



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2012/PIPMR/17/REV

Monthly Report on the Use of UNESCO Public Information Products

March 2012

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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.

Media and Major Events

The Executive Board decisions on the Obiang prize and Syria, the Director-General's visit to the United States, the launch of the World Water Report, a UNESCO mission to assess the state of conservation of Australia's Great Barrier Reef, and several important International Days saw media coverage of UNESCO jump significantly in March (increase of 63% from March 2011). Coverage was most dense in China, North America and France, followed by Australia and Saudi Arabia.

With almost 3,900 articles, Asian media outlets published the most articles mentioning UNESCO (see second graph to the right).

The worldwide observation of World Water Day and World Poetry Day, and the announcement of the programme for the first edition of International Jazz Day further explain the increased coverage.

The following events are highlighted in the Major Events pages:

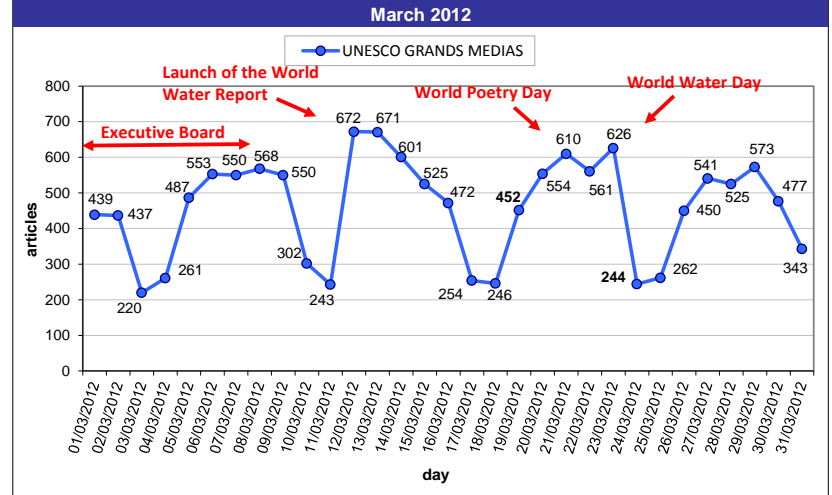
- **Launch of the World Atlas of Gender Equality in Education (8 March)**
- **Launch of the Fourth World Water Development Report (12 March)**
- **Award Ceremony of the UNESCO-IPDC Prize for Rural Communication (23 March)**
- **L'ORÉAL-UNESCO Awards Ceremony for Women in Science (29 March)**

UNESCO Website and Social Media Channels

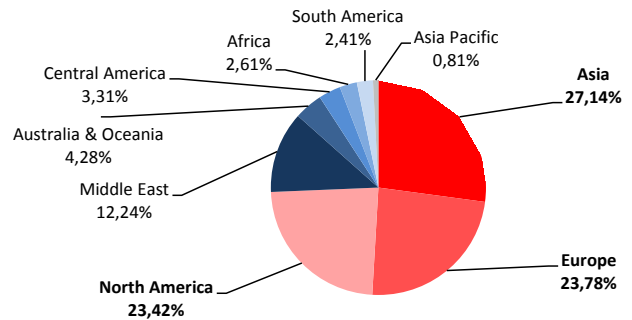
March typically holds key events and for the last few years has shown a close to 20% traffic surge over February. With a 21.89% increase in "visits" this month, we reached our all-time traffic high of **over 2 million monthly visits!** We attribute this year's surge to the massive interest in Australia around the Great Barrier Reef mission undertaken by the World Heritage Centre, and the UN-system wide traffic upon the release of the World Water Report and leading up to World Water Day. In Spanish media World Poetry Day also generated heavy traffic, and in France the Netexplo Forum was a top 'tweet' generating heavy web traffic.

In the spirit of Spring fashions, our Facebook and YouTube channels got a make-over. We implemented Facebook timeline, and switched to the new YouTube homepage template. This will allow to play with the background images of both sites to reflect our constantly changing activities, and also to bring out UNESCO's striking visual work and identity

Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



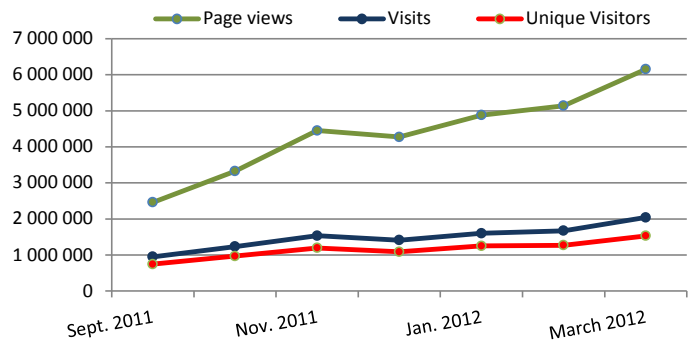
With over 3 300 articles each, Asian, European and North American media published 3/4 of all articles mentioning UNESCO



Breakdown of 14 271 articles published in March 2012

Source: Meltwater News

With a 21.89% increase this month, the 2 million monthly visits has been reached



Monthly web traffic patterns evolution: Sept. 2011 to March 2012

Source: Google Analytics

UNESCO's social media channels also confirmed their role as the preferred communications tool of our Goodwill Ambassadors. Zhang Jun and Kim Phuc worked closely to provide high-performing, crowd-pleasing content that demonstrates the relationship of their work and UNESCO's to peace, via an interview on Weibo, and a podcast on SoundCloud (then promoted on Twitter and Facebook)

UNESCO's social media drove trending topics on Twitter twice this month:

- #netexplo was trending, in France, on 3/15 for the Netexplo event
- #DiaDeLaPoesia was trending in Spain and much of Latin America on 3/21 for International Poetry Day

World Poetry Day is the most successful social media campaign UNESCO launched since July 2011. Results are impressive:

- In 24 hours, the number of tweets mentioning Poetry Day went from almost nothing to 50K, mostly in Spanish
- Spike in new followers: @unesco_es got at least 900, @unescoarabic at least 300.
- The Day performed well in all languages, but the language where its measurable impact outpaced all others was Spanish. In Arabic, the campaign resonated particularly well; our choice to not use hashtags in here prevents quantification of our campaign's reach.

UNESCO Publications

March was a very busy month again for on-line PDF viewing, up by 26,000 on February this year and third month in a row it has increased. The number of consultations of publications on Google Books is at an all-time high and almost 2.5 more book visits than in March 2011. The majority of titles in the top downloads are Education Sector titles only one of which is recent, with the number one position being held by a Spanish title which is 20 years-old.

For sales of publications, World Heritage titles continue to perform well in the bookshop and on-line.

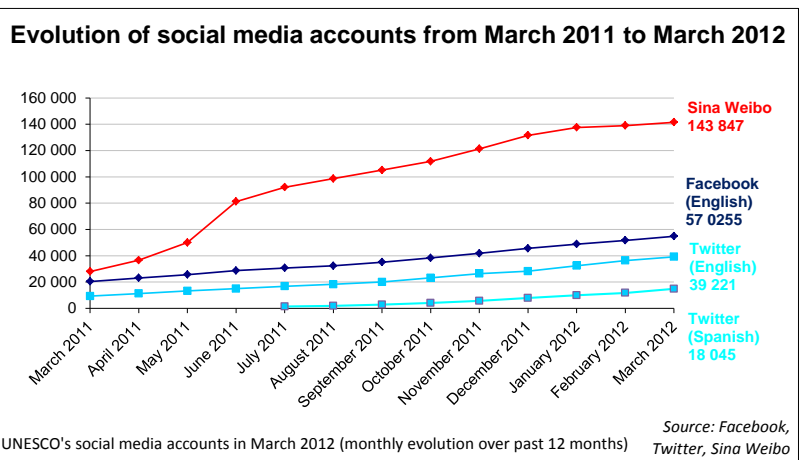
Published this month, the 2011 UNESCO Annual Report has already been downloaded 2,378 times.

UNESCO Courier

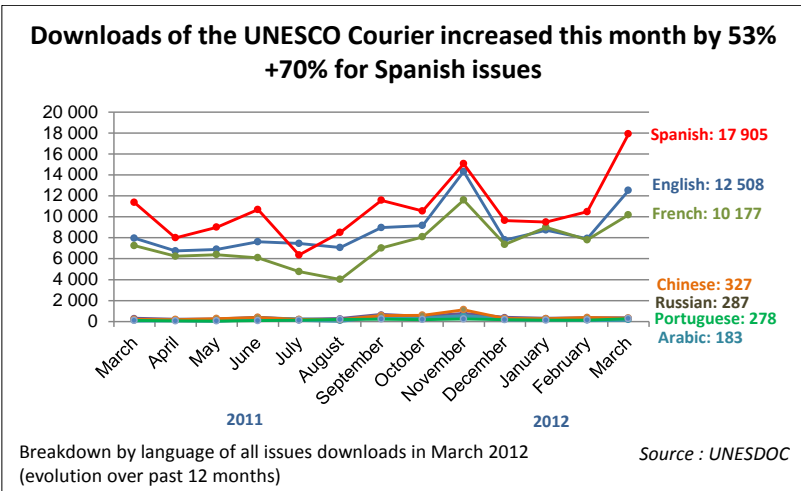
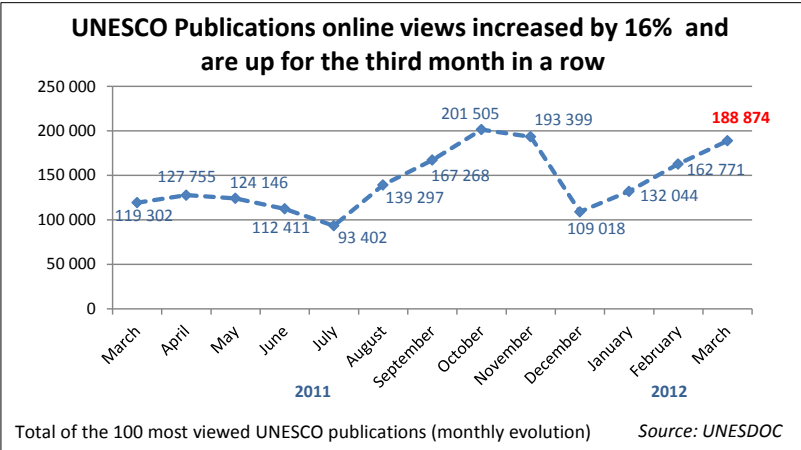
In the absence of any new issue of The Courier, the "revival" campaign via social media and e-mailing of The Courier's archives on the occasion of World Poetry Day and World Theatre Day has been particularly successful.

Visits to The Courier's webpage increased by 258% compared to last month. The number of downloads of all issues rose by 53% (+70% for Spanish issues), reaching a total of 41,665 for the month – almost as many as expected when a new issue is announced.

This month The Courier gained 485 new subscribers.



UNESCO's social media accounts in March 2012 (monthly evolution over past 12 months)



Major events:

I. Launch of the World Atlas of Gender Equality in Education (8 March 2012)

To celebrate International Women's Day on 8 March, UNESCO released the *World Atlas of Gender Equality in Education*. The publication presents more than 120 maps, charts and tables featuring a wide range of sex-disaggregated indicators produced by the UNESCO Institute for Statistics. It enables readers to visualize the educational pathways of girls and boys from pre-primary to tertiary education. It also illustrates the extent to which gender disparities in education have over time and are shaped by factors such as national wealth, geographic location, investment in education and fields of study.

The Atlas was launched at UNESCO **Headquarters-Paris** on 8 March during a presentation for Permanent Delegates during the Executive Board. The Deputy Director-General opened the event, which was moderated by Mr Tang, ADG/ED. Hendrik van der Pol, UIS Director, presented main findings of the report before opening the floor to questions.

A launch was organized by UNESCO's **New York Office** at the Permanent Mission of Brunei Darussalam to the United Nations. Eric Falt, ADG/ERI, opened the event, which included presentations by Albert Motivans, senior statistician at the UIS, and Moez Doraid, Director, Coordination Division of UN Women.

The Atlas will also be presented at diverse conferences and meetings over the course of 2012. In addition, it will be complemented by an online electronic mapping tool, featuring the latest available data from the UIS. This eAtlas will be released on 25 May to mark the one year anniversary of the Global Partnership for Girls' and Women's Education.

Participants: Approximately 300 at Hqs, and 40 in New York.

Public: At Hqs: Members of the Executive Board, UNESCO Permanent Delegations, President of UNESCO's General Conference and Chair of the Executive Board. At the NY Office: representatives of Permanent Missions, UN Agencies, academia and media.

Communication materials and activities:

- Press release (5 March 2012)
- [Dedicated website](#)
- Articles featured on UNESCO and UIS websites
- Announcement in UNESCO ED's Newsletter – *EduInfo* - (+ 3 000 subscribers)
- Announcement in CCNGO/EFA Newsletter (Collective Consultation of NGOs on Education for All) sent to 250 member organizations (global, regional and national NGOs and networks) & posted on EFA CCNGO website
- Personal letters signed by DG to Ministers of development and cooperation, leading policymakers and key concerned stakeholders
- Telephone operation to contact leading UN Agencies involved in girls' and women's education (e.g. Women Watch, UNGEI, Womens' News Network, etc)
- UIS E-blast sent to 4,000 policymakers, donor organizations, researchers and statisticians providing data featured in the Atlas
- Promotional flyer and order form
- Full report available online
- Photo gallery

Website statistics: On UIS website: 4 000 unique page views for English site, 430 unique page views for French site. On ED website: 4 004 unique page views for English site, and 458 for French site.

Downloads of the PDF: On UIS website: 1 200 downloads of English PDF, 100 of French PDF. UNESDOC downloads: 3 798 of English PDF, 48 of French PDF.

Press coverage: Press coverage was sporadic with a few articles monitored in all regions. Articles have been published by Eltiempo (Colombia), Scoop (New Zealand), Two Circles (USA), Africa Online, Khaleej Times (UAE), El Mundo Economia y Negocios (Venezuela), Rewmi.com (Senegal).

Social media:

5 tweets went out during the week the Gender Atlas was launched. The top tweet, "A map for the world & a call for action. Our NEW [#GenderAtlas](#) puts focus on ♀ education as a human right. <http://bit.ly/yMykes>", was picked up by @un, and retweeted at least 50 times. Additional references to the Gender Atlas were made in the live tweeting of Ms Bokova's various speeches during her US trip, with medium interest (12 RT) Plans will be made to refer to the Gender Atlas to support our future work about women.

Brasilia Office: Facebook: 1 post / 8 likes / 4 shares; Twitter: 5 tweets / 78 retweets.

II. Launch of the Fourth World Water Development Report (12 March 2012)

The World Water Assessment Programme (WWAP), a programme of UN-Water hosted by UNESCO, coordinates work of 29 UN organizations, which form the backbone of the triennial World Water Development Report.

The 4th edition of the World Water Development Report (WWDR4), 'Managing Water under Uncertainty and Risk' was launched on the first day of the 6th World Water Forum (12 March 2012, Marseille France) by UNESCO Director-General Irina Bokova, and Michel Jarraud, UN-Water Chair and Secretary-General of the UN World Meteorological Organization (WMO). The ceremony included speeches from high level speakers, and the WWAP Coordinator, Olcay Unver, made a presentation on the findings of this flagship UN Report. Overall, the WWDR4 has received great acclaim and attention world-wide. In addition, WWAP convened various events throughout the week structured around the WWDR4.

Speakers included, Loïc Fauchon, President of the World Water Council, Jean-Claude Gaudin, Mayor of Marseille, Olcay Unver, WWAP Coordinator, Joan Clos, Executive-Director, UN-HABITAT, Alexander Mueller, Assistant Director-General, FAO, Letitia Obeng, Chair, Global Water Partnership, Hon. Mrs Sarah Reng Ochekepe, Minister of Water Resources, Nigeria, Silvano Rometti, Councilor for Environment & Sustainable Development, Umbria, Italy, and Hon. Hesham Kandil, Minister of Water Resources and Irrigation, Egypt TBC.

The launch was videoed and professional photographers captured the event. An online photo gallery of the launch and WWAP events will be posted on the WWAP website and a b-roll and documentary are being created. Regional launches and presentations took place supported by WWAP, and a presentation was made in NY HQ on the launch of the Report, followed by a Press Conference. The Report will be widely distributed. An Executive Summary of the WWDR4 is currently being prepared and will be launched at RIO+20. The Report is currently being translated into Mandarin by the Chinese Government.

Participants: Over 1 000 people

Public: Delegates, Ministers, UN Agencies, conference attendees, broadcasters, journalists and the general public

Communication materials and activities:

- Press releases (main and regional)
- Message by the Director-General
- [Dedicated webpage on UNESCO website](#)
- WWDR4 Key Messages
- WWDR4 Press stories
- Report Overview
- Facts and figures
- Audio-visual clips
- Video of the launch
- Photo galleries
- Op-ed by Irina Bokova and UN Water Chief Michel Jarraud
- WWDR4 roster of experts
- Background briefing note
- Stakeholder briefing note
- WWDR4 side publications
- Media invitation to the launch
- Press breakfast at UNESCO HQ
- Press conference at the Forum and at NY HQ
- In focus feature on UNESCO web portal
- Posters/Banners/Flyers

Press coverage:

More than 800 articles on the World Water Report, or in which the Report is referenced, have been monitored. The countries whose press services relayed the information most include China (265 articles), Germany (208), the United States (76), France (44), Canada (22) and Spain (18). The Report is sometimes presented as an exclusive UNESCO report, sometimes as a co-produced report by UNESCO and UN-Water or even as a so-called 'UN Report.' This broad exposure is related to the fact that the major world news agencies (Agence France Presse, EFE, Xinhua, Reuters, UPI, Prensa Latina) published the dispatches which were later copied and reproduced around the world. The press release prepared by WWAP and UNESCO has also been widely quoted and even reproduced in as many publications and websites. The report itself has been used again and again to contextualize the opening of the World Water Forum. A detailed analysis of the launch and media coverage is available in the Annex to this report (p.37).

Social media:

At least 15 water-related tweets, mostly containing key facts taken from the Report, were published since its launch, and synched in with UN-wide campaigns such as World Water Day and Rio+20. Retweets average between 13 and 20. Messages about the Report launch itself had low to medium interest. On @unescoNOW, such messages have 13 RT; on @un, which has 700K+ followers, there were only 35 RT.

Promotion of the report suffered from both the very late release internally to the communications team at HQ, and from a lack of user-friendly content. Dense printed reports such as this needs web infographics, videos, and other rich media to be effectively promoted online.

III. Award Ceremony of the UNESCO-IPDC Prize for Rural Communication (23 March 2012)

The Nepal Forum of Environmental Journalists and the Kenyan Arid Lands Information Network are the co-winners of the 2012 edition of the UNESCO-IPDC Prize for Rural Communication, which recognizes meritorious and innovative efforts to improve communication for rural communities in developing countries. The award ceremony took place on 22 March at 5 p.m. at UNESCO Headquarters during the 28th session of the Intergovernmental Council of the International Programme for the development of Communication (IPDC).

The [Arid Lands Information Network \(ALIN\)](#) is a Kenyan-based NGO created in 2000 with a mission to improve the livelihoods of arid lands communities in East Africa. This mission is achieved by providing access to information using modern technologies through 12 community-based *Maarifa* Centres in Kenya, Uganda and Tanzania. The centres are set up in refurbished shipping containers, equipped with multimedia hardware and internet connections. They offer access to information about development and social issues to members of the public, free of charge.

In Nepal, the [Community Radio Support Centre / Nepal Forum of Environmental Journalists](#) (CRSC / NEFEJ), promotes environmental journalism and public awareness of sustainable development issues. Activities are organized around four major departments: Radio Sagarmatha; a Media Training Centre (MTC); an Audio-Visual Department; and a Community Radio Support Centre (CRSC).

Radio Sagarmatha was established in 1997 as the first independent radio in Nepal. It succeeded in promoting open debate on public issues and kicked off CRSC support for the creation of over 100 community radio operations in rural areas to date. The community radio stations set up, or assisted, by NEFEJ today reach about 85 percent of Nepal's 27 million people and cover 74 of Nepal's 75 districts.

The two organizations will share the US\$20,000 UNESCO-IPDC Prize for Rural Communication which is awarded every two years following a recommendation by the [Bureau of the Intergovernmental Council of UNESCO's](#) IPDC, which acts as the jury of the prize.

Participants: 200 people, including 115 registered participants, and attendees from UNESCO Secretariat and permanent delegations that proceeded directly to the meeting room.

Public: UN Agencies, Programmes and Funds, intergovernmental organizations (AUC, OAS, OSCE and the Council of Europe), Permanent Delegations to UNESCO, NGOs, journalists' professional associations and UNESCO staff.

Communication materials and activities:

- A specific website for the Intergovernmental Council of the International Programme for the Development of Communication (IPDC), including a dedicated section for the UNESCO-IPDC Prize for Rural Communication, was created and received 404 page views from 18 to 31 March 2012.
- Two written interviews with the two winners were conducted by the CI Sector in cooperation with the CI staff in Kathmandu and Nairobi and these were published on the CI website.
- An audio interview was conducted by ERI with the Arid Lands Information Network (ALIN), one of the winners of the prize, and uploaded to the IPDC Council website.
- Two videos of the two winners were embedded to the website. The one on the Nepali organization, NEFEJ, was produced in cooperation with the UNESCO Office in Kathmandu. The other was created by the Kenyan winner, ALIN.
- Debate on the 'Safety of Journalists and the danger of impunity'

Press coverage:

There was considerable media interest in the meeting, and several news outlets published the media advisory on the event and the contents of the report. Interest intensified after the end of the meeting, especially in Latin America, when participants failed to endorse the draft UN plan.

Social media: A request for social media coverage came too late (a few days before the Prize) to build up strong interest, but a small campaign was developed. Actions: 2 Tweets containing links to various web articles about the Prize (low interest, with 6 RT), Posted video about Radio Nari Aarwaj on Facebook (123 likes) and Twitter (6 RT); Tweeted to the [CI page on the publication *Getting the balance right: gender equality in journalism*](#) (16 retweets) YouTube: One [video on the Nepali winner](#), NEFEJ, created in cooperation with the UNESCO Office in Kathmandu, and edited with the cooperation of ERI got 246 views.

IV. L'ORÉAL-UNESCO Awards Ceremony for Women in Science (29 March 2012)

The 14th Annual L'ORÉAL-UNESCO Awards for Women in Science prize-giving ceremony took place at UNESCO Headquarters on 29 March. It was opened by Irina Bokova, UNESCO Director-General and Sir Lindsay Owen-Jones, Chairman of the L'Oréal Corporate Foundation in presence of Prof. Christian de Duve, Founding President of the L'Oréal-UNESCO Awards For Women in Science and Nobel Prize in Medicine (1974). Prof. Güntel Blobel, President of the Life Sciences Jury and former Nobel Prize in Medicine (1999) introduced the research work of the five Laureates.

Five exceptional women scientists, one from each region (South Africa, Australia, the United Kingdom, Mexico and the United States of America), received the 2012 L'Oréal-UNESCO For Women in Science Awards, in recognition of their scientific excellence and contribution to the advancement of life sciences.

On 27 March, 15 promising young scientists (three from each region) undertaking doctoral or post-doctoral research in life sciences received the International Fellowship FWIS. The fellows will continue their research in prestigious institutions outside their home country, where they will gain experience and build networks which they can share with others when they return home. Africa (Kenya, Namibia, South Africa), Arab States (Egypt, Lebanon, Tunisia), Asia & the Pacific (Indonesia, New Zealand, Singapore), Europe & North America (Israel, the Netherlands, Slovenia) and Latin America & the Caribbean (Bolivia, Colombia, Mexico).

For the second year since its creation, the International Special Fellowship '... in the footsteps of Marie Curie' was awarded to a former International Fellow for her demonstration of excellence and determination in the pursuit of her career in research. This year the Special Fellow who comes from Tunisia received her fellowship 10 years ago (2002).

Participants: 1 200 participants

Public: Executives from L'Oréal and L'Oréal guests, UNESCO Permanent Delegates, UNESCO Senior staff and guests, scientists and journalists.

Communication materials and activities:

- Press release
- Address thy the Director-General
- Press kits in English and French
- Interactive media newsroom
- [UNESCO website](#)
- [L'Oréal Website](#)
- Large photo exhibits of the Laureates at the Paris airports from 15 March till 15 May 2012
- Advertisements in the French newspapers, science journals and magazines
- Roundtable press meeting in Paris on 29 March 2012, with the participation of the Laureates and the Fellows
- Numerous interviews of the Laureates for radios, TV

Press coverage:

During March, the L'OREAL-UNESCO 'For Women in Science' awards were either directly mentioned or indeed the sole subject of some 755 internationally-published articles. These reports became increasingly prevalent as we approached the date of the ceremony. Beyond the event itself, 56 more articles were published, coming to a total of 811 references. This media attention was spread across 598 sources throughout the world and across several mediums.

Social media:

L'Oréal works quite independently in its management of press and social media coverage for the event. Because its website and social media are so complete and rich, it was decided to retweet from L'Oréal's @forwomeninscience and to share its Facebook content with UNESCO readers, or set links directly on our Facebook wall to its www.Facebook.com/forwomeninscience page. See also: Twitter: <http://twitter.com/#!/4womeninscience>, Agora Blog: <http://agora.forwomeninscience.com/>, and YouTube: www.youtube.com/forwomeninscience

Brasilia Office: Facebook: 1 post / 4 likes / 1 share; Twitter: 1 post.

A bloggers' event to discuss the 2012 For Women in Science (FWIS) programme and the respective role of UNESCO and L'Oréal in this Programme was organized at UNESCO Headquarters on 6 March 2012 and was attended by 12 bloggers with the Executives Secretaries of the L'Oréal-UNESCO Awards, from the two Institutions and the International Fellow of Tunisia. Thousands of tweets were sent and an important number of on-line articles were prepared.

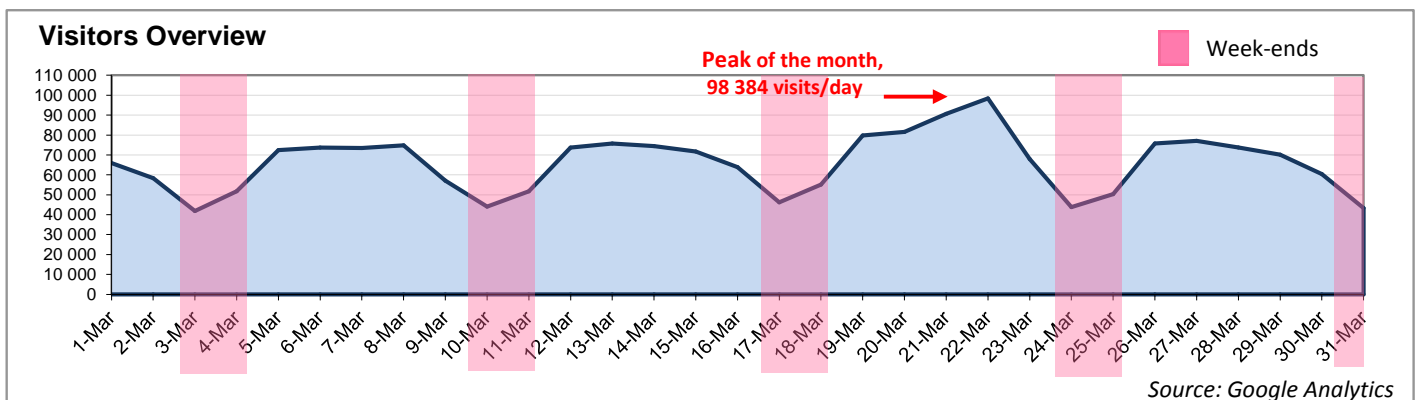
1. UNESCO Website – <http://www.unesco.org>

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 d.pham@unesco.org).

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1.1 March 2012 Traffic Daily Web Traffic Patterns



- 189th Session of the Executive Board (27/02-10/03)
- Sen Genshitsu, Goodwill Ambassador (5/03)
- International Women’s Day (8/03)
- Launch of the World Atlas of Gender Equality in Education (8/03)
- Sixth World Water Forum (12-17/03)
- Launch of the fourth World Water Dvpt Report (12/03)
- Netexplo Forum 2012 (15-16/03)
- World Poetry Day (21/03)
- World Water Day (22/03)
- Award Ceremony of the UNESCO –IPDC Prize for Rural Communication (23/03)
- Planet under Pressure Conference (26-29/03)
- UNESCO-L’Oréal Fellowships (28/03)
- L’ORÉAL-UNESCO Awards Ceremony for Women in Science (29/03)

1.2 Monthly visits

	Page views ¹	Monthly variation	Visits ²	Monthly variation	Unique Visitors ³	Monthly variation	New Visitor ³	Returning Visitor
September 2011	2 459 138	N/A	950 167	N/A	743 799	N/A	77.09%	22.91%
October 2011	3 324 305	+35.18%	1 231 096	+29.57%	969 111	+30.29%	76.14%	23.86%
November 2011	4 451 328	+33.90%	1 531 854	+24.43%	1 193 084	+23.30%	74.79%	25.21%
December 2011	4 272 263	-4.02%	1 409 812	-7.97%	1 088 249	-23.11%	73.33%	26.67%
January 2012	4 879 520	+14.21%	1 600 669	+13.54%	1 249 665	+14.83%	73.77%	26.23%
February 2012	5 141 458	+5.37%	1 672 704	+4.50%	1 267 472	+1.42%	71.44%	28.56%
March 2012	6 153 053	+19.68%	2 038 889	+21.89%	1 531 570	+20.84%	70.64%	29.36%

1.3 Visits by Area of Interest in March 2012 (This data only covers tagged subsites)

Areas of interest	Visits ² in March 2012	Variation vs February 2012
UNESCO.ORG	2 038 889	+21.89%
Home & Central Service pages	246 205	+29.51%
Worldwide	24 078	+3.27%
The UNESCO Courier	15 161	+258.50%
Education Sector	118 099	+20.57%
Natural Sciences Sector	145 019	+181.35%
Social and Human Sciences Sector	29 911	-19.50%
Culture Sector	934 188	+18.49%
World Heritage	882 807	+19.59%
Culture Sector (excluding legacy content)	51 381	+11.15%
Communication and Information Sector	48 894	-4.41%
Field offices (only those tracked)	104 538	+51.96%
UIL*	14 762	+12.12%
IIEP*	222 110	+6.89%

* UIL and IIEP statistics are tracked separately.

1.4 UNESCO Website Visitors

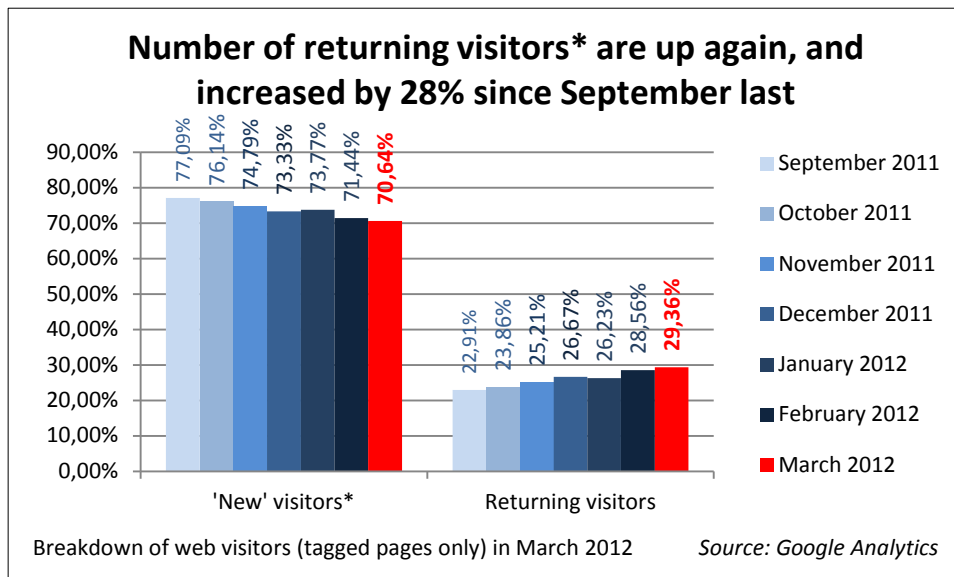
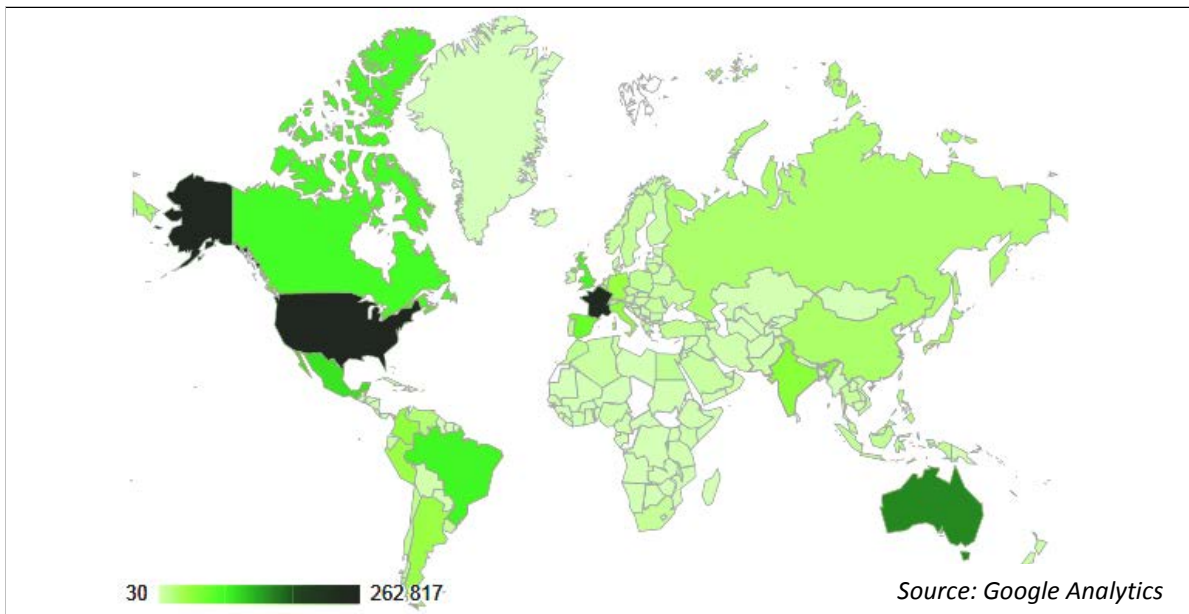
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs February	Pages/Visit	Average visit duration
United States	262 817	15.71%	+4.17%	2.85	00:02:29
France	238 077	14.23%	+7.31%	3.46	00:03:50
Australia	146 726	8.77%	+171.13%	4.21	00:05:39
Mexico	100 486	6.01%	+18.28%	2.68	00:03:01
Brazil	89 545	5.35%	+62.33%	2.25	00:02:34
United Kingdom	87 256	5.22%	+7.58%	2.80	00:02:42
Canada	84 057	5.03%	+9.94%	3.61	00:03:45
Spain	66 757	3.99%	+15.50%	3.28	00:03:05
India	46 355	2.77%	-2.72%	2.67	00:02:44
Colombia	43 242	2.59%	+59.46%	2.22	00:02:20

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs February
English	973 123	58.18%	+18.91%
Spanish	349 872	20.92%	+55.98%
French	285 539	17.07%	+6.12%
Portuguese	97 404	5.82%	+56.32%
Russian	40 036	2.39%	+13.13%
German	39 407	2.36%	+9.18%
Chinese	38 825	2.32%	+32.62%
Italian	38 303	2.29%	+6.45%
Japanese	23 528	1.41%	-10.47%
Dutch	20 137	1.20%	+7.43%

1.5 Geographical origin of visits in March 2012



* 'New' visitors can be repeats if they do not have cookies turned on on their browser. Increasingly some turn off cookies.

Traffic indicators explained:

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

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

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

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>

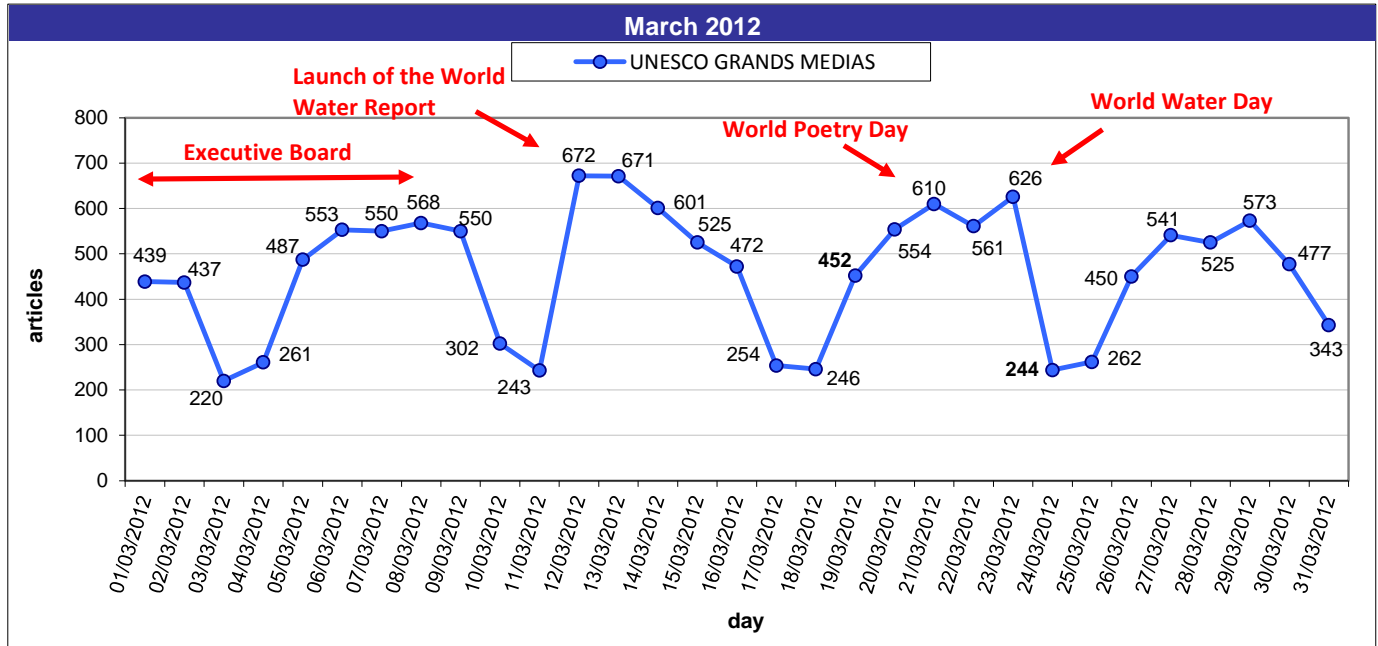
Languages	Page views	Variation vs February
Total	119 154	+27.52%
English (EN)	58 441	+19.90%
Spanish (ES)	32 823	+13.72%
French (FR)	15 960	+65.41%
Russian (RU)	5 424	+10.36%
Arabic (AR)	4 898	+32.85%
Chinese (ZH)	1 608	-27.50%

2.2 Press releases/Media advisories/Web releases in March 2012

1.	02/03/2012	Sen Genshitsu of Japan to be named UNESCO Goodwill Ambassador
2.	05/03/2012	UNESCO launches World Atlas of Gender Equality in Education
3.	06/03/2012	Nepal, South Africa and Venezuela to receive UNESCO-Hamdan Bin Rashid Al-Maktoum education prize
4.	09/03/2012	UNESCO's Executive Board endorses robust programme and continued reforms despite constraints in funding
5.	12/03/2012	Increasing demand and climate change threatening world water resources says new UN World Water Development Report
6.	12/03/2012	Director-General condemns killings of Somali radio director Abukar Hassan Mohamoud and journalist Ali Ahmed Abdi
7.	16/03/2012	Impunity for violence against journalists and gender balance in the media on agenda for UNESCO's International Programme for the Development of Communication
8.	21/03/2012	Kenyan and Nepalese environmental organizations win UNESCO-IPDC Prize for Rural Communication
9.	22/03/2012	Director-General condemns brutal murder of Honduran radio journalist Fausto Elio Valle Hernández
10.	22/03/2012	Paris, New Orleans and the UN General Assembly to celebrate International Jazz Day with UNESCO
11.	22/03/2012	Planet under pressure: taking stock of scientific data
12.	28/03/2012	The 14th Annual L'ORÉAL-UNESCO Awards For Women in Science
13.	28/03/2012	First Africa Forum on Science Technology and Innovations in Nairobi
14.	30/03/2012	Director-General of UNESCO appeals for protection of Syria's cultural heritage

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in March (Source: Meltwater News)

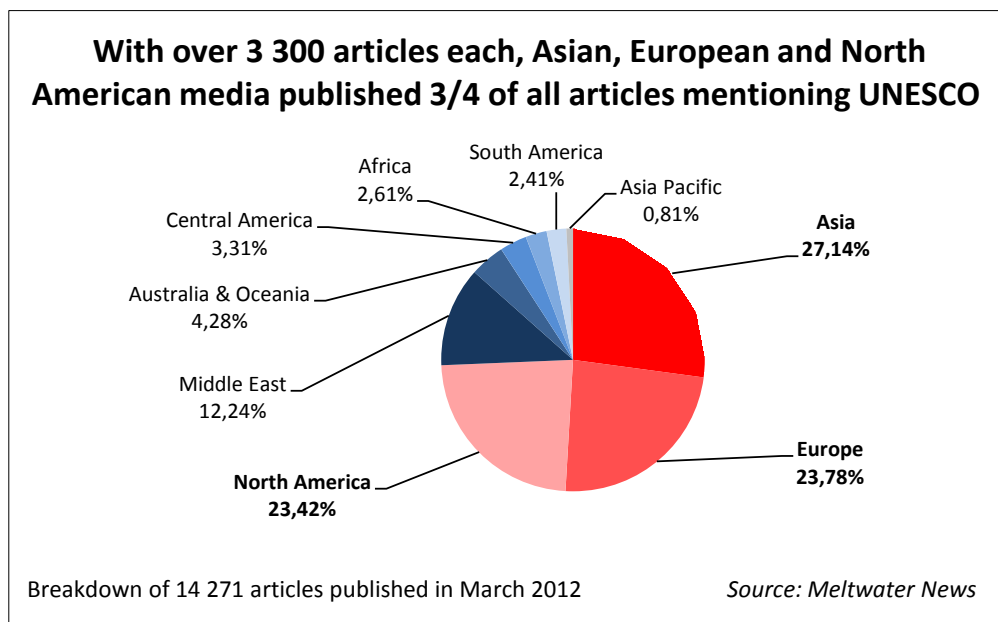


The Executive Board decisions on the Obiang prize and Syria, the Director-General’s visit to the United States, the launch of the World Water Report, a UNESCO mission to assess the state of conservation of Australia’s Great Barrier Reef, and several important International Days saw media coverage of UNESCO jump significantly in March (increase of 63% from March 2011). Coverage was most dense in China, North America and France, followed by Australia and Saudi Arabia.

With almost 3 900 articles, Asian media outlets published the most articles mentioning UNESCO.

The worldwide observation of World Water Day and World Poetry Day, and the announcement of the programme for the first edition of International Jazz Day further explain the increased coverage.

Regional breakdown of media coverage in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in March (Source: Meltwater News)



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

Date	Subject / Title	Language	Media
15/03/2012	Software for peace	English	Hurriyet Daily News (Turkey)
15/03/2012	L'éducation pour l'égalité entre les hommes et les femmes	French	Le Soleil (Senegal)
Winter 2012	Software for Peace	English	Turkish Policy Quarterly (Turkey)
13/03/2012	Relever le défi de l'eau	French	Le Devoir (Canada); La Croix (France)

2.5 Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
World Water Forum	Olcay Unver	English	Voice of America (USA); The Independent (UK); The Independent on Sunday (UK); BBC (UK); Nature (UK); Xinhua (China); Kontext TV (Germany)
World Water Forum	Richard Connor	English	UN Radio; The Straits Times (Singapore); Climate Wire (USA)
World Water Forum	Elias Fereres	Spanish	RFI (France); Radio Universidad de Bogotá (Colombia)
World Water Forum	Michela Miletto	French	Radio Televisione Svizzera (Switzerland)
Conference Planet Under Pressure Rio+20	Wendy Watson Wright	English	ABC Radio Australia (Australia)
Journalist safety and IPDC	Guy Berger	English	UN Radio
IPDC	Roni Amelan	French	EFE (Spain)
World Radio Day	Mirta Lourenço	French	Vivre FM 93.9 (France)
Illicit trafficking in Egyptian artefacts	Roni Amelan	English	La Vanguardia (Spain)
Education in Africa	Roni Amelan	English	Economia and Mercato (Angola)
Inscription of the Mediterranean Diet	Roni Amelan	English	Metro Éireann (Ireland)
World Heritage in China	Roni Amelan	English	The Art Newspaper (UK)
Liverpool (WHC)	Roni Amelan	English	BBC (UK); The Guardian (UK)
Bullfighting and Intangible Heritage	Cécile Duvelle	French	Regio 7 TV (Spain)
Bullfighting and Intangible Heritage	Lucia Iglesias	Spanish	Cadena Ser (Spain)
Arab culture in Brazil	João B. de Medeiros Vargens (Sharjah Prize)	Spanish	EFE (Spain)
Journalism after WikiLeaks	Guy Berger	English	EFE (Spain)
UNESCO and SHS	Pilar Álvarez-Laso	Spanish	México 360 radio (Mexico)
Palestine, L'ORÉAL	Irina Bokova	English	Radio-Television Slovenia (RTV Slovenia)
Women in Science, L'ORÉAL	Irina Bokova	Spanish	Telva (Spain)
Mediation Space	Raya Fayad	French	Paris Première (France)
Endangered languages	Christopher Mosley	English	Al Jazeera (Qatar)

2.6 Background Footage (B-roll) downloads from Multimedia

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

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

	Subject	Downloads	Media
1	Culture; Sharjah Prize; WHC	7	N/A
2	UNESCO Priorities	4	N/A
3	Headquarters	4	N/A
4	Education	3	N/A
5	Brazilian President Dilma Rouseff at UNESCO	1	N/A
6	Science	1	N/A
7	Palestinian flag raising ceremony	1	N/A
8	FC Barcelona	1	N/A

3. UNESCO Social Media Channels

March 2012 was exceptionally busy, especially in the week of March 19-23 during which seven International Days are celebrated. Five are from UNESCO and two from other UN agencies.

In the spirit of Spring fashions, our Facebook and YouTube channels got a make-over. We implemented Facebook timeline, and switched to the new YouTube homepage template. This will allow to play with the background images of both sites to reflect our constantly changing activities, and also to bring out UNESCO's striking visual work and identity

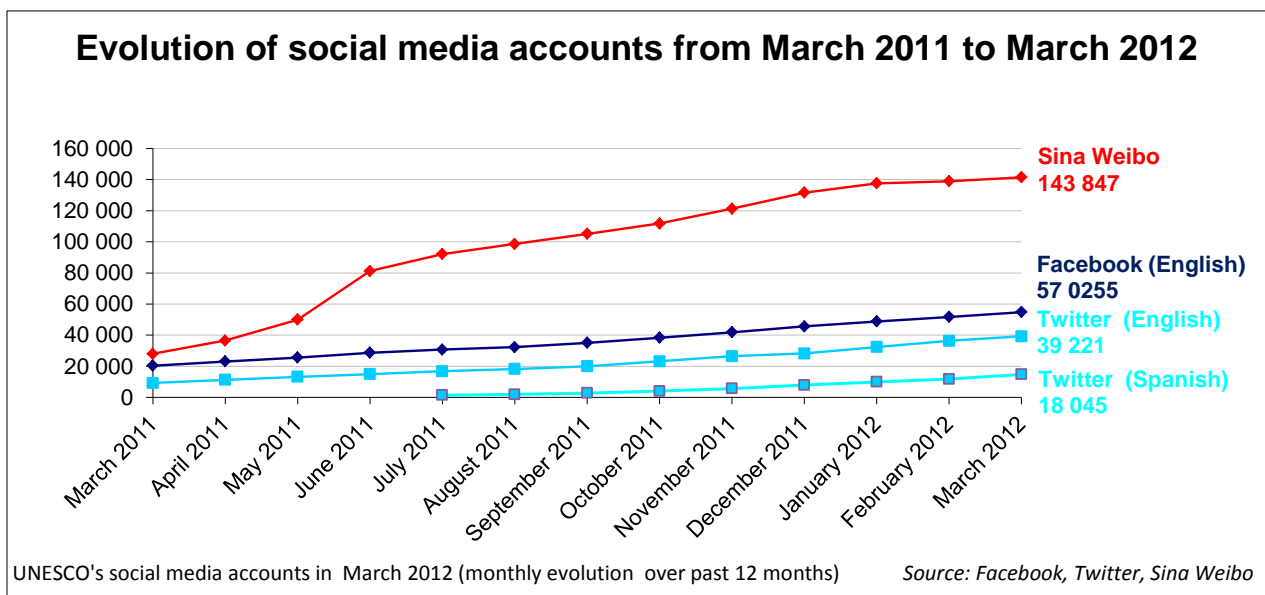
UNESCO's social media channels also confirmed their role as the preferred communications tool of our Goodwill Ambassadors. Zhang Jun and Kim Phuc worked closely to provide high-performing, crowd-pleasing content that demonstrates the relationship of their work and UNESCO's to peace, via an interview on Weibo, and a podcast on SoundCloud (then promoted on Twitter and Facebook)

UNESCO's social media drove trending topics on Twitter twice this month:

- #netexplo was trending, in France, on 3/15 for the Netexplo event
- #DiaDeLaPoesia was trending in Spain and much of Latin America on 3/21 for International Poetry Day

World Poetry Day is the most successful social media campaign UNESCO launched since July 2011. Results are impressive:

- In 24 hours, the number of tweets mentioning Poetry Day went from almost nothing to 50K, mostly in Spanish
- Spike in new followers: @unesco_es got at least 900, @unescoarabic at least 300.
- The Day performed well in all languages, but the language where its measurable impact outpaced all others was Spanish. In Arabic, the campaign resonated particularly well; our choice to not use hashtags in here prevents quantification of our campaign's reach.



3.1. Facebook - www.unesco.org/facebook

Variation March 2012 vs February 2012

Likes/fans*	March 2012	February 2012	Variation vs February
Total likes/fans(all languages)	60 704	58 033	+4.60%
English	57 255	54 828	+4.43%
French	1 791	1 645	+8.88%
Russian	535	505	+5.94%
Arabic	1 067	999	+6.81%
Chinese	56	56	-

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

Message	Poste d	Likes*	Multimedia/links
Protect Syria's Heritage! (5 photos) The present conflict must not destroy Syria's cultural heritage	March 30	263	-
She was 9 years old then, running naked, her clothes burnt off when her village suffered a napalm bombing during the Vietnam War. Today she's 49 years old, and still in physical pain. Despite these odds, our UNESCO Goodwill Ambassador has met with those who ordered the napalm attack, to forgive them. She would like to share with you the personal photo that we've put as the main image of this podcast. She hopes it will give you the strength to forgive, even when it seems impossible, because ultimately happiness is an ethic of being at your personal best, without any expectations of return.	March 15	188	Podcast: Kim Phuc looks back on that awful day
Save this gem! 'A river of grass flowing imperceptibly from the hinterland into the sea'. The exceptional variety of its water habitats has made it a sanctuary for a large number of birds and reptiles, as well as for threatened species such as the manatee.	March 18	130	Video: Everglades National Park
In rural Jumla (Nepal), Radio Nari Aawaaj is one of the 1st community radio stations run entirely by women, for women. By showing women doing things that have traditionally thought to be possible only for men, the Radio breaks grounds as an empowering tool for Jumla women. We commend the Radio with our prize commending its fantastic work in rural communication!	March 22	125	Video: Nari Aawaaj: a radio for women
Is theater valuable? John Malkovich explains	March 25	121	Video: J. Malkovich celebrates World Theatre Day
World Poetry Day (6 photos) - Forever our muse: http://on.unesco.org/GDKrVS	March 21	118	Photos
Oceans are a global common. (That means the earth's unowned natural resources, vital for life & which belong to all of humanity (like the climate). Only 2% of the oceans are protected, partly bc much of it is outside of national borders, and UNESCO is bringing nations together as global commons have no boundaries.	March 22	89	http://ourworld.unu.edu/en/governance-of-marine-areas-beyond-national-jurisdictions/
An enthralling panorama of poetry that has changed the world & that capture defining moments of our shared history: http://on.unesco.org/GGPx3m	March 21	86	-
In every OECD country, more girls than boys expect a career in health and medicine. Only 5% of girls in OECD countries, on average, expect a career in engineering & computing, vs 18% of boys. What do you think of these figures? http://on.unesco.org/HfvOdx	March 29	83	-
L'ORÉAL & UNESCO support women who move science forward. Each year, our Women in Science Prize recognizes 5 women from around the world whose accomplishments have opened up new and sometimes revolutionary ways of improving human well-being. (2 past award winners went on to win the Nobel Prize.) Their feats are all the more admirable, given that women are chronically underrepresented in science, and can experience cultural pressures conditioning them to pursue other fields. Learn more about our 2012 winners on http://www.facebook.com/forwomeninscience	March 29	83	-

*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. Twitter - <http://twitter.com/#!/unescoNOW>

Variation March 2012 vs February 2012

Followers	March 2012	February 2012	Variation vs February
Total followers (all languages)	64 444	57 310	+12.45%
English	39 221	36 355	+7.88%
Spanish	18 045	14 795	+21.97%

Arabic	4 477	5 211	+16.39%
French	1 325	1 571	+18.57%
Russian	358	396	+10.61%

Top 10 Posts

Message	Posted	Re-tweets	Comments
Culture is NOT merchandise. Globalization shouldn't homogenize cultures but encourage everyone's culture to thrive even more	March 28	50+	
The learning of multiple languages must be a pillar of 21st century education. It's the best way to dialogue with cultures! #unescoED	March 26	50+	-
Did u know that 6 days of military spending would fill the global financing gap in education?Govnt spending must advance a social vision.	March 14	50+	-
Women's empowerment is a major game-changer for human development. Inequality = a major obstacle to reaching all Millennium Dvpt Goals #IWD	March 8	50+	-
Intl Women's Day was 1st honored 101y ago. We've achieved much since, but there's still much to do & no room for complacency #IWD	March 8	50+	-
Take short showers &save up to 600 litres a month by turning it off while you wash your hair http://ow.ly/9OviH #WorldWaterDay	March 22	50+	
The sad math of gender inequality today: Only 29% of researchers in the world = ♀ 2/3 of world's 796 million illiterate adults = ♀ #IWD	March 45	50+	-
"Culture is the resource that society needs to move from today to tomorrow", says anthropologist Arjun Appadurai #unescoCULTURE	March 13	49	
Due to pollution, 95,000 sq miles of the #oceans are now "dead zones" = most marine life cannot survive. #futurewewant	March 4	47	
That C in UNESCO = Culture, our tool for building a harmonious society, based on knowledge of others, tolerance & human dignity	March 4	47	

3.3 Sina Weibo - <http://t.sina.com.cn/unesco>

Variation March 2012 vs February 2011

	March 2012	February 2012	Variation vs February
Nb of Fans	143 847	141 491	+1.67%
Nb of Posts	1 400	1 335	+4.87%
Nb of Mentions	93 100	90 942	+2.37%

Top 10 Posts

Message	Posted	Re-tweets	Comments
[UNESCO Women and Science] Female scientists are less numerous than male scientists and they have also much less bright professional future than their male equivalents. UNESCO has been encouraging women to join scientific research. What do you think about this phenomenon? What is the cause and how to change it?	March 26	232	136
Today is world poetry day! Give us your favorite poem, about education, about art, about youth, about women, about Africa, or about PEACE!	March 23	195	80
[World poetry day/a poem nearby] : a poem in Paris's Metro (translated version): Où sont les enfants/ Dans un grenier/Plein d'or et d'araignées/ Cachés dans leurs costumes/ A déranger la lune	March 22	61	28
[March 21 World poetry day] In a constantly evolving world, a world of rapid change and social transformation, poets have a presence alongside civil movements and know how to alert consciences to the world's injustices as well as encourage appreciation of its beauty. - Message from Ms Irina Bokova, Director-General of UNESCO, on World Poetry Day, 21 March 2012, http://t.cn/zOJZhVg	March 19	54	83
[preservation of Syrian heritage]Syrian world heritage : Ancient City of Damascus is founded in the 3rd millennium B.C, and it is one of the oldest cities in the Middle East. In the Middle Ages, it was the centre of a flourishing craft industry, specializing in swords and lace. The city	March 30	46	8

has some 125 monuments from different periods of its history – one of the most spectacular is the 8th-century Great Mosque of the Umayyads, built on the site of an Assyrian sanctuary.			
There are 3 Chinese members in UNESCO’s creative cities network: Shenzhen, Shanghai-city of design; Chengdu-city of gastronomy. http://t.cn/zOJh41A	March 19	39	11
Today is a special day: Peoples of Western, Central and South Asia, the Caucasus, the Balkans and other regions celebrate Nowruz day which is a day to celebrate the renewal of life. This is a moment to reflect on the past and look to the future with hope. Happy Nowruz day!	March 21	34	12
Today is the first anniversary of the Great East Japan Earthquake and Tsunami. A charity concert for school children affected by the earthquake and tsunami, will take place at UNESCO Headquarters to express the solidarity and support of recovery.	March 11	32	8
There is a risk that certain elements of intangible cultural heritage could die out or disappear without help, but safeguarding does not mean fixing or freezing intangible cultural heritage in some pure or primordial form. Safeguarding intangible cultural heritage is about the transferring of knowledge, skills and meaning: http://t.cn/zOqEECB	March 1	33	13
During the past 50 years, the global groundwater abstraction rate has at least tripled, significantly boosting food production and rural development. However, no matter how large the volumes of water contained in these aquifers may be, the fact that they are often nonrenewable means they can eventually be mined to exhaustion if their use is not managed properly. In some hotspots the availability of nonrenewable groundwater resources has reached critical limits.	March 13	28	16

3.4 Video Traffic

Video views are tracked on YouTube and Youku. Significant content of UNESCO archives is not part of the below statistics yet.

3.4.1. UNESCO Channel on YouTube - <http://www.youtube.com/unesco> Variation March 2012 vs February 2012

Video views	March 2012	February 2012	Variation vs February
English	238 429	255 593	-6.72%
Spanish	79 378	83 626	-8.88%
French	44 117	48 419	-5.08%
Russian	13642	12 581	+8.43%
Arabic	5489	4 434	+23.79%
Chinese	34	44	-22.73%

Language	New subscribers	Total Subscribers	Variation vs February
English	357	5 550	+6.87%
Spanish	87	1 787	+5.12%
French	35	892	+4.08%
Russian	26	175	+17.45%
Arabic	28	139	+25.23%
Chinese	16	30	+114.29%

• Top 10 videos on UNESCO TV English Channel

	238 429 views in March 2012	Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	31 639
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	14 241
3	Kabuki Theatre	CLT/ITH	11 095
4	Georgian Polyphonic Singing	CLT/ITH	9 145
5	Falconry, a living human heritage	CLT/ITH	5 153
6	Baul Songs	CLT/ITH	4 810
7	Lacemaking in Croatia	CLT/ITH	4 034

8	The Wayang Puppet Theatre	CLT/ITH	3 782
9	Gagaku	CLT/ITH	3 633
10	Chemistry: all about you	CLT/ITH	3 500

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

44 117 views in March 2012		Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 813
2	Le Maloya	CLT/ITH	3 085
3	Le chant polyphonique géorgien	CLT/ITH	2 988
4	Le repas gastronomique des Français	CLT/ITH	1 750
5	Routes de l'Esclave: Une Vision Globale	CLT	1 215
6	Chemins de Saint-Jacques-de-Compostelle en France	CLT/ITH	1 038
7	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	950
8	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	931
9	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	880
10	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	870

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

79 378 views in March 2012		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	26 877
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5 255
3	El canto polifónico georgiano	CLT/ITH	2 442
4	Las procesiones de Semana Santa de Popayán	CLT/ITH	2 274
5	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 364
6	El teatro Kabuki	CLT/ITH	1 112
7	Los dibujos en la arena de Vanuatu	CLT/ITH	1 101
8	La huaconada, danza ritual de Mito	CLT/ITH	1 063
9	El Mariachi, música de cuerdas, canto y trompeta	CLT/ITH	1 040
10	El carnaval de Barranquilla	CLT/ITH	1 038

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

13 642 views in March 2012		Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	2 222
2	Historic Areas of Istanbul	CLT/WHC	624
3	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	492
4	Palace and Park of Versailles	CLT/WHC	459
5	The historic center of Rome and the properties of the Holy See	CLT/WHC	419
6	Yellowstone National Park	CLT/WHC	308
7	The ancient city of Petra	CLT/WHC	280
8	Lake Malawi National Park	CLT/WHC	279
9	Memphis and its Necropolis - the area of the pyramids of Giza	CLT/WHC	274
10	Archaeological Site of Mohenjodaro	CLT/WHC	230

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

5 489 views in March 2012		Subject	Total views
1	Venice and its Lagoon	CLT/WHC	578
2	Palace and Park of Versailles	CLT/WHC	320
3	Taj Mahal	CLT/WHC	241
4	Royal Botanic Gardens, Kew	CLT/WHC	172
5	Iguazú National Park	CLT/WHC	167
6	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	151
7	UNESCO History	UNESCO	150
8	The ancient city of Petra	CLT/WHC	148
9	The Historic City of Toledo	CLT/WHC	148
10	National park in the Mount Kenya	CLT/WHC	131

▪ **Top 8 videos on UNESCO TV Chinese Channel**

	34 views in March 2012	Subject	Total views
1	Global Partnership for Ocean	SC/COI	13
2	UNESCO History	UNESCO	7
3	Education for All	ED	5
4	Video n°25 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	5
5	Video n°13 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	2
6	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
7	Video n°33 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
8	Languages Matter!	ED	1

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

▪ **Top 10 Videos**

Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03.03.11	43 993	4 617
#intangible heritage# Chinese shadow puppetry	01.12.11	12 978	727
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23.06.11	5 827	5 622
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15.04.11	5 624	4 549
UNESCO Director-General's statement on US funding cut	03.11.11	4 292	372
Word Teachers' Day: Interview of ADG Mr Qian Tang	05.10.11	3 745	571
Youth Forum PSA	19.10.11	3 509	1 491
Herbie Hancock UNESCO Goodwill Ambassador	20.07.11	2 860	279
UNESCO Director-General launches Emergency Fund	19.11.11	2 647	870
Malaga fans received T-shirts with UNESCO logo	01.09.11	1 682	114

* Views of the video from other websites

3.6 UNESCO on iTunes U - <http://www.unesco.org/new/itunes/>- (N/A for March)

3.7 UNESCO Fotopedia iPhone/iPad "app"

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

Metrics	TOTAL 2012	March 2012	Variation vs February 2012
Downloads	477 534	113 676	+5.68%
Visits	9 582 566	4 187 072	+26.92%
Page views	114 631 909	43 171 259	+17.38%
Info pane with UNESCO logo & text	713 702	179 439	-10.66%
Preview of Heritage viewed within other apps	43 638	17 852	+16.96%
Open UNESCO page from Heritage	30 368	8 696	-18.32%
Distinct UNESCO WHC pages opened	1 050	238	-16.78%
Most viewed UNESCO WHC page	Kathmandu Valley, Nepal	Site of Palmyra, Syrian Arab Republic	

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

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

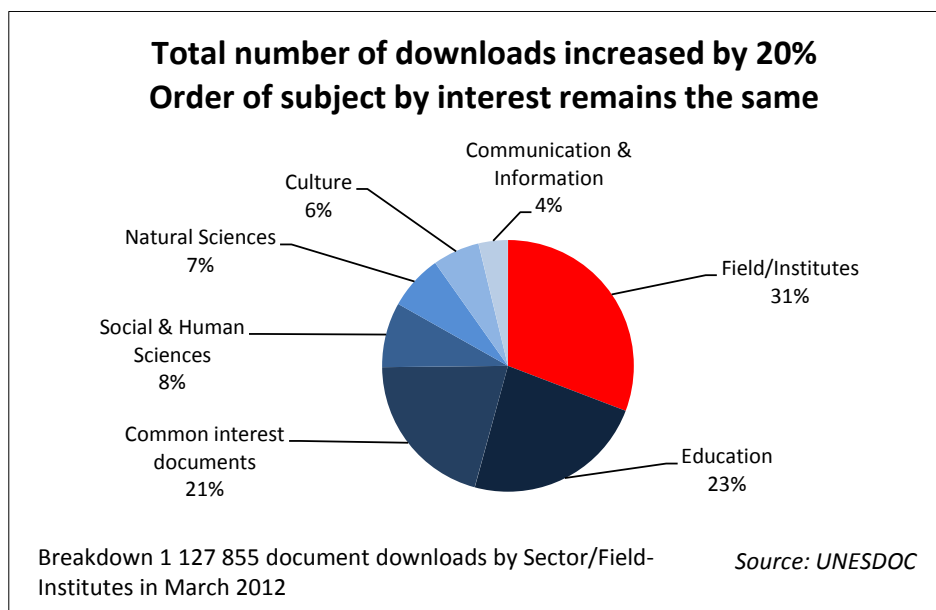
In March there were **131 449** records available online in PDF format (**131 168** in February), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in March	1 127 855
-------------------------------------------	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs February	Average nb of downloads per PDF
Education	9 522	264 554	+21.64%	4
Natural Sciences	9 529	79 422	+10.41%	12
Social and Human Sciences	5 596	94 008	+20.63%	6
Culture	3 160	67 946	+18.01%	5
Communication and Information	2 326	42 500	+11.85%	5
Fields & Institutes	8 363	347 381	+29.10%	2
Common interest documents	NA	232 044	+13.00%	NA



5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	98 174
2	France	65 349
3	Mexico	62 451
4	Brazil	55 551
5	India	35 222
6	Spain	31 370
7	Colombia	28 252
8	United Kingdom of Great Britain and Northern Ireland	27 595
9	Philippines	23 243
10	Venezuela (Bolivarian Republic of)	21 678
11	Canada	19 462
12	Argentina	17 623
13	Nigeria	17 217
14	Peru	14 671
15	Australia	14 164

5.1.3 Printable Communication materials

Title	Total downloads in March							Total
	EN	FR*	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	2 378	10						2 388
2010 UNESCO Annual Report	243	35						278
UNESCO brochure	669	439					206	1 314
65 Ways UNESCO Benefits Countries all over the World	218	97	115		6		51	487
A New Humanism for the 21 st Century	91	64	70	31	6			262

* French version available since 28 March 2012

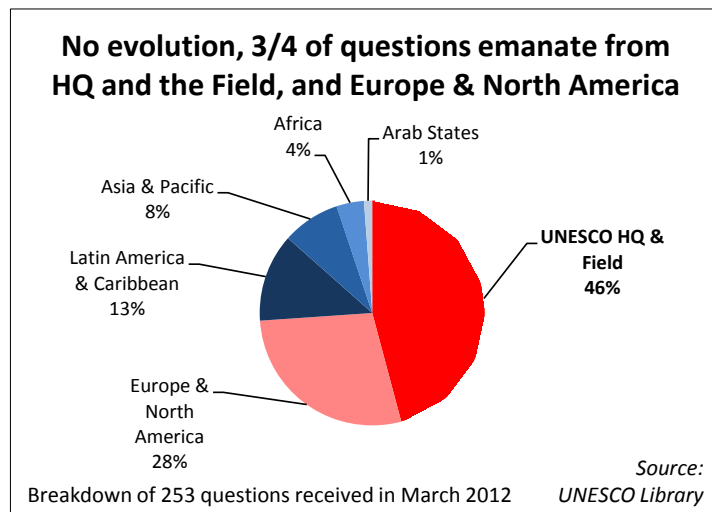
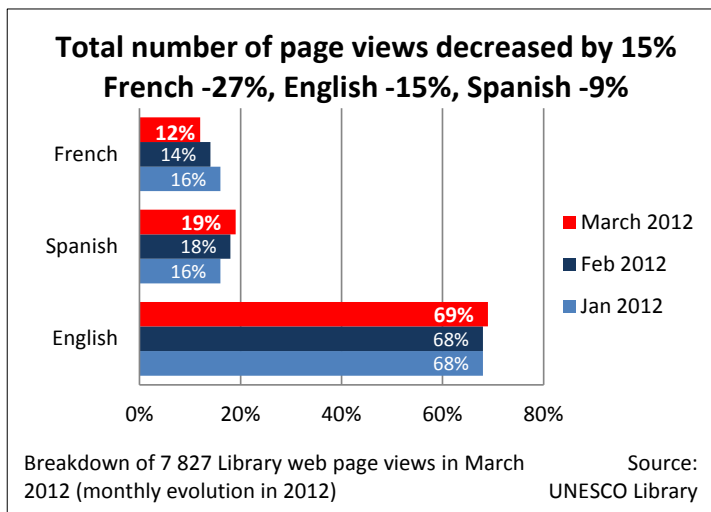
5.2. UNESCO Library - <http://www.unesco.org/library>

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: library@unesco.org



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

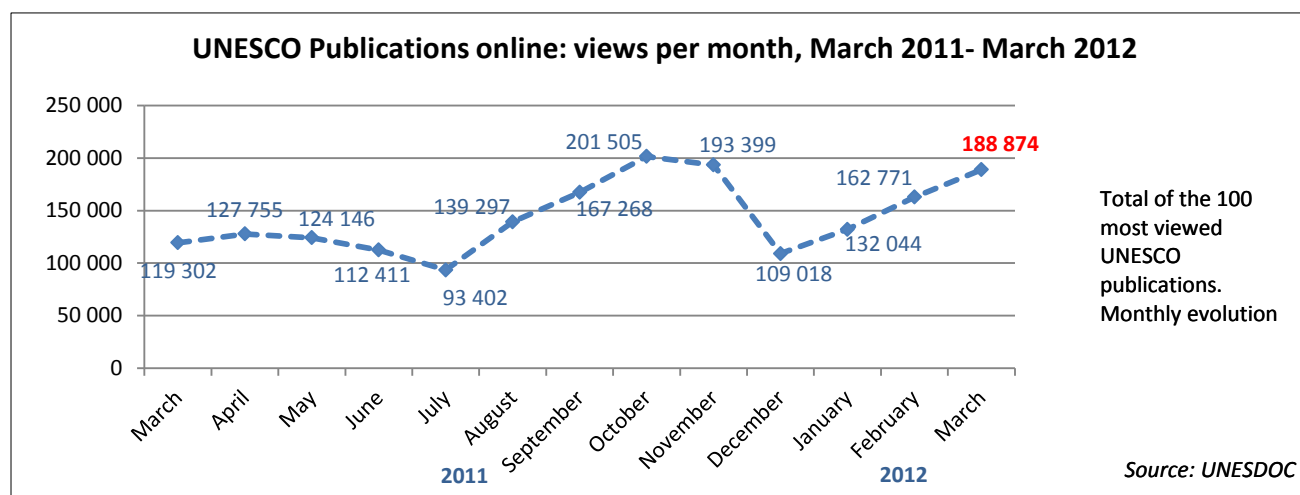
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

March was a very busy month again for on-line PDF viewing, up by 26,000 on February this year and third month in a row it has increased. The number of consultations of publications on Google Books is at an all-time high and almost 2.5 more book visits than in March 2011. The majority of titles in the top downloads are Education Sector titles only one of which is recent, with the number one position being held by a Spanish title which is 20 years-old.

For sales of publications, World Heritage titles continue to perform well in the bookshop and on-line.

6.1. Top 10 most consulted PDFs in March (UNESDOC)

	Title	Sector	Language	Views	Published
1	Environmental education activities for primary schools: suggestions for making and using low cost equipment	ED	Spanish	8 416	UNEP, 1992
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	5 690	Paris, 2005
3	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	5 457	Brazil, 2010
4	Learning to live together in peace and harmony: values education for peace, human rights, democracy and sustainable development for the Asia-Pacific Region; a UNESCO/APNIEVE sourcebook for teachers education and tertiary level education	ED	English	5 341	Bangkok, 1998
5	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	4 995	Brazil, 2006
6	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	4 893	Santiago, 1998
7	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo mundo (Global education digest 2010: comparing education statistics across the world)	UIS	Spanish	4 703	Montreal, 2011
8	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	CI	English	4 263	Paris, 1979
9	Case study on the effects of tourism on culture and the environment: Nepal; Chitwan-Sauraha and Pokhara-Ghandruk	CLT	English	3 991	Bangkok, 1995
10	World atlas of gender equality in education	ED	English	3 798	Paris, 2012



6.2. PDF consultations of UNESCO flagship publications in March (UNESDOC)

	Title	Language	Views March	past 12 months
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	Spanish	5 690	72 851
2	Compendio mundial de la educación 2010: comparación de las estadísticas de educación en el mundo (Global education digest 2010: comparing education statistics across the world)	Spanish	4 703	27 313
3	Manual para radialistas analfatécnicos	Spanish	3 467	18 750
4	Mass media: the image, role and social conditions of women; a collection and analysis of research materials	English	4 263	27 661
5	Los siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	Spanish	2 403	42 879
6	The Hidden crisis: armed conflict and education; EFA global monitoring report, 2011	English	1 916	39 256
7	L'Échec scolaire dans l'enseignement primaire: moyens de le combattre; étude comparée internationale	French	1 766	12 740
8	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	Portuguese	5 457	53 682
9	Water in a changing world: the United Nations world water development report 3	English	1 762	7 075
10	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	Spanish	2 469	21 280

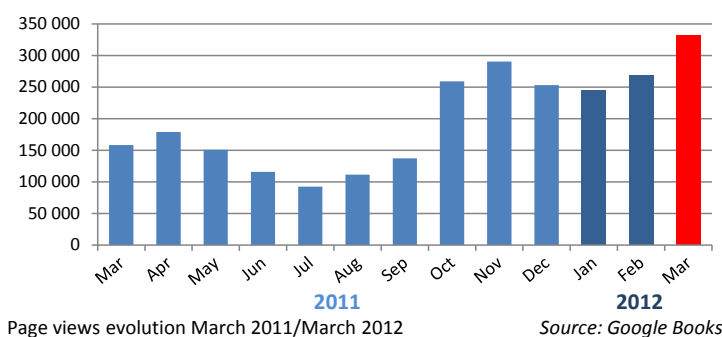
Note: PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 202 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
March 2012	202	21 870	332 032	203
March 2011	113	8 846	158 361	96

Google Books: page views per month



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.

6.4 UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in March, top 5

Title	Copies sold	Sector
1 The World's Heritage - The bestselling guide to the most extraordinary, 1 st and 2 nd edition	43	CLT/WHC
2 Urban Water Conflicts	21	SC
3 The Protection of Cultural Property in the Event of Armed Conflict - Commentary on the Hague Convention of 14 May 1954	20	CLT
4 Le Barrage	15	BPI/REP
5 UNESCO World Heritage Desk Diary 2012	14	CLT/WHC

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

	Title	Copies sold	Publisher
1	Le Patrimoine mondial de l'UNESCO - Le guide complet des lieux les plus extraordinaires – 3 ^e édition	9	Ouest-France
2	Papa tu peux sauver la planète ! / Daddy you can save the planet! Colouring Book for kids who want to educate their parents	6	UN
3	Les Nations Unies Aujourd'hui	4	UN
4	The Future of International Environmental Law	3	United Nations University Press
5	Histoire d'Haïti : la première république noire du Nouveau Monde	3	Perrin

6.5 Online and international sales

Online and international sales of UNESCO Publications in March, top 5*

	Title	Copies sold	Sector
1	The World's Heritage - The bestselling guide to the most extraordinary places - 2 nd edition	32	CLT/WHC
2	Improving School effectiveness, Fundamentals of Educ. Planning series n°68	25	ED/IIEP
3	Managing Water under Uncertainty and Risk	15	SC
4	Seven complex lessons in Education for the Future	14	ED
5	World Atlas of Gender Equality in Education	8	ED and UIS

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

Bookshop sales of UNESCO publications, lowest sellers in March

	Title	Copies sold	Sector
	Recueil de données mondiales sur l'éducation 2011 - Statistiques comparées sur l'éducation dans le monde	0	ED/UIS
	Compendio mundial de la educación 2011 - Comparación de las estadísticas de educación en el mundo	0	ED/UIS
	Trade in Higher Education: The role of the General Agreement on Trade in Services (GATS), Fundamentals of Educ. Planning series n°95	0	ED/IIEP
	Planifier le développement des compétences techniques et professionnelles, Collection Principes de la planification de l'éducation n°94	0	ED/IIEP
	LHC: Large Hadron Collider	0	ERI/DPI

Online and international sales of UNESCO publications, lowest sellers in March

	Title	Copies sold	Sector
	Recueil de données mondiales sur l'éducation 2010	0	UIS
	A Teaching Resource Kit for Mountain Countries	0	SC
	Kit pédagogique pour les pays situés en zones montagneuses	0	SC
	Savoirs des femmes : médecine traditionnelle et nature	0	SC
	Rapport mondial sur l'éducation 2011	0	ED

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

6.7 Licensing and co-publishing agreements and amendments, March 2012

Contract No.	Title	Publisher	Language	Date of signature
C.2012-002	Slave Routes: a Global Vision	Afrodiaspora Inc/Georges Collinet Productions and Strategic Communications	English	09/03/2012
J.2012-001	Mapping of Global DRR Integration into Education Curricula	The United Nations Children's Fund (UNICEF)	English	09/03/2012

C.2012-003	Human Rights, Questions and Answers-6th edition	UNESCO Chair in Intercultural Policy for an Active Citizenship and Solidarity-University of Macedonia/Hellenic National Commission for UNESCO	Greek	14/03/2012
C.2012-004	Les sept savoirs nécessaires à l'éducation du futur	Ediciones Paidós	Spanish-print	26/03/2012
C.2012-005	Les sept savoirs nécessaires à l'éducation du futur	Ediciones Paidós	Spanish-electronic book	26/03/2012
Amendments to co-publishing agreements n°J.2000-035 to J.2000-037, J.2001-010 to J.2001-013	History of Humanity (in seven volumes)- Volume 1 to Volume 7	Magister Press Publishing House	Russian	12/03/2012

6.8 Permissions granted to use or translate UNESCO content, March 2012

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Editions Didier	Extrait de 318 mots de <i>Race et Histoire</i> , de Claude Lévi-Strauss © UNESCO 1952	Pour inclusion dans un manuel scolaire de français intitulé « Fil d'Ariane 3 ^{ème} » à paraître en avril 2012 ; tirage 20 000 exemplaires ; prix unitaire de € 22	Droit non-exclusif- Langue française- Pays francophones Redevance de € 100- Mention de la source	7/03/2012
Editions Delagrave	Deux extraits de la brochure <i>Le Dopage...</i> , pp. 2 et 4, SHS.2006/WS/15, © UNESCO 2006	Pour inclusion dans un manuel scolaire intitulé « Prévention Santé Environnement Classe de 2 ^{de} », à paraître en mai 2012 en format livre accompagné d'un CD-ROM vidéo-projetable ; tirage 10 000 exemplaires ; prix unitaire € 13	Droit de reproduire le texte mais pas les photos- Droit non-exclusif- Langue française- Pays francophones Redevance de € 100- Mention de la source	19/03/2012
SCEREN (CNDP)	Un court extrait du <i>Rapport mondial de suivi sur l'EPT-2006- L'alphabétisation, un enjeu vital</i> , encadré 8.3, « L'analphabetisme au Japon », p. 213, © UNESCO 2006	Pour inclusion dans un manuel scolaire intitulé « Etude de cas, Géographie 5 ^{ème} », à paraître en mai 2012 ; tirage 3 500 exemplaires ; prix unitaire € 20	Droit non-exclusif- Langue française- Pays francophones A titre gracieux- Mention de la source	29/03/2012
SCEREN (CNDP)	Un court extrait de « Biovillages : une révolution vraiment verte ? », M. S. Swaminathan, in <i>Le Courrier de l'UNESCO</i> , janvier 2001, p. 36, © UNESCO 2001	Pour inclusion dans un manuel scolaire intitulé « Etude de cas, Géographie Seconde LP », à paraître en juin 2012 ; tirage 2500 exemplaires ; prix unitaire € 24.90	Droit non-exclusif- Langue française- Pays francophones A titre gracieux- Mention de la source	29/03/2012

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* website, and sent by e-mail to the subscribers. The printed version is sent to the Member States/Partners mailing list.

In March, *The Courier* gained 485 new subscribers (up by 210 on February 2012). Its webpage got 15,161 visits (258.50% increase from February 2012), and the number of PDF downloads of all issues reached a total of 41,665 for the month (53.34% increase from February 2012), despite the absence of a direct access on the web portal, and of any new issue since November 2011.

This success is mainly the result of a campaign conducted via social media and e-mailing, on the occasion of World Poetry Day and World Theatre Day.

A number of new articles have been published on the Courier's webpage and some of them were sent to the subscribers in various languages (without translation): 3 in English, 2 in French and 1 in Spanish.

7.1. Number of PDF downloads, subscribers, printed copies in March

Language	Latest issue PDF downloads	All issues PDF downloads	Variation vs February 2012	New subscribers	Total subscribers	Printed copies
English	573	12 508	+57.87%	136	26 537	-
French	352	10 177	+30.54%	122	13 176	-
Spanish	870	17 905	+70.82%	190	11 921	-
Russian	127	287	-5.90%	13	1 444	-
Arabic	116	183	+18.83%	12	2 033	-
Chinese	68	327	-13.26%	12	2 669	-
Portuguese	N/A*	278	+107.46%	0	1 840	-
TOTAL	2 106	41 665	+53.34%	485	59 620	-

*October-December issue, "Humanism, a new idea", is not available in Portuguese yet.

7.2. Top 10 most consulted UNESCO Courier PDFs in March (UNESDOC)

	Title	Language	PDF consulted	Published
1	The Ramayana and the Mahabharata: two epics of Asia	Spanish	1 367	December 1967
2	Chemistry and life	Spanish	886	January 2011
3	Humanism, a new idea	Spanish	870	October 2011
4	Women conquering new expanses of freedom	Spanish	826	April 2011
5	Unesco collection of representative works: treasures of world literature	Spanish	642	January 1986
6	How youth drive change	English	630	July 2011
7	Humanism, a new idea	English	573	October 2011
8	How youth drive change	Spanish	569	July 2011
9	How youth drive change	French	412	July 2011
10	Chemistry and life	English	361	January 2011

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”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	10	6	4	
CLT	12	4	8	
ED	18	9	7	2
ERI	9	9		
SC	18	15	3	
SHS	5	3	2	
ODG	11	11		
BSP	1	1		
GBS	1	1		
Total	85	59	24	2

8.2. Events organized by Field Offices/ Institutes

Apia	1
Amman	1
Bangkok	2
Beirut	1
Dakar	5
Havana	2
IIEP	2
Jakarta	2
Kingston	1
Montevideo	1
New York	1
Rabat	1
Venice	5
Windhoek	1
Total	26

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	2	-
Category 3-Non-governmental conference	1	-
Category 4- International Congress	-	-
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	1	5
Category 7-Seminars and Workshops	3	15
Category 8-Symposium	2	2
Concert	7	-
Exhibition	3	-
Film Projection	2	-
Headquarters Committee	-	-
Executive Board	1	-
Interagency Meeting	-	2
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	5	6
Prize-giving ceremony	1	4
Staff meeting	-	-
Special Event	5	8
Working group/Expert Meeting	2	4
Information meeting for Permanent Delegations	2	2
Total	37	48

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

9.1.1. Programme Meetings

Date	Title	Organizer	Place	Public
27/02-09/03	187e session du Conseil exécutif	GBS/DIR	Salles VI, VII, VIII, X, XI, XII	//
02/03	Réunion du groupe de travail pour l'élaboration d'un plan pour la mise en œuvre du programme relatif au domaine artistique	CLT/DDD/CCS	Salle XV	30
05/03	Réunion conjointe UNESCO-Conseil de l'Europe	ERI/NCS/DIR	Salle IV	200
05/03	Groupe de réflexion sur les thèmes de l'enseignement supérieur	ED/BHL/HED	Salle XV	20
05/03	Groupe Education pour tous	ERI/NCS/NGO	Salle XVI	30
06/03	Réunion Reinwardt Academy	CLT/DDD/MUS	Salle IX	90
06-09/03	Réunion(Rencontre) de Comité de direction / UNESCO Initiative d'ingénierie	SC/PSD	Salle XIII	50
07-09/03	Journée internationale de la Femme	ODG/GE	Salles II, IV	300
08/03	Women in Engineering	SC/BES/ECB	Salle IX	60
08/03	Cycle philosophie - éclats de la pensée arabe	SHS/HPD/PHS	Salle XVI	50
09/03	Réunion de concertation sur le futur de l'Ecole régionale postuniversitaire d'aménagement et de gestion intégrés des forêts et territoires tropicaux (ERAIFT)	SC/EES/BNC	Salle VI	45
09/03	Session de brainstorming avec World Federation of Engineering Organizations (WFEO)	SC/BES	Salle XVI	30
12-15/03	Group of Experts on the Scientific Aspects of Marine Environmental Protection (GESAMP)	SC/IOC/OSS	Salles VI, VIII bis	25
12/03	Réunion avec les donateurs de la République de Corée	BSP/CFS/BLT	Salle VII	30
12/03	Commission Programmatique Mixte (CPM) Dialogue entre les cultures	ERI/NCS/NGO	Salle XVI	30
13-16/03	Meeting - HIV and AIDS	ED/PSD/HIV	Salles VII, VIII	50
13/03	Réunion Reinwardt Academy	CLT/DDD/MUS	Salle IX	90
13/03	Réunion UNESCO et les Universités de l'espace	SC/PSD	Salle XVI	50
14-16/03	Forum Netexplo 2012	CI/INF	Salle I	900
14-15/03	Les sciences pour la paix	SHS/EST/ST	Salle IX	90
14/03	CPM Eradication de la Pauvreté	ERI/NCS/NGO	Salle XVI	30
16/03	Table ronde Thaïlande pour la journée de	ODG/GE	Salles VI, IX	110

	la femme			
19-20/03	13e réunion d'équipe de l'Argo Steering Team	SC/IOC/OOS	Salles V,IX	70
20/03	CPM Droits de l'homme	ERI/NCS/NGO	Salle XVI	30
21-23/03	Consultations Commission de la fonction publique internationale (CFPI)	HRM/POL	Salle III	20
21-23/03	Convention 2003: Réunion conjointe de l'organe consultatif et de l'organe subsidiaire du Comité	CLT/WHC/ARB	Salle XIII	70
21/03	World Heritage Center -Foundation Charles Darwin	CLT/WHC/PCM	Salle XIV	30
22/03	Conseil intergouvernemental du PIDC	CI/FEM	Salle X, Bureau S37	150
23/03	Réunion à l'occasion de la Journée contre les discriminations	ERC/RPO/PTS	Salles IV, V, VIII, IX	150
26-30/03	Prix L'OREAL-UNESCO 2012	SC/BES	Salle I	1 200
27-29/03	Revue annuelle avec le gouvernement japonais	BSP/CFS/BLT	Salle VIII	35
Total participation				4 065

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

9.1.2. External rentals

Date	Title	Organizer	Place	Public
13/03	International Astronautical Federation Réunions de Printemps	IAF	Salle II	450
15/03	Réunion IIPP	I.I.P.P.	Salles VIII	30
15/03	Cycle IHEPS 2011/2012	Institut des hautes études de protection sociale	Salle XIII	45
16/03	Séminaire sur le thème "Education et Culture de la Paix"	L'Union Internationale des Associations et Organismes Techniques (UATI)	Salle XII	450
17/03	Accès à l'eau, l'alphabétisation et l'éducation de base	Rotary International, District 1660-France	Salle IV	250
21/03	Journée de la Yakoutie a l'UNESCO	Délégation Federation de Russie	Salle VIII	45
24/03	Film documentaire et débat sur l'esclave et la traite négrière	Akwaaba Production et CLT/CPD/DIA	Salle XII	200
24/03	Atelier de réflexion sur la problématique de collecte et d'envoi de la France vers le Bénin, de médicaments, vêtements et autres matériels et équipement, objets et dons humanitaires	Délégation du Bénin	Salles IV, VII, VIII	150
27-29/03	Journées de l'innovation en éducation	Commission nationale française	Salles VI, VII, IX, XII	250
Total participation				1 870

9.1.3. Information Meetings for Member States

Date	Title	Organizer	Place	Public
16/03	Réunion d'information sur Rio + 20	SC/EO/IKM	Salle XI	100
30/03	Débat thématique de la DG avec les Etats Membres sur le rôle de l'UNESCO dans la construction d'une Culture de la paix	BSP/CPN	Salle X	230
Total participation				330

9.1.4. Electoral Groups Meetings

Date	Title	Organizer	Place	Public
01/03	Réunion du Groupe UE	Délégation permanente du Danemark	Salle IX, III	80
02/03	Réunion du Groupe UE	Délégation permanente du Danemark	Salle IX	40

05/03	Réunion du Groupe UE	Délégation permanente du Danemark	Salle III	40
06/03	Réunion du Groupe UE	Délégation permanente de Djibouti	Salle IX	50
14/03	Réunion Plénière du groupe ASPAC	Délégation des Philippines	Salle XIII	60
15/03	AUC Committee Meeting	Délégation of Brunei Darussalam	Salle XIV	40
26/03	Réunion du Groupe Commonwealth	Délégation du Canada	Salle XIV	40
28/03	Réunion plénière du Groupe africain	Délégation d'Ouganda	Salle XIII	80
28/03	Réunion du Groupe de Genève	Délégation du Canada	Salle XIV	40
28/03	Réunion des Etats Africains membres du Conseil exécutif avec ADG/ED	Délégation de Djibouti	Salle XV	30
29/03	Réunion plénière du Groupe 77	Groupe 77	Salle XIII	70
Total participation				570

9.2. UNESCO Cultural Events / Exhibitions - www.unesco.org/en/cultural-events

- The March electronic calendar was sent to 3 575 subscribers (69 news subscribers – 4 unsubscriptions – Distribution list cleaned up: 48 email addresses deleted)
- No paper version for March events
- 10 events were organized, co-organized and/or promoted in March by DPI/SPE (Special Events Section)

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
19-23/03/2012	100 poster for the Right to Education	Education Sector	Miró rooms	N/A
Until 26/03/2012	Zoom-In on Poverty (in the framework of the partnership with Xinhua, Chinese news agency)	Sector of External Relations and Public Information	Railings around Headquarters	N/A

9.2.2. Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
11/03/2012	Charity concert: 11.3.11, a year after directed by Yutaka Sado	AIPU – UNESCO International Staff Association	Room I	1 200
17/03/2012	Stop-over in Beirut	Permanent Delegation of Lebanon	Room I	900
20/03/2012	Nowrouz celebration	Permanent Delegation of the Islamic Republic of Iran	Room I	950
22/03/2012	World Theatre Day With John Malkovich	International Theatre Institute (ITI)	Room I	1 000
29/03/2012	L'Oréal-UNESCO Prize	Natural Sciences Sector	Room I	1 200

9.2.3. Special Events

Date	Title	Organizer	Place	Public*
5-16/03/2012	International Women' Days	Gender Equality Division		
5-16/03	Exhibitions	Permanent delegations of Malaysia, Algeria, the Dominican Republic, Hungary, Tchad, the Eastern Republic of Uruguay, Germany	Miró rooms, Pas Perdue and Fontenoy gallery	N/A
7/03/2012	Screening: "In the footsteps of Marie Curie" – by Krzysztof Rogulski	Gender Equality Division	Room IV	200

7/03/2012	Concert: Oum and Bafin Kul	Co-organized with OIF	Room I	500
09/03/2012	Round table: Women and girls trafficking		Room IV	(Cf. 9.1 above)
09/03/2012	Vassar College Choir	Permanent Delegation of the United States of America	Foyer	N/A
15-16/03/2012	Netexplo Forum	Communication and Information Sector	Rooms I, II, III, IV and V	800 (Cf. 9.1 above)
21/03/2012	Sakha (Yakoutie) Day	Permanent Delegation of the Russian Federation		
	Exhibition		Foyer	N/A
	Round tables		Room VIII	(Cf. 9.1 above)
	Show: Northern Lights over Paris		Room I	1 100

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

9.3. UNESCO Visits

The Visitors' Service organized a total of 53 visits for **946** visitors in March 2012.

Most visitors came within the framework of group, and spontaneous visits. The major part of the organized visits was conducted in French for a French public.

1. Requests	
Number of emails received	127
Number of requests received	30
Accepted requests	86%
Declined requests	14%

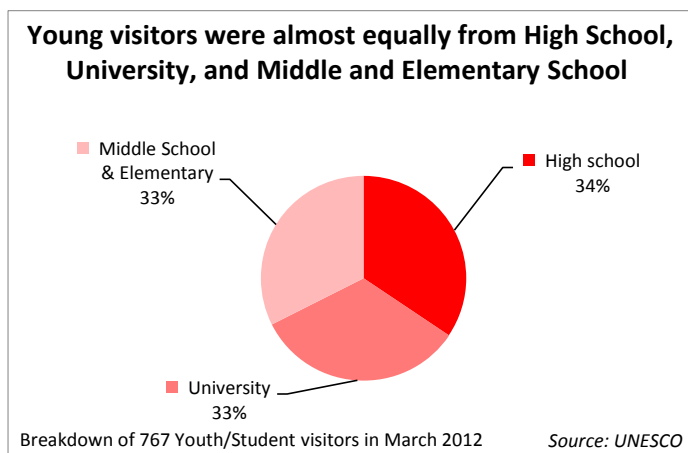
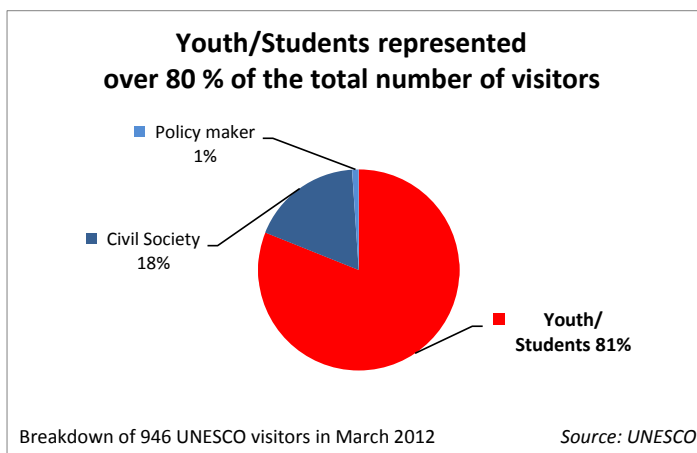
2. Languages		
Visits in English	11	21%
Visits in French	36	68%
Other	6	11%

3. Type of visits		
Individual Visits	6	11%
Group Visits	31	58%
Spontaneous Visits	13	25%
Thematic Conferences	3	6%

4. Origin		
Africa	1	0%
Arab States	35	4%
Europe and North America *	757	80%
Latin America and the Caribbean	0	0%
Asia and Pacific	153	16%

* Including local demands (74%)

5. Profile of visitors



10. UNESCO logo exposure

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

14 events which have been granted UNESCO's patronage took place in March 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/03/2012	France	International Human Microbiome Consortium meeting	Scientists/researchers & policy-makers	SC
02/03/2012	France	Conférence/exposition « Masques Gèlèdè. Art, culture et tradition du Bénin » à Pommerit-Jaudy	Specialists & civil society	CLT
08/03/2012	France	Edition d'un concours international d'affiches sur le thème «Egalité hommes-femmes maintenant», organisé par l'Association Poster for Tomorrow ayant pour finalité des expositions simultanées dans plusieurs pays africains	Civil society	ODG
09/03/2012	Austria	Exhibition entitled "Croatian Intangible Heritage on UNESCO's List" organised by the Croatian National Commission	Civil society	CLT
15/03/2012	Slovenia	"Challenge Future Summit 2012" in Ljubljana: a summit for young people to discuss challenges and integration	Youth workers & young people	SHS
21/03/2012	Lebanon	The International Arab Spring Festival	Civil society	CLT
21/03/2012	Russia	Journée de la Yakoutie à l'UNESCO organisée par la Délégation permanente de la Fédération de Russie	Permanent Delegations/UNESCO networks/civil society	CLT
22/03/2012	France	Conférence annuelle de l'Association des auditeurs des sessions européennes	Parliamentarians & ambassadors of EU	ERI
22/03/2012	France	Festival de films francophones intitulé « Voyage à travers les films » à la Cité internationale universitaire de Paris	Civil society	ERI
26/03/2012	Italy	Regional symposium on media pluralism and diversity and countering hate speech in Europe organised by the Open Society Foundation of Great Britain	Journalists	CI
28/03/2012	China	International forum on "Twenty-First Century Science & Technology for Green Economy & Sustainable Development	Policy-makers & scientists/researchers/academia	SC
30/03/2012	Israel	Publication of a book entitled « Legislating for Equality – A multinational collection of non-discrimination norms » by Tel-Aviv University	Human rights workers	SHS
31/03/2012	Mexico	Publication de l'université de Veracruz au Mexique sur les Codex	Researchers/academia	CLT
31/03/2012	Germany	Field study within the framework of the international conference on underwater archeology entitled "In Poseidon's Realm XVII" in Stralsund.	Scientists/researchers, teachers & students	CLT

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, SWR / Germany). 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.NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009

Duration: until December 2012

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

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

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17 725 000 households in main Kanto region** = 1 percent of audience share corresponds to **177 250 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc) : **40 661 000 (households x 2.3 per 1 percent of audience share)**

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.**

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

Average audience share per household for the "Series World Heritage 100" in the Kanto region of Japan: **5 percent** (for the first broadcast) = **886 250 households = 2 038 375 viewers.**

Regular/Special long programmes (* aired on Satellite channel only)

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
28/3	<i>Search and Go! Treasured World Heritage</i>	"The legend of Beauty"	1h 13 min	10.8 %
9/3	*World Heritage Traveller: Journey Across Time	"Construction"	56 min	1.3%
9/3	*World Heritage Traveller: Journey Across Time	"Dikes"	56 min	0.7%
23/3	*World Heritage Traveller: Journey Across Time	"Silver"	56 min	0.7%

Average audience share per household in the Kanto region of Japan for: the "World Heritage Traveller: Journey Across Time": **0.9 percent** = 1601 households; "Search and Go! Treasured World Heritage": **10.8 percent** = **19214 households in Kanto region**

The total number of audience accessed to the special programs in March in the Kanto region was estimated: 24 017(household) Average audience share in other regions in Japan and worldwide has not been communicated.

11.2. TBS (Japan)

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

Partnership began: 1994

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

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

Date	Subject	Format	Audience Share
4/3	La Chaux-de-Fonds / Le Locle, Watchmaking Town Planning	30 minutes	5.7%
11/3	Rock-Hewn Churches, Lalibela	30 minutes	6.1%
18/3	Brasilia	30 minutes	5.7%
25/3	Varberg Radio Station	30 minutes	3.7%

Average audience share in March: **5.3 percent** (for the first broadcast)

Estimate number of viewers in Japan: 4 830 000 (for the first broadcast)

The total number of audience accessed to the program in March was estimated at **19 440 000**

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

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

Network: partnership with more than 100 foreign news

Links to titles by language & site on the web	Nb of reports
English reports	48
Arabic reports	10
Spanish reports	7
French reports	6
Russian reports	5
In March, a total of 76 reports were released on UNESCO through Xinhuanet.	

11.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Website Page views: **84 653**

Network: partnership with more than 100 foreign news media

Date	Title	Language/ Link	Page Views
02/03	Tomcats and "Gold tortoise"	Russian	408
02/03	FSO warned about unsanctioned Kremlin rallies attempts	Russian	5 743
03/03	Suzdal animation movies festival winners announced	Russian	443
04/03	A long line has formed on the territory of the Russian Embassy in Paris	Russian	977
04/03	Giant glacier Perito-Moreno collapsed in Argentinean Patagonia	Russian	2 327
05/03	Scientists to grow seeds of plants survived after Hiroshima bombing	Russian	665
05/03	Scientists to research Altai-Sayan adaptation to climate change	Russian	108
06/03	Kronotsky reserve to recount Red Book animals in March	Russian	105
06/03	Steering committee on UNESCO committee session in Russia to be adopted on Wednesday	Russian	31
12/03	Reporters without borders called Belorussia and Bahrain foes of	Russian	2 249

	Internet		
12/03	Water sector adaptation to climate change to cost \$576 billion USD	Russian	133
12/03	Countries must plan water resources consumption – UN report	Russian	227
14/03	UNESCO announced 2013 the year of water cooperation	Russian	61
15/03	Brazilian city mayor preparing population to meet doomsday	Russian	1 195
17/03	Fresco keeper in Kirillo-Belozersk museum was offered to become locksmith	Russian	1 769
17/03	Balkans recollecting Kosovo anti-Serbian bashings in 2004	Russian	171
19/03	Baikal reserve won solar energy power development grant	Russian	760
19/03	Shokhov TV tower in Shabolovka. Reference.	Russian	507
19/03	Kizhi church restoration contractor to be chosen in April	Russian	68
19/03	Lavrov headed steering committee on UNESCO session committee	Russian	39
20/03	Vernal equinox. Reference.	Russian	1 880
20/03	Round table on World poetry day in Moscow	Russian	26
20/03	World poetry day in Moscow	Russian	87
20/03	Residents of Gorny Altai to receive \$150 T to start business in 2012	Russian	62
20/03	Ministry of Culture to sort out cancellation of fresco keeper position	Russian	190
21/03	First Russian steppe object might get into UNESCO heritage list in 2015	Russian	52
22/03	Food security issue to “emerge” on World day of water	Russian	260
22/03	Hundred loop traps neutralized in snow leopard area of habitation	Russian	462
22/03	Round table on school religions basics teaching	Russian	100
23/03	New weather station to be installed in Altai reserve this year	Russian	23
23/03	School religions basics teaching: way to split or civic agreement?	Russian	90
24/03	Religious cultures basics to educate better than ethics - experts	Russian	3 1825
26/03	Sidney opera employees not to use paper for a year	Russian	116
26/03	Ministry of culture to finance trench and wall of Novgorod Kremlin renovation	Russian	110
26/03	Sukhumi disclaimed destruction of Georgian culture monuments	Russian	310
26/03	Russian Peoples' Friendship University. Reference.	Russian	381
27/03	Mstislav Leopoldovich Rostropovich. Biography.	Russian	545
28/03	Four fire brigades formed in Altai reserve.	Russian	27
28/03	To ouster mice from New Zealand islands \$1 million is to be collected	Russian	408
29/03	Square in Bosnian Mostar was named to commemorate killed UN soldiers	Russian	25
29/03	UNESCO appeals to defend Syrian heritage	Russian	117
30/03	Ecologists confirmed manul population in Sayano-Shushensky reserve	Russian	29 346
30/03	Ministry of Culture demands to leave Shelkova as fresco keeper	Russian	94
30/03	Earth Hour and Birds day	Russian	90
Total reports on UNESCO in Russian: 44		Total page views: 84 612	

18/03	New Maiden's Convent in Moscow	English	6
28/03	Abbas to Pitch New UN Bid at Arab League Summit	English	10
Total reports on UNESCO in English: 2		Total page views: 16	

15/03	Bürgermeister brasilianischer Stadt bereitet Bevölkerung auf Weltuntergang vor		14
28/03	Abbas will erneut Vollmitgliedschaft Palästinas in der UNO beantragen		4
Total reports on UNESCO in German: 2		Total page views: 18	

22/03	Palestine: la Russie rejoint les pays donateurs à Bruxelles	French	5
Total reports on UNESCO in French: 1		Total page views: 5	

02/03	Autoridades rusas previenen contra intentos de organizar actos no autorizados en la Plaza Roja	Spanish	2
Total reports on UNESCO in Spanish: 1		Total page views: 2	
TOTAL REPORTS: 50		TOTAL page views in March: 84 653	

11.5. Südwestrundfunk (SWR) - www.schaetze-der-welt.de

Area of collaboration: **production and broadcasting of World Heritage documentaries**

Partnership began: 1995

Products: **Documentary films – 399 films produced to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and **Südwestrundfunk website**

(<http://www.swr.de/schaetze-der-welt/>)

Films shown on World Heritage in March 2012: **Viewers Treasures of the World – Heritage of mankind**

▪ 3sat – cultural channel

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Sunday 7.45 pm	2	0.3%	105 000/film ; 210 000/total
Monday 12.45 pm	4	0.7%	44 000/film ; 220 000/total
Tuesday 9.45 pm	3	1.0%	310 000/film ; 930 000/total
Extra	-	-	-
Total	9 films	-	1 360 000 estimated viewers

▪ Phoenix – documentary channel

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Different days and times	1	0.8%	160 000/film ; 160 000/total
Total	1 films	-	160 000 estimated viewers

▪ SWR Fernsehen – regional channel of ARD

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers</i>
Saturday 6 am	5	2.9%	36 000/film ; 180 000/total
Saturday 1.50 pm	-	-	-
Extra Films different times	-	-	-
Total	5 films	-	180 000 estimated viewers

Media coverage on the 4th edition of the United Nations World Water Development Report

‘Managing Water under Uncertainty and Risk’

The 4th edition of the World Water Development Report (WWDR4), ‘Managing Water under Uncertainty and Risk’, coordinated by the United Nations World Water Assessment Programme (WWAP), a UN-Water programme hosted by UNESCO, was launched on 12 March at the World Water Forum in Marseille by UNESCO Director-General Irina Bokova and Michel Jarraud, Chair of UN Water.

The event generated significant media attention. DPI monitored more than 800 articles on the Report (Source: Meltwater). Chinese media published the most number of articles for any one country (265), followed by Germany (208), the United States (76), France (44), Canada (22) and Spain (18), (see Figure 1).

Fears that the release of the JMP report by UNICEF and WHO on 6 March would undermine press interest in the WWDR, proved unfounded. The WWDR was perceived and presented as *the* most complete summary of global water resources. Some news outlets included information from both reports in their coverage, looking at the state of resources globally as well as issues of sanitation and availability of drinking water (The Guardian, Reuters, The Independent).

However, while the World Water Development Report is perceived as a document of reference, its identity is not so clear cut. The Report was sometimes billed as a UNESCO product, sometimes as a UNESCO-UN Water co-publication, or again as a UN Report or a UN-UNESCO Report.

Most of the articles related to the WWDR were published or aired on March 12th, the opening day of the Forum. The celebration of World Water Day (March 22nd) led to a new round of stories in the Report (see Chart 12) as did regional launches after March 12th (Canada, Jordan) that sparked a series of stories in the regions concerned.

The widespread coverage was helped significantly by the publication of dispatches on the Report by leading international news agencies (Agence France Presse, EFE, Xinhua, Reuters, UPI, Prensa Latina). These were picked up and republished by news media in all regions. The press release prepared by WWAP and UNESCO often served as the basis of these articles. The release itself was widely quoted and many publications and websites reproduced it.

Leading media outlets such as Le Figaro, Le Monde, Les Echos, Radio France Internationale (France), BBC, The Guardian, The Independent, Nature (UK), Le Temps (Switzerland), La Stampa, La Repubblica (Italy), The Straits Times (Singapore), El Espectador (Colombia), El País, El Mundo (Spain), Revista Epoca (Brazil), Publico (Portugal), Radio Canada (Canada), The Boston Globe (USA) and Gulf Times (Qatar) were amongst those who reported extensively on the Report.

The op-ed, signed by Irina Bokova and Michel Jarraud, was also published in La Croix (France) and in Le Devoir (Canada). The report itself was used frequently to contextualize the opening of the World Water Forum. Titles of articles typically focused on predictions of water shortages and their consequences.

The statistics on sanitation drew most attention, along with data on factors affecting water resources (increase in agricultural demand, urbanization and climate change). Figures related to transboundary basins and aquifers, the purchase of agricultural land and worldwide data on the collection and treatment of wastewater in the world were also widely reproduced.

Articles generally reported a global overview of the state of water resources. Very few undertook more thorough research or wrote on specific information in the Report. An exception is the science journal Nature, which focused specifically on the Report's message on the need to collect more, and more reliable data on water quality. The Straits Times and Gulf Times also made an effort to deliver a more regional perspective in their articles.

List of conducted interviews:

- Voice of America
- The Independent
- De Standaard
- BBC
- The Straits Times
- RFI
- Nature
- Radiotelevisione Svizzera
- Xinhua
- ClimateWire
- Kontext TV
- UN Radio
- Le Figaro
- Les Echos
- H2O
- AFP
- Reuters

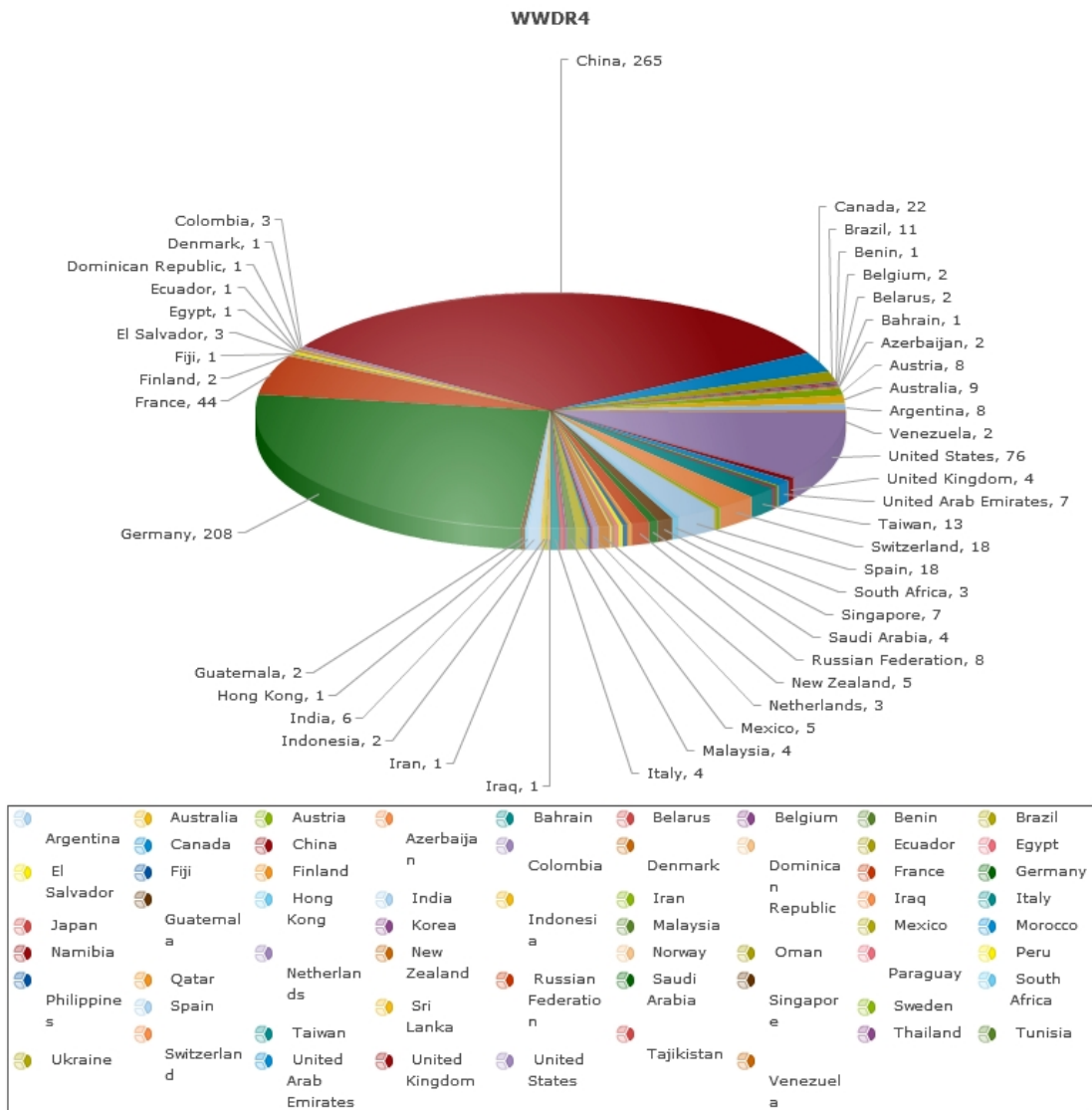


Figure 1 – Global distribution of articles and reports by country (Source: Meltwater)

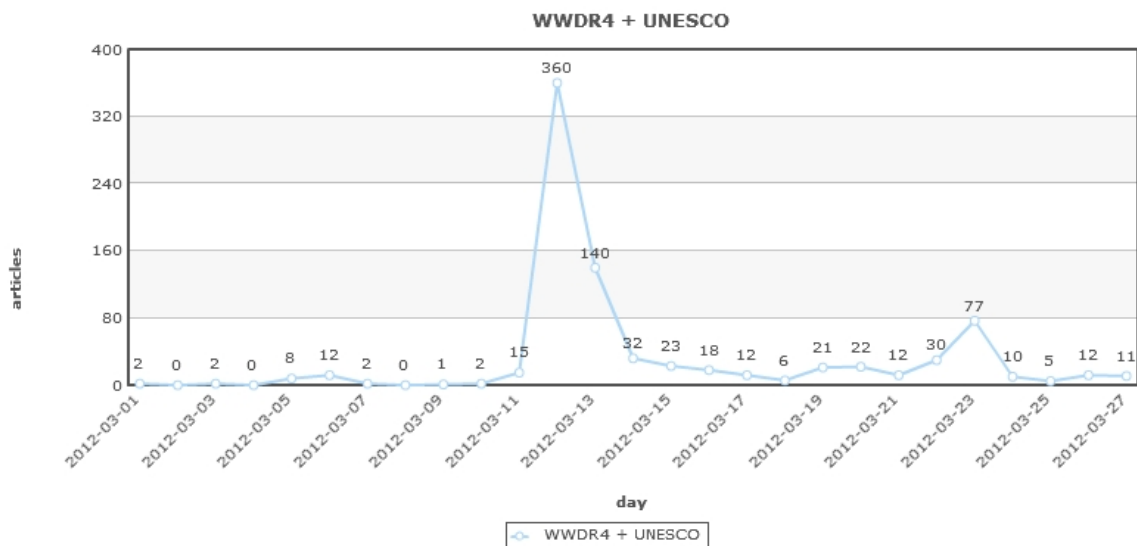


Figure 2 – Number of articles published in March which mention the WWDR (Source: Meltwater)