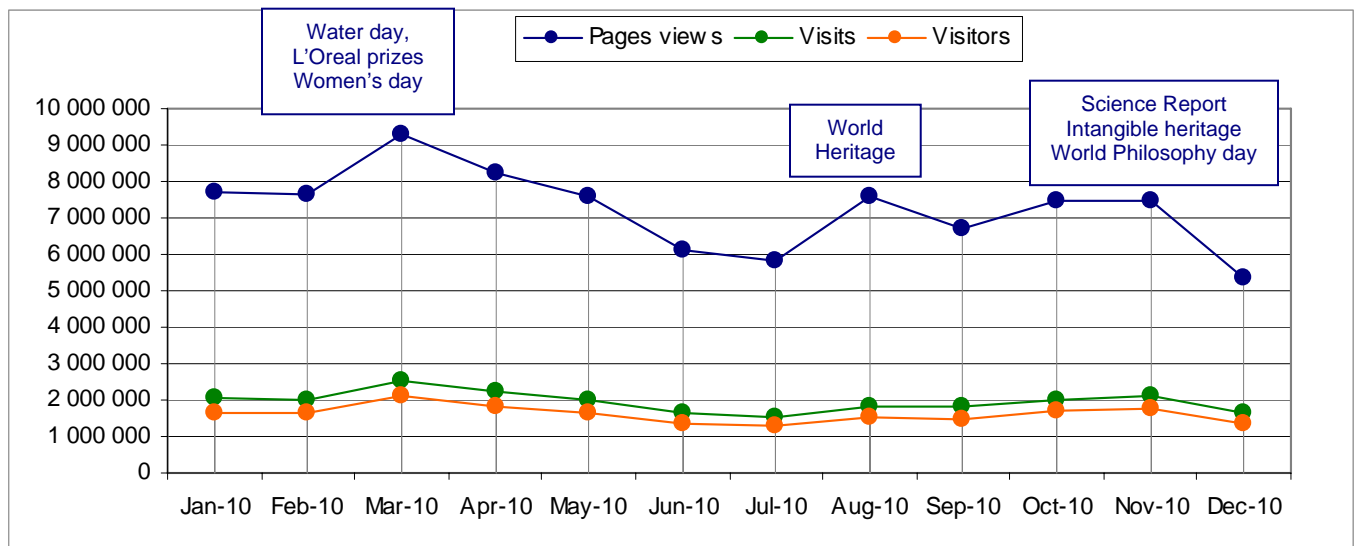
1.1. 2010 Traffic

- **7.2 million average page views per month: + 4,34 % vs 2009 (6.9 million)**
- **1.9 million average visits per month: +5,55 % vs 2009 (1.8 million)**
- **46,91 % significant visits (more than one page viewed per visit): + 4,52 % vs 2009 (44,88 %)**

2010 Milestones

- Highest Traffic Day: 2nd August: all time record of pages views: 578 734
- Highest Traffic Week 2-8 August: 2 244 884 (World Heritage Committee)

Pages views, Visits and Visitors



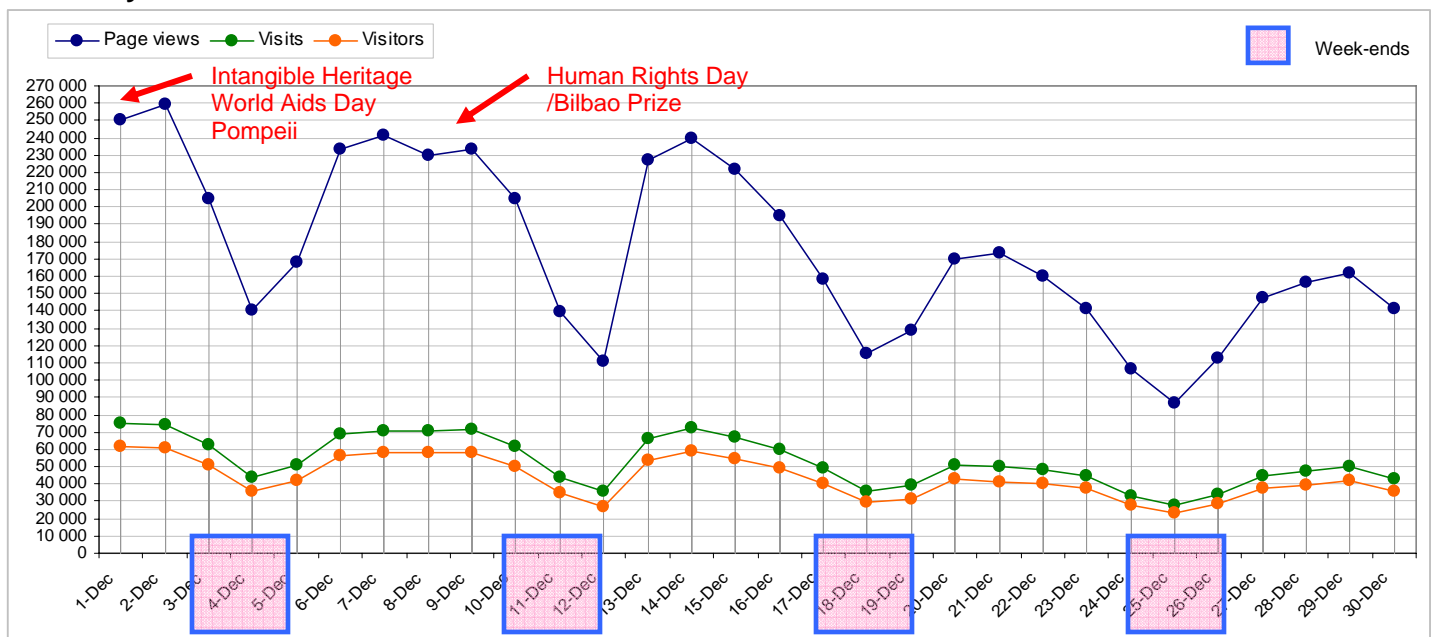
- Each year two peaks are observed: 1) World Water Day, International Women's Day + announcement of the L'Oreal prizes, and 2) The annual Session of the World Heritage Committee.
- This year, an important peak has also been observed in November on the occasion of the Launch of the Science Report, the Fifth Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage, and the Philosophy Day.

Monthly Evolution

	Pages views	Visits	Visitors
TOTAL	86 951 869	23 398 776	19 372 166
January	7 725 964	2 034 552	1 670 629
February	7 627 858	2 023 196	1 666 705
March	9 270 124	2 542 457	2 092 027
April	8 206 979	2 258 951	1 847 724
May	7 589 876	2 011 334	1 672 124
June	6 113 381	1 654 398	1 377 993
July	5 825 116	1 518 745	1 266 087
August	7 602 808	1 799 423	1 516 333
September	6 699 845	1 799 716	1 497 736
October	7 465 139	2 022 098	1 680 993
November	7 466 677	2 109 874	1 748 515
December	5 358 102	1 624 032	1 335 300

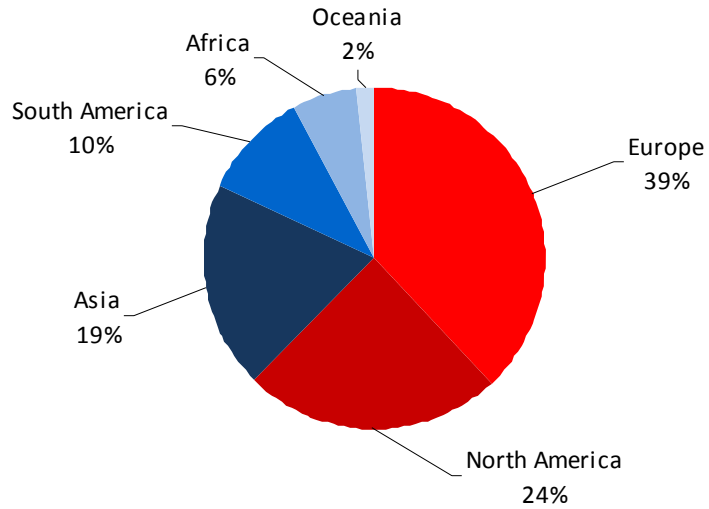
1.2. December 2010 Traffic

Daily Web Traffic Patterns



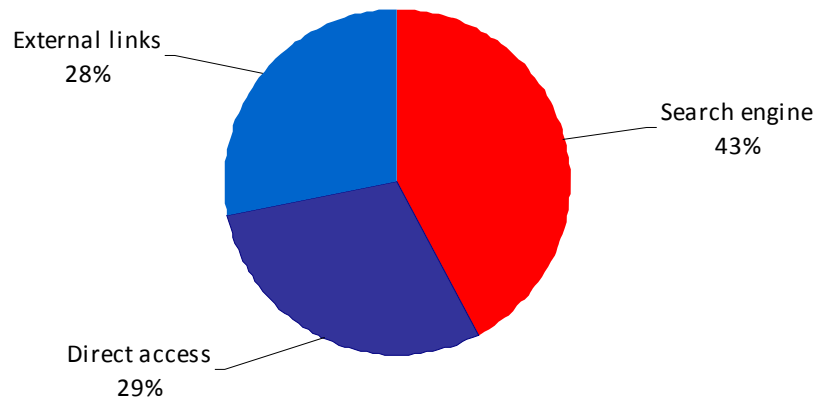
December 2010 began on a high, essentially related to a residual traffic from Intangible Heritage new inscriptions along with the series of collapses at the World heritage site of Pompeii in Italy, World Aids Day and the Director-General's participation in the Ibero-American Summit in Argentina.

Europe and North America account for 63% of the visits



Geographical origin (visits) in December 2010 Source: eStat geographical distribution

Most visitors reach us via search engines but external links and direct access account for 2/3



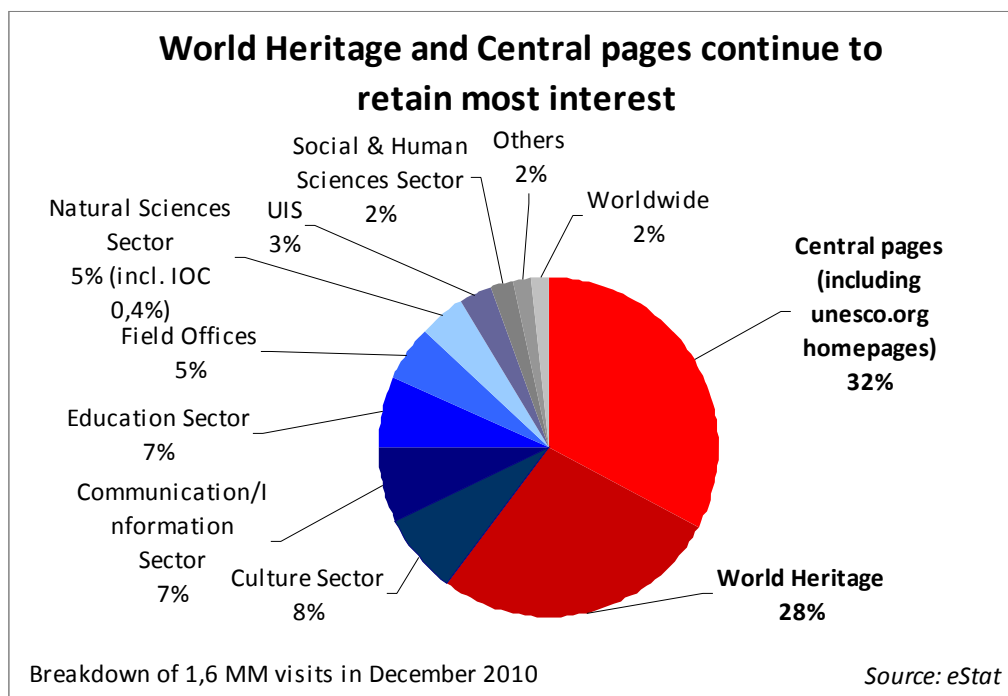
Type of access (visits) in December 2010

Source: eStat

1.3. Visits by Area of Interest for December 2010

Areas of Interest	Visits	Variation vs. November
UNESCO.ORG	1 624 032	-23,03%
World Heritage	554 968	-17,75%
Central pages	393 867	-22,63%
Home pages	267 401	-29,46%
Culture Sector	153 628	-40,25%
Communication/Information Sector	143 006	-19,39%
Education Sector	132 769	-28,67%
Field offices	110 649	-15,11%
Natural Sciences Sector	85 464 (IOC: 7 966)	-30,70% (IOC: -0,40%)
UIS	62 194	-24,16%
Social & Human Sciences Sector	43 966	-37,72%
Others	37 778	-23,04%
Worldwide	31 788	-33,68%

These statistics do only take into consideration websites tagged with an E-Stat marker. IIEP Statistics are therefore not included. IIEP accounts this month 86 194 visits (variation Dec. vs Nov. -33,04%).



1.4. New websites in December:

- Economic Crisis and Education: <http://www.unesco.org/new/en/education/themes/planning-and-managing-education/economic-crisis-and-education/>
- UNESCO Office in Harare: <http://www.unesco.org/new/en/harare/>

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

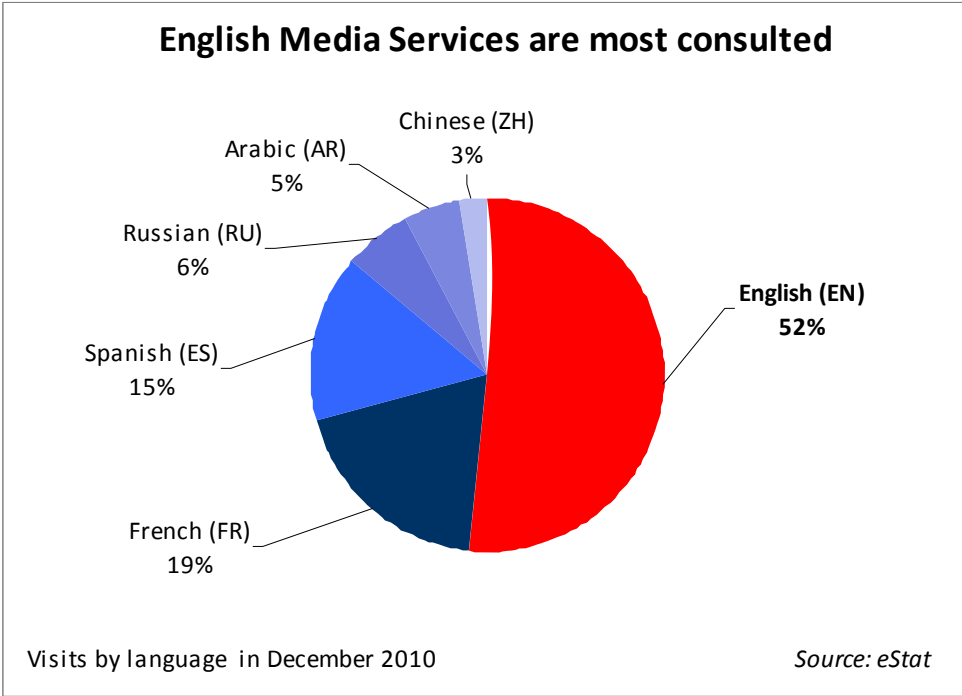
UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs. M-1	Visits*	Variation vs. M-1
*Total not deduplicated	51 793	-56,86%	29 928	-58,08%
Arabic (AR)	2 820	-17,66%	1 563	-25,39%
English (EN)	27 401	-93,19%	15 424	-93,06%
Spanish (ES)	7 261	-119,48%	4 635	-115,67%
French (FR)	9 631	-47,58%	5 753	-70,27%
Russian (RU)	3 117	-40,24%	1 766	-41,15%
Chinese (ZH)	1 563	-35,15%	787	-39,55%



2.2. Top 10 Press releases/Media advisories (all languages included)

	Date	Language / Subject	page views
1	16/11/2010	Forty-six new elements added to Representative List of the Intangible Cultural Heritage	2 602
2	01/12/2010	Connecting the disconnected:UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize	815
3	08/12/2010	New interactive atlas adds two more endangered languages	697
4	25/02/2010	L'OREAL-UNESCO Awards and Fellowships for Women in Science 2010 to be presented at UNESCO	589
5	16/11/2010	Asma Jahangir wins UNESCO/Bilbao Prize for the Promotion of a Culture of Human Rights	538
6	01/10/2010	UNESCO sends expert mission to investigate state of Pompei's conservation	514
7	13/12/2010	World Press Freedom Day 2011 to focus on 21st century media	508
8	02/12/2010	Sharing underground water: international conference on transboundary aquifers	473
9	11/08/2010	Research and Development: Africa is making progress despite major challenges	402
10	25/06/2010	Social Sciences: 2010 World Report observes growth in emerging countries	387

Most consulted Press releases/Media advisories are related to Intangible Cultural Heritage.

2.3 Top 10 Press releases/Media advisories (by language)

	Page views
English	
Forty-six new elements added to Representative List of the Intangible Cultural Heritage	839
Connecting the disconnected: UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize	459
Asma Jahangir wins UNESCO/Bilbao Prize for the Promotion of a Culture of Human Rights	375
L'OREAL-UNESCO Awards and Fellowships for Women in Science 2010 to be presented at UNESCO	341
New interactive atlas adds two more endangered languages	341
World Press Freedom Day 2011 to focus on 21st century media	338
Sharing underground water: international conference on transboundary aquifers	301
UNESCO and Al Jazeera to promote freedom of expression in the Arab world	298
Young athletes to take floor at 7th World Conference on Sport, Education and Culture	296
United Nations approves creation of CIPCC for biodiversity...	280
French	
La Liste représentative du patrimoine culturel immatériel de l'humanité s'enrichit de 46 nouveaux éléments	803
Deux nouvelles langues en danger ajoutées à l'Atlas interactif de l'UNESCO	275
La Directrice générale de l'UNESCO nomme une nouvelle équipe de direction	175
Recherche et développement : les Etats-Unis, l'Europe et le Japon de plus en plus concurrencés par les pays émergents selon un rapport de l'UNESCO	145
L'UNESCO envoie une mission d'experts pour vérifier l'état de conservation de Pompéi	120
Remise des Prix et des Bourses L'Oréal-UNESCO Pour les Femmes et la Science	94
Les Nations Unies donnent leur feu vert à la création d'un GIEC de la biodiversité	91
Les médias du 21e siècle au cœur de la Journée mondiale de la liberté de la presse 2011	84

Journée des droits de l'homme (10 décembre) 2013 contre la discrimination	83
Michaëlle Jean nommée Représentante spéciale de l'UNESCO pour Haïti	83
Spanish	
La Lista Representativa del Patrimonio Cultural Inmaterial de la UNESCO se enriquece con 46 nuevos elementos	733
Ghani Alani: "La caligrafía es el vínculo entre la letra y el ser"	205
El Informe Mundial sobre las Ciencias Sociales 2010 pone de manifiesto los progresos de los países emergentes	198
Conexión con Internet para todos - organismos expertos en tecnologías de información y comunicación del Reino Unido y Venezuela reciben el Premio UNESCO-Rey	188
Entrega de los premios y becas L'Oréal-UNESCO - La mujer y la ciencia...	154
Asma Jahangir, ganadora del Premio UNESCO/Bilbao para la Promoción de una Cultura de los Derechos Humanos	107
La UNESCO envía una misión de expertos para investigar el estado de conservación de Pompeya	83
Las consecuencias de la crisis económica, un tema central de la reunión del Grupo de Alto Nivel sobre Educación para Todos	75
La UNESCO anuncia la selección de 13 nuevas Reservas de Biosfera	71
La escasez de ingenieros supone un peligro para el desarrollo, según el primer informe mundial de la UNESCO sobre la ingeniería	62
Russian	
Forty-six new elements added to Representative List of the Intangible Cultural Heritage	79
Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	76
New interactive atlas adds two more endangered languages	54
Songs, dances and traditional know-how from 29 countries proposed for inscription on UNESCO lists of intangible heritage	48
UNESCO announces selection of 13 new Biosphere Reserves	46
Thirty-nine properties to be considered for inscription on UNESCO's World Heritage List	39
Nairobi: Close of a week's celebration of Intangible Cultural Heritage	37
The L'Oréal Foundation and UNESCO Recognise Five Exceptional Women Scientists with the 2011 For Women in Science Awards	35
Eight More UNESCO Medals Awarded to NanoScientists	32
Connecting the disconnected: UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize	31
Arabic	
Sharing underground water: international conference on transboundary aquifers	65
Director-General calls for safer working conditions for press	60
Connecting the disconnected: UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize	42
Forum and launch of UNESCO Science Report 2010 for World Science Day (10 November)	41
UNESCO and Al Jazeera to promote freedom of expression in the Arab world	41
Water quality highlighted on World Water Day 2010	41
An AIDS- Free Generation is achievable by focusing on the most disadvantaged communities affected by HIV, says a new U.N. report marking World AIDS Day	38
Even oil-rich Arab states need innovation, says UNESCO report	38
Drylands Kit	37

Forty-six new elements added to Representative List of the Intangible Cultural Heritage	33
Chinese	
Forty-six new elements added to Representative List of the Intangible Cultural Heritage	50
Social Sciences: 2010 World Report observes growth in emerging countries	33
Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	28
UNESCO sends expert mission to investigate state of Pompei's conservation	27
Nairobi: Close of a week's celebration of Intangible Cultural Heritage	24
Connecting the disconnected: UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize	20
Four World Heritage sites in Cyprus and Italy granted enhanced protection in the event of armed conflict	19
Confucius week interview	16
Songs, dances and traditional know-how from 29 countries proposed for inscription on UNESCO lists of intangible heritage	16
Management of Pompei to be scrutinized in second phase of UNESCO expert mission	15

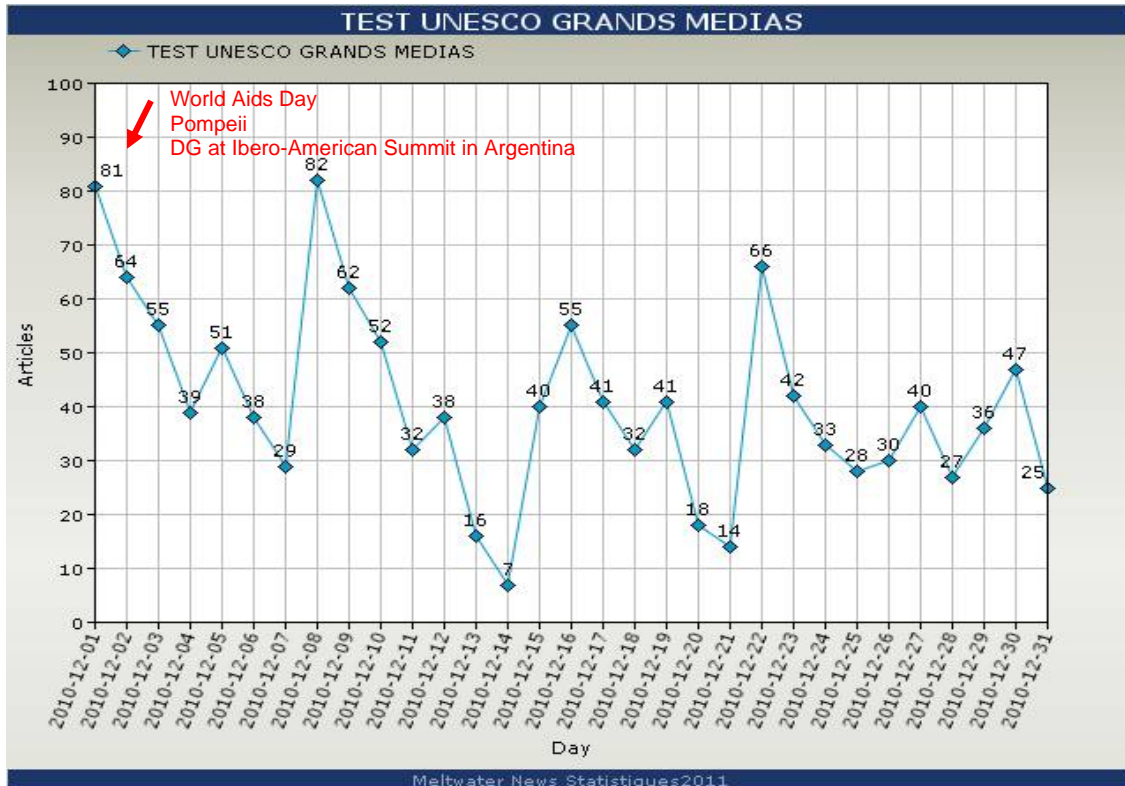
2.4. Press releases/Media advisories/Web Releases issued in December 2010

Press releases are always translated in the 6 official languages.

	date	titles
1.	01/12	UNESCO sends expert mission to investigate state of Pompei's conservation
2.	01/12	Connecting the disconnected: UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize
3.	02/12	Sharing underground water: international conference on transboundary aquifers
4.	09/12	Management of Pompei to be scrutinized in second phase of UNESCO expert mission
5.	09/12	UNESCO and Al Jazeera to promote freedom of expression in the Arab world
6.	13/12	World Press Freedom Day 2011 to focus on 21st century media
7.	14/12	UNESCO Director General condemns murders of three Pakistani journalists
8.	18/12	Director-General condemns murder of Pakistani journalist Muhammad Khan Sasoli in Balochistan
9.	21/12	United Nations approves creation of "IPCC for biodiversity"
10.	22/12	Director-General calls for safer working conditions for press

2.5. Statistics on articles referring to UNESCO in major national titles

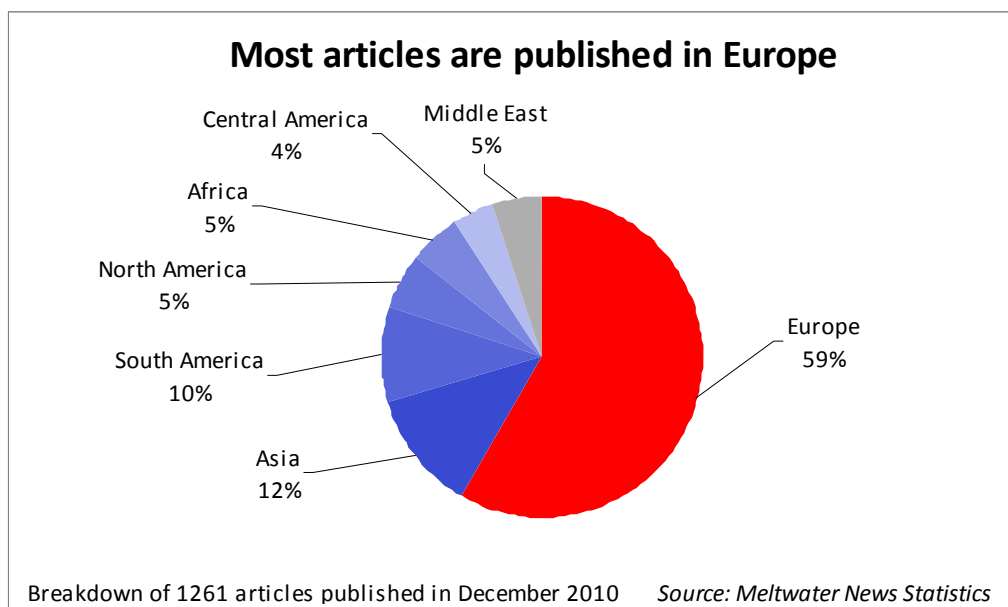
Number of articles published in leading national or international dailies and key online news sites in December, in which UNESCO was the subject of the story or in which a reference was made to the Organization. (Source: Meltwater)



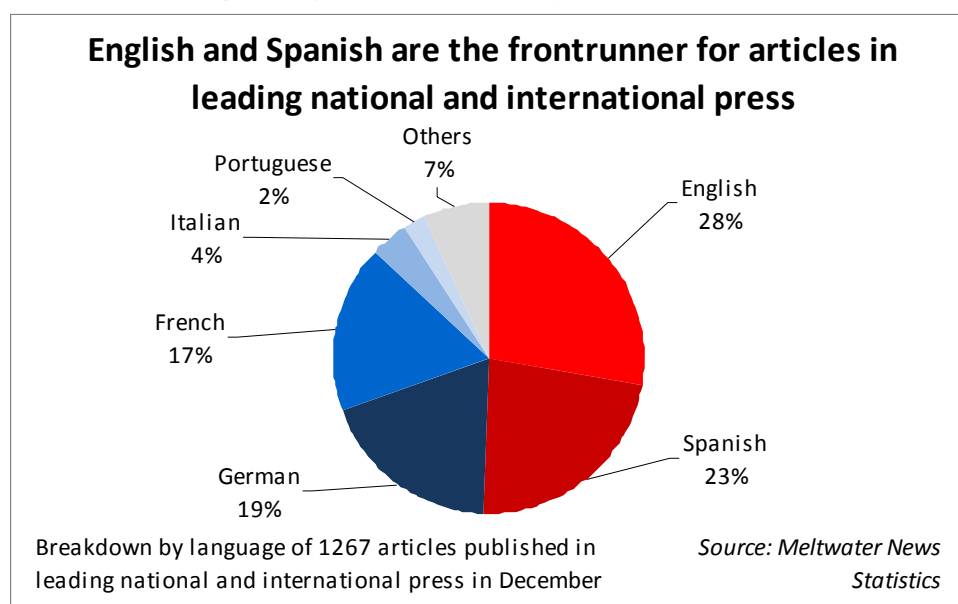
December is generally a quiet month in the media for UNESCO. Much of the coverage during the holiday period is devoted to World Heritage issues.

December 2010 began on a high, with three important stories concerning UNESCO: the series of collapses at the World heritage site of Pompeii in Italy, which provoked headlines in major media around the world and prompted a UNESCO expert mission; World Aids Day on 1 December and the release of the AIDS Stocktaking Report, published by UNICEF, but to which UNESCO contributed; and the Director-General’s participation in the Ibero-American Summit in Argentina.

Breakdown by region of articles monitored daily in leading national and international newspapers and online news sites around the world during November (Source: Meltwater)



Breakdown by language of articles published during the month of December in leading national and international press (Source: Meltwater)



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

<i>date</i>	<i>subject / title</i>	<i>languages</i>	<i>Media</i>
01/12	"Qhapaq Ñan, a cultural itinerary of integration"	Spanish	El Universo, Ecuador
01/12	"A cultural itinerary of integration"	Spanish	La Prensa, Bolivia
03/12	"To the benefit of cultural integration: Qhapaq Ñan"	Spanish	El Comercio, Peru
04/12	"Qhapaq Ñan, a cultural itinerary of integration"	Spanish	Página 12, Argentina
06/12	"Qhapaq Ñan, a cultural itinerary of integration"	Spanish	El País, Colombia

2.7. Interviews given (by subject and media)

During the month, two important television stories were prepared with CNN on threats against African Cultural heritage and with Euronews for a programme on education for all, which features an interview with the Director-General and reports on UNESCO education projects in Mozambique. This programme will be aired in more than 10 languages on Euronews from 21 January 2011. The CNN programme as well as France Ô on the same subject were aired in December.

CNN article: <http://edition.cnn.com/2010/WORLD/africa/12/06/unesco.africa.concern/>

France Ô TV programme of 12 December: http://www.franceo.fr/programmes/le-zoom-afrique/afrique-un-patrimoine-a-proteger_42008.html

	<i>date</i>	<i>subject</i>	<i>Interviewee</i>	<i>languages</i>	<i>Media (press TV Radio)</i>
1.	03/12	Transboundary aquifers	Kishore Rao	English	Voice of America
2.	08/12	Transboundary aquifers	Julie Kettlelehut, Director of the Secretariat of water resources in Brazil's Ministry of Environment	Portuguese	UN Radio Portuguese Service, Anelise Borges
3.	08/12	UNESCO, Droits de l'homme	Irina Bokova	Spanish	EFE
4.	09/12	Fonds marins inexplorés	Virginie Tilot, consultante COI	French	Le Temps (Suisse)
5.	10/12	Patrimoine immatériel	Lucia Iglesias	Spanish	Radio bilingue de Los Angeles
6.	10/12	UNESCO, Droits de l'homme	Irina Bokova	Spanish	El Mondo
7.	16/12	UNESCO et Education	Irina Bokova	English	Euronews
8.	20/12	IPBES	Salvatore Arico	French	AFP (Anthony Lucas)
9.	21/12	Patrimoine immatériel	Cécile Duvelle	English	Wisconsin Public Radio
10.		WHC Mali	Lazare Eloundou Assomo	English	New York Times

2.8. Background Footage (B-roll) downloads from Multimedia

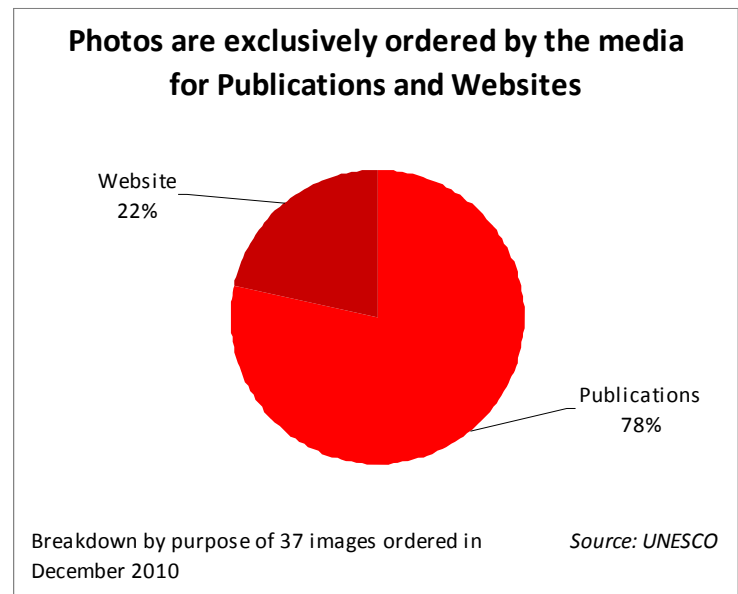
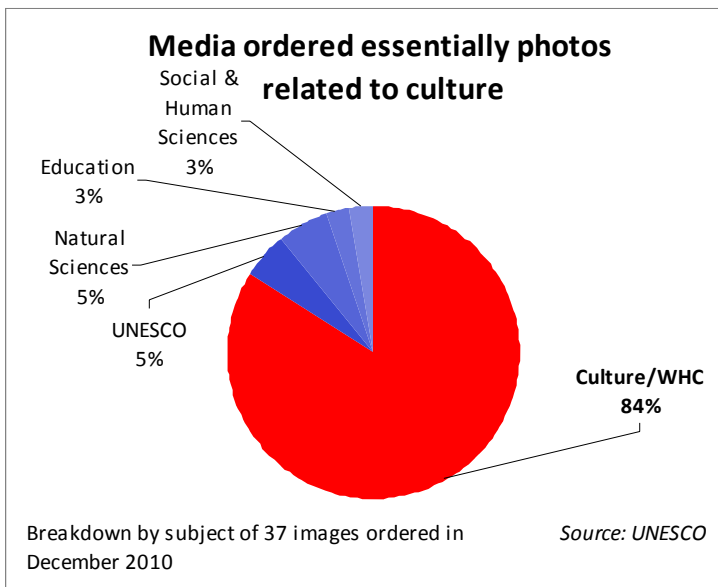
<http://www.unesco.org/new/en/unesco/resources/multimedia/>

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

	date of event	subject	downloads	media
1		Intangible Heritage	9	Voice of America, Liberation and personnel use
2		Global Education Digest	1	Instituto Torcuato DiTella
3		Marine World Heritage	3	AVS and school
4		Science Report	2	AVS
5		Literacy Day	1	School
6		Generic images of HQ	2	-

2.9. Number of photographs ordered by the Media (by subject)

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	Think Magazine / USA	Publication	16/12	2
Education	Expansion / Spain	Publication	16/12	1
Culture WHC	Timing Producciones / Spain	Publication	02/12	12
Culture WHC	Phoenix Tarampi / Canada	Website	08/12	8
Culture WHC	Alain Charles Publishing / African review of Business & Technology / UK	Publication	21/12	4
Culture WHC	Ezdive Magazine / Asie Pacifique	Publication	29/12	7
Sciences	NEWTON (Sciences magazine) / Italy	Publication	21/12	2
Sciences sociales	Martin Média / Revue "La classe" / France	Publication	21/12	1



3. UNESCO Social Media and You Tube

The official UNESCO Facebook page and Twitter feed were started in early 2010 on a trial basis and gradually built up a fan base before being officially used as a communication channels in September 2010 in English only. UNESCO and YouTube signed a strategic partnership to promote UNESCO video content in September of 2009 in the six official languages of the Organization. All three media are used on a daily basis to promote UNESCO events and programme of activities, especially those that include multimedia content (video, photos) and involving youth.

3.1. Facebook - www.unesco.org/facebook

	June	July	August	September	October	November	December
Total likes/fans*	8 102	9 233	10 021	10 945	12 776	15 080	16 687
Monthly active users	n/a	n/a	n/a	5 072	6 217	7 469	8 655
Monthly posts	n/a	n/a	n/a	14	15	22	14

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

Top 10 posts (ranked by highest % feedback from users)

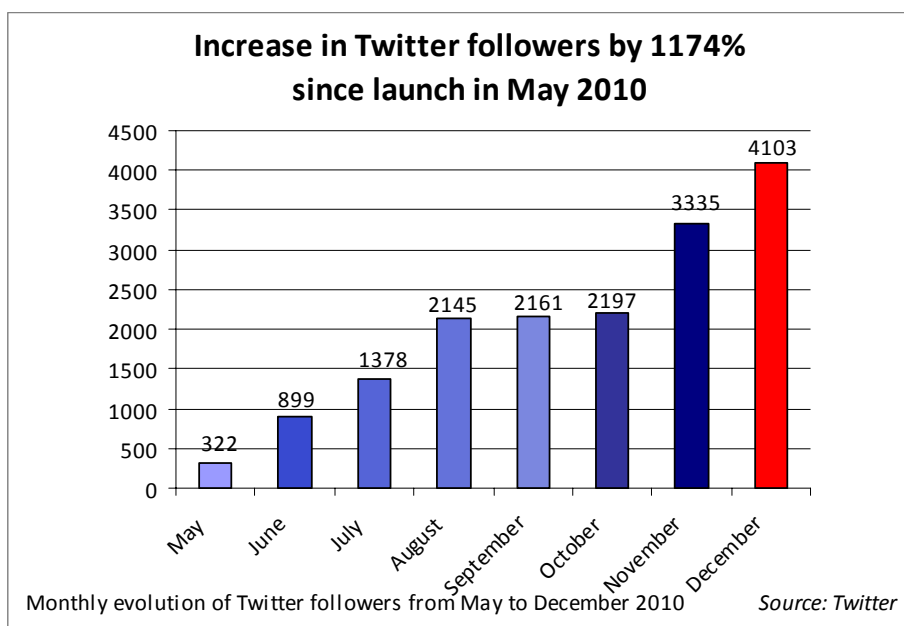
Message	Posted	Impressions*	Feedback**
At 65, where is UNESCO going?	December 16, 2010 at 2:47pm	16,073	0.40%
A cultural approach to HIV and AIDS prevention and care	December 1, 2010 at 5:36pm	17,061	0.38%
Today is the International Day of Persons with disabilities	December 3, 2010 at 10:10am	15,784	0.38%
UNESCO launches first computer game for young people on HIV and AIDS	December 28, 2010 at 12:14pm	17,100	0.36%
If you want to promote Education For All, submit your...	December 18, 2010 at 9:11am	18,401	0.33%
Tomorrow night screening at UNESCO Headquarters, a film...	December 2, 2010 at 2:53pm	16,875	0.30%
Human rights: The search for truth and reconciliation	December 10, 2010 at 4:15pm	17,112	0.29%
Irina Bokova calls for a new humanism at UNESCO's 65th...	December 16, 2010 at 1:32am	17,679	0.28%
United Nations approves creation of “IPCC for biodiversity”	December 21, 2010 at 10:59am	14,664	0.25%
Irina Bokova receives the Prize 'Doha 2010 Arab Capital of...	December 18, 2010 at 9:01am	15,122	0.20%

*Impressions are the raw number of times a post has been seen on your wall and in the news feed of your fans,

**Feedback is % number of comments and likes per impression

3.2. Twitter - www.twitter.com/unescoNOW

	May	June	July	August	September	October	November	December
Followers	322	899	1 378	2 145	2 161	2 197	3 335	4 103
Following	n/a	n/a	n/a	n/a	150	221	221	242
Listed	n/a	n/a	n/a	n/a	143	215	289	348
Mentions	n/a	n/a	n/a	n/a	n/a	n/a	344	82
Retweets	n/a	n/a	n/a	n/a	n/a	n/a	401	225
Tweets to date	n/a	n/a	n/a	n/a	83	139	275	347



3.3. UNESCO Channel on You Tube - <http://www.youtube.com/unesco> English

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
Video views	23580	29297	37838	35208	38084	45775	55278	110724	72473	92569	135778	110312
New subscribers	71	62	83	55	64	126	85	113	97	157	231	211

	Top Videos in December 2010	% of total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	6.9
2	Kabuki Theatre	6.5
3	Gagaku	2.7
4	Georgian Polyphonic Singing	2.6
5	Falconry, a living human heritage	2.3
6	Oral and Graphic Expressions of the Wajapi	2.0
7*	UNESCO Priorities for the XXI Century	1.9
8*	Baul Songs	1.9
9*	Lacemaking in Croatia	1.4

*new entries this month

4. UNESCO Photobank - <http://photobank.unesco.org/>

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.

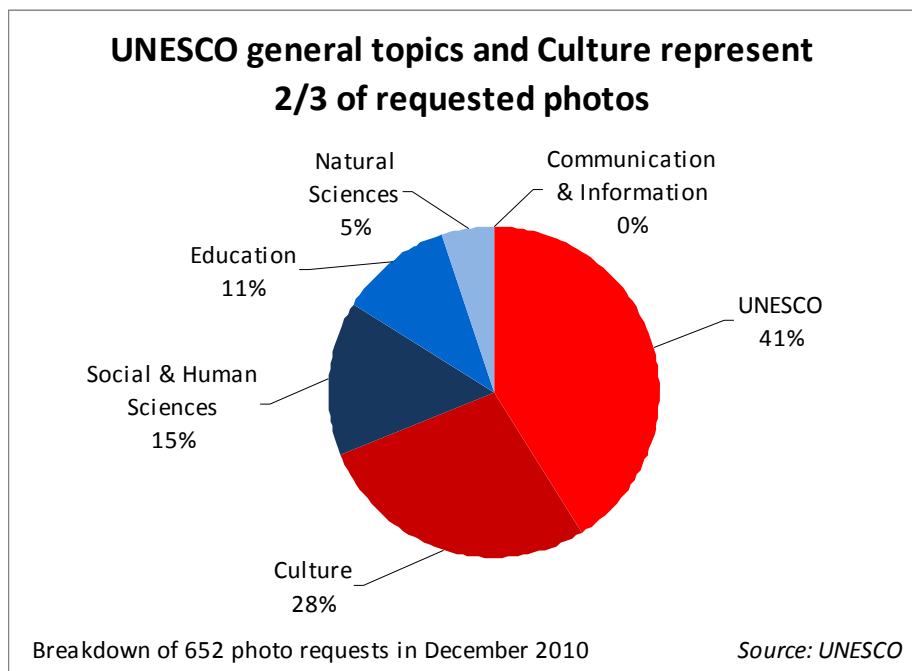
4.1. Photos requested online

11 859 were ordered during the period January –December 2010.

Themes

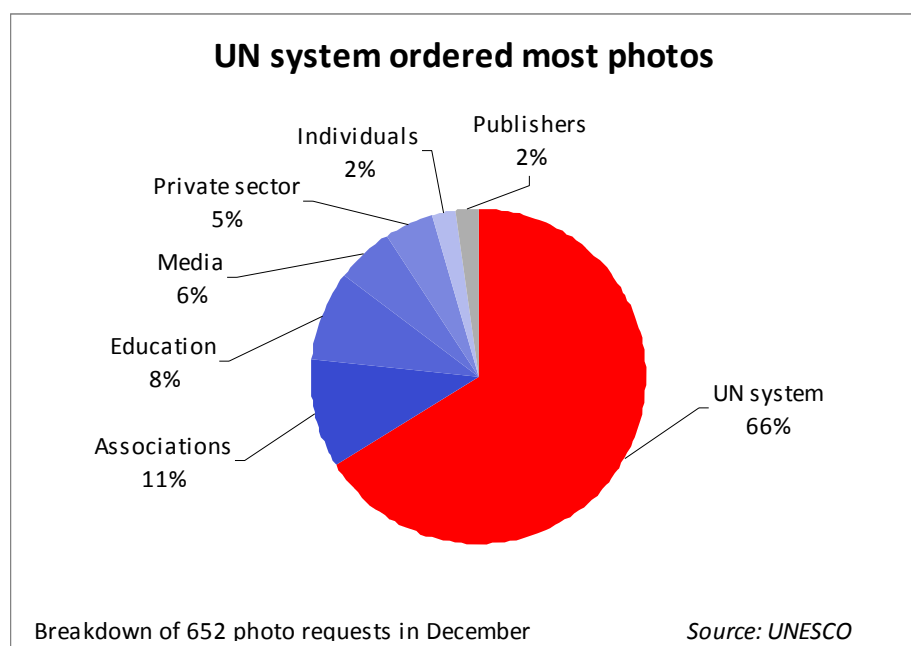
Comparison: **December 2009** and **December 2010**

Themes	December 2009	December 2010
UNESCO	49	266
Education	71	73
Natural Sciences	14	30
Social and Human Sciences	27	101
Culture	114 <i>(56 WHC and 58 ICH)</i>	180 <i>(87 WHC and 93 ICH)</i>
Communication and Information	0	2
TOTAL	275	652



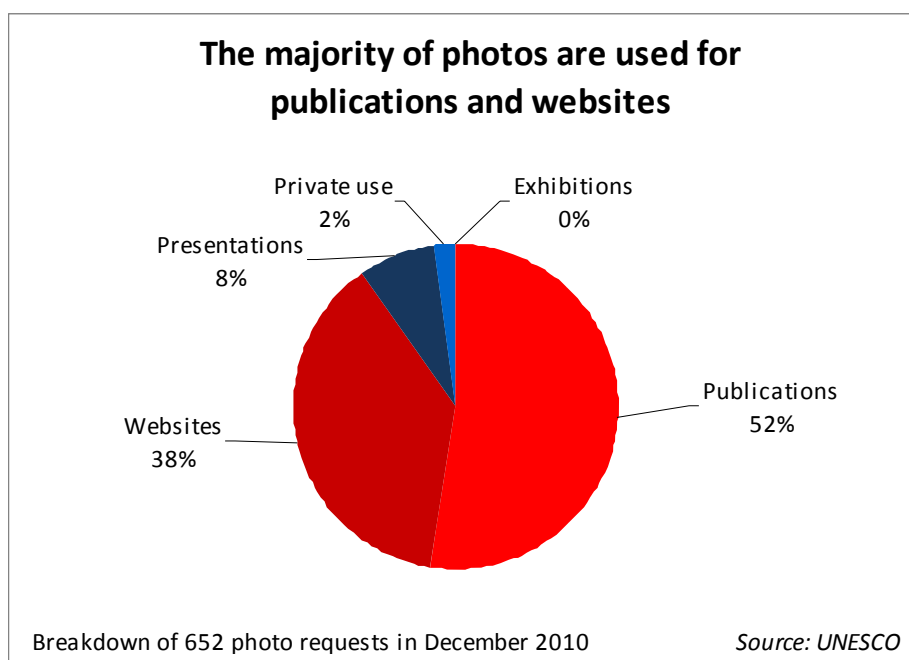
Origin of requests

Origin of request	Dec. 2009	Dec. 2010
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	205	424
Media: Written and Audiovisual and Press	13	37
Publishers	1	14
Education (Schools, Universities, teachers, researchers)	12	54
Public sector (Museums, Bookshops)	11	3
Private sector	10	29
International Organizations (not UN)	9	0
Associations	0	69
Government (national, local)	14	7
Individuals	0	15
TOTAL	275	652



Use of photos

Use of photos	Dec. 2009	Dec. 2010
Websites	75	245
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	152	343
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	0	49
Exhibitions	48	0
Private use	0	15
TOTAL	275	652



4.2. Photo service

Number of photos

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

	December 2009	December 2010
Number of Events	14	15
Number of Photos	873	1 741

5. UNESCO Documents and Library

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

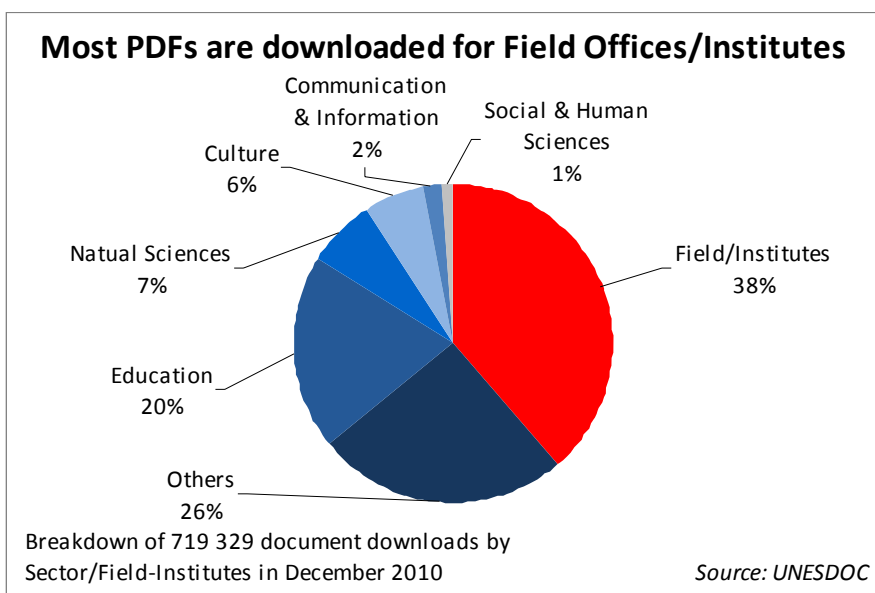
The **UNESDOC database** – managed by ADM/DIT Clearing House - contains the full text and bibliographic records of documents and publications published by UNESCO since 1945 as well as bibliographic records of library acquisitions. These documents and publications are produced by UNESCO Headquarters,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

In December, there were **124 440** records available online in PDF format, including documents, publications, communication material and other working documents.

5.1.1 Statistics of consultation

Total number of downloads in December: **719 329**

Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 341	141 747	15
Natural Sciences	9 328	49 995	5
Social and Human Sciences	1 501	8 707	6
Culture	3 043	43 738	14
Communication and Information	542	12 586	23
Fields & Institutes	7 577	278 478	36
Others	NA	184 078	



5.1.2 Top 10 Documents downloads (for Publications see the specific section)

	Title	Languages	Downloads
1	Information and communication technology in education: a curriculum for schools and programme of teacher development	English	3 308
2	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	English	2 187
3	Information and communication technologies in teacher education: a planning guide	Spanish	2 107

4	Human cloning: ethical issues	English	1 949
5	UNESCO Universal Declaration on Cultural Diversity, adopted by the 31st session of the General Conference of UNESCO, Paris, 2 November 2001	Plurilingual	1 597
6	Seven complex lessons in education for the future	Spanish	1 340
7	Coleção história geral da Africa: edição em português	Portuguese	1 293
8	The Dakar Framework for Action: Education for All: meeting our collective commitments (including six regional frameworks for action)	English	1 230
9	Le Jeu entre la naissance et 7 ans: un manuel pour les ludothécaires	Spanish	1 175
10	The Contribution of early childhood education to a sustainable society	English	1 064

5.1.3 Top 50 Country Origin

	Country	Downloads
1	Brazil	137 156
2	United States of America	87 324
3	France	56 536
4	India	23 564
5	Mexico	21 448
6	Spain	18 564
7	United Kingdom of Great Britain and Northern Ireland	18 058
8	Canada	13 458
9	Republic of Korea	12 282
10	Germany	12 075
11	Morocco	10 583
12	Portugal	10 311
13	Algeria	9 799
14	Japan	9 786
15	China	9 679
16	Philippines	8 996
17	Peru	8 940
18	Argentina	7 387
19	Venezuela (Bolivarian Republic of)	7 067
20	Colombia	6 438
21	Chili	6 434
22	Indonesia	6 136
23	Nigeria	5 895
24	Russian Federation	5 724
25	Australia	5 218
26	Ethiopia	5 157
27	Pakistan	5 075
28	Belgium	4 554
29	Tunisia	4 522
30	Italia	4 390
31	Egypt	3 989
32	Kenya	3 955
33	Malaysia	3 686
34	Ecuador	3 635
35	Netherlands	3 563
36	Switzerland	3 552
37	Cameroon	3 520
38	Mozambique	3 131
39	Senegal	3 127
40	Singapore	3 012

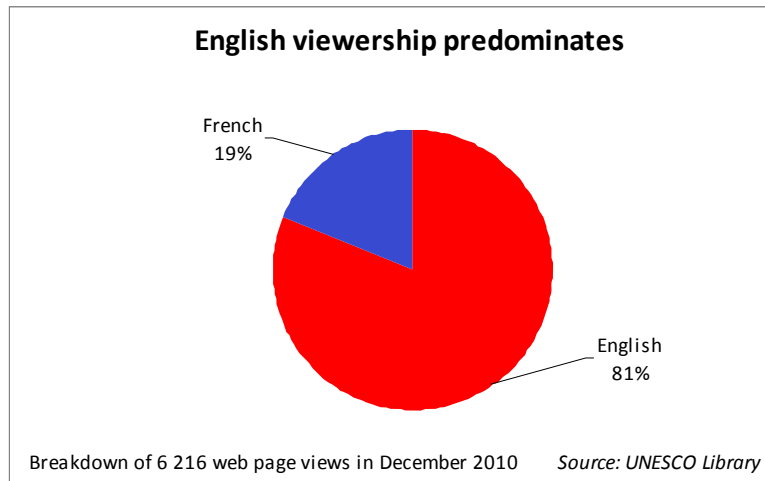
41	Iran (Islamic Republic of)	2 933
42	United Republic of Tanzania	2 683
43	Turkey	2 557
44	South Africa	2 242
45	Bolivia	2 102
46	Saudi Arabia	2 061
47	United Arab Emirates	1 904
48	Thailand	1 877
49	Israel	1 875
50	Sweden	1 748

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

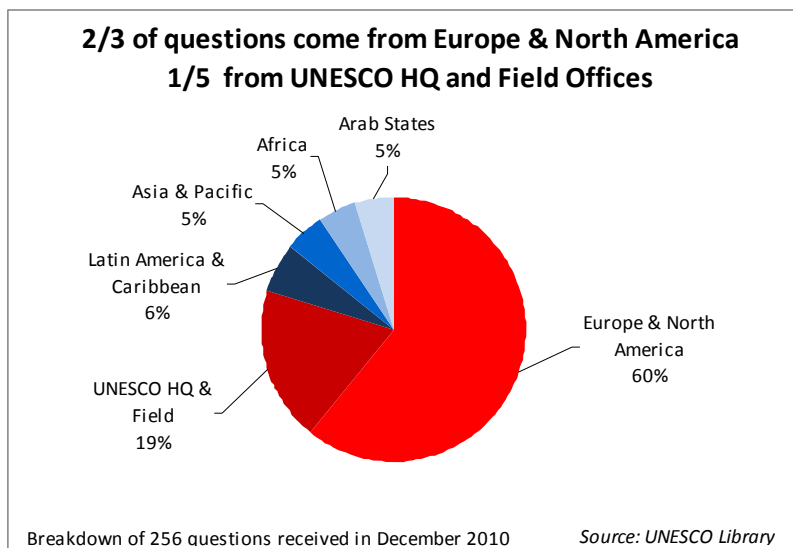
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 Web page views



5.2.2 Questions received by e-mail to: library@unesco.org



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

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

The explosion (424% increase against the November Top 10 UNESDOC consultations) of the number of consultations of UNESCO publications in December is due to the release of the Portuguese edition (UNESCO Brasilia Office) of *The General History of Africa*. These consultations amount to more than 18% of the number of consultations for the first 100 UNESCO publications and documents in UNESDOC. The consultations of the Portuguese edition of *The General History of Africa* has a small influence on the consultation of the series in French. Apart from this major publication event, the *UNESCO Engineering Report* continues to interest the online readers. The consultations of the UNESCO flagship publications, as well as the co-publishing/licensing agreements, over the year show an ongoing interest for the UNESCO Reports (education, natural sciences, social and human sciences, culture) and for some human rights titles characteristic of UNESCO's mandate (*Human Rights, Questions and Answers; Democracy, questions and answers*, etc.).

The 2010 bestseller is definitely *The World Heritage Desk Diary 2011* (online, international and in the UNESCO bookstore). Publications from the Culture sector are by far the bestsellers, with the addition of UNESCO reports (Engineering and Science).

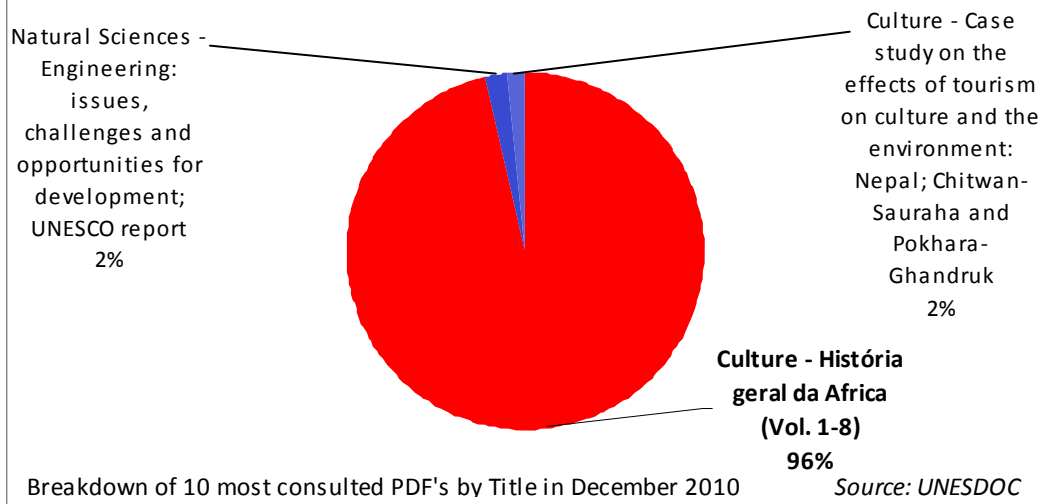
45 publications were added on the UNESCO list of publications available via Google. The number of visits does not show any increase, probably because of the Holiday period.

The permissions to use UNESCO contents show confirmation of the pedagogical destination of most of these quotes. As said before, more can be achieved in the field of Licensing/co-publishing Agreements and Permissions, by finding new partners through National Commissions. Making UNESCO content available in many language versions would serve widely the mandate of the Organization.

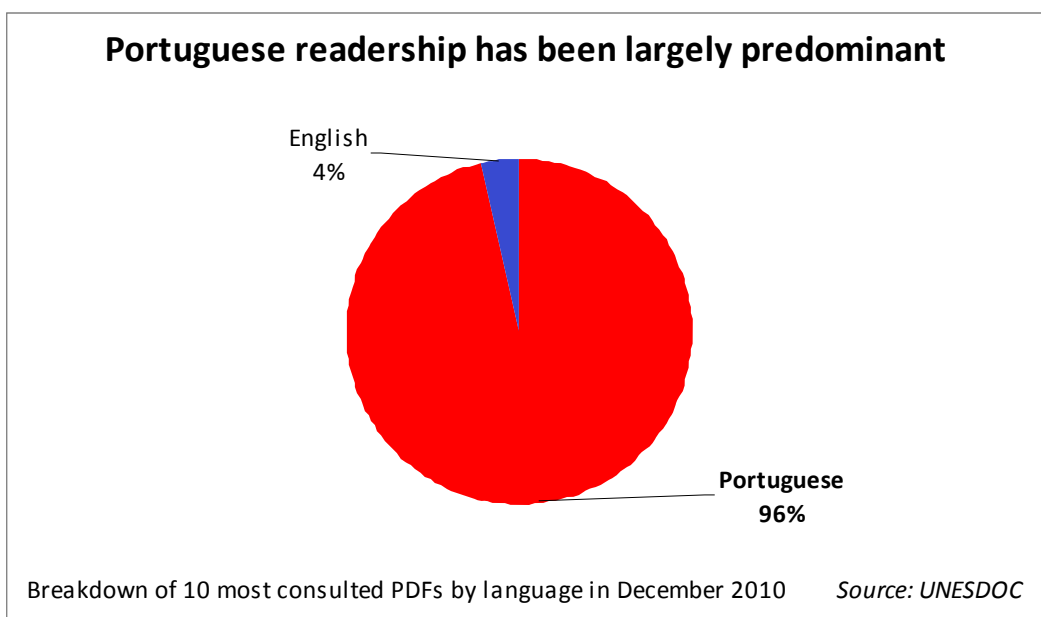
6.1. Top 10 most consulted PDFs in December 2010 (UNESDOC)

	Title	Sector	Language	PDF consulted	Publisher, year
1	História geral da Africa, I	CLT	Portuguese	29 591	Brasilia, 2010
2	História geral da Africa, II	CLT	Portuguese	17 894	Brasilia, 2010
3	História geral da Africa, V	CLT	Portuguese	15 049	Brasilia, 2010
4	História geral da Africa, IV	CLT	Portuguese	14 940	Brasilia, 2010
5	História geral da Africa, III	CLT	Portuguese	14 766	Brasilia, 2010
6	História geral da Africa, VI	CLT	Portuguese	13 929	Brasilia, 2010
7	História geral da Africa, VIII	CLT	Portuguese	13 617	Brasilia, 2010
8	História geral da Africa, VII	CLT	Portuguese	12 185	Brasilia, 2010
9	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	2 626	Paris, 2010
10	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	2187	Bangkok, 1995

Consultations soar thanks to Portuguese edition of *The General History of Africa*



Portuguese readership has been largely predominant



6.2. Statistics of PDF consultation of 2010 Flagship UNESCO publications

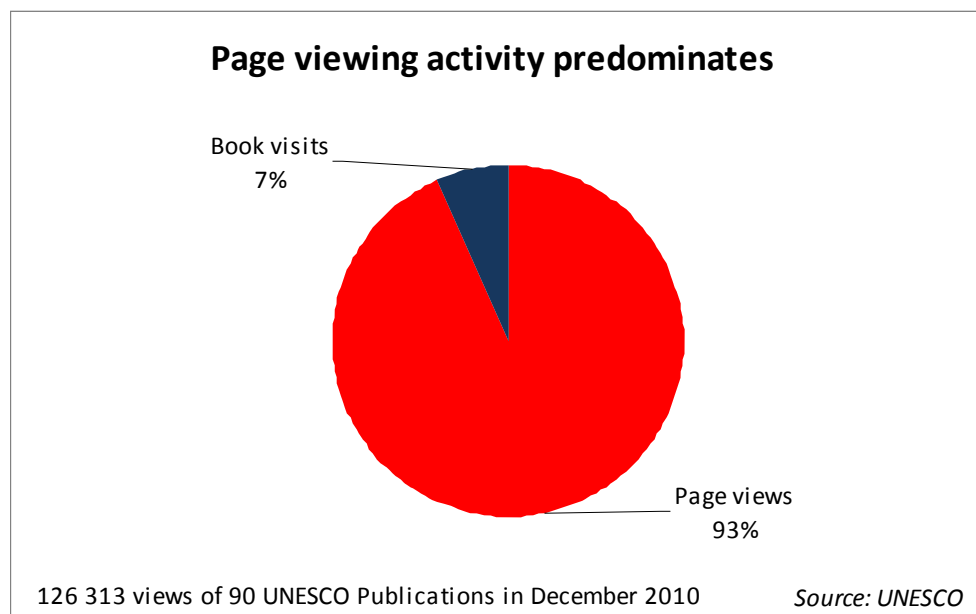
Nov. 2010 ranking	Title	Language	PDF consulted Dec. 2010	PDF consulted Jan-Dec. 2010
1	História geral da Africa, I	Portuguese	29 591	Just published
2	História geral da Africa, II	Portuguese	17 894	Just published
3	História geral da Africa, V	Portuguese	15 049	Just published
4	História geral da Africa, IV	Portuguese	14 940	Just published
5	História geral da Africa, III	Portuguese	14 766	Just published
6	História geral da Africa, VI	Portuguese	13 929	Just published
7	História geral da Africa, VIII	Portuguese	13 617	Just published

8	História geral da Africa, VII	Portuguese	12 185	Just published
9	Engineering: issues, challenges and opportunities for development; UNESCO report	English	2 626	Just published
10	Reaching the marginalized: EFA global monitoring report, 2010	English	2 085	47638
11	Water: a shared responsibility; the United Nations world water development report 2	English	1 246	15219
12	World social science report, 2010: knowledge divides	English	1 235	20379
13	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	Spanish	1 073	38906
14	Investing in cultural diversity and intercultural dialogue: UNESCO world report	English	570	13473
15	Atteindre les marginalisés: rapport mondial de suivi sur l'EPT, 2010	French	372	5151
16	Investir dans la diversité culturelle et le dialogue interculturel: rapport mondial de l'UNESCO	French	333	1678
17	Philosophy: a school of freedom; Teaching philosophy and learning to philosophize: status and prospects	English	314	3599
18	Llegar a los marginados: informe de seguimiento de la EPT en el mundo, 2010	Spanish	232	6048
19	Invertir en la diversidad cultural y el diálogo inter-cultural: informe mundial de la UNESCO	Spanish	180	2968

6.3. Statistics from Google

UNESCO started working with Google Books this year with a small selection of titles but is starting to be a good show case for UNESCO publications. This service allows readers to search and browse UNESCO publications on-line.

Month	Publications available on Google	Pages viewed	Book visits	Book visits with buy clicks
December 2010	90	118 001	8 312	94



6.4. Top 5 sales UNESCO bookstore

UNESCO Publications top 5 sales 2010 bookstore: January – December 2010

	Title	Number of copies sold	Sector
1	UNESCO/WHC Agenda 2011	733	WHC/CLT
2	The World's Heritage Complete Guide	498*	WHC/CLT
3	Tell Me About... Slavery	245	CLT
4	UNESCO/WHC Agenda 2010	97	WHC/CLT
5	Investing in Cultural Diversity and Intercultural Dialogue: UNESCO World Report	68	WRU/CLT

UNESCO Publications top 5 sales bookstore: December 2010

	Title	Number of copies sold	Sector
1	UNESCO/WHC Agenda 2011	462	WHC/CLT
2	The World's Heritage Complete Guide	18*	WHC/CLT
3	Aux sources des musiques du monde	14	SC
4	Eternités afghanes	13	CLT
5	Tell Me About... Slavery	13	CLT

* These figures are for copies sold by UNESCO. More than 186,000 copies have been printed in total through the partnership with HarperCollins publishers. 8 different language versions are available.

Non UNESCO Publications top 5 sales bookstore: December 2010

	Title	Number of copies sold	Publisher
1	Patrimoine mondial de L'UNESCO – sites français	44	Gelbart
2	Patrimoine mondial de L'UNESCO guide complet (FR)	33	Ouest France
3	Coloring book « Papa tu peux sauver la planete ? »	26	UN
4	Coloring book « UN in our daily lives »	18	UN
5	Reza Les Ames rebelles	15	Democratic Books

6.5. UNESCO top 5 sales 2010 online and international

UNESCO Publications top 5 sales 2010 online and international: January – December 2010

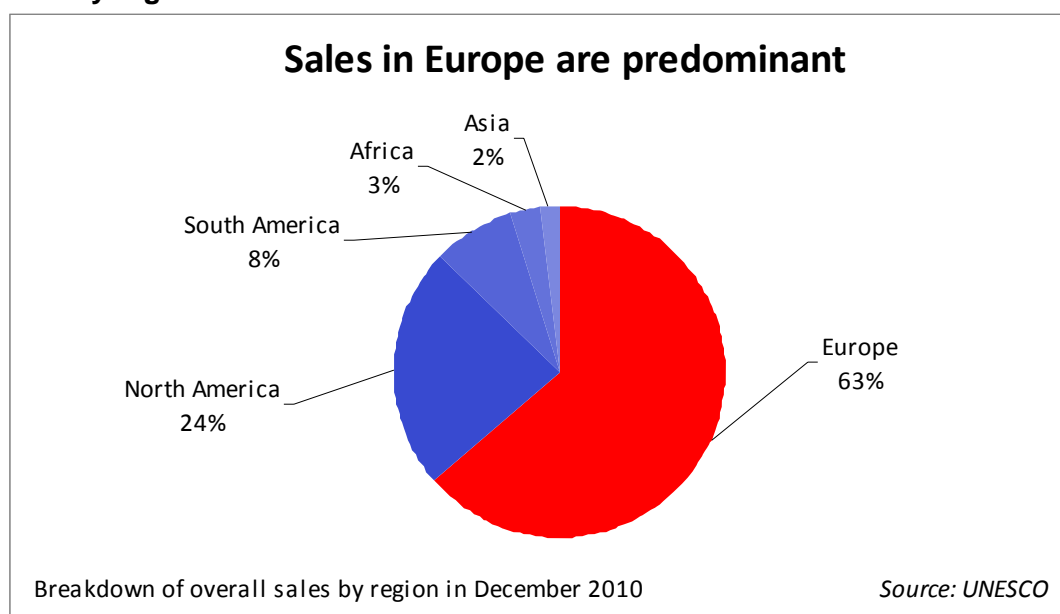
	Title	Number of copies sold	Sector
1	UNESCO/WHC Agenda 2011	387	WHC/CLT
2	The World's Heritage Complete Guide	361*	WHC/CLT
3	Climate Change and Arctic Sustainable Development	251	SC
4	World Social Science Report 2010	214	SC
5	Atlas of the World's Languages in Danger	190	CLT

* These figures are for copies sold by UNESCO. More than 186,000 copies have been printed in total through the partnership with HarperCollins publishers. 8 different language versions have been published.

UNESCO Publications top 5 sales online and international: December 2010

	Title	Number of copies sold	Sector
1	UNESCO/WHC Agenda 2011	78	WHC/CLT
2	Engineering Issues Challenges and Opportunities	58	SC
3	The World's Heritage Complete Guide	49*	CLT
4	UNESCO Science Report 2010	36	SC
5	Aux sources des musiques du monde	20	CLT

Overall sales by region



6.6. Licensing and co-publishing agreements signed

Contract No.	Title	Publisher	Language	Date of signature
J.2010-008	Advanced Simulation and Modeling for Urban Groundwater Management - UGROW	Taylor & Francis Group	English	1/12/2010
C.2010-032	Philosophy: a School of Freedom	Cambodian Ministry of Education, Youth and Sport	Khmer	8/12/2010
C.2010-033	General History of Africa, Vol. II	Ministry of Education, University Sao Carlos, Brazil	Portuguese	17/12/2010
C.2010-034	General History of Africa, Vol. III	Ministry of Education, University Sao Carlos, Brazil	Portuguese	17/12/2010
C.2010-035	General History of Africa, Vol. IV	Ministry of Education, University Sao Carlos, Brazil	Portuguese	17/12/2010
C.2010-036	General History of Africa, Vol. V	Ministry of Education, University Sao Carlos, Brazil	Portuguese	17/12/2010
C.2010-037	General History of Africa, Vol. VI	Ministry of Education, University Sao Carlos, Brazil	Portuguese	17/12/2010
C.2010-038	General History of Africa, Vol. VII	Ministry of Education, University Sao Carlos, Brazil	Portuguese	17/12/2010
C.2010-039	General History of Africa, Vol. VIII	Ministry of Education, University Sao Carlos, Brazil	Portuguese	17/12/2010
C.2010-040	Introducing Democracy: 80 Questions & Answers	Marga Institute, Sri Lanka	Sinhalese	27/12/2010

6.7. Permissions granted in November 2010 to use or translate UNESCO contents

Who requests	UNESCO Content	To be reproduced in	Conditions	Date of agreement
Pearson Education Inc., USA	Several short extracts from <i>General History of the Caribbean</i> , Volume V © UNESCO / Macmillan Publishers Ltd. 2004 © text UNESCO 2004	inclusion in the book for students <i>Caribbean History</i> , 1e, 10,000 copies; US\$33 per copy, January 2011 + eBook version, January 2011	due acknowledgment of UNESCO; fee = 150 US\$; provision of one copy	1/12/2010
Frère Kris, Pays-Bas	Extrait du poème "Chanson naïve sur la Croix-Rouge" In <i>Rien qu'une autre année</i> , de Mahmoud Darwich © UNESCO 1983 pour la traduction française	mise en musique contemporaine dans le cadre d'un travail sur une série de cantates de chambre sur le thème du carême	mention de la source, à titre gracieux	2/12/2010
Pearson Education Inc., USA	Extract from the article "Quelques belles réussites", UNESCO World Heritage's website	inclusion in a French language Programme, one edition for students, 25,000 copies sold at US\$ 32; one online edition for teachers, March 2011	due acknowledgment of UNESCO; fee = 200 US\$; provision of one copy	2/12/2010
Actes Sud en tant que coéditeur, France	Poème "Portrait de profil de l'adorateur de la Grande Ourse" In <i>Autobiographie du Voleur de Feu</i> © UNESCO 1987 pour la traduction française	inclusion dans <i>Ulysse en son jardin</i> par Philippe Binet, 4000 ex., diffusion hors commerce, 2011	mention de la source, à titre gracieux	5/12/2010
Meteorological Research Institute, Japan	<i>Intergovernmental Oceanographic Commission Reports of Meetings of Experts and Equivalent Bodies 223, Joint IOC-ICES Study Group on Nutrient Standards (SGONS), IOCCP Report No. 20, 2010</i> © UNESCO 2010	300 photocopies for free distribution within the Institute, January 2011	due acknowledgment of UNESCO; free of charge	8/12/2010
School of Professional and Continuing Education and University of Hong Kong (HKU-Space) P. R. China	Brochure <i>2008 - International Year of Languages</i> (Introduction) © UNESCO 2008	inclusion in the HKU SPACE Community College's reading module, aiming at preparing students for the IETLS exam, print and electronic form, free of charge, February 2011	due acknowledgment of UNESCO; free of charge	21/12/2010
Cengage Learning, USA	10-page extract of <i>The History of the World-Conqueror</i> , collection of Representative Works: Persian series © UNESCO 1958	inclusion in <i>Discovering the Global Past</i> , Volume I, 24,107 copies sold at US\$ 57.25 + eBook version, February 2011	due acknowledgment of UNESCO; fee = 300 US\$; provision of one copy	21/12/2010
Open University of Israel, Israel	Table 6.5 "Television receivers by regions" In <i>UNESCO Statistical Yearbook 1998</i> © UNESCO 1998	inclusion in an academic book publishing project distributed free of charge to students + online version , March 2011	due acknowledgment of UNESCO; free of charge	29/12/2010
Universitat Oberta de Catalunya, Spain	International Conference - <i>Culture Counts: Financing, Resources and the Economics of Culture in Sustainable Development</i> ; Florence, Italy, 1999 © UNESCO 1999	inclusion in the online course "Cultura, innovación e industria", posted on the University Virtual Campus, password-protected (http://www.uoc.edu)	due acknowledgment of UNESCO; free of charge	30/12/2010
Gallimard en tant que coéditeur, France	Extrait de deux pages du <i>Pavillon d'or</i> de Yukio Mishima © UNESCO 1961 pour la traduction française	inclusion dans un documentaire "Gaston Gallimard - Le Roi Lire" par William Karel, diffusion sur Arte, printemps 2011	mention de la source, à titre gracieux	14/12/2010

7. UNESCO Courier - <http://www.unesco.org/courier/>

Since 1948, *The Courier* is the UNESCO flagship periodical. The magazine has changed a great deal over the years, both in content and in form, but it pursues its original mission: promote UNESCO's ideals, maintain a platform for the dialogue between cultures and provide a forum for international debate.

Presently, it is a quarterly 56 pages magazine published in the 6 official languages. The PDF is available on *The UNESCO Courier* web site, and sent by e-mail to the subscribers. The printed version is sent to the Member states/Partners mailing list.

The latest issue, "Rebirth for Haiti", reflects the Forum held at UNESCO on 24 March 2010 that brought together experts and intellectuals from Haiti and elsewhere. Additional copies have been printed for the special events in January 2011, commemorating the anniversary of the earthquake.

Since the publication of "Rebirth for Haiti" in September 2010, the number of PDF downloads has decreased.

	November 2010	December 2010
ENG	884	349
FR	860	218
SPA	800	190

7.1. Number of page views, PDF downloads, subscribers, printed copies in December 2010

Language	Page views	PDF downloads	New subscribers	% of Total subs.	Total subscribers	Additional printed copies
English	4 219	7 045	394	2,32	16 978	350
French	2 058	7 376	148	1,13	13 144	650
Spanish	1 572	5 936	120	1,16	10 386	0
Russian	1 061	74	28	1,82	1 536	0
Arabic	1 564	47	12	0,92	1 302	0
Chinese	603	63	14	0,62	2 276	0
TOTAL	11 077	20 541	716	1,57	45 622	1 000

7.2. Top 10 most consulted PDFs in December 2010 (UNESDOC)

About 1500 different issues have been downloaded this month, mostly in English, French and Spanish, for a total of **20 541** PDF downloads.

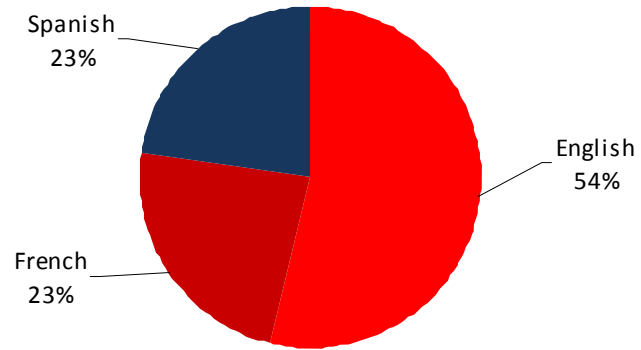
Most of them focus on a specific country, or person.

The most recent: September 2010

The most ancient: December 1955

	Title	Language	PDF consulted	Published
1	Rebirth for Haiti	English	349	September 2010
2	Rebirth for Haiti	French	218	September 2010
3	Rebirth for Haiti	Spanish	190	September 2010
4	Einstein	Spanish	152	May 1979
5	The Chinese scientific genius	French	135	October 1988
6	60 years of friendship with India	English	99	Special issue 2009
7	Happy New Year around the world	English	96	December 1955
8	Unesco collection of representative works	English	94	January 1986
9	Youth's sonic forces	English	90	July/August 2000
10	Seven writers in a world of wonders	English	80	December 2000

English PDFs are the most consulted,
1/4 are equally French and Spanish



Breakdown of 10 most consulted PDFs in December 2010

Source: UNESDOC

8. 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.

8.1. Number of events by “Major Programmes”

<i>Major Programme</i>	<i>Total</i>	<i>Organized by</i>		
		<i>Headquarters</i>	<i>Field Offices</i>	<i>Institutes</i>
CI	12	5	7	
CLT	11	8	3	
ED	6	6		
ERI	12	12		
ODG	2	2		
SC	6	6		
SHS	13	11	2	
UIS	1			1
Total	63	50	12	1

8.2. Events organized by Field Offices/Institutes

Almaty	1
Amman	2
Bangkok	1
Beyrouth	1
Kingston	1
Moscow	1
Venice	3
Windhoek	2
UIS with Kathmandu	1
Total	13

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

<i>Type of Events taking place</i>	<i>at HQS</i>	<i>away from HQS</i>
Category 2-Intergovernmental meeting	2	1
Category 4- International Congress		1
Category 5- Advisory Committee		1
Category 6-Expert Committee		1
Category 7-Seminars and Workshops	1	11
Category 8-Symposium		3
Concert	2	1
DG Meeting with Staff		
Exhibition	8	3
Event under UNESCO Patronage	1	
Film Projection	2	
Information Meeting with Permanent Delegations	2	
Press conference	1	
Interagency Meeting	2	1
Intersectorial Meeting		
Meeting by Member States or Institutions		4
Prize-giving ceremony		1
Show	2	
Special Event	9	1
Working group/Expert Meeting		4
Total	32	33

9. UNESCO Headquarters

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

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

9.1. Conferences and Meetings

Programme Meetings

Date	Title*	Organizer	Place	Public
01-03/12	4e Session du Comité intergouvernemental pour la protection et la promotion de la diversité des expressions culturelles	Centre de l'UNESCO pour le patrimoine mondial, Unité de politique générale et de réunions statutaires	Salles II, VII	350
29/11-03/12	Knowledge Deepening Workshop for UNESCO's "ICT-Competency Framework for Teachers" project	Secteur de la communication et de l'information, section accès universel et préservation	Salles V, VIII, A22	30
02/12	1 ^{er} réunion du Groupe de travail ad hoc du Conseil exécutif sur le suivi du rapport de l'Evaluation externe indépendante (EEI)	Services centraux, Secrétariat de la Conférence générale	Salle IV	40
06-10/12	International Aquifer Resources Management - ISARM	Secteur des sciences exactes et naturelles, Section des processus hydrologiques et du climat	Salles III, IV, VI, XI, XII, XVI	400
06/12	7 ^{ème} réunion du Comité directeur du Global Initiative for Quality Assurance Capacity - GIQAC	Secteur de l'éducation, Section de la coopération internationale dans l'enseignement supérieur	Salles VIII, IX	25
06/12	Culture Counterpoints : women and dialogue	Secteur de la culture, Bureau exécutif, Communication, information et publications	Salle XIII	80
09/12	La prise en compte de la dimension culturelle dans la gestion de l'eau, notamment les eaux souterraines	Secteur des sciences exactes et naturelles, Division des sciences de l'eau	Salle XI	150
10/12	2 ^{ème} réunion du Groupe de travail ad hoc du Conseil exécutif sur le suivi du rapport de l'Evaluation externe indépendante (EEI)	Services centraux, Secrétariat de la Conférence générale	Salle X	190
14/12	Conférence DIAMBARS	Secteur des sciences sociales et humaines, Section de la jeunesse, des sports et de l'éducation physique	Salle XII	400
16/12	ED HQ staff seminar	Secteur de l'éducation, Section de la planification et du suivi stratégique	Salles III, V, VI, VII, VIII, XI	200
16/12	Information Meeting of The role of religious communities in the management of World Heritage properties"	Centre de l'UNESCO pour le patrimoine mondial, Unité de politique générale et de réunions statutaires	Salle XII	200
20/12	Réunion du Comité de pilotage du Vademecum / Meeting of International Scientific Committee of the Slave Route	Secteur de la culture, Section du dialogue interculturel	Salle VIII	10
21/12	Présentation d'un nouveau système de « Overtime »	Bureau de la gestion des ressources humaines, Section du système d'information de gestion	Salle XI	200
Total participation				2 275

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

External rentals

Date	Title	Organizer	Place	Public
02-03/12	Conférence pour l'Innovation de l'AIU - Enseignement supérieur/Recherche et EPT/ODM éducatifs	Association Internationale des Universités	Salles III, IX	90
03/12	17 ^e journée "La douleur de l'enfant quelles réponses?"	Association pour le traitement de la douleur de l'enfant	Salles I, V	1 000
07-08/12	Séance ordinaire du Congrès de l'Union Latine	Union Latine	Salle IX	90
09/12	Célébration de 1250 ^e anniversaire de Sibouyeh	Délégation permanente de la République islamique d'Iran auprès de l'UNESCO	Salle II	150
09/12	Table Ronde sur " Le rôle des organisations non-gouvernementales dans la protection des droits de la famille"	Délégation permanente du Royaume d'Arabie Saoudite auprès de l'UNESCO	Salle IV	150
10-11/12	Conférence « Paris Model United Nations – PAMUN »	American School of Paris	Salles I, II, III, IV, V, VI, VII, VIII, IX, XI, XII	1 000
14/12	Conférence sur: " les Nanotechnologies et l'Interdisciplinarité"	Association Technion France	Salle IV	300
16-17/12	Conférences : Fantômes, monstres et autres passagers clandestins, cette part de nous-mêmes qui nous échappe	Association Paroles d'Enfants	Salles I, II, XII	1 200
16/12	Cycle IHEPS 2010/2011	Institut des hautes études de protection sociale	Salle XIII	50
17-18/12	2e Etats généraux du bien vieillir	LongevitTV	Salles II, IV	300
22/12	Symposium international sur " L'Audace, unique défi pour une Afrique Nouvelle"	Délégation permanente du Bénin auprès de l'UNESCO	Salle II	400
Total participation				4 730

Inter-Agency Meeting

Date	Title	Organizer	Place	Public
01/12	Vidéo conférence FAO - HRM	Bureau de la gestion des ressources humaines, Section de coordination des politiques	Salle VIII	2

Electoral Groups Meetings

Date	Title	Organizer	Place	Public
01-03/12	Réunion du Groupe UE	Délégation permanente du Royaume de Belgique	Salles III, XI	50
02/12	Réunion plénière du Groupe ASPAC	Délégation permanente de la Nouvelle-Zélande	Salle V	30
06/12	Réunion du Groupe arabe	ALECSO	Salle XIV	40
06/12	Réunion plénière du Groupe ASPAC	Délégation permanente de la Nouvelle-Zélande	Salle XVI	30
07/12	Réunion du Groupe UE	Délégation permanente du Royaume de Belgique	Salle XVI	50
09/12	Réunion du Groupe francophone	Délégation permanente d'Andorre	Salle XIII	80
13/12	Réunion du Groupe Electoral I	Délégation permanente du Luxembourg	Salle XIII	40
14/12	Réunion du Groupe UE	Délégation permanente du Royaume de Belgique	Salle XIII	50
15/12	Réunion du Groupe NAM	Délégation permanente de la République arabe d'Egypte	Salle XIII	50
15/12	Réunion du Groupe Electoral II	Délégation permanente de la République de Hongrie	Salle VIII	40

16/12	Réunion des petits états insulaires	Délégation permanente des Seychelles	Salle XIV	50
21/12	Réunion du Groupe arabe	ALECSO	Salle XVI	50
Total participation				560

9.2. UNESCO Cultural Events / Exhibitions

<http://www.unesco.org/new/en/unesco/events/public-events/>

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public (nb)
Until 3/12	On the occasion of the centenary of the Mexican Revolution (1910 – 2010) Constitutionalism: the Mark of Victory	Permanent Delegation of Mexico to UNESCO, in partnership with Instituto Cultural de México	Hall Ségur	Around 30
Until 3/12	On the occasion of the International Day of Solidarity with the Palestinian People, on November 29 Painters of Palestine: From One Generation to the Next	Permanent Observer Mission of Palestine to UNESCO	Miró Rooms I and II	Around 30
Until 28/12	Portraits/Self-Portraits by Gilles Porte	UNESCO Education Sector, in partnership with French National Commission for UNESCO, UNICEF, Ligue des droits de l'Homme, Solidarité Laïque, Clowns sans frontières and SIMV Association.	Railings around UNESCO Headquarters	N/A
30/11 – 14/01/2011	On the occasion of World AIDS Day, on December 1st Photos-Voices: HIV and AIDS Education for Young People in Africa	UNESCO Education Sector, Section on HIV and AIDS, with Virginio Bruni Tedeschi Foundation and UNAIDS	Hall Ségur	N/A
08/12-16/12	Sculptures by Mineo Kambe	International Staff Association of UNESCO	Miró Room III	Around 100
15/12 – 17/12	Artists from UNESCO	International Staff Association of UNESCO and UNESCO Staff Union	Miró Rooms I and II	Around 80
Total participation (estimation)				240

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public
01/12	Film premiere Draw Yourself directed by Gilles Porte	UNESCO Education Sector, in partnership with French National Commission for UNESCO, UNICEF, Ligue des droits de l'Homme, Solidarité Laïque, Clowns sans frontières and SIMV Association.	Room I.	900
02/12	Elijah by Felix Mendelssohn-Bartholdy	Permanent Delegation of Romania to UNESCO, in cooperation with the Ensemble Instrumental de Paris.	Room I	1250

03/12	Music by Prudence directed by Roger Ross Williams	UNESCO Communication and Information Sector	Room XI	100
03/12	In the context of the fourth ordinary session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions Mozarab and Sephardic Music	Permanent Delegation of Spain to UNESCO	Hall Ségur, (from 1.15 p.m. to 2.30 p.m.)	N/A
04/12	Traditional Greek dances	Permanent Delegation of Greece to UNESCO	Room I	450
08/12	Hatun Llaqta: A Great People	Permanent Delegation of Peru to UNESCO	Room I	
14/12	Celebration of the 65th anniversary of the adoption of the Constitution of UNESCO	UNESCO Directorate, with the Sector for External Relations and Public Information	Room I	1100
Total participation				3 800

9.3. UNESCO Visits

The Visitors' Service organized a total of 9 visits for 340 visitors in December 2010.

In December, all visitors came within the framework of group visits. The major part of the organized visits was conducted in French for a French public.

1. Requests

Number of emails received	147
Number of requests received	86
Accepted requests	19%
Declined requests	81%

2. Languages

Visits in English	0	0%
Visits in French	7	78%
Other	2	22%

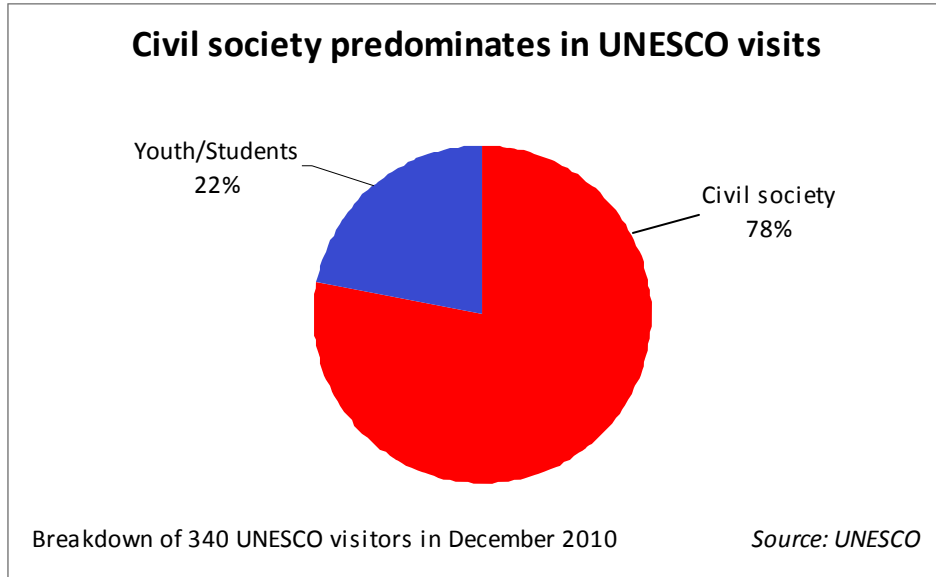
3. Type of visits

Individual Visits	0	0%
Group Visits	8	89%
Thematic Conferences	1	11%

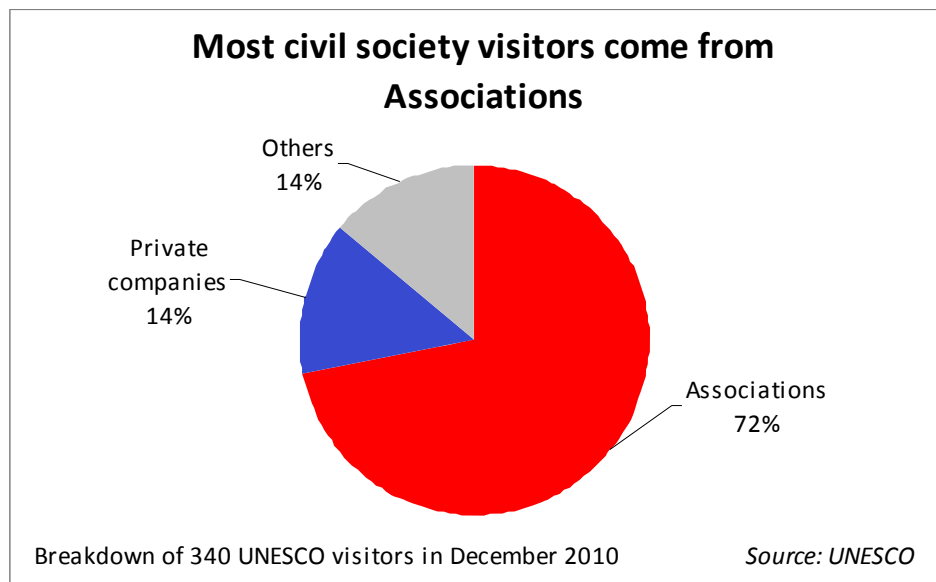
4. Origin

Africa	0	0%
Arab States	0	0%
Europe and North America (of which 86% of local requests)	7	78%
Latin America and the Caribbean	0	0%
Asia and Pacific	2	22%

5. Audience



Civil Society Breakdown



Among the associations accommodated by the Visitors' Service, most of them were retiree associations.

10. UNESCO logo Exposure: Patronage

10.1 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/OPP/PRO. The database is updated daily and shared with the **focal points for UNESCO name and logo** use of each Sector.

Three activities took place under the patronage of UNESCO in December 2010.

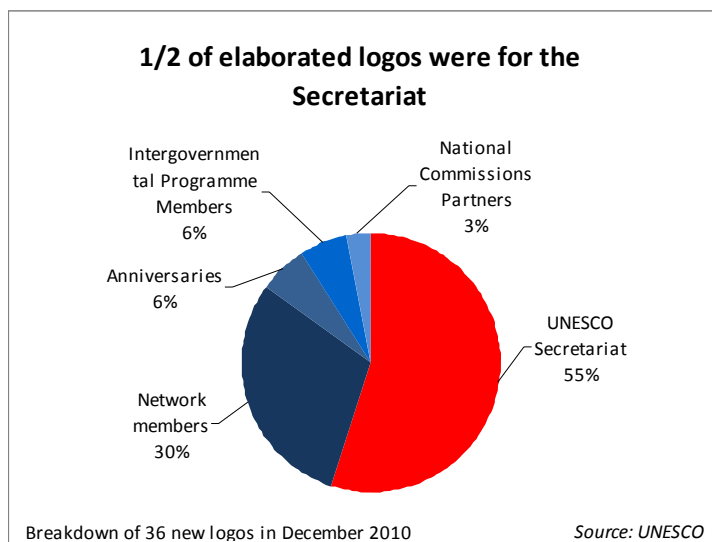
Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/12	France	Exposition sur la thématique des ponts d'architecture aux Palais des Papes à Avignon	Civil society, youth & students, mass media	CLT
01/12	France	Colloque sur le thème de la responsabilité civile envers les générations futures, notamment dans ses relations avec la protection de l'environnement	Scientists & researchers & academia, educators & teachers & trainers, youth & students, civil society, policy makers, mass media	SHS
14/12	UNESCO HQ	Conference on Nanotechnologies	Scientists & researchers & academia, educators & teachers & trainers, students,	SC

10.2 Logo production

Wherever possible, the UNESCO logo should be accompanied by a text or a secondary logo placed on the right side of the dotted line, specifying the entity concerned and/or the nature of its association with UNESCO.

In December 2010, **36** new logos have been elaborated for the following internal and external audiences:

UNESCO Secretariat	55%
Network Members (Associated Schools, Chairs, ...)	30%
Anniversaries	6%
Intergov. Programme Members (WHC sites, MAB Reserves,...)	6%
National Commissions' partners	3%



11. Media Partnerships

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

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

11.1. Asahi Shimbun (Japan)

Area of collaboration: **Intangible cultural heritage**

Partnership began: August 2008

Duration: until December 2013

Countries and regions of distribution: **Japan**

Circulation: **8,070,000 total** (morning edition)

Logo use: **co-branding logo in color**

Date	Title: <i>Kabuki to be more Global</i>	Size & Photo
01/12	Talk between the DG and Kabuki Actor, Kikunosuke Onoe	Half a page/Color photos

Total number of estimated number of readers of this story was **20 175 000** (2, 5 readers per copy)

11.2. NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009

Duration: until December 2012

Products: **2 series of TV programmes (5 and 43 minutes) + several special programmes**

Title of the Program: **Series World Heritage 100, Invitation to the World Heritage**

Area of broadcast: **Japan and Worldwide**

Average audience share in Japan: **5 percent** (for the first broadcast)

Estimate number of household as viewers in Japan: **879 050 household nationwide in main Kanto region**

Estimate of total number of viewers in Japan: **2 197 625 (household x 2.5)**

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

Explanation of partnership on web: http://www.nhk.or.jp/sekaiisan/info_unesco.html

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

Date	Subject	Format
Every Day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes
Once a week in Japan, Worldwide by satellite (twice a week including re-run)	Invitation to the World Heritage	43 minutes

The total number of audience accessed to the program in December in Japan was estimated at **76 916 875** (for the first broadcast).

11.3. TBS (Japan)

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

Partnership began: 1994

Product: **A series of TV programmes (30 minutes)**

Frequency of broadcast: **Every Sundays, Rebroadcast on the following Saturdays**

Countries and regions of broadcast: **Japan**

Average audience share: **4.7 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4 950 000** (for the first broadcast)

Estimate number of viewers for rebroadcast: **1,000,000** (for the rebroadcast)

Logo use: **For every broadcast/rebroadcast. Exposure is 5 seconds**

Sponsorship: **SONY**

Date	Subject	Format	Audience Share
05/12	Pre-Hispanic City and National Park of Palenque San Marino http://www.tbs.co.jp/heritage/archive/20101205.html	30 minutes	3.9
12/12	Socotra Archipelago http://www.tbs.co.jp/heritage/archive/20101212.html	30 minutes	4.2
19/12	Best shot in 2010! http://www.tbs.co.jp/heritage/archive/20101219.html	30 minutes	6.1

The total number of audience accessed to the program in December was estimated at **17 850 000**

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

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

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Date	Title & site on web	Language
1/12	Spotlight on rights in response to AIDS http://news.xinhuanet.com/english2010/indepth/2010-12/01/c_13629581.htm	English
1/12	Four heritage sites in Cyprus, Italy granted "enhanced protection" by UNESCO http://news.xinhuanet.com/english2010/culture/2010-12/01/c_13629718.htm	English
7/12	UNESCO holds creative cities conference in Shenzhen http://news.xinhuanet.com/english2010/photo/2010-12/07/c_13639034.htm	English
8/12	Senior Chinese leader calls for revitalization of Peking Opera http://news.xinhuanet.com/english2010/china/2010-12/08/c_13639375.htm	English
9/12	Sydney wins UNESCO film award http://news.xinhuanet.com/english2010/entertainment/2010-12/09/c_13642033.htm	English
11/12	Senior Chinese leader calls for revitalization of Peking Opera http://news.xinhuanet.com/english2010/china/2010-12/08/c_13639375.htm	English
18/12	Interview: Strong legal framework, int'l collaboration key in reclaiming antiquities: Greek expert http://news.xinhuanet.com/english2010/world/2010-12/18/c_13654110.htm	English
18/12	Snow in Rome covers beaches, freezes historical fountains amid general wonder http://news.xinhuanet.com/english2010/indepth/2010-12/18/c_13654274.htm	English
21/12	Italy's heritage disappearing due to neglect: expert http://news.xinhuanet.com/english2010/culture/2010-12/21/c_13658737.htm	English
24/12	Kazakh President Nazarbayev may stay in office until 2020: senior official http://news.xinhuanet.com/english2010/world/2010-12/24/c_13663717.htm	English

11.5. Ria NOVOSTI

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

Output: **Ria NOVOSTI website (http://en.rian.ru/) in Russian, English, German, French, Arabic, Persian, Spanish, Japanese, Chinese**

Website Page views:

Network: partnership with more than 100 foreign news media

Date	Title	Language	Page views
2/12	The "Bikin River Valley" tentatively added to the World Heritage List. http://eco.rian.ru/nature/20101202/303507995.html	Russian	123
8/12	Yushkyavichus speaking at the FEAM media forum in Kiev. http://rian.ru/mf_news/20101208/306053606.html	Russian	307
16/12	Medvedev congratulating Bokova: http://rian.ru/politics/20101216/309395381.html	Russian	59

Total number of page views for the stories in Russian concerning UNESCO activities in December was **489**.

11.6. Communication partnerships in Brasilia Office

In addition to global statistics, Brasilia Office provided detailed information about Media partnerships in Brazil throughout 2010.

NEWSPAPERS

Folha de S. Paulo: the largest newspaper in Brazil, with 296 thousand copies/day. Source: *Associação Nacional de Jornais/ ANJ*. First real-time online newspaper in Portuguese.

In 2010, two debates were promoted at the newspaper's auditorium: "The Role of World Heritage in the Development of Brazil", and "The Challenges Posed to Scientific Education in Brazil". The newspaper disseminated news about the debate through articles and notices in the written form and through Twitter and Folha website.

Website: <http://www.folha.uol.com.br>

Correio Braziliense: the largest newspaper in Brasilia, with 53 thousand copies/day.

Two debates were held within the scope of the Project *Dois Pontos*: "Literacy and Adults Education" and "Brasilia and the Contemporary World Heritage".

Website: <http://www.correiobraziliense.com.br/>

MAGAZINES

Revista Planeta: Monthly publication, with 145 thousand copies.

It devotes a monthly space (6 to 8 pages) to news related to UNESCO, notably on world heritage, education and science.

Further information: www.terra.com.br/revistaplaneta

Revista Linha Direta: monthly magazine, with 20 thousand copies distributed to principals and teachers of private schools. A partnership was celebrated to disseminate, in 2011, news on the projects supported by the Criança Esperança – a program developed by TV Globo in partnership with UNESCO. It also discloses articles, interviews and news about UNESCO mainly focusing on education.

Further information: www.linhadireta.com.br

TELEVISION

TV Globo: The biggest TV channel in Latin America, and the fourth biggest commercial broadcaster in the world, behind only the American broadcasters ABC, CBS and NBC. It has an audience of about 120 millions a day.

From July to August, UNESCO is prominent because of the Criança Esperança campaign. In 2010, 70,074 slots were allocated to TV Spots (30" to 1'), highlighting the partnership and showing UNESCO logo. The commercial value of such a space is estimated to US\$ 144 million.

OTHERS

Associação de Empreendedores Amigos da UNESCO: an informal group of businessmen led by the publicist Nizan Guanaes supports UNESCO's initiatives mainly by producing TV spots.

The video presents the Association's commitment and partnership with the messages advocated by UNESCO in Brazil: http://www.unesco.org/archives/multimedia/index.php?s=films_details&id_page=33&id_film=1731 .