



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2012/PIPMR/21

## Monthly Report on the Use of UNESCO Public Information Products

July-August 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

As usual, media coverage over July and August was dominated by World Heritage stories. Early in July, these stories were related mostly to news from the St. Petersburg meeting of the World Heritage Committee, including announcements of new sites and statements from the Committee of the destruction taking place at sacred sites in Timbuktu. Immediately afterwards came the meeting of the Man and Biosphere Bureau, which announced several new biosphere reserves, also receiving significant coverage in the world press.

The award ceremony for the UNESCO-Equatorial Guinea International Prize for Research in the Life Sciences followed these two events, but provoked surprisingly little media coverage.

The remainder of the summer holiday period was dominated by articles on World Heritage sites – with news on the terrible fires raging in several Spanish sites, conflict threatening sites in Syria and Mali, and countless other stories on World Heritage sites as travel destinations.

The following events are highlighted in the Major Events pages:

- **24th Session of the International Co-ordinating Council (ICC) of the Man and the Biosphere (MAB) Programme (9-13 July 2012)**
- **UNESCO-Equatorial Guinea International Prize for Research in the Life Sciences – Award Ceremony (17 July 2012)**
- **DG to highlight Education with UN Secretary-General (15-16 August)**
- **World Water Week (26-31 August 2012)**

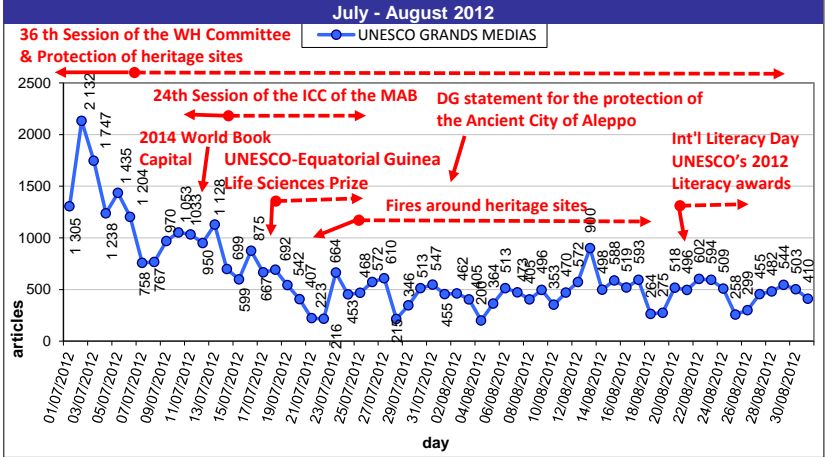
## UNESCO Website and Social Media Channels

Web traffic was stable in July and August. Now averaging 5.2 million, page views have almost doubled since September 2011, thanks in part to strong web planning in the past year. Web coordination was especially tight during the summer months as the web team mobilized to prepare the September launch of a new UNESCO.org platform, which should help UNESCO reach even larger audiences.

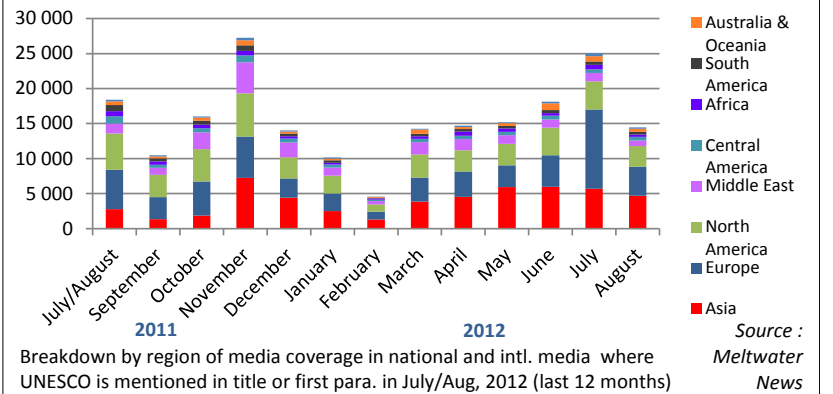
Despite the tight deadlines for the new platform, the Web Team dedicated its engineering and editorial expertise to build a new website for our Ramallah office. Bilingual Arabic/English, the website is ready to be launched, once the office gives the green light.

A sharp increase in August traffic from Mexico helped to bump up Spanish as the 2<sup>nd</sup> top language of the viewed web content, after English. A new Facebook

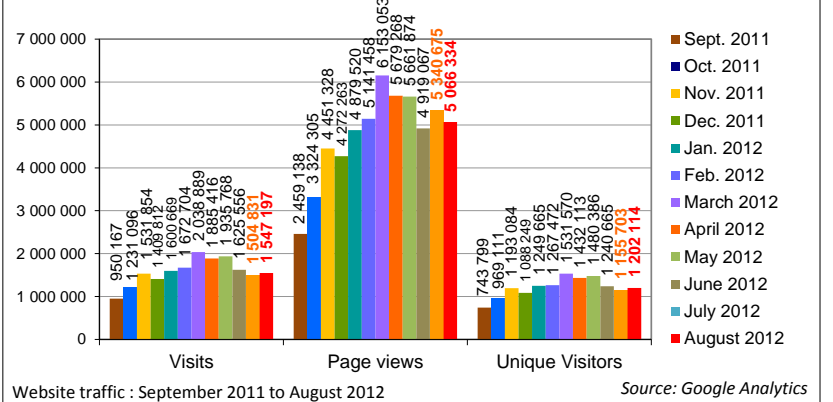
## Articles published daily in leading national and international titles in which “UNESCO” appears in the title or first paragraph of a story



## Almost 40 000 articles in the media mentioning UNESCO - over 25 000 articles in July only



## After the June shift, web traffic was stable in July/August with over 1,5 MM visits and 5 MM page views/month



page in Spanish was launched late July to address our increasing audience in this strategic language.

July and August 2012 were relatively quiet months as we prepared for massive social media campaigns for International Literacy Day and World Teachers Day.

The top performing social media content is about UNESCO's role in the discovery of the Higgs Boson. The feature article, <http://ow.ly/c2W8r>, was rewritten to help make UNESCO work more easily understood by the general public. With 208 likes and 84 retweets, social media posts on this topic are the most popular ever about UNESCO Science activities.

Efforts to raise funds for the Okapi Wildlife Reserve via social media fell flat, largely because all the standard communications materials required for a successful fundraising campaign were lacking. Evidence of the damage, and of where the donations will go/what they will bring, were needed. Furthermore, the messaging in this campaign got lost in the specifics of saving a Wildlife Reserve that isn't a household name for the global public, whereas the issue that has the international media abuzz is the killing of elephants for ivory tusks. The World Heritage Committee will work with social media and web to see how to develop a second phase of this fundraising, with the Okapi Wildlife Reserve, in the future.

The Spanish Facebook launched by the end of July got 942 likes in five weeks.

### UNESCO Publications

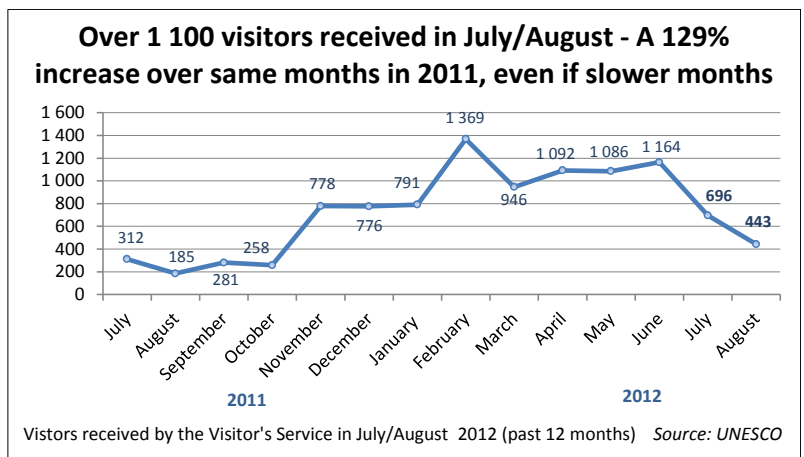
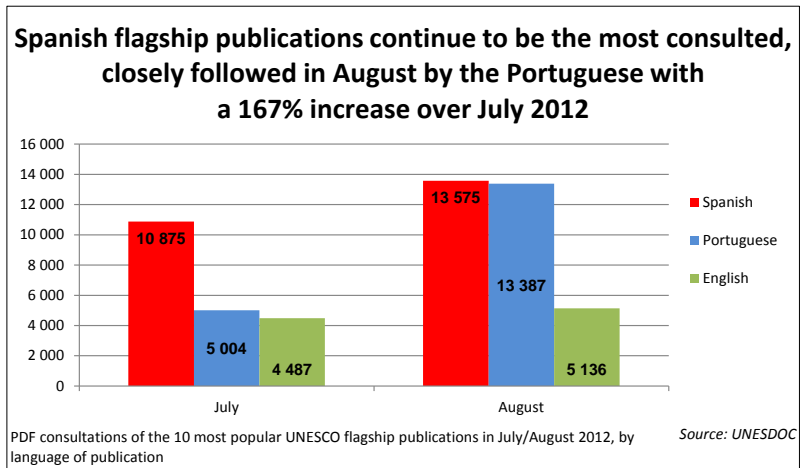
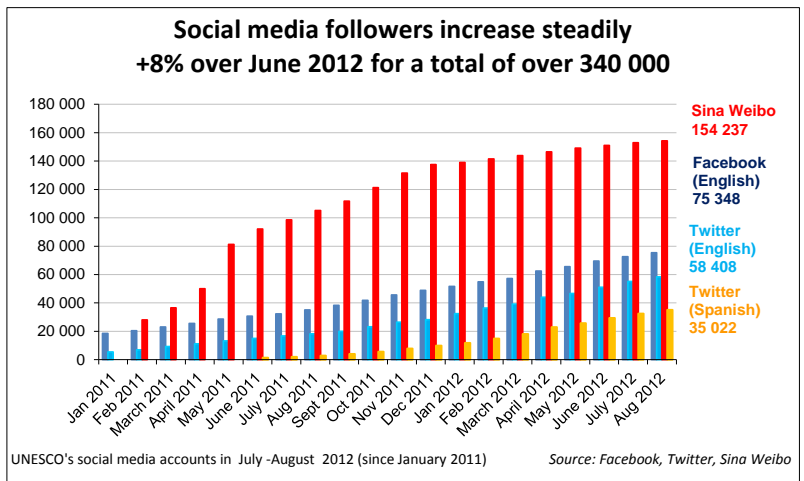
July-August are traditionally very slow months for activities linked to publications. Moreover, information on page views of the top 100 publications is not available for these months. The top 10 best views are still Spanish and Portuguese titles although the English versions of the World Water Development Report 4 and the Engineering Report are both doing very well. Views of UNESCO publications on Google were low but better than in the same months in 2011 and better than June.

Bookshop sales were dominated by bulk sales of Learning: the treasure within and World Heritage titles while online sales were dominated by the Bouba and Zaza series.

### UNESCO Visits

In the absence of visiting students in July and August due to school holidays, usually representing the majority of visitors, a communication campaign announcing UNESCO tours was launched with the Office du Tourisme de Paris (Newsletter and website), to reach a more summer specific audience and welcome more international visitors.

As a result, bookings were filled, and a total of 1 140 visitors were received; a 129% increase over the same period in 2011.



## Major events:

### I. 24th Session of the International Co-ordinating Council (ICC) of the Man and the Biosphere (MAB) Programme (9-13 July 2012)

The 24th Session of the International Co-ordinating Council (ICC) of the Man and Biosphere Programme, organized by the MAB Secretariat, was held at UNESCO Headquarters, from 9 to 13 July 2012. Prof. Chung-II Choi officially opened the session as outgoing Chair of the MAB-ICC. Gretchen Kalonji, Assistant Director-General for Natural Sciences addressed the Council as representative of the Director-General.

The ICC consists of 34 Member States elected by UNESCO's General Conference. It normally meets in plenary once every 12-18 months but no more than twice per biennium. It guides and supervises the MAB Programme in all aspects pertaining to its implementation, scientific content, and international collaboration. At the 24th session, the ICC elected its Bureau for the term of office 2012-2013: Dr Boshran Salem (Ms) from Egypt as the Chairperson; Austria, Belarus, Cote d'Ivoire, Mexico and Islamic Republic of Iran as vice-chairs. It is worth noting that Dr Boshran Salem is a former MAB Young Scientists winner.

As usual, it reviewed the new Biosphere Reserve's nominations. With the addition of 20 new biosphere reserves including 2 Transboundary Biosphere Reserves (TBR) to the World Network of Biosphere Reserves (WNBR), 1 being withdrawn, 1 made up of two former biosphere reserves, the WNBR is now composed of 610 biosphere reserves in 117 countries including 12 transboundary biosphere reserves and the first sites in 3 new countries, namely Haiti, Kazakhstan and Sao Tome and Principe.

The ICC endorsed the twelve winners of 2012 MAB Young Scientists Award, including the 2 awards supported by the Austrian MAB National Committee. This year 75% of winners are females and 50% are from Africa. 2012 Michel Batisse Award was won by Colombia for the case study "Improving sustainable development and coral reef conservation through community-based watershed management in the Seaflower Biosphere Reserve". Since the 24th session came just after Rio+20, the ICC had a lively debate on "*Man and Biosphere and World Network of Biosphere Reserves – post Rio+20 opportunities and towards a strategy for 2014-2021*". The agenda also included items related to the evaluation of the *Madrid Action Plan*, study/support sites, mapping of BR and updating of BR nomination and periodic review forms.

**Participants:** 250

**Public:** Representatives of the Members of the ICC as elected by the UNESCO General Conference at its 35th and 36th sessions; Observers from Member States; International/Multilateral Organizations: Convention on Biological Diversity (CBD), European Union, Scientific Committee on Problems of Environment (SCOPE ) and Institute: Institut d'Orient.

#### **Communication materials and activities:**

- Two press releases
- One media advisory
- Photo gallery – New Biosphere Reserves 2012
- 13 videos produced
- Dedicated webpage
- Final report of the 24th Session of the ICC

**Website statistics:** Information: 376 visits / 3467 page views. Photo gallery: 1 053 visits / 8 036 page views

**Press coverage:** Coverage of this event was most concentrated in the countries for which new biosphere reserves were announced. A total of 420 articles were monitored: 289 in Europe, 39 in Asia, 24 in North America, 22 in South America and 19 in Central America. In Europe itself, coverage was most concentrated in Spain and France where three new reserves were announced. Special attention was given to Tenerife, which was ravaged by wildfires, and the extension of the Fray Jorge reserve in Chile. The latter was seen as a victory for the environment, effectively blocking plans to deforest the area.

**Social media:** On Twitter & Facebook, messages were posted to promote a photo gallery of the new sites, and our biosphere programme. On Facebook, the photo gallery gathered 108 likes, which is relatively low compared to other photo galleries. One explanation is that many of these natural sites (lakes, trees, greenery) look quite similar; the distinctiveness of each new biosphere doesn't come through visually. Suggestions for the future:

- Winners could be asked to author a short piece of 3-4 paragraphs illustrating the sustainability challenges specific to each biosphere, with the goal of underscoring what the general public can do to avoid/rectify/overcome these challenges. These short articles would be accompanied by the usual glossy pictures of biospheres, but also provide close-ups about worrying issues.
- How about having local communities introduce these biospheres and show us what they think is unique? How are these landscapes connected to their heritage?

Brasilia Office: Facebook: 1 post / 11 likes / 12 shares / 1 193 people reached. Twitter: 1 tweet / 4 retweets.

## II. UNESCO-Equatorial Guinea International Prize for Research in the Life Sciences – Award Ceremony (17 July 2012)

The UNESCO-Equatorial Guinea International Prize for Research in the Life Sciences was awarded in a ceremony at UNESCO Headquarters (Room I) on 17 July 2012. The objective of this Prize is to reward projects and activities undertaken by individuals, institutions and other entities or non-governmental organizations for scientific research in the life sciences leading to improving the quality of human life. The prizewinners having made a significant research contribution to the life sciences are recommended to the Director-General by an international jury.

For this edition, the Director-General awarded the Prize of a total value of US\$ 300,000 equally to three researchers, for outstanding research in their respective fields leading to improving the quality of human life.

The award ceremony was chaired by the DDG on behalf of the Director-General in the presence of the ADG Natural Sciences. The Vice-President of Equatorial Guinea, Ignacio Milam Tang, took part also in the ceremony along with Mr François Abiola, Minister of Higher Education and Research of Benin, representing H.E. Dr Boni Yayi, President of the Republic of Benin and Chairperson of the African Union. Mr Rodolphe Adada, State Minister of Congo, represented H.E. Mr Sassou Nguesso, President of the Republic of Congo.

The laureates are:

- Dr. Maged Al-Sherbiny, Egypt. President, Centre for Science and Technology of the Non Aligned Movement (NAM S&T Centre) and President, Academy of Scientific Research and Technology (ASRT).
- Dr. Rossana Arroyo, Mexico. Professor at the Centre for Research and Advanced Studies of the National Polytechnic Institute. (CINVESTAV-IPN). Dr. Rossana Arroyo stands as one of the leaders in the study of molecular pathogenesis of trichomonosis in Mexico.
- Dr. Felix Dapare Dakora, South Africa. *Professor and Holder of the South African Research Chair in Agrochemurgy and Plant Symbioses at Tshwane University of Technology, Pretoria*

**Participants:** Over 1 000 participants.

**Public:** Representatives of the Equatorial Guinea Government: Vice President, 5 Ministers, Rectors of universities, and other officials, Representatives of the African Union, Permanent Delegations to UNESCO.

**Communication materials and activities:**

- Web release
- Photo gallery
- Video of the Ceremony
- B-roll picked up by Unifeed, Associated Press TV News, EBU, CNBC, Reuters

**Website statistics:** 179 visits / 523 page views

**Press coverage:**

The fact that this event took place during the summer holidays limited coverage. Nonetheless, top tier media, especially in Europe and North America - including The New York Times, The Washington Post, BBC, Reuters, AFP, AP, France 24, AllAfrica.com - but also This Day (Nigeria), The Star (Malaysia), and Arab news (UAE), covered the story with articles on the days preceding the event and immediately following. Much of the coverage focused on the polemic surrounding the prize.

**Social media:** No social media communication for this event, as requested.

### III. DG to highlight Education with UN Secretary-General (15-16 August 2012)

The Director-General joined the UN Secretary-General and his special envoy for Global Education, Gordon Brown, to showcase the role of education in national reconciliation and development, during an official visit to Timor-Leste on 15 and 16 August 2012.

The field visit gave tangible shape to the Secretary-General's Education First Initiative, to be launched formally in the margins of the General Assembly in New York on 26 September 2012. The Initiative aims to raise the visibility of education on the global agenda, and focuses on getting every child into school, improving the quality of learning and fostering global citizenship. UNESCO's Director-General serves as Executive-Secretary of the Initiative's High-Level Steering Committee.

During the visit, the Director-General participated with Mr Ban in a meeting with President Taur Matan Ruak, and met with Prime Minister Xanana Gusmao and Minister of Education Bendito Freitas, who requested UNESCO's support in several areas, including teacher training, skills training, human rights and peace education. She visited Cassait Primary School on the outskirts of Dili with the Secretary-General and Mr Brown, and responded to students' questions at the National University of Timor-Leste, following Mr Ban's speech on education. She also inaugurated the new premises of the Timor-Leste National Commission for UNESCO, and met with beneficiaries of a literacy programme financed by the UNESCO Cap-EFA programme at the National Directorate of Recurrent Education.

The visit took place in the aftermath of presidential and parliamentary elections held in 2012, and as the United Nations Mission in Timor-Leste prepares to withdraw in light of continued stability. Education and rural development are priorities of the new government appointed on 8 August.

**Participants:** At the National University of Timor-Leste: many hundreds of participants; at the Cassait Primary: some hundred.

**Communication materials and activities:**

- Three web news
- Video Clip
- 2 Media releases by the Government of Timor-Leste
- Photos

**Website statistics:** The 3 web news generated 527 page views for 211 visitors.

**Press coverage:**

Press coverage on this event was negligible.

**Social media:**

The news about the DG highlighting education with the UN Secretary General was tweeted, but got few retweets because its interest was still largely institutional; no actions being completed or even outlined, it was too vague for the general public. Therefore on social media, we focused on the principle behind "Education First" -- putting education at the heart of development. The below post outperformed the expectations, with 187 likes, ranking as one of the most popular Education messages on Facebook ever.

- Guess which country we chose to show the value of education for sustainable development & peace? Timor-Leste. In this country which recently celebrated the 10th anniversary of its independence, one of the greatest challenges is to educate its young people. "The development of human capital is the most important challenge you have, and we pledge to support you in the process of transition," reassures UNESCO's Director-General Irina Bokova [ow.ly/d08WJ](http://ow.ly/d08WJ)

Brasilia Office: Facebook: 1 post / 25 likes / 14 shares / 2 406 people reached.

#### IV. World Water Week (26-31 August 2012)

UNESCO has been appointed by UNWATER as the UN Agency responsible for the organization of the UN International Year of Water cooperation 2013 and the UN World Water Day, 22 March 2013. In this framework the UNESCO-IHP main activity in the programme of the World Water Week (Stockholm 26-31 August 2012) was the organization of a 3-hour seminar on the UN International Year of Water Cooperation 2013. The Seminar counted on the participation and attendance of a large number of experts coming from different sectors and disciplines, including NGOs, International Organizations, UN Agencies, National and Regional Institutions, and Academia among others. The seminar officially launched the preparations for both, the Year and the Day.

UNESCO ADG/SC chaired this seminar together with the Chair of UN Water and Secretary General of WMO. At this occasion the representative of the Government of the Netherlands has confirmed its wish to host the international celebration of the World Water Day. Debates at the seminar highlighted examples of successful water cooperation initiatives as well as identify emerging and burning issues in particular related to water diplomacy, cooperation across transboundary waters and the linkages with the Millennium Development Goals. A keynote speech from Prof Martin Nowak from the University of Harvard author of a recently published book titled "Supercooperators" provided an enlightening insight on the role of cooperation in evolutionary dynamics. The new website [www.watercooperation2013.org](http://www.watercooperation2013.org) was presented and the contest for the identification *Slogan* of the UN Year "water cooperation 2013" campaign launched.

During World Water Week, the World Water Assessment Programme (WWAP) hosted other two major events: Green Accounting, with a Focus on World Water Scenarios for Our Future (26 August) and Lessons from the World Water Development Report 4 (27 August). The WWAP also presented during the Week a summary of the World Water Development Report, as well as two other publications: *Green Accounting and Data Improvement for Water Resources* and *Water and Sustainability: A Review of Targets, Tools and Regional Cases*, a joint publication undertaken with UNESCO.

**Participants:** 300 people.

**Public:** Seminar: Experts from different sectors and disciplines, including NGOs, International Organizations, UN Agencies, National and Regional Institutions, and Academia among others

**Communication materials and activities:**

- Media advisory
- Seminar

**Press coverage:**

Press coverage of UNESCO's involvement in this event was limited to a few articles focused on the publications by the Organization that were presented there.

**Social media:** Lacking further information, only the news release was tweeted.

Brasilia Office: Facebook: 1 post / 27 likes / 39 shares / 1 164 people reached

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

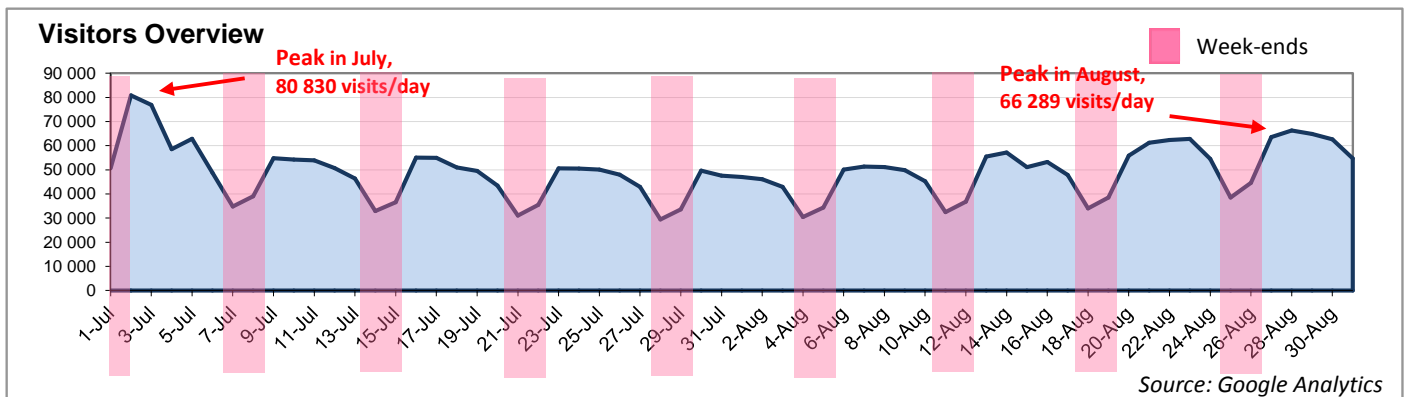
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Despite the tight deadlines for the new platform, the Web Team dedicated its engineering and editorial expertise to build a new website for our Ramallah office. Bilingual Arabic/English, the website is ready to be launched, once the office gives the green light.

A sharp increase in August traffic from Mexico helped to bump up Spanish as the 2<sup>nd</sup> top language of our viewed web content, after English. A new Facebook page in Spanish was launched late July to address our increasing audience in this strategic language.

## 1.1 Daily Web Traffic Patterns

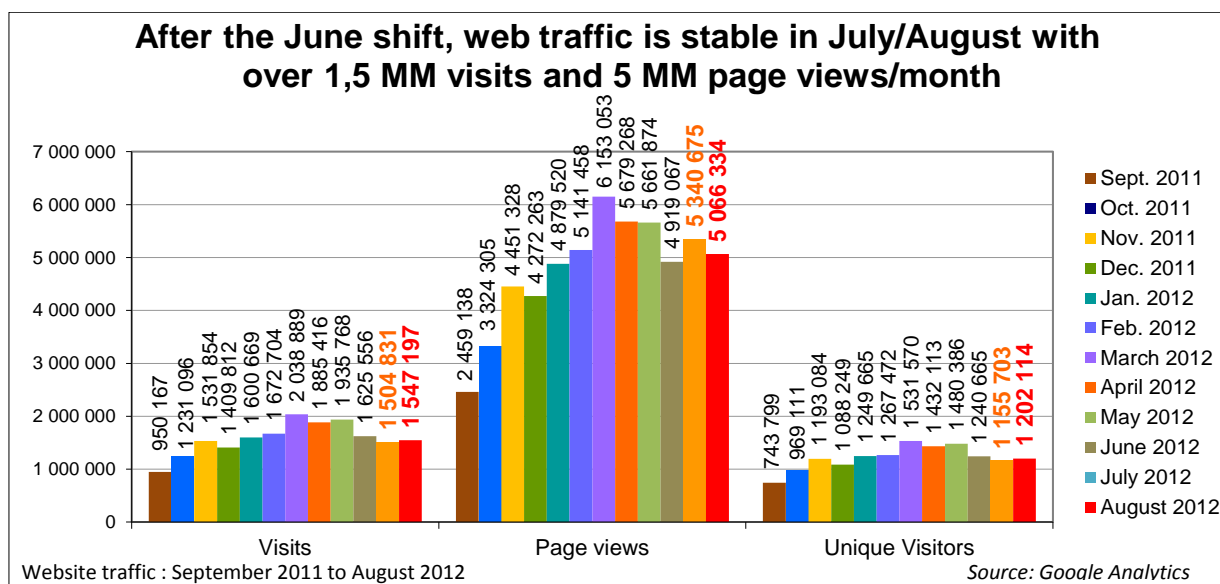
### ▪ July – August 2012 Traffic



## 1.2 Monthly visits

	Page views <sup>1</sup>	Monthly variation	Visits <sup>2</sup>	Monthly variation	Unique Visitors <sup>3</sup>	Monthly variation	New Visitor <sup>3</sup>	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%
April 2012	5 679 268	-7.70%	1 885 416	-7.53%	1 432 113	-6.49%	70.83%	29.17%
May 2012	5 661 874	-0.31%	1 935 768	+2.67%	1 480 386	+3.37%	71.14%	28.86%
June 2012	4 919 067	-13.12%	1 625 556	-16.03%	1 240 665	-16.19%	70.76%	29.24%
<b>July 2012</b>	<b>5 340 675</b>	<b>+8.57%</b>	<b>1 504 831</b>	<b>-7.43%</b>	<b>1 155 703</b>	<b>-6.85%</b>	<b>71.12%</b>	<b>28.88%</b>
<b>August 2012</b>	<b>5 066 334</b>	<b>-5.14%</b>	<b>1 547 197</b>	<b>+2.82%</b>	<b>1 202 114</b>	<b>+4.02%</b>	<b>72.37%</b>	<b>27.63%</b>





### 1.3 Visits by Area of Interest in July and August 2012 (This data only covers tagged subsites)

Areas of interest	Visits <sup>2</sup> in July 2012	Variation vs M-1	Visits <sup>2</sup> in August 2012	Variation vs M-1
<b>UNESCO.ORG</b>	<b>1 504 831</b>	<b>-7.43%</b>	<b>1 547 197</b>	<b>+2.82%</b>
Home & Central Services pages	150 214	-19.83%	173 759	+15.67%
Worldwide	16 730	-7.97%	18 463	+10.36%
<b>Education Sector</b>	<b>85 059</b>	<b>-11.40%</b>	<b>115 684</b>	<b>+36.00%</b>
<b>Natural Sciences Sector</b>	<b>41 849</b>	<b>-17.63%</b>	<b>45 205</b>	<b>+8.02%</b>
<b>Social and Human Sciences Sector</b>	<b>19 002</b>	<b>-13.14%</b>	<b>24 900</b>	<b>+31.04%</b>
<b>Culture Sector</b>	<b>789 725</b>	<b>-1.31%</b>	<b>746 080</b>	<b>-5.53%</b>
World Heritage	748 088	-0.06%	702 193	-6.13%
Culture Sector (excluding legacy content)	41 637	-19.41%	43 887	+5.40%
<b>Communication and Information Sector</b>	<b>38 922</b>	<b>-9.42%</b>	<b>42 972</b>	<b>+10.41%</b>
<b>Field offices (only those tracked)</b>	<b>68 771</b>	<b>-13.79%</b>	<b>98 019</b>	<b>+42.53%</b>
UIL*	13 828	+2.80%	15 226	+10.11%
IIEP*	126 031	-8.75%	138 297	+9.73%
UNEVOC*	24 736	-16.98%	25 820	+4.38%

\* UIL, IIEP and UNEVOC statistics are tracked separately.

### 1.4 UNESCO Website Visitors

#### Top 10 domains/countries

##### ■ In July

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	201 561	13.39%	+1.15%	3.44	00:02:20
France	182 022	12.10%	-7.70%	4.30	00:04:13
United Kingdom	67 452	4.48%	-3.26%	3.47	00:02:58
India	59 931	3.98%	+6.47%	3.28	00:03:06
Brazil	58 698	3.90%	-21.13%	2.60	00:02:46
Canada	49 885	3.31%	-15.75%	3.97	00:02:52
Mexico	46 158	3.07%	-37.04%	3.40	00:03:51
Australia	41 673	2.77%	-30.96%	3.72	00:03:53
Japan	41 349	2.75%	+16.44%	3.64	00:03:40
Germany	40 539	2.69%	+1.32%	3.91	00:02:54

▪ In August 2012

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	193 883	12.53%	-3.81%	3.26	00:02:13
France	154 664	10.00%	-15.03%	4.24	00:04:00
Mexico	95 961	6.20%	+107.90%	2.66	00:02:45
Australia	88 585	5.73%	+112.57%	4.08	00:05:01
Brazil	88 348	5.71%	+50.51%	2.20	00:02:19
United Kingdom	64 206	4.15%	-4.81%	3.44	00:02:57
India	59 615	3.85%	-0.53%	2.90	00:02:40
Canada	43 359	2.80%	-13.08%	3.69	00:02:36
Italy	34 992	2.26%	-8.12%	3.89	00:02:43
Spain	34 010	2.20%	-13.47%	3.58	00:02:46

Top 10 visitors' language

▪ In July

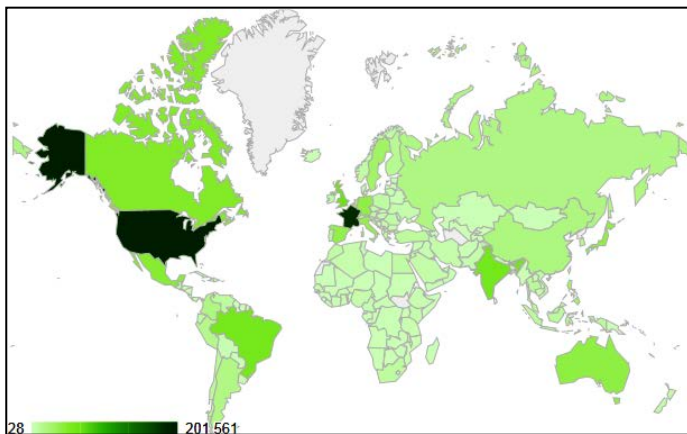
Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	772 095	51.31%	-2.98%
French	205 121	13.63%	-8.19%
Spanish	178 007	11.83%	-24.24%
Portuguese	66 038	4.39%	-18.92%
Japanese	37 721	2.51%	+25.88%
German	37 056	2.46%	+16.86%
Italian	32 355	2.15%	+2.03%
Chinese	28 386	1.89%	-9.49%
Russian	24 671	1.64%	-37.95%
Dutch	19 295	1.28%	+1.89%

▪ In August

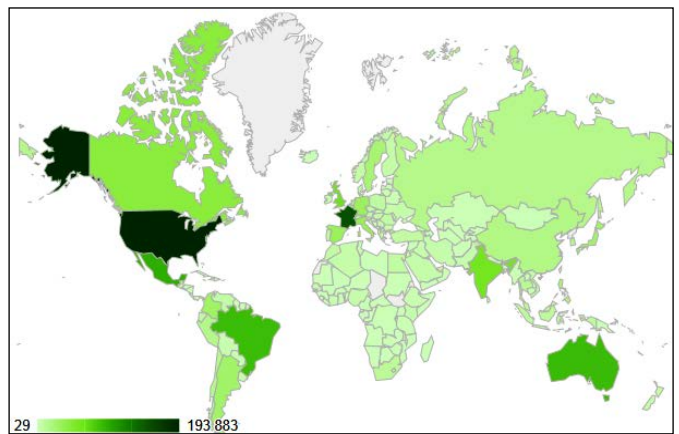
Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	782 020	50.54%	+1.29%
Spanish	247 163	15.97%	+38.85%
French	181 382	11.72%	-11.57%
Portuguese	91 395	5.91%	+38.40%
German	31 181	2.02%	-15.85%
Italian	30 594	1.98%	-5.44%
Chinese	27 972	1.81%	-1.46%
Japanese	26 792	1.73%	-28.97%
Russian	23 121	1.49%	-6.28%
Dutch	16 444	1.06%	-14.78%

1.5 Geographical origin of visits (Source: Google Analytics)

▪ In July

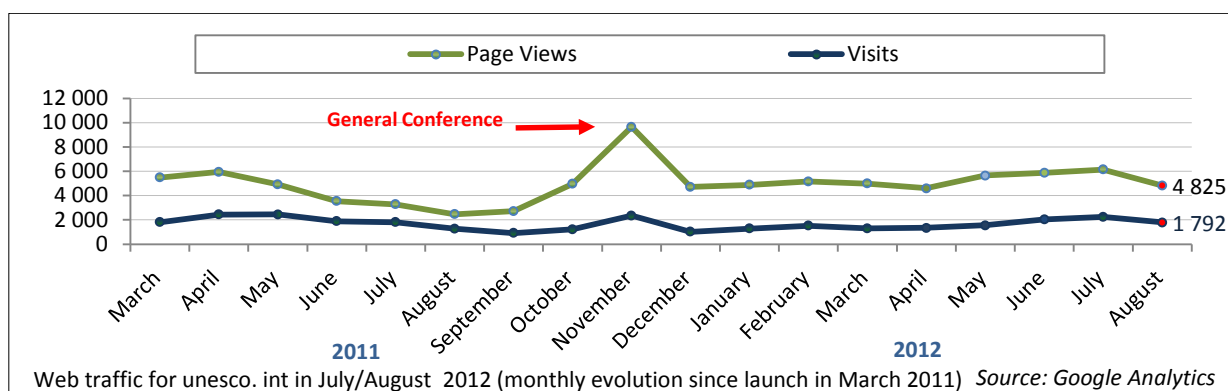


▪ In August



## 1.6 UNESCO.int Website – <http://www.unesco.org/int>

2012	Page views	Monthly variation	Visits	Monthly variation	Pages/ Visit	Monthly variation	Avg Visit duration	New visitor	Returning Visitor
January	4 882	+3.67%	1 289	+25.51%	3.31	-14.69%	00:04:26	39.02%	60.98%
February	5 159	+5.67%	1 517	+17.69%	3.28	-0.91%	00:04:49	36.91%	63.09%
March	4 988	-3.31%	1 298	-14.44%	3.47	+6.71%	00:04:34	45.92%	54.08%
April	4 603	-7.72%	1 345	+6.24%	2.87	-18.00%	00:03:39	46.84%	53.16%
May	5 658	+22.92%	1 564	+16.28%	3.28	+14.29%	00:03:39	51.47%	51.15%
June	5 874	+3.82%	2 040	+30.43%	2.87	-12.50%	00:03:50	44.07%	55.93%
<b>July</b>	<b>6 140</b>	<b>+4.53%</b>	<b>2 242</b>	<b>+9.90%</b>	<b>2.93</b>	<b>+2.09%</b>	00:03:26	<b>43.76%</b>	<b>56.24%</b>
<b>August</b>	<b>4 825</b>	<b>-21.42%</b>	<b>1 792</b>	<b>-20.07%</b>	<b>2.71</b>	<b>-7.51%</b>	00:02:47	<b>51.73%</b>	<b>48.27%</b>



### Traffic indicators explained:

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

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

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

## 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 in July	Variation vs. M-1	Page views in August	Variation vs. M-1
<b>Total</b>	<b>150 047</b>	<b>+46.66%</b>	<b>78 529</b>	<b>-47.66%</b>
English (EN)	87 964	+57.59%	44 284	-49.66%
Spanish (ES)	26 799	+22.21%	16 762	-37.45%
French (FR)	18 743	+40.40%	9 634	-48.60%
Russian (RU)	7 124	+41.18%	3 469	-51.31%
Arabic (AR)	2 915	-6.18%	2 459	-15.64%
Chinese (ZH)	6 502	+112.76%	1 921	-70.46%

### 2.2 Press releases/Media advisories/Web releases

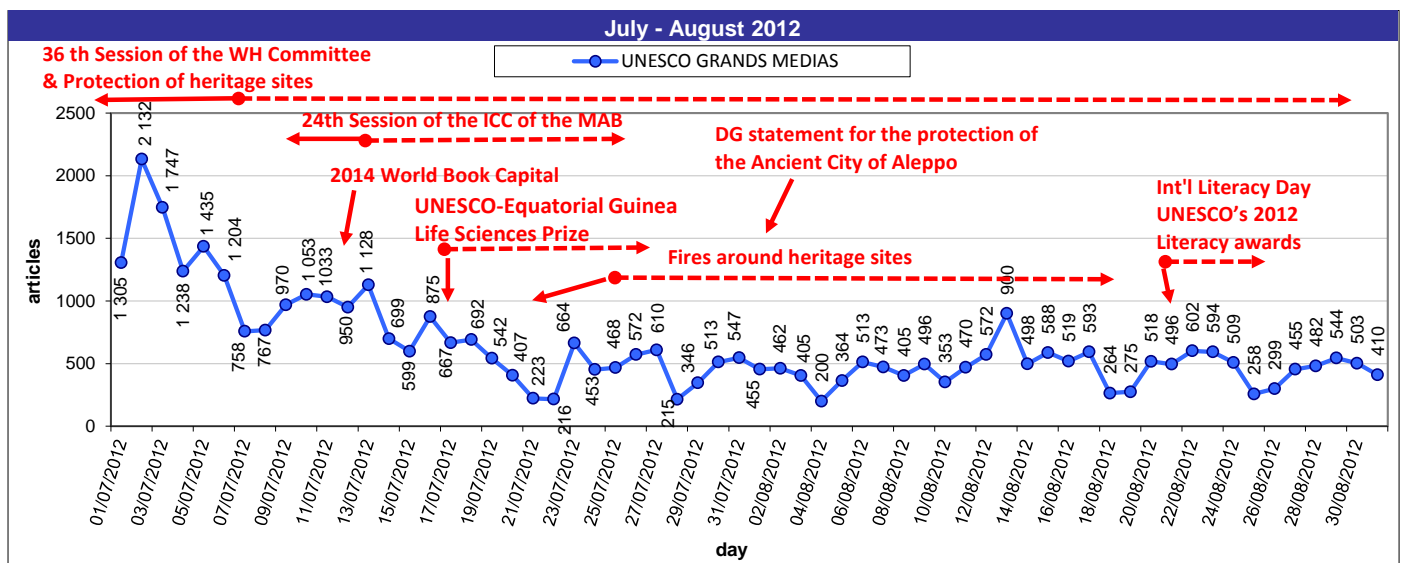
#### ▪ Issued in July

1.	01/07	<a href="#">Four natural and four cultural properties added to UNESCO's World Heritage List on Sunday</a>
2.	02/07	<a href="#">Twenty-six new sites inscribed on UNESCO World Heritage List this year</a>
3.	03/07	<a href="#">World Heritage Committee calls for end to destruction of Mali's heritage and adopts decision for its support</a>
4.	04/07	<a href="#">Emergency appeal for Okapi Wildlife Reserve (DRC) following murderous raid by poachers</a>
5.	06/07	<a href="#">Meeting at UNESCO to designate new biosphere reserves</a>
6.	11/07	<a href="#">Director-General condemns murder of Mexican journalist Víctor Manuel Báez Chino</a>
7.	11/07	<a href="#">20 new Biosphere Reserves added to UNESCO's Man and the Biosphere (MAB) Programme</a>
8.	13/07	<a href="#">UNESCO'S Man and the Biosphere Programme (MAB) announces laureates of Young Scientists and Michel Batisse awards</a>
9.	16/07	<a href="#">Director-General condemns continued killing of Syrian citizen journalists</a>
10.	18/07	<a href="#">Director-General calls for investigation into the killing of Brazilian journalist Valério Luiz de Oliveira</a>
11.	18/07	<a href="#">Director-General voices indignation over killing of Bangladeshi journalist Jamal Uddin</a>
12.	18/07	<a href="#">Director-General urges investigation into killing of Honduran journalist Adonis Felipe Bueso Gutiérrez</a>
13.	19/07	<a href="#">Port Harcourt named "World Book Capital 2014"</a>
14.	24/07	<a href="#">Creation of a Special Fund for the Safeguarding of Mali's World Heritage sites</a>
15.	26/07	<a href="#">The Director-General of UNESCO appeals for the Protection of the World Heritage City of Aleppo</a>
16.	30/07	<a href="#">UNESCO and the Smithsonian Institution team up to celebrate the World Heritage Convention</a>

▪ Issued in August

1.	06/08	<a href="#">UNESCO and PAMP to launch prestigious coins and medallions collection</a>
2.	09/08	<a href="#">UNESCO publishes guidelines for disaster risk reduction through education</a>
3.	09/08	<a href="#">Director-General deplores murder of Iraqi reporter Ghazwan Anas and urges improved safety</a>
4.	10/08	<a href="#">Safeguarding the memory of the Slave Route</a>
5.	13/08	<a href="#">Director-General alarmed by murder of Abdi Jaylani Malaq in Somalia, and urges end to impunity</a>
6.	19/08	<a href="#">Director-General condemns killing of Honduran journalist José Noel Canales Lagos and calls for end to impunity for such murders</a>
7.	21/08	<a href="#">World Water Week, a prelude to the International Year of Water Cooperation</a>
8.	22/08	<a href="#">Director-General deplores killing of Japanese journalist Mika Yamamoto in Aleppo</a>
9.	22/08	<a href="#">Programmes in Bhutan, Colombia, Indonesia and Rwanda awarded UNESCO International Literacy Prizes</a>
10.	23/08	<a href="#">New survey examines how schools worldwide teach the Holocaust</a>
11.	27/08	<a href="#">Ivorian singer A'salfo to be named UNESCO Goodwill Ambassador</a>
12.	28/08	<a href="#">UNESCO Director-General calls for an immediate halt to destruction of Sufi sites in Libya</a>
13.	31/08	<a href="#">Director-General condemns killing of Somali journalist Mohamud Ali Keyre</a>

### 2.3. Statistics on articles referring to UNESCO



2.3. 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 July and August (Source: Meltwater News)

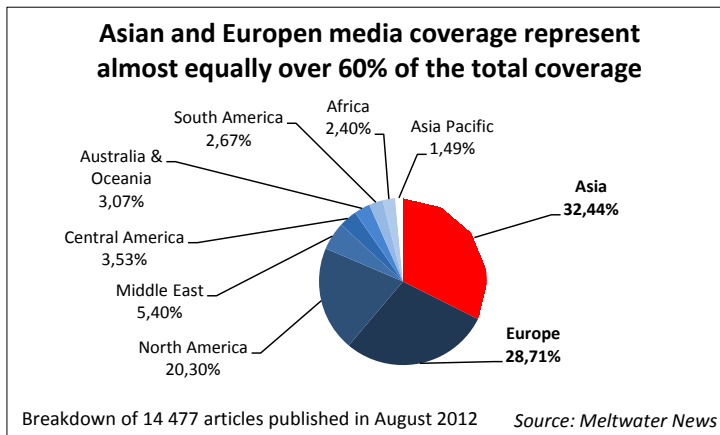
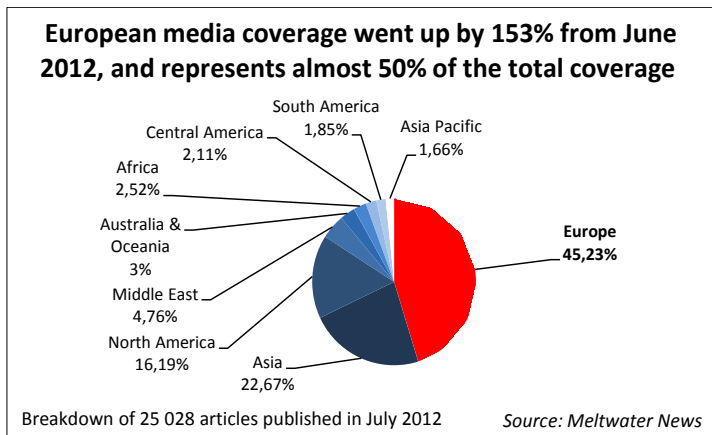
As usual, media coverage over July and August was dominated by World Heritage stories. Early in July, these stories were related mostly to news from the St. Petersburg meeting of the World Heritage Committee, including announcements of new sites and statements from the Committee of the destruction taking place at sacred sites in Timbuktu. Immediately afterwards came the meeting of the Man and Biosphere Bureau, which announced several new biosphere reserves, also receiving significant coverage in the world press. The award ceremony for the UNESCO-Equatorial Guinea Life Sciences Prize followed these two events, but provoked surprisingly little media coverage.

The remainder of the summer holiday period was dominated by articles on World Heritage sites – with news on the terrible fires raging in several Spanish sites, conflict threatening sites in Syria and Mali, and countless other stories on World Heritage sites as travel destinations.

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

▪ **In July**

▪ **In August**



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

Date	Subject / Title	Language	Media
02/07/2012	Timbuktu tomb attack is an attack on our humanity	English	CNN (USA)

**2.5 Interviews given (by subject and media)**

▪ **In July**

Subject	Interviewee	Language	Media (press TV Radio)
Agropastoralism in Albania	Marie Noel Tournoux	French	France 5 (France)
COMEST	John Crowley	English	SciDev.net (UK)
Cultural diversity and cultural industries	Enrique Avogadro	Spanish	United Nations Radio
Cultural tourism in Jordan	Ana Paolini	French	France Culture (France)
Memory of the World	Maria Liouliou	French	ATS Lausanne (Switzerland)
Open Educational Resources	Victoria Uranga	Spanish	Radio des Nations Unies
WHC	Roni Amelan	English	Al Jazeera (Qatar)
Culture and sustainable development	Eleonora Mitrofanova	Russian	Expert (Russian Federation)
WHC - Saint-Petersburg	Eleonora Mitrofanova	Russian	Gorod 812; gazeta.ru (Russian Fed.)
WHC - Mali, Saint-Petersburg, Palestine, Israel	Eleonora Mitrofanova	Russian	Interfax (Russian Federation)
WH sites and cross-border cultural sites development	Kishore Rao	English	Izyskatelskiy vestnik (Russian Fed.)
WHC- Saint-Petersburg	Todor Kretev	Russian	Nedvizhimost I stroitelstvo Sankt-Peterburga; Gorod 812 (Russian Federation)
WHC - Saint-Petersburg	Igor Makovetskiy	Russian	ITAR-TASS (ITAR-TASS)
WHC - First results of the 36th Session	Susan Denyer	English	Echo Moskvyy (Russian Federation)
WHC - Syria	Roni Amelan	English	New Zealand Herald (New Zealand)
WHC - Timbuktu	Lazare Eloundou	English	BBC world; BBC Afrique; Canal Africa Network; Cadena Ser; Daily Telegram (USA); Al Jazeera (Qatar); BBC website (UK); Voice of America
WHC - Rideau Canal System	Roni Amelan	English	CKWS (Canada); Globe and Mail (Toronto)
WHC - Timbuktu	Lazare Eloundou	French	Reuters (UK); Radio Vatican; Arte web; ZDF (Germany) ; RFI ("Appel sur l'actualité") ; RTP (Portugal) ; Radio Suisse (Switzerland)

WHC - Timbuktu	Diallo Fadima Toure	French	Le Parisien (France)
WHC - Timbuktu	Diallo Fadima Toure	English	German Press Agency (Germany)
WHC - Timbuktu	Irina Bokova	French	Le Devoir (Canada, Montréal)
World's languages in danger	Naïl Muniglia/Alicia Matta	French	Rue 89 (France)

▪ **In August**

Subject	Interviewee	Language	Media (press TV Radio)
WHC - Syria	Karim Hendili	English	Al Jazeera (Qatar)
WHC - Syria	Karim Hendili	French	France Culture; Swiss Radio
WHC - Syria	Véronique Dauge	French	AP (France)
WHC - Syria	Irina Bokova	French	Le Monde (France)
WHC - Fires in Spain	Maider Marana	French	Europe 1 (France)
WHC - Fires in Spain	Maider Marana	Spanish	Europa Abierta REE (Spain)
Illicit traffic	Edouard Planche	French	LCI (France)
Restitution of artefacts	Jan Hladik	English	Arise magazine (South Africa)
Natural disasters	Badaoui Rouhban	French	BFM (France)

## 2.6 Background Footage (B-roll) downloads from Multimedia

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

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

▪ **In July**

	Subject	Downloads	Media
1	WHC	56	
2	DG reaction on Mali	11	UN TV, AFP TV, Cadena Ser
3	UNESCO Priorities	3	
4	UNESCO Headquarters stock shots	4	Arte
5	Palestine	3	
6	Education	5	
7	MAB	1	
8	Chemistry	1	

▪ **In August**

	Subject	Downloads	Media
1	Education	14	
2	UNESCO Headquarters stock shots	8	
3	DG reaction on Mali	2	
4	UNESCO Priorities	2	France 3 Thalassa, Press TV
5	FC Barcelona	1	
6	WHC	2	Press TV
7	Tsunami	1	
8	Science Report	1	

## 2.7 Number of Photographs ordered by the Media\* (by subject) (N/A for August)

Subject	Media	Purpose	Date	Nb of Photos
Culture	Viridea (Italy)	Presentation	July-26	2
Culture	Netttext (Germany)	Publication	July-11	1
Culture	Das Kunstmagazin (Germany)	Publication	July-02	11
Culture	La dernière heure (Belgium)	Publication	July-01	3
Education	La Lettre Diplomatique (France)	Publication	July-19	2
Sciences	The Dordogne Adviser (France)	Publication	July-26	4

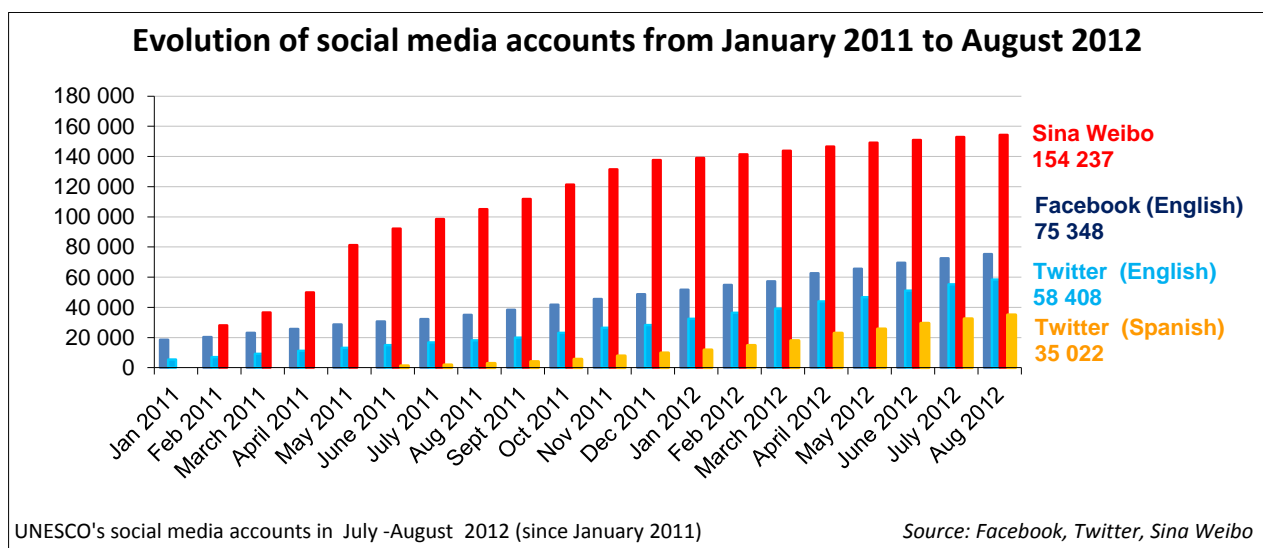
\*In addition to photo galleries available on the website for the media.

### 3. UNESCO Social Media Channels

July and August 2012 were relatively quiet months as we prepared for massive social media campaigns for International Literacy Day and World Teachers Day. The top performing social media content is about UNESCO's role in the discovery of the Higgs Boson. The feature article, <http://ow.ly/c2W8r>, was rewritten to help make UNESCO work more easily understood by the general public. With 208 likes and 84 retweets, social media posts on this topic are the most popular ever about UNESCO Science activities.

Efforts to raise funds for the Okapi Wildlife Reserve via social media fell flat, largely because all the standard communications materials required for a successful fundraising campaign were lacking. Evidence of the damage, and of where the donations will go/what they will bring, were needed. Furthermore, the messaging in this campaign got lost in the specifics of saving a Wildlife Reserve that isn't a household name for the global public, whereas the issue that has the international media abuzz is the killing of elephants for ivory tusks. The World Heritage Committee will work with social media and web to see how to develop a second phase of this fundraising, with the Okapi Wildlife Reserve, in the future.

The Spanish Facebook was launched by the end of July in order to add the strong Spanish speaking audience. In five weeks it got 942 likes.



#### 3.1. Social networking sites

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

##### Variation July and August 2012 vs June 2012

Likes/fans*		July 2012	Variation vs June	August 2012	Variation vs July
<b>Total likes/fans(all languages)</b>		<b>78 586</b>	<b>+4.64%</b>	<b>82 278</b>	<b>+4.70%</b>
Facebook	<b>English</b>	<b>72 637</b>	<b>+4.56%</b>	<b>75 348</b>	<b>+3.73%</b>
	<b>French</b>	<b>2 621</b>	<b>-10.55%</b>	<b>2 768</b>	<b>+5.61%</b>
	<b>Arabic</b>	<b>1 886</b>	<b>-13.96%</b>	<b>2 083</b>	<b>+10.45%</b>
	<b>Spanish*</b>	<b>386</b>	<b>-</b>	<b>942</b>	<b>+144.04%</b>
	<b>Russian</b>	<b>748</b>	<b>+7.63%</b>	<b>781</b>	<b>+4.41%</b>
<b>VKontakte</b>	<b>Russian</b>	<b>308</b>	<b>+6.57%</b>	<b>356</b>	<b>+15.58%</b>

\* Started on 24 July 2012

#### Top 10 Facebook posts in July and August

(Ranked by highest % feedback - number of comments and likes per impression -from users)

Message	Posted	Likes*	Multimedia /links
Today is the Intl Day for the Remembrance of the Slave Trade & Its Abolition. <a href="http://ow.ly/dait1">http://ow.ly/dait1</a>	Aug-12	285	
Knowing how to read is a human right. In Iraq, where the national illiteracy rate is 22%,	July-21	268	



our literacy program have helped many people, some well into their 60s, become literate. Our newly literate share their touching accounts of how reading transformed their lives, from blindness & vulnerability to lucidity & empowerment <a href="http://ow.ly/d6Jmq">http://ow.ly/d6Jmq</a>			
UNESCO is particularly alarmed over reports of heavy fighting in Aleppo, which ancient city is a World Heritage site ( <a href="http://whc.unesco.org/en/list/21/">http://whc.unesco.org/en/list/21/</a> ) Strategically positioned on historic trade routes linking East and West, this ancient city has conserved an astounding monumental heritage reflecting the diverse cultures of the peoples that have settled here over millennia including the Hittites, Assyrians, Greeks, Romans, Umayyads, Ayyubids, Mongols, Mamelukes and Ottomans	July-27	253	
Indigenous peoples face also the sharpest edges of change – from poverty and social injustice, from discrimination and marginalisation. This cannot stand. To succeed, sustainable development must be inclusive. All voices must not only be heard but listened to. This is why indigenous media is so important. <a href="http://ow.ly/cQ3n3">http://ow.ly/cQ3n3</a>	Aug-09	230	
Did you know that UNESCO participated in the historic discovery of the Higgs Boson that will, at the very least, revolutionize the way we understand the nature of reality? <a href="http://ow.ly/c2W8r">http://ow.ly/c2W8r</a> That "S" in UNESCO refers to our mission to advance Science: better Science, shared Science, to build int'l peace & development thru Science collaboration btw countries.	July-06	202	
Guess which country we chose to show the value of education for sustainable development & peace? Timor Leste. In this country which recently celebrated the 10th anniversary of its independence, one of the greatest challenges is to educate its young people. "The development of human capital is the most important challenge you have, and we pledge to support you in the process of transition," reassures UNESCO's Director-General Irina Bokova <a href="http://ow.ly/d08WJ">http://ow.ly/d08WJ</a>	Aug-16	187	
Today is World Humanitarian Day. 62 million ppl urgently need help worldwide. We want you to commit to doing something good, somewhere, for someone. Pin your pledge & sign up <a href="http://www.youtube.com/watch?v=i41qWJ6QjPI">http://www.youtube.com/watch?v=i41qWJ6QjPI</a>	Aug-19	186	
New data reveals that the amount of sea ice in the Arctic Sea is now at a record low. With weeks left to go in the melting season, scientists are investigating whether the decline is contributing to extreme weather farther south. <a href="http://ow.ly/dgYe3">http://ow.ly/dgYe3</a> This data is the fruit of int'l scientific cooperation led by UNESCO. That "S" in UNESCO means: Better Science, shared Science, to build int'l peace & development thru Science collaboration btw countries	Aug-28	155	
To transform society, young people can start by deciding on their education. Post your views on <a href="http://www.planwithyouth.org">www.planwithyouth.org</a> - How can your country's educational system better prep you for the job market? - How can schools encourage you to get involved in, and make a real difference for, your local community? - What can schools do to get more young women involved in peace-building, at least at the grassroots level?	Aug-30	138	
World Heritage 2012: Spotlight on Chengjiang Fossil Site Have you noticed that a number of World Heritage Sites, just inscribed in the past few days, are phenomenal records of ancient history? Human evolution is writ large in the Nahal Me'arot/Wadi el-Mughara Caves (Israel). Fragments of our Paleolithic ancestors' homes & tools survive in the the Lenggong Valley (Malaysia). How humans came to adopt a sedentary way of life is illustrated in Neolithic Site of Çatalhöyük (Turkey). Learn all about them here <a href="http://ow.ly/bWNaP">http://ow.ly/bWNaP</a> & Enjoy video footage <a href="http://ow.ly/bWNcY">http://ow.ly/bWNcY</a>	July-03	117	

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

### 3.2. Microblogs:

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

#### Variation July and August 2012 vs June 2012

Followers/Fans		July 2012	Variation vs June	August 2012	Variation vs July
<b>Total (all languages)</b>		<b>251 582</b>	<b>+4.14%</b>	<b>259 564</b>	<b>+3.17%</b>
<b>Twitter</b>	<b>English</b>	55 213	+8.03%	58 408	+5.79%
	<b>Spanish</b>	32 385	+10.10%	35 022	+8.14%
	<b>Arabic</b>	7 324	+6.67%	7 923	+8.18%
	<b>French</b>	3 107	+14.27%	3 388	+9.04%
	<b>Russian</b>	550	+7.63%	586	+6.55%
<b>Sina Weibo</b>	<b>Chinese</b>	153 003	+1.34%	154 237	+0.81%

#### Top 10 Twitter Posts in July and August

Message	Posted	Re-tweets
Worrying: New evidence shows Arctic Sea Ice is already at a record minimum <a href="http://ow.ly/dgOcv">http://ow.ly/dgOcv</a> <a href="#">#unescoSCIENCE</a>	Aug-27	200
Today is the Intl Day for the Remembrance of the Slave Trade. What can you do to fight racism? <a href="http://ow.ly/dagpa">http://ow.ly/dagpa</a> <a href="#">#RememberSlavery</a>	Aug-23	140
South Africa's 1st UNESCO #WorldHeritage Site is Robben Island, where @NelsonMandela triumphed over the evils of racism <a href="http://ow.ly/ciuta">http://ow.ly/ciuta</a>	July-18	117
Education = most powerful path to sustainability, empowering ppl to change behaviors & find solutions to the challenges of today & tomorrow	July-03	114
Why is there so much disrespect for teachers when they're the most powerful force for equity, access & quality in education? <a href="#">#unescoED</a>	July-03	108
Today the world pop. consumes the production equivalent to 1.5 planets. By 2050 it'll be 2 planets. But dear friends, we have only 1 planet	Aug-17	107
Knowledge is the foundation for lasting peace. That's why education is a human right <a href="#">#unescoED</a>	Aug-16	102
"If u plan for tomorrow sow rice; if u plan for a decade, plant a tree; if u plan for a lifetime, educate ppl" Chinese proverb <a href="#">#unescoED</a>	Aug-01	84
Did you know? Less than 40% of countries provide girls & boys with equal access to education. Human rights are being violated	Aug-17	83
Sustainability is not optional - it is the only way forward.	Aug-16	81

#### Top 10 Sina Weibo Posts in July and August

Message	Posted	Re-tweets	Comments
A warning: so far 73 journalists are killed in this year <a href="http://t.cn/zW6ktO3">http://t.cn/zW6ktO3</a>	July-20	577	135
Japanese reporter Mika Yamamoto was shot dead in Aleppo; World heritage "Ancient City of Aleppo" is threatened too. In facing of war and armed conflicts, human's life is fragile; human's heritage is fragile. According to media, Mika never gave up her work because she had kept her believe that her reports could contribute to stop the war.	Aug-22	377	54
Abdi Jaylani Malaq, Somalia TV producer Killed on 31 July 2012 ; Ahmed Addow Anshur Somalia Journalist Killed on 24 May; Farhan James Abdulle, Somalia Reporter, Killed on 2 May; Mahad Salad Adan, Somalia Correspondent, killed on 5 April 2012 in Somalia...	Aug-13	273	59
Do you remember those games in your childhood? Especially in the age without computers? Traditional games are a precious intangible cultural heritage inseparable from community life. Their forms and patterns are as diverse as the cultural and geographical environment in which children are living and growing up. UNESCO is helping the documentation of the Traditional Children's Games in South-East Asia. What was your favorite game?	Aug-08	246	74
Chinese Jingangshan and Niubeiliang were selected into Biosphere Reserves	July-11	153	32
If you want to become an expert in Cultural Heritage, apply this Master program, co-designed by UNESCO. <a href="http://worldheritage.itcilo.org/home">http://worldheritage.itcilo.org/home</a>	Aug-21	101	26
On 22 August 2012, even before the expected season for minimal sea ice, Arctic sea ice coverage was less than it was in 2007, the year of the greatest sea ice melt-back on record.	Aug-28	98	21

Thanks to data collected and disseminated by the Arctic Regional Ocean Observing System (Arctic ROOS), led by UNESCO. The Arctic sea ice area is expected to continue decreasing until September.			
Race for Water is the ambassador boat of the Multi One Attitude Foundation, working with UNESCO to use sailing as a means for education and awareness of key water sustainability issues, particularly ocean pollution. On the first day of the Krys Ocean Race between New York and Brest, ironically, Race for Water was struck by a cargo container floating at the surface of the water.	July-10	79	14
UNESCO and the Smithsonian Institution team up to celebrate the World Heritage Convention. You can visit <a href="http://t.cn/zWNtws9">http://t.cn/zWNtws9</a> to share your stories about ten world heritage sites. Chinese World heritage " West lake" is also included.	Aug-01	58	7
The slave trade has long been a dark page in human history. This tragedy has deep impact on our present world, it is not a story to be forgotten. 23. 08, To remember- International Day for the Remembrance of the Slave Trade and its Abolition	Aug-21	55	23

### 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 July and August 2012 vs June 2012

Video views	July 2012	Variation vs June	August 2012	Variation vs July
English	105 716	-36.06%	112 986	+6.88%
Spanish	34 905	-41.14%	36 807	+5.45%
French	22 601	-30.07%	23 465	+3.82%
Arabic	6 353	+9.57%	6 403	+0.79%
Russian	5 092	-26.65%	4 557	-10.51%
Chinese	36	-40.98%	23	-36.11%

New subscribers	July 2012	Variation vs June	August 2012	Variation vs July	Total Subscribers	Variation vs June
English	170	-35.36%	194	+14.12%	6 853	+5.61%
Spanish	65	-2.99%	75	+15.38%	2 211	+6.76%
French	12	-47.83%	33	+175.00%	1 074	+4.37%
Russian	7	0.00%	7	0.00%	228	+6.54%
Arabic	13	+116.67%	9	-30.77%	208	+11.83%
Chinese	4	+33.33%	5	+25.00%	52	+20.93%

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

105 716 views in July 2012		Subject	Total views
1	Kalbela folk songs and dances of Rajasthan	CLT/ICH	8 842
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ICH	5 750
3	Kabuki Theatre	CLT/ICH	4 941
4	The Hudhud Chants of the Ifugao	CLT/ICH	2 885
5	Baul Songs	CLT/ICH	2 701
6	Falconry, a living human heritage	CLT/ICH	1 903
7	Gagaku	CLT/ICH	1 384
8	The Tradition of Vedic Chanting	CLT/ICH	1 259
9	The Wayang Puppet Theatre	CLT/ICH	1 245
10	Georgian Polyphonic Singing	CLT/ICH	1 204

112 986 views in August 2012		Subject	Total views
1	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ICH	8 731
2	Kalbela folk songs and dances of Rajasthan	CLT/ICH	8 512
3	Kabuki Theatre	CLT/ICH	5 648

4	Baul Songs	CLT/ICH	3 123
5	EFA-GMR 2011 - The hidden crisis: Armed conflict and education	ED	1 999
6	Gagaku	CLT/ICH	1 918
7	Falconry, a living human heritage	CLT/ICH	1 501
8	The Tradition of Vedic Chanting	CLT/ICH	1 489
9	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ICH	1 310
10	Georgian Polyphonic Singing	CLT/ICH	1 282

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

<b>34 905 views in July 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Día Internacional del Jazz - "On Broadway", última canción del concierto en París	CLT	2 335
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	1 651
3	Las expresiones orales y gráficas de los wajapi	CLT/ICH	1 363
4	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ICH	1 026
5	Alianza mundial por los océanos	SC	966
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ICH	690
7	Día Internacional del Jazz 2012 - Celebración en la sede de la UNESCO (27 de abril)	CLT	659
8	La lengua, la danza y la música de los garífunas	CLT/ICH	651
9	El carnaval de Barranquilla	CLT/ICH	635
10	La huaconada, danza ritual de Mito	CLT/ICH	601

<b>36 807 views in August 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	2 587
2	Día Internacional del Jazz - "On Broadway", última canción del concierto en París	CLT	2 314
3	Las expresiones orales y gráficas de los wajapi	CLT/ICH	1 104
4	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ICH	1 022
5	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ICH	996
6	El Mariachi, música de cuerdas, canto y trompeta	CLT/ICH	774
7	El teatro Kabuki	CLT/ICH	685
8	La lengua, la danza y la música de los garífunas	CLT/ICH	620
9	Quiero Educación de Calidad	ED	591
10	La Directora General pide freno a la destrucción del sitio del patrimonio mundial de Tombuctú	CLT/WHC	568

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

<b>22 601 views in July 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Le Maloya	CLT/ICH	1 379
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ICH	1 289
3	Chemins de Saint-Jacques-de-Compostelle en France (UNESCO/NHK)	CLT/WHC	804
4	Le chant polyphonique géorgien	CLT/ICH	786
5	Le repas gastronomique des Français	CLT/ICH	737
6	Le Duduk et sa musique	CLT/ICH	623
7	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ICH	575
8	La tradition du tracé dans la charpente française	CLT/ICH	498
9	Une école maternelle à Paris: 24 heures par semaine à partir de 3 ans	ED	446
10	Le Flamenco	CLT/ICH	426

<b>23 465 views in August 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Le Maloya	CLT/ICH	1 255
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ICH	1 187
3	Le Duduk et sa musique	CLT/ICH	1 150
4	Le repas gastronomique des Français	CLT/ICH	801

5	Chemins de Saint-Jacques-de-Compostelle en France (UNESCO/NHK)	CLT/ICH	782
6	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ICH	714
7	Le chant polyphonique géorgien	CLT/ICH	709
8	Une école maternelle à Paris: 24 heures par semaine à partir de 3 ans	ED	641
9	La Route de l'esclave, une histoire à ne pas oublier	CLT	638
10	Routes de l'esclave: une vision globale	CLT	610

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

<b>5 092 views in July 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	499
2	Tsingy de Bemaraha Strict Nature Reserve	CLT/WHC	267
3	Taj Mahal	CLT/WHC	247
4	Historic Areas of Istanbul	CLT/WHC	224
5	Palace and Park of Versailles	CLT/WHC	174
6	Petra	CLT/WHC	168
7	Archaeological Ruins at Moenjodaro	CLT/WHC	152
8	Galápagos Islands	CLT/WHC	120
9	Historic Centre of Brugge	CLT/WHC	106
10	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	78

<b>4 557 views in August 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	361
2	Historic Areas of Istanbul	CLT/WHC	301
3	Taj Mahal	CLT/WHC	220
4	Palace and Park of Versailles	CLT/WHC	205
5	Galápagos Islands	CLT/WHC	131
6	Petra	CLT/WHC	131
7	Historic Centre of Brugge	CLT/WHC	114
8	Archaeological ruins at Moenjodaro	CLT/WHC	106
9	Pre-Hispanic City of Chichen-Itza	CLT/WHC	80
10	Tasmanian Wilderness	CLT/WHC	79

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

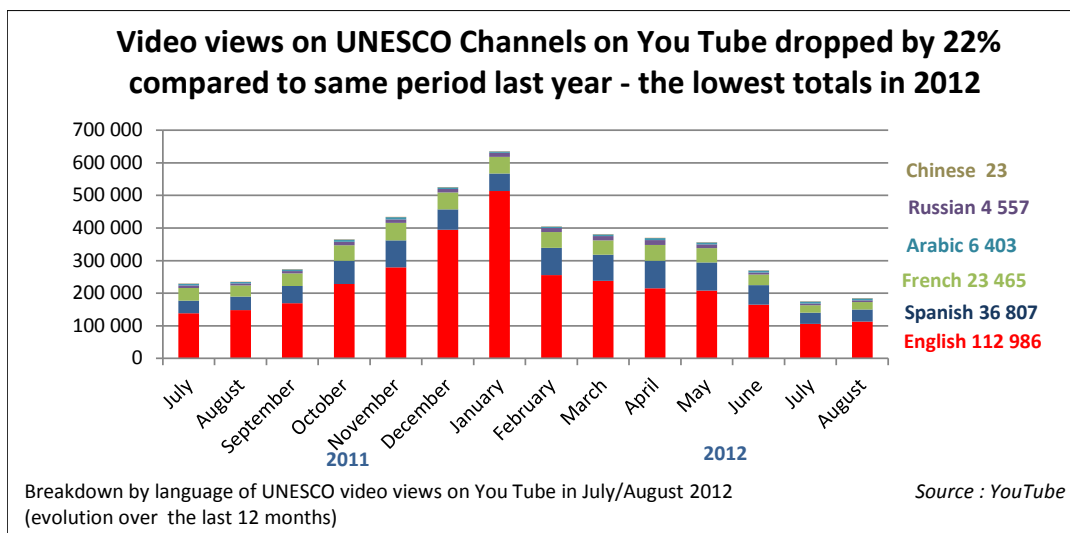
<b>6 353 views in July 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Venice and its Lagoon	CLT/WHC	591
2	Royal Botanic Gardens, Kew	CLT/WHC	230
3	Taj Mahal	CLT/WHC	226
4	Classical Gardens of Suzhou	CLT/WHC	143
5	I want a green and blue future	UNESCO	141
6	Te Wahipounamu – South West New Zealand	CLT/WHC	128
7	Site of Palmyra	CLT/WHC	125
8	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	124
9	Palace and Park of Versailles	CLT/WHC	123
10	Historic Town of Sukhothai and Associated Historic Towns	CLT/WHC	100

<b>6 403 views in August 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Historic Town of Sukhothai and Associated Historic Towns	CLT/WHC	603
2	Taj Mahal	CLT/WHC	194
3	Te Wahipounamu – South West New Zealand	CLT/WHC	173
4	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	155
5	Palace and Park of Versailles	CLT/WHC	148
6	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	124
7	Royal Botanic Gardens, Kew	CLT/WHC	119
8	Petra	CLT/WHC	110
9	Historic Sanctuary of Machu Picchu	CLT/WHC	104
10	I want a green and blue future	UNESCO	101

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

<b>36 views in July 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Ocean	IOC	11
2	UNESCO's Priorities	UNESCO	8
3	UNESCO World Heritage Convention	CLT/WHC	6
4	Education for All	ED	3
5	Technical and Vocational Education for smart and green growth	ED	2
6	Water in Cities	SC	2
7	Video n°25 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
8	Video n°15 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
9	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
10	Fight against illicit trafficking	CLT/CEH	1

<b>23 views in August 2012</b>		<b>Subject</b>	<b>Total views</b>
1	Ocean	IOC	6
2	UNESCO's Priorities	UNESCO	5
3	UNESCO World Heritage Convention	CLT/WHC	3
4	Technical and Vocational Education for smart and green growth	ED	2
5	Video n°6 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
6	Education for All	ED	1
7	Video n°15 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
8	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
9	Video n°3 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1
10	Water in cities	SC	1



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

▪ **Top 10 Videos in August (n/a for July)**

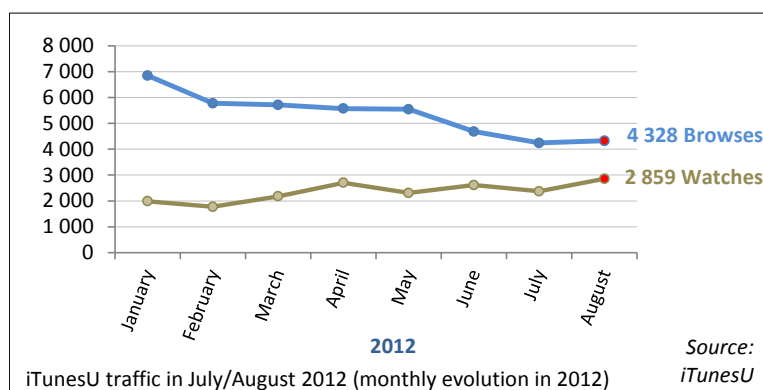
<b>Video</b>	<b>Posted</b>	<b>Total Views</b>	<b>Quoted*</b>
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 176	4 637
#intangible heritage# Chinese shadow puppetry	01/12/11	15 701	832
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	8 076	6 882
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 165	5 892
International Jazz Day	23/04/12	5 120	836
40 year anniversary of World Heritage Convention	22/06/12	4 606	985
UNESCO Director-General's statement on US funding cut	03/11/11	4 300	380
Word Teachers'Day: Interview of ADG Mr Qian Tang	05/10/11	3 754	579
Youth Forum PSA	19/10/11	3 544	1 517
Herbie Hancock UNESCO Goodwill Ambassador	20/07/11	2 890	307

\* Views of the video from other websites

### 3.6 UNESCO on iTunes U - <http://www.unesco.org/new/itunes/>

On 22 June 2011 UNESCO has joined iTunes U with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available in three languages (English, French and Spanish), ranging from training support materials, to policy reports and journals, and lectures, interviews and documentaries which can be downloaded for free to a computer, iPad, iPhone or iPod touch.

Metrics	TOTAL 2012	July 2012	Variation vs M-1	August 2012	Variation vs M-1
Watches (downloads /streams)	18 789	2 372	-9.15%	2 859	+20.53%
Browse	42 705	4 241	-9.42%	4 328	+2.05%



### 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	July 2012	Variation vs M-1	August 2012	Variation vs M-1
Downloads	886 106	58 477	+7.07%	44 617	-23.70%
Unique Visitors	1 445 289	273 674	+0.74%	253 264	-7.46%
Visits	21 088 189	1 911 953	-9.39%	1 651 351	-13.63%
Page views	314 582 849	33 212 316	-6.53%	28 193 327	-15.11%
Info pane with UNESCO logo & text	1 467 119	123 406	-0.92%	102 144	-17.23%
Preview of Heritage viewed within other apps	43 638	N/A	-	N/A	-
Open UNESCO page from Heritage	55 303	4 550	+14.21%	3 321	-27.01%
Distinct UNESCO WHC pages opened	545	255	+84.78%	242	-5.10%
Most viewed UNESCO WHC page	<a href="#">Kathmandu Valley</a>	<a href="#">Site of Palmyra</a>		<a href="#">Site of Palmyra</a>	

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

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.

### 4.1. Photos requested online Themes

Nb of photos by theme	July 2012	%	August 2012	%
Culture	71	49%	N/A	-
Education	33	23%	N/A	-
UNESCO	25	17%	N/A	-
Natural Sciences	13	9%	N/A	-
Communication and Information	3	2%	N/A	-
Social and Human Sciences	0	0%	N/A	-
<b>TOTAL</b>	<b>145</b>	<b>100%</b>	<b>N/A</b>	<b>-</b>

### Origin of requests

Nb of photos by origin of request	July 2012	%	August 2012	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	112	77%	N/A	-
Media: Written and Audiovisual and Press	23	16%	N/A	-
Civil society	5	3%	N/A	-
Education (Schools, Universities, teachers, researchers)	4	3%	N/A	-
Government	1	1%	N/A	-
Public sector (Museums, Bookshops)	0	0%	N/A	-
Private sector	0	0%	N/A	-
<b>TOTAL</b>	<b>145</b>	<b>100%</b>	<b>N/A</b>	<b>-</b>

### Use of photos

Nb of photos by use	July 2012	%	August 2012	%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	125	86%	N/A	-
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	9	6%	N/A	-
Exhibitions	4	3%	N/A	-
Private use	4	3%	N/A	-
Websites	3	2%	N/A	-
<b>TOTAL</b>	<b>145</b>	<b>100%</b>	<b>N/A</b>	<b>-</b>



## 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 July and August there were respectively **132 531 and 133 013** records available online in PDF format (132 201 in June), including documents, publications, communication material and other working documents.

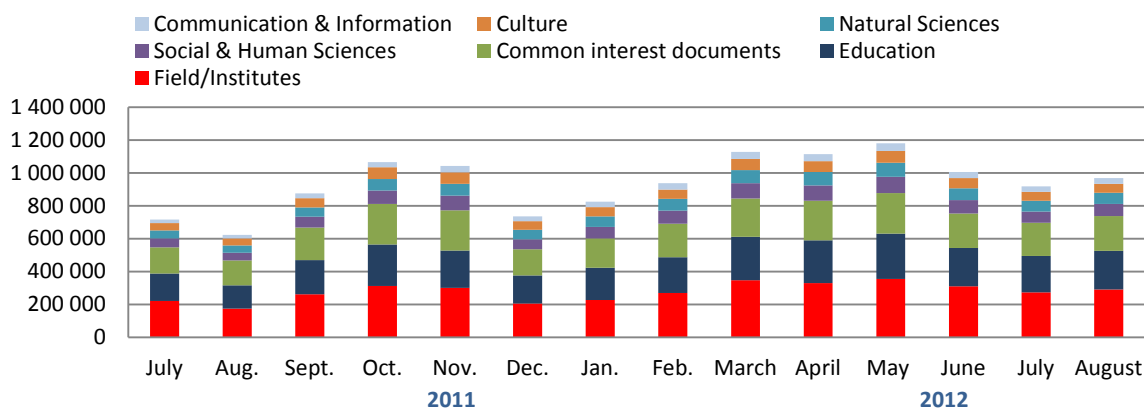
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

#### 5.1.1 Statistics of consultation

Total number of downloads	July 2012	August 2012
		917 415

Sectors/Field/ Institutes	July 2012				August 2012			
	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF
Education	9 570	221 873	-5.05%	4	9 581	234 235	+5.57%	4
Natural Sciences	9 601	66 036	-9.21%	15	9 611	67 547	+2.29%	14
Social and Human Sciences	5 614	68 015	-15.66%	8	5 618	74 356	+9.32%	7
Culture	3 230	54 759	-11.21%	6	3 298	53 538	-2.23%	6
Communication and Information	2 354	32 480	-10.15%	7	2 354	34 732	+6.93%	7
Fields & Institutes	8128	272 840	-12.07%	3	8 155	291 582	+6.87%	3
Common interest documents	NA	201 412	-3.93%	NA	NA	211 936	+5.23%	NA

#### Number of downloads dropped slightly in July and August, but increased by 40% over the same months in 2011



Breakdown of UNESDOC downloads by category in July/August 2012 (last 12 months) Source: UNESDOC

### 5.1.2 Top 15 Country Origin

	In July		In August	
	Country	Downloads	Country	Downloads
1	United States of America	75 081	United States of America	89 671
2	France	54 282	France	58 028
3	Mexico	35 197	Mexico	55 969
4	India	32 764	Brazil	42 711
5	Brazil	31 985	India	34 333
6	Philippines	29 885	Colombia	25 405
7	Nigeria	19 342	Philippines	24 667
8	United Kingdom of Great Britain and Northern Ireland	19 206	Argentina	21 904
9	Colombia	18 109	United Kingdom of Great Britain and Northern Ireland	20 294
10	Argentina	17 122	Nigeria	19 725
11	Venezuela	16 038		14 224
12	Peru	15 927	Peru	13 907
13	Spain	15 391	Spain	13 857
14	Chile	11 742	Chile	12 383
15	Canada	11 187	Germany	11 284

### 5.1.3 Printable Communication materials

Title	Total downloads in July							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	240	61						301
2010 UNESCO Annual Report	159	38						197
UNESCO brochure	562	282					90	934
65 Ways UNESCO Benefits Countries all over the World	129	18	58		3		33	241
A New Humanism for the 21 <sup>st</sup> Century	67	33	87	18	1			206
<b>TOTAL</b>								<b>1 879</b>

Title	Total downloads in August							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	227	68						295
2010 UNESCO Annual Report	201	15						216
UNESCO brochure	621	289					136	1 046
65 Ways UNESCO Benefits Countries all over the World	147	21	98		4		53	323
A New Humanism for the 21 <sup>st</sup> Century	81	24	104	19	4			232
<b>TOTAL</b>								<b>2 112</b>

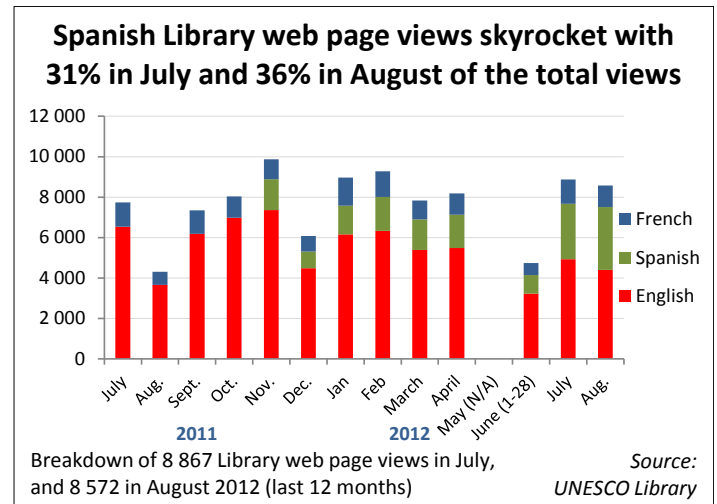
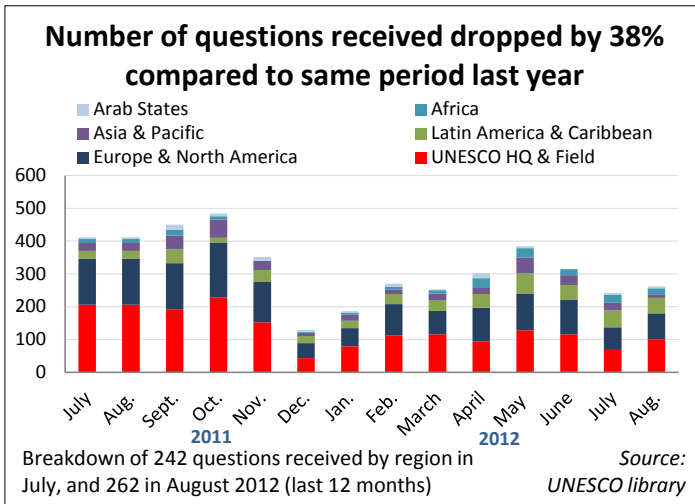
## 5.2. UNESCO Library - <http://www.unesco.org/library>

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

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

### 5.2.1 Questions received by: [library@unesco.org](mailto:library@unesco.org)

### 5.2.2 Web page views:



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

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

July-August are traditionally very slow months for activities linked to publications. Moreover, information on page views of the top 100 publications is not available for these months. The top 10 best views are still Spanish and Portuguese titles although the English versions of the World Water Development Report 4 and the Engineering Report are both doing very well. Views of UNESCO publications on Google were low but better than in the same months in 2011 and better than June.

Bookshop sales were dominated by bulk sales of Learning: the treasure within and World Heritage titles while online sales were dominated by the Bouba and Zaza series.

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

#### ▪ In July

	Title	Sector	Language	Views	Published
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	4 206	Paris, 2005
2	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	3 635	UNEP, 1992
3	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 745	Paris, 2012
4	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	2 131	Brazil, 2010
5	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	SC	Spanish	2 028	Paris, 1974
6	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	1 924	Buenos Aires, 2001
7	Development administration: obstacles, theories and implications for planning	ED	English	1 883	Paris, 1968
8	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	1 742	Paris, 2010
9	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	1 514	Santiago, 1998
10	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	CLT	Portuguese	1 459	Brazil, 2010

#### ▪ In August

	Title	Sector	Language	Views	Published
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	7 070	Paris, 2005
2	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	4 330	Buenos Aires, 2001
3	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de	ED	Spanish	3 947	UNEP, 1992

	bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)				
4	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 209	Brazil, 2010
5	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	CLT	Portuguese	2 971	Brazil, 2010
6	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	2 746	Paris, 2010
7	Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo	CLT	Portuguese	2 732	Brazil, 2010
8	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	2 390	Paris, 2012
9	História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	2 269	Brazil, 2010
10	História geral da Africa, VIII: Africa desde 1935 (General history of Africa, VIII: Africa since 1935)	CLT	Portuguese	2 206	Brazil, 2010

## 6.2. PDF consultations of UNESCO flagship publications (UNESDOC)

### ▪ In July

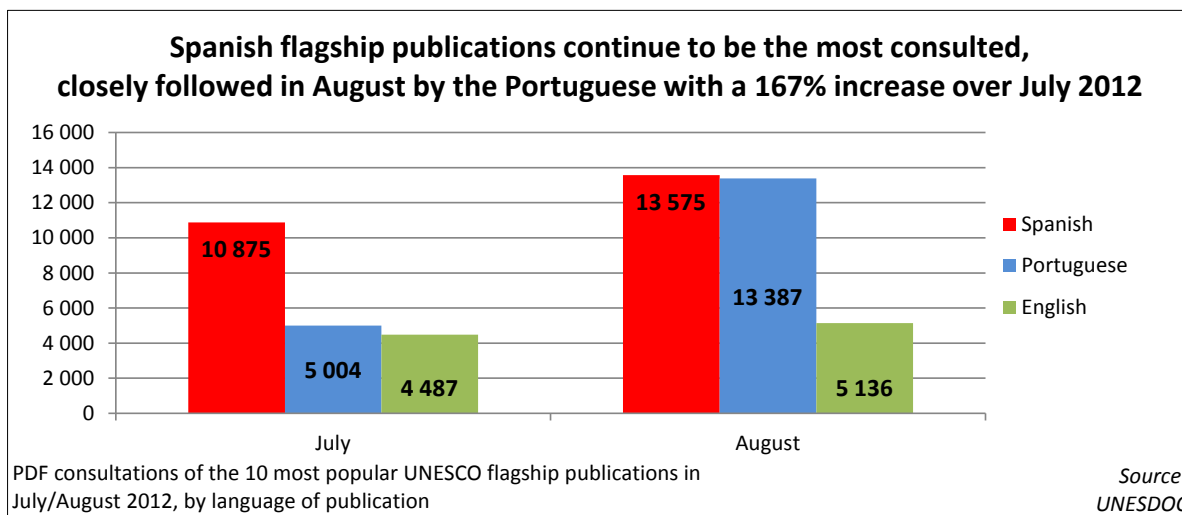
	Title	Language	Views June	past 12 months
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	Spanish	4 206	69 259
2	United Nations world water development report 4: managing water under uncertainty and risk	English	2 745	10 756
3	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	Portuguese	2 131	43 336
4	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	Spanish	2 028	26 721
5	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	Spanish	1 924	42 224
6	Engineering: issues, challenges and opportunities for development; UNESCO report	English	1 742	17 723
7	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935 (General history of Africa, VII: Africa under colonial domination, 1880-1935)	Portuguese	1 459	23 831
8	História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	Portuguese	1 414	22 222
9	Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3	Spanish	1 407	18 725
10	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	1 310	31 965

### ▪ In August

	Title	Language	Views June	past 12 months
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	Spanish	7 070	72 946
2	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	Spanish	4 330	44 443
3	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	Portuguese	3 209	43 848
4	História geral da Africa, VII: Africa sob dominação colonial, 1880-1935	Portuguese	2 971	25 768

	(General history of Africa, VII: Africa under colonial domination, 1880-1935)		
5	Engineering: issues, challenges and opportunities for development; UNESCO English report	English	2 746 20 008
6	Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo	Portuguese	2 732 8 106
7	United Nations world water development report 4: managing water under uncertainty and risk	English	2 390 13 146
8	História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	Portuguese	2 269 23 288
9	História geral da Africa, VIII: Africa desde 1935 (General history of Africa, VIII: Africa since 1935)	Portuguese	2 206 19 484
10	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	Spanish	2 175 27 847

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

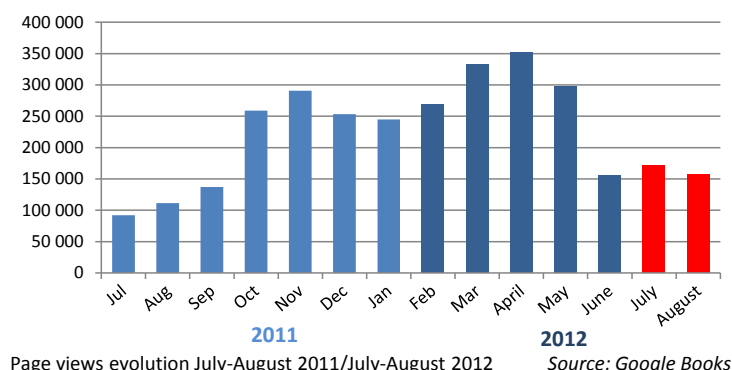


### 6.3 Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, 220 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
July 2012	216	12 039	171 284	88
August 2012	220	10 758	157 501	84

#### 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, top 5

#### ▪ In July

	Title	Copies sold	Sector
1	Learning: The Treasure Within	201	ED
2	L'éducation : un trésor est caché dedans	200	ED
3	The World's Heritage – The bestselling guide to the most extraordinary places - Edition 2012	23	CLT/WHC
4	UNESCO World Heritage Desk Diary 2012	12	CLT/WHC
5	UNESCO: The Seeds of Peace	11	ERI/BPI

#### ▪ In August

	Title	Copies sold	Sector
1	The World's Heritage – The Bestselling Guide to the Most Extraordinary Places - Edition 2012	5	CLT/WHC
2	UNESCO World Heritage Desk Diary 2012	4	CLT/WHC
3	Bouba and Zaza accept people's differences	3	ED
4	Bouba et Zaza sont attentifs aux autres	3	ED
5	Revue Patrimoine mondial n°13	2	CLT/WHC

### Bookshop sales of non-UNESCO publications, top 5

#### ▪ In July

	Title	Copies sold	Publisher
1	Catalogue of the Exhibition: "Recovered Treasures. International cooperation in the fight against illicit trafficking of cultural property : successes of the Italian Carabinieri»	13	SILLABE
2	Charter of the United Nations and statute of the International Court of Justice	6	UN
3	Patrimoine mondial de l'UNESCO - Les sites Français	4	GELBART
4	Les Nations Unies Aujourd'hui	3	UN
5	Charte des Nations Unies et statut de la Cour Internationale de Justice	3	UN

#### ▪ In August

	Title	Copies sold	Publisher
1	Papa tu peux sauver la planète/Daddy you can save the planet! Colouring book for kids who want to educate their parents	1	UN
2	Charter of the United Nations and statute of the International Court of Justice (Chinese Version)	1	UN
3	Charte des Nations Unies et statut de la Cour Internationale de Justice	1	UN
4	Charter of the United Nations and statute of the International Court of Justice	1	UN
5	The Universal Declaration of Human Rights Illustrated	1	UN

\* UNESCO Bookshop was closed from 6 to 28 August 2012.

## 6.5 Online and international sales

### Online and international sales of UNESCO Publications, top 5\*

#### ▪ In July

	Title	Copies sold	Sector
1	Bouba et Zaza acceptent la différence	98	ED
2	Bouba et Zaza protègent la terre	97	ED
3	Bouba et Zaza disent merci	96	ED
4	Bouba et Zaza cultivent la paix	96	ED
5	World Atlas of Gender Equality in Education	52	ED

#### ▪ In August

	Title	Copies sold	Sector
1	Bouba and Zaza learn to say no	35	ED
2	Bouba and Zaza respect water	35	ED
3	Bouba and Zaza protect the planet	35	ED
4	Bouba and Zaza make peace	35	ED
5	Bouba and Zaza find out truth about AIDS	35	ED

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

### Bookshop sales of UNESCO publications, lowest sellers

#### In July

Title	Copies sold	Sector
Revista Patrimonio Mundial N° 63 - Patrimonio Mundial y Belleza natural paisajística -	0	CLT/WHC
Revue Patrimoine mondial N° 63 – Patrimoine mondial et beauté des sites naturels -	0	CLT/WHC
Bouba and Zaza promote girl's education	0	ED
Bouba and Zaza learn road safety	0	ED
Bouba and Zaza look after others	0	ED

#### In August

Title	Copies sold	Sector
Revue Patrimoine Mondial N° 63 - Patrimoine mondial et beauté des sites naturels -	0	CLT/WHC
Bouba and Zaza learn road safety	0	ED
Bouba and Zaza confront illiteracy	0	ED
World Heritage Review N° 63 - World Heritage and outstanding natural beauty -	0	CLT/WHC
Bouba et Zaza passent le permis piéton	0	ED

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

#### In July

Title	Copies sold	Sector
Challenging HIV and AIDS	0	ED
Bouba and Zaza say thank you	0	ED
Bouba and Zaza accept people's differences	0	ED
Bouba and Zaza assess danger	0	ED
Global Education Digest 2011	0	UIS

#### In August

Title	Copies sold	Sector
Rapport mondial de suivi sur l'Education pour tous 2011	0	ED
Financing Education in Sub-Saharan Africa	0	UIS
Freedom of Connection – Freedom of Expression	0	CI
Mapping out the Research-Policy Matrix	0	SHS
Tertiary education in small states	0	IEP

\* 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, July and August 2012

Contract No.	Title	Publisher	Language	Date of signature
Amendment n°2 to licensing agreement C.2005-061	Les sept savoirs nécessaires à l'éducation du futur	Cortez Editora	Portuguese (Brazil)	23/07/2012
C.2012-015	Climate Change Starter's Guidebook	ESCOLA BOSQUE-ASPnet Brasil	Portuguese	18/07/2012
C.2012-016	Atlas of the World's Languages in Danger	Al Majalla Al Arabia	Arabic	26/07/2012
C.2012-017 (replaces contract C.2012-014)	Atlas of the World's Languages in Danger	Shufusha Publishing Co. Ltd	Japanese	21/08/2012
C.2012-018	World Heritage Series n°1: Managing Tourism at World Heritage Sites: A practical Manual for World Heritage Site managers	Asian Development Bank	Bengali/Hindi/ Nepali/Tamil/ Singhalese	29/08/2012
J.2012-012	Memory of the world	HarperCollins Publishers Ltd	English	09/07/2012
J.2012-013	Diversities	Max Planck-Institute	English	16/07/2012



J.2012-014	Indian Heritage Passport Programme on the Chettinad Trail in Tamil Nadu	Architectural Heritage Safeguard (Arche-S)	French	18/07/2012
J.2012-016	World Heritage: Benefits Beyond Borders	Cambridge University Press	English	02/08/2012
J.2012-017	Preparing World Heritage Nominations	Centro Lucia Costa-Instituto do Patrimônio Histórico e Artístico Nacional (IPHAN)	Portuguese	29/08/2012
J.2012-018	Weathering Uncertainty: Traditional Knowledge for Climate Change Assessment and Adaptation	United Nations University-Institute of Advanced Studies	English	29/08/2012

## 6.8 Permissions granted to use or translate UNESCO content, July and August 2012

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Quercus Books	Figure 4.2 "Water availability versus population", p.69 in <i>Water for the People Water for Life – World Water Development Report 1</i> , © UNESCO-WWAP 2003.	Inclusion in the forthcoming publication entitled <i>Infographica</i> to be published in November 2012, in print form for a print run of 5,000 copies to be sold at GBP 9.99 per unit, and e-Book format to be sold at the same price	Non-exclusive world rights are granted for this edition only, in print form and e-book format, in the English and German languages only.  Free of charge.  Copyright mention and due acknowledgement.	16/07/2012
Gale, a part of Cengage Learning	"Responses to climate change must focus on water" In <i>Climate Change and Water - An Overview from the World Water Development Report 3: Water in a Changing World</i> , pp. 10-13 © UNESCO-WWAP 2009	Inclusion in the forthcoming work entitled <i>At Issue Series: Adaptation and Climate Change, Volume 2</i> , to be published in the last quarter of 2012, for a total print run of 4,000 print copies, 500 anticipated e-book versions to be sold at USD 33.10, as well as 4,500 subscriptions.	Non-exclusive world rights are granted for this edition only, in the English language only.  Fee of USD 150.  Copyright mention and due acknowledgement	07/08/2012
Pearson Education, Inc.	"Adult Literacy Rate by MDG region, 2008", Table 1 in <i>UIS Fact Sheet, September 2010</i> , N°3, p.2 © UNESCO-UIS 2010	Inclusion in the forthcoming work entitled <i>Efficient and Flexible Reading</i> , 10 <sup>th</sup> edition, by Kathleen T. McWhorter to be published on 1 January 2013, for a total print run of 40,000 copies in print form and electronic format, specifically: 34,200 copies in regular print format, 1,800 copies in custom print format, 3,200 copies in electronic format, 800 copies in custom electronic format, to be sold at an estimated price of USD 69.50.	Non-exclusive world rights are granted for this edition only, in the English language only.  Fee of USD 200.  Copyright mention and due acknowledgement	08/08/2012

Meiji Gakuin University	<p>“The study of foreign law as a contribution towards international understanding”, by René David in <i>International Social Science Bulletin</i>, Vol. I, N°1, Spring 1950, p.5-13 © UNESCO 1950</p>	<p>Inclusion of the extract in the Meiji Gakuin University on-line past examination papers archive at the following URL: <a href="http://www.meijigakuin.ac.jp">http://www.meijigakuin.ac.jp</a>. Access to the on-line past examination papers archive will be free of charge. The material will be posted on the website as of 15 July 2012 until 14 July 2013.</p>	<p>Non-exclusive world rights are granted in this context only, in the English language only.</p> <p>Free of charge.</p> <p>Copyright mention and due acknowledgement.</p>	09/08/2012
Foundation Press	<p>Article « <a href="#">Derecho a la educación</a> » (text only) © UNESCO 1995-2012;</p> <p>Article « <a href="#">Acción normativa</a> » (text only) © UNESCO 1995-2012;</p> <p>Article « <a href="#">Normalización</a> » (text only) © UNESCO 1995-2012;</p> <p>Article « <a href="#">Principios fundamentales</a> » (text only) © UNESCO 1995-2012;</p> <p>Article « <a href="#">Las obligaciones del Estado</a> » (text only) © UNESCO 1995-2012;</p> <p>Article « <a href="#">Supervisión</a> » (text only) © UNESCO 1995-2012;</p> <p>Article « <a href="#">Apoyo y colaboración</a> » (text only) © UNESCO 1995-2012, as well as :</p> <p>Article « Panorama mundial del derecho », by David J. Shaw, In <i>El Correo de la UNESCO</i>, November 1999, pp.26-27 © UNESCO 1999</p>	<p>Inclusion in the forthcoming work provisionally entitled <i>Spanish for Lawyers</i> to be published in September 2012 by Foundation Press, for an initial print run of 3,000 copies in print form and electronic format with password protected access, to be sold at an estimated price of USD 150 for the printed version and USD 130 for the electronic edition.</p>	<p>Non-exclusive world rights are granted for this edition only, in the Spanish language only.</p> <p>Fee of USD 100.</p> <p>Copyright mention and due acknowledgement.</p>	31/08/2012
Pearson Education Africa	<p>Article « <a href="#">Mozambique: Rehabilitation Project of the San Sebastian Fortress, Island of Mozambique</a> » © UNESCO-World Heritage Centre 1992-2012;</p> <p>Article « <a href="#">Manyikeni and Chibuene</a> » © UNESCO-World Heritage Centre 1992-2012;</p> <p>Article « <a href="#">Vumba Mountain Range</a> » © UNESCO-World Heritage Centre 1992-2012;</p> <p>Article « <a href="#">The Quirimbas Archipelago</a> » © UNESCO-World Heritage Centre 1992-2012,</p>	<p>Inclusion in the forthcoming work provisionally entitled <i>Learning English Class 9, Learner's Book</i>, to be published in September 2012, for a total print run of 25,000 copies in print form to be sold at an estimated price of 425 Mozambican Metical, and an estimated order of 500 copies in electronic format (read-only) the price of which is yet to be determined.</p>	<p>Non-exclusive world rights are granted for these versions of this edition only, in the English language only.</p> <p>Free of charge.</p> <p>Copyright mention and due acknowledgement.</p>	31/08/2012

## 7. UNESCO Calendar of events - <http://www.unesco.org/events/>

Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet reflects all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. These events are entered respectively by the services responsible for them.

### 7.1. Number of events by “Major Programmes”

Major Programme	Total		Organized by					
			Headquarters		Field Offices		Institutes	
	July	August	July	August	July	August	July	August
CI	4	4	2	2	2	2		
CLT	8	5	4	2	4	3		
ED	8	2	6			2	2	
ERI	7	1	7	1				
SC	5	13	4	13	1			
SHS	9	7	7	4	2	3		
GBS/SCX	1		1					
BSP	1		1					
IOS	1		1					
ODG	1		1					
<b>Total</b>	<b>45</b>	<b>32</b>	<b>34</b>	<b>22</b>	<b>9</b>	<b>10</b>	<b>2</b>	<b>-</b>

### 7.2 Events organized by Field Offices/ Institutes

	July	August
Apia	1	
Bangkok	-	2
Beirut	1	1
Brasilia	1	
Havana	1	
Katmandu	1	
Montevideo		1
Nairobi	-	2
Rabat	1	
Santiago de Chile	1	2
UIL	1	
UNEVOC	1	
Venice	2	2
<b>Total</b>	<b>11</b>	<b>10</b>

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

Type of Events taking place	at HQS		away from HQS	
	July	August	July	August
Category 2-Intergovernmental meeting	1	-	1	-
Category 3- Non-governmental conference	-	-	-	-
Category 4- International Congress	-	-	-	2
Category 5- Advisory Committee	2	-	-	-
Category 6-Expert Committee	1	1	3	-
Category 7-Seminars and Workshops	2	1	7	12
Category 8-Symposium	-	-	2	1
Event under UNESCO Patronage	-	-	2	2
Exhibition	3	1	-	1
Film Projection	-	-	-	-
Headquarters Committee	-	-	-	-
Concert	2	-	-	-
Interagency Meeting	-	-	-	4
Intersectorial Meeting	-	-	-	-
Meeting by Member States or Institutions	-	-	5	1
Show	1	-	-	-
Secretariat Meeting	-	-	-	-
Special Event	3	1	2	3
Working group/Expert Meeting	2	-	1	1
Information Meeting with Permanent Delegations	3	-	-	
Staff Meeting	1	-	-	-
Prize Giving Ceremony	1	-	-	1
<b>Total</b>	<b>22</b>	<b>4</b>	<b>23</b>	<b>28</b>

## 8. UNESCO Headquarters

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

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

### 8.1 Conferences and Meetings

#### 8.1.1 Programme Meetings

##### ▪ In July

Date	Title*	Organizer	Place	Public
25/06-11/07	UN Joint Staff Pension Fund annual Board Meeting	HRM/SPI	Salles III, V- VIII, VIII bis, IX, X, XI	100
02-04/07	ICES Meeting	SC/IOC/OSS	Salle XIII	50
02-03/07	Réunion extraordinaire de la COMEST	SHS/EST/ST	Salle XIV	40
05-06/07	IOC-IUCN-NOAA LME Meeting	SC/IOC/OSS	Salle XIV	40
09/07	Réunion de l'Equipe Spéciale Internationale sur les Enseignants pour l'Education pour tous	ED/BHL/LNF	Salle XIV	12
09-13/07	24e Session du ICC-MAB	SC/EES	Salle XII, bur A22-A25	250
09-13/07	Radio Carbon	SC/HYD/HGC	Salles II, IV, Foyer Salle I, Monaco, Salle des Actes, Salle Pas Perdus, Salle Miro 3	90
12/07	Extra-ordinary Session of UVO Steering Committee meeting	CLT/ADG	Salle VIII	10
12/07	Renforcement du Comité National MAB de l'Indonésie	SC/EES/ESB	Salle XIV	50
17-19/07	Deuxième réunion du groupe international de pilotage pour la conférence mondiale de l'UNESCO sur l'éducation pour le développement durable	ED/PSD/ESD	Salle VII	25
Total participation				<b>667</b>

##### ▪ In August

Date	Title*	Organizer	Place	Public
27-29/08	Développer le scénario pour un film et une exposition photographique	CLT/CEH/ITH	Salle XV	9
31/08-07/09	Convention 2003: réunion de l'organe consultatif du Comité	CLT/WHC/ARB	Salle XIV	40
Total participation				<b>49</b>

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

## 8.1.2 External rentals

### ▪ In July (No events in August)

Date	Title	Organizer	Place	Public
02-03/07	Conférence "Crossroads in Cultural Studies"	Université Paris Sorbonne	Salles I, II & IV	1 200
04-06/07	Campus 2012	Ordre des avocats	Salles I, II, IV, XI & XII	1 300
10-11/07	Réunion de la Délégation avec le secteur des sciences exactes et naturelles	Délégation perm. d'Angola	Salle XV	30
11/07	Brave Kids Symposium	Délégation perm. de Pologne	Salle XI	276
17/07	Prix International UNESCO-Guinée équatoriale pour la recherche en sciences de la vie	Délégation perm. de Guinée équatoriale	Salle XI & XII	200
Total participation				<b>3 006</b>

## 8.1.3 Information Meetings for Member States

### ▪ In July

Date	Title	Organizer	Place	Public
25/07	Réunion d'information sur les résultats des évaluations et audits internes d'IOS	IOS/DIR	Salle IV	250
Total participation				<b>250</b>

### ▪ In August

Date	Title	Organizer	Place	Public
01-03/08	Kids IOS	ED/PSD/ESD	Salle XVI	50
22/08	Réunion pour l'enseignement des sciences de l'ingénierie	SC/BES	Salle XIII et XIV	50
23/08	Réunion sur la petite enfance	ED/BHL/BAS	Salle VIII	30
23-24/08	Finale internationale des jeux mathématiques et logiques	ED/ERF	Salle II et IV et V	365
Total participation				<b>495</b>

## 8.1.4 Electoral Groups Meetings

### ▪ In July

Date	Title	Organizer	Place	Public
09/07	Réunion du Groupe Commonwealth	Délégation perm. du Canada	Salle XV	30
09/07	Réunions du Groupe UE	Délégation perm. de Chypre	Salle XIII	50
10/07	Réunion du groupe UE avec la DG	Délégation perm. du Danemark	Salle X	45
11/07	Réunion interne de la Délégation permanente	Délégation perm. de la Côte d'Ivoire	Salle XIV	15
11/07	Réunion plénière du Groupe arabe	Délégation perm. du Maroc	Salle XV	30
12/07	Réunion Plénière du Groupe africain	Délégation perm. de l'Ouganda	Salle XIII	60
12/07	Réunion du Groupe électoral I	Délégation perm. des Pays-Bas	Salle XIII	50
12/07	Réunion du Groupe 77	Délégation perm. du Sri Lanka	Salle XVI	40
13/07	Réunion du Groupe arabe avec le secteur ED	Délégation perm. du Maroc	Salle XV	30
16/07	Réunion du Groupe UE	Délégation perm. de Chypre	Salle XIII	60
18/07	Réunion plénière du GRULAC	Délégation perm. du Mexique	Salle XVI	50
18/07	Réunion Plénière du Groupe 77	Groupe 77	Salle IX	80
20/07	Réunion informelle	Groupe 77	Salle XVI	45
24/07	Réunion informelle	Groupe 77	Salle XVI	45
26/07	Réunion informelle	Groupe 77	Salle XVI	45
30/07	Réunion avec les Etats africains membres du Conseil exécutif	Délégation perm. de Djibouti	Salle XVI	25
Total participation				<b>700</b>

### ▪ In August

Date	Title	Organizer	Place	Public
06/08	Réunion Plénière du Groupe 77	Groupe 77	Salle XIII	60
Total participation				<b>60</b>

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

- The July-August electronic calendar was sent to 4 406 subscribers (142 news subscribers; 7 unsubscriptions)
- The paper version for July-August events was printed out in 2 500 copies (in French)
- 8 events were organized, co-organized and/or promoted in July-August by DPI/SPE (Special Events Section)

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
20/06-6/07/2012	<b>Recovered Treasures</b>	Culture Sector	Miró Rooms	2 455 (average of 189 visitors per day)
10/07/2012	<b>Art for Intercultural Dialogue by Jiang Heng</b> Work of art donation	UNESCO Bureau of Strategic Planning and the Units for Artwork and Special Projects	Hall Ségur	N/A
16-20/07/2012	<b>Resurrection : Reconstruction after the Wenchuan earthquake, as seen by foreign photographers</b>	Permanent Delegation of the People's Republic of China	Salle des Pas Perdus	N/A
30/07-25/09/2012	<b>Water, priority of a changing world</b> - Exhibition organized with Xinhua News Agency (for the photos) and the Division of Water Sciences - Short visit of the Vice-President of Xinhua 30 July	Sector for External Relations and Public Information	Railings around UNESCO Hqs (avenue de Suffren)	N/A

### 8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
10/07/2012	<b>Brave Kids show</b>	Permanent Delegation of the Republic of Poland	Room I	600
12/07/2012	<b>Serve Hope</b> Charity concert of the NGO AIMES Afrique	Permanent Delegation of Togo	Room I	400
13/07/2012	<b>CREA Orchestra from Amsterdam</b>	Permanent Delegation of the Kingdom of the Netherlands	Room I	700

### 8.2.3. Conferences

Date	Title	Organizer	Place	Public*
11/07/2012	<b>The Song of the Goat Theatre: Artistic and Social Projects</b> Brave Kids seminar	Permanent Delegation of the Republic of Poland	Room XI	70

\*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

### 8.3. UNESCO Visits

The Visitors' Service organized a total of **50** visits for **696** visitors in July 2012 and **41** visits for **443** visitors in August 2012. Most visitors came within the framework of spontaneous visits and group visits. The major part of the organized visits was conducted in French for a European and North American public.

1. Requests	July 2012		August 2012	
Number of emails received	144		173	
Number of requests received	71		99	
Accepted requests	67%		62%	
Declined requests	33%		38%	

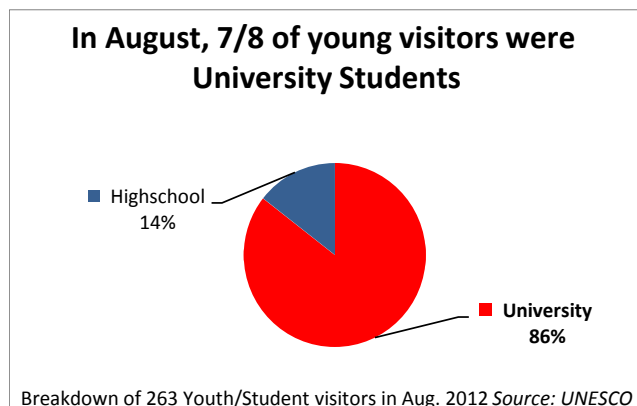
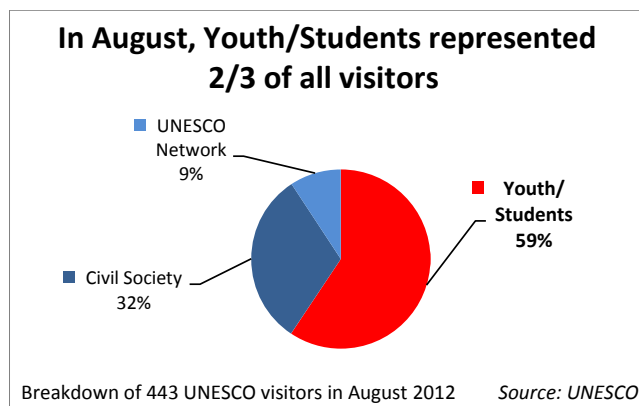
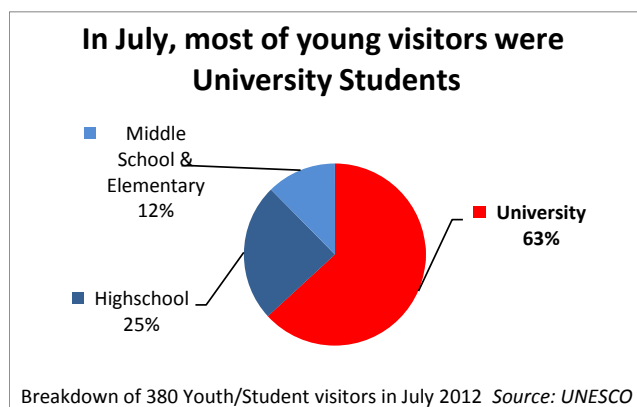
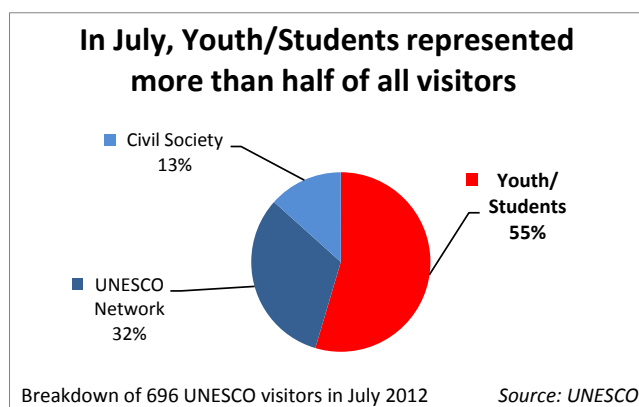
2. Languages	July 2012		August 2012	
Visits in English	10	20%	15	37%
Visits in French	37	74%	25	61%
Other	3	6%	1	2%

3. Type of visits	July 2012		August 2012	
Individual Visits	8	16%	7	17%
Group Visits	25	50%	9	22%
Spontaneous Visits	15	30%	23	56%
Thematic Conferences	2	4%	2	5%

4. Origin	July 2012		August 2012	
Africa	19	3%	55	12%
Arab States	0	0%	2	0%
Europe and North America	471	68%*	266	60%*
Latin America and the Caribbean	7	1%	31	7%
Asia and Pacific	199	29%	89	20%

\* Including 16% of local demand in July, and 15% in August.

### 5. Profile of visitors



## 9. UNESCO logo exposure

### 9.1. Patronage

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

- **July:** The following 12 events which have been granted UNESCO's patronage took place in July 2012:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/07/2012	Morocco	10e édition du Concours International de Piano Son Altesse Royale la Princesse Lalla Meryem	Youth/students & civil society	CLT
01/07/2012	Montenegro	International festival "Kotor Art 2012" – a series of theatre and music programmes	Civil society	CLT
01/07/2012	Germany	Special puppet art exhibition "The World of Shadows – Chinese Shadow Theatre meets Beijing Opera"	Civil society	CLT
05/07/2012	Austria	World Sports Festival 2012 in Vienna	Civil society	SHS
05/07/2012	Russian Federation	6 <sup>th</sup> International Conference of Eurasian World Heritage cities "Preservation and Promotion of Heritage"	Policy-makers, dvpt agencies & cultural preservation experts	CLT
06/07/2012	France	Forum « Osons la métamorphose » dans la série du colloque « Dialogues en humanité 2012 »	Policy-makers, dvpt agencies, & civil society	CLT
09/07/2012	Switzerland	Le 45e congrès de l'Association internationale des critiques d'art	Specialists working in review of art	CLT
11/07/2012	Austria	International Conference on "Computers Helping People with Special Needs"	Scientists/researchers, policy-makers & civil society	CI
15/07/2012	Bulgaria	Concours international de ballet organisé par la Fondation Concours International de Ballet Varna	Ballet dancers & dance experts	CLT
23/07/2012	Spain	Rencontre internationale d'éducateurs pour promouvoir l'autonomisation des femmes, les droits des femmes et l'égalité des genres	Policy-makers, development agencies & civil society	ODG
31/07/2012	France	Colloque : "La décennie de la femme africaine : enjeux, défis et place de la femme africaine de la diaspora »	Policy-makers, development agencies & civil society	AFR
31/07/2012	Japan	Mitsubishi Asian Children's Enikki Festa	Children and civil society	ERI

- **August:** The following 10 events which have been granted UNESCO's patronage took place in August 2012:

01/08/2012	Croatia	The European Board of European Students of Technology Competition 2012	Students	ED
01/08/2012	Republic of Korea	2012 World Martial Arts Festival, the Martial Arts Conference, the Youth Summer Rally, and the World Horseback Archery Championship	Athletes, competitors & civil society	SHS
01/08/2012	Colombia	Exposition "Museo del Oro: una Mirada desde el patrimonio"	Civil society	CLT
01/08/2012	USA	11 <sup>th</sup> Annual Youth Assembly at the UN Headquarters	Youth and students	SHS
03/08/2012	Croatia	The 297 <sup>th</sup> Sinjska Alka Knight's Tournament	Civil society	CLT
08/08/2012	Benin	Forum scientifique entre l'Afrique et la République de Corée sur les sciences, techniques et innovations de l'océan	Scientists & researchers	SC
09/08/2012	France	Jeux mondiaux des sports de l'esprit	Civil society	SHS
20/08/2012	Poland	Festival of traditional art to promote living heritage	Civil society	CLT
23/08/2012	Switzerland	International Disaster and Risk Conference IDRC Davos 2012	Policy-makers, scientists and researchers, dvpt agencies	SC
31/08/2012	Belgium	Yearly celebration of the ritual of the Men of the Year in Leuven	Civil society	CLT



## 10. Media Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (NHK and TBS / Japan, 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.

### 10.1 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): **17 791 000 households in main Kanto region** = 1 percent of audience share corresponds to **177 910 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc): **40 596 000**

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

Explanation of partnership: [http://www.nhk.or.jp/sekaiisan/info\\_unesco.html](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.**

#### Regular programs in July and August

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

#### Special program in July (no special program in August)

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
21 Jul	Search and Go! Treasured World Heritage Sites	Serious Match	73 minutes	4.9%

### 10.2. 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**

#### ▪ In July

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
01/07	<a href="#">Teide National Park</a>	30 min	6.0%
08/07	<a href="#">Central Highlands of Sri Lanka</a>	30 min	4.1%
22/07	<a href="#">Tongariro National Park</a>	30 min	4.6%
29/07	<a href="#">Coffee Cultural Landscape of Colombia</a>	30 min	4.4%

Average audience share in July: 4.78 percent (for the first broadcast)

Estimate number of viewers in Japan: 4 360 000 (for the first broadcast)

The total number of audience accessed to the program in July was estimated at 17 540 000

▪ In August

Date	Subject	Format	Audience Share
19/08	<a href="#">Human and Diet Part 1, Flour made Civilizations</a>	30 min	4.0%
26/08	<a href="#">Human and Diet Part 2, Pepper changed the World</a>	30 min	3.7%

Average audience share in August: 3.85 percent (for the first broadcast)

Estimate number of viewers in Japan: 3 510 000 (for the first broadcast)

The total number of audience accessed to the program in August was estimated at 7 020 000

Due to the London Olympics, there were only two broadcastings in August.

### 10.3. 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

▪ In July

Links to titles by language (other than Chinese) & site on the web	Nb of reports
<a href="#">English</a>	39
<a href="#">French</a>	34
<a href="#">Spanish</a>	17
<a href="#">Russian</a>	10
<a href="#">Arabic</a>	10
<b>Total reports</b> released on UNESCO through Xinhuanet.	<b>110</b>

▪ In August

Links to titles by language (other than Chinese) & site on the web	Nb of reports
<a href="#">English</a>	35
<a href="#">Spanish</a>	11
<a href="#">Russian</a>	10
<a href="#">French</a>	5
<a href="#">Arabic</a>	1
<b>Total reports</b> released on UNESCO through Xinhuanet.	<b>62</b>

### 10.4. 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

Network: partnership with more than 100 foreign news media

Reports* on UNESCO by language	July		August	
	Nb of reports	Page views	Nb of reports	Page views
Russian	70	77 147	38	31 273
English	6	88	4	92
Spanish	7	36	4	62
French	8	60	3	24
German	5	58	2	15
<b>Total</b>	<b>96</b>	<b>77 389</b>	<b>51</b>	<b>31 466</b>

\* See Annex page xx for the list of reports.

## 10.5 Südwestrundfunk (SWR) - [www.schaetze-der-welt.de](http://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](#)

Films shown on World Heritage in July and August 2012: **Treasures of the World – Heritage of mankind**

### ▪ 3sat – cultural channel (Germany / Austria / Switzerland)

#### ▪ In July

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Sunday 7.45 pm	3	0.4	93,333	280,000
Monday 12.45 pm	5	0.5	46,000	230,000
Tuesday 9.45 pm	4	1.0	262,500	1,050,000
Extra shows, different times	3	1.1	93,333	290,000
<b>Total</b>	<b>15 films</b>	<b>-</b>		

#### ▪ In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Sunday 7.45 pm	1	0.3	100,000	100,000
Monday 12.45 pm	4	0.8	67,500	270,000
Tuesday 9.45 pm	1	0.3	90,000	90,000
Extra shows, different times	1	0.6	10,000	10,000
<b>Total</b>	<b>7 films</b>			<b>470,000</b>

### ▪ Phoenix – documentary channel (Germany)

#### ▪ In July

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Different days and times	14	1.3	92,143	1,290,000
<b>Total</b>	<b>14 films</b>	<b>-</b>	<b>92,143</b>	<b>1,290,000</b>

#### ▪ In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Different days and times	12	1,0	98,333	1,080,000
<b>Total</b>	<b>12 films</b>		<b>98,333</b>	<b>1,080,000</b>

### ▪ SWR Fernsehen – regional channel of ARD (South West of Germany)

#### ▪ In July

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Saturday 6 am	04	2.2	35,000	140,000
Saturday 10.45 am	04	2.8	37,500	150,000
Monday 10.45 am	02	1.4	150,000	30,000
Extra shows, different times	01	2.6	30,000	30,000
<b>Total</b>	<b>11 films</b>	<b>-</b>	<b>252,500</b>	<b>350,000</b>

#### ▪ In August

<i>Day/time</i>	<i>Nb of films</i>	<i>Audience share</i>	<i>Viewers / film</i>	<i>Total viewers</i>
Saturday 6 am	4	3.5	25,000	100,000
Saturday 10.45 am	3	6.2	6,667	20,000
Monday 10.45 am	-	-	-	-
Extra shows, different times	1	1.6	30,000	30,000
<b>Total</b>	<b>8</b>			<b>150,000</b>

## Ria Novosti (Russia) detailed reports (Cf. 11.4)

## ▪ In July

Date	Title	Language	Page Views
01/07	<a href="#">Russian State Library (RSL)</a>	Russian	220
01/07	<a href="#">Israel criticizes UNESCO for including a church in Bethlehem on World Heritage List</a>	Russian	1 359
01/07	<a href="#">Authorities in Mali ask for UN protection of monuments from Islamists</a>	Russian	1 122
01/07	<a href="#">Margelov calls on UN to take note of destruction of monuments in Mali</a>	Russian	353
02/07	<a href="#">Plane crash over Lake Constance in July 2002: chronicle of events</a>	Russian	1 959
02/07	<a href="#">Militants destroy another monument of Islamic culture in Mali</a>	Russian	427
02/07	<a href="#">Monuments in Europe, Latin America and Asia added to UNESCO World Heritage List</a>	Russian	88
02/07	<a href="#">Militants destroy another monument of Islamic culture in Mali</a>	Russian	329
02/07	<a href="#">Lena Pillars added to UNESCO World Heritage List</a>	Russian	603
02/07	<a href="#">Gorilla habitat in central Africa added to UNESCO World Heritage List</a>	Russian	390
02/07	<a href="#">Russian Ministry of Foreign Affairs condemns destruction of cultural and religious monuments in Mali</a>	Russian	243
03/07	<a href="#">Head of EU kicks off visit to South Caucasus with trip to Armenia</a>	Russian	232
03/07	<a href="#">UNESCO officials read out declaration to protect shrines in Mali</a>	Russian	221
03/07	<a href="#">International library conference to be held in Yerevan</a>	Russian	79
03/07	<a href="#">UNESCO calls for special fund to preserve monuments in Mali</a>	Russian	96
03/07	<a href="#">Authorities in Vologda introduce preferential rents for historic buildings</a>	Russian	20
03/07	<a href="#">Culture Ministry Public Council to finalize draft law on culture</a>	Russian	135
04/07	<a href="#">4th "Russia is a Sports Power" forum begins in Yakutsk</a>	Russian	269
04/07	<a href="#">Yakutia does not want to give Children of Asia games to other countries - Borisov</a>	Russian	524
04/07	<a href="#">In Russia, even the protection of World Heritage sites gives rise to conflict</a>	Russian	559
04/07	<a href="#">Zimin: current heritage preservation forum will have its party piece</a>	Russian	77
04/07	<a href="#">Ashton condemns destruction of cultural heritage monuments in Mali</a>	Russian	151
05/07	<a href="#">Traditions and Modernity art festival opens in Moscow</a>	Russian	272
05/07	<a href="#">Forum on preservation of cultural heritage to be held in Khakasia</a>	Russian	159
05/07	<a href="#">Khakasia Museum opens ancient archaeology hall after 6-year break</a>	Russian	86
06/07	<a href="#">Construction of Europe's tallest building completed in London</a>	Russian	338
06/07	<a href="#">Medinsky: forum in Khakasia is an authoritative discussion platform</a>	Russian	98
06/07	<a href="#">Rare stone sculpture displayed for the first time at forum in Khakasia</a>	Russian	239
06/07	<a href="#">Summer wildfires and rhinoceros travellers</a>	Russian	52
06/07	<a href="#">Khakasia could become a tourist Mecca</a>	Russian	159
06/07	<a href="#">UNESCO sees no threat to St. Petersburg in the Lakhta Center skyscraper  http://ria.ru/culture/20120706/693265391.html</a>	Russian	508
06/07	<a href="#">UNESCO World Heritage Committee completes session in St. Petersburg</a>	Russian	280
07/07	<a href="#">Machu Picchu Day</a>	Russian	1 181
08/07	<a href="#">ECOWAS calls on Mali to create government of national unity by July 31</a>	Russian	116
08/07	<a href="#">Films from 44 countries to be shown at Golden Apricot festival in Yerevan</a>	Russian	171
08/07	<a href="#">Changing laws on cultural heritage proposed at forum in Khakasia</a>	Russian	58
08/07	<a href="#">Cultural monuments should become the backbone of the economy of Khakasia - forum conclusion</a>	Russian	105
09/07	<a href="#">Over 500 endangered animals killed in flooding in a nature reserve in India</a>	Russian	102
10/07	<a href="#">Environmentalists restore and decorate ecotrail at Corbu waterfall in Gorny Altai</a>	Russian	77
10/07	<a href="#">Scientists find out why firs in the Sayano-Shushenskoye Nature Reserve are dying</a>	Russian	295
10/07	<a href="#">Militants in Mali destroy another two monuments</a>	Russian	214
11/07	<a href="#">Ecotrail on a tourist route in Altai reserve deteriorating</a>	Russian	78
11/07	<a href="#">Briefing on results of 36<sup>th</sup> session of UNESCO World Heritage Committee</a>	Russian	40
12/07	<a href="#">UNESCO to assess damage to monuments in Mali</a>	Russian	101
12/07	<a href="#">St. Petersburg center may be added to UNESCO World Heritage List</a>	Russian	803
12/07	<a href="#">Village in Karelia receives award for preservation of cultural monuments</a>	Russian	134
12/07	<a href="#">Divers find underwater river in Teletsky Lake while dredging the bed</a>	Russian	683

12/07	<a href="#">Completing restoration of Kamennooostrovsky Theater will cost up to 40 million rubles</a>	Russian	47
13/07	<a href="#">Altai nature reserve calls on business to control tourist traffic</a>	Russian	71
16/07	<a href="#">World's most wanted Nazi war criminal discovered in Budapest</a>	Russian	33 043
16/07	<a href="#">World's most wanted Nazi war criminal was found almost a year ago</a>	Russian	2 353
16/07	<a href="#">Rynskaya: Mandatory state exam in foreign languages should be introduced in stages</a>	Russian	640
17/07	<a href="#">Age of crimes committed by alleged Nazi hampering investigation</a>	Russian	1 867
17/07	<a href="#">Soloists from Mariinsky Theater perform in Lena Pillars park in Yakutsk</a>	Russian	55
17/07	<a href="#">Vladivostok to host 4th Youth Sports Games of Asia Pacific countries in August</a>	Russian	28
18/07	<a href="#">World's most wanted Nazi war criminal arrested in Hungary</a>	Russian	15 692
18/07	<a href="#">Nazi Hunters welcome arrest of Laszlo Csatory</a>	Russian	1 312
18/07	<a href="#">World's most wanted Nazi war criminal denies war crimes allegations</a>	Russian	1 900
18/07	<a href="#">Palace ensemble complex in Nesvizh reopens after reconstruction</a>	Russian	152
18/07	<a href="#">Experience of public television in different countries</a>	Russian	217
19/07	<a href="#">Biggest shipwreck treasure discoveries of 20<sup>th</sup>-21<sup>st</sup> centuries</a>	Russian	2 144
19/07	<a href="#">Silver Key to Czech kingdom of the dead</a>	Russian	79
20/07	<a href="#">UN Secretary-General Ban Ki-moon begins Balkan tour</a>	Russian	168
20/07	<a href="#">Experts hope that Laszlo Csatory survives until trial</a>	Russian	431
23/07	<a href="#">Tropical diseases declared an emergency in Peru</a>	Russian	84
23/07	<a href="#">Cormorant population of Gorny Altai shrinks by half in space of a year</a>	Russian	84
23/07	<a href="#">Culture Ministry Public Council to develop draft law</a>	Russian	286
26/07	<a href="#">Trial of Nazi Laszlo Csatory delayed until next week</a>	Russian	81
27/07	<a href="#">Text of death sentence in absentia for Laszlo Csatory discovered in Slovakia</a>	Russian	424
27/07	<a href="#">Centuries of history in the heart of the countryside: three reasons to go to Brest</a>	Russian	184
<b>Total reports on UNESCO in Russian: 70</b>		<b>Total page views: 77 147</b>	
04/07	<a href="#">Les titres du 4 juillet 2012</a>	French	4
10/07	<a href="#">Mali: les islamistes détruisent deux monuments religieux</a>	French	5
18/07	<a href="#">Le Centre Simon-Wiesenthal salue l'arrestation d'un criminel nazi</a>	French	2
18/07	<a href="#">Les villages autochtones dans le parc naturel Bystrinski au Kamtchatka</a>	French	3
20/07	<a href="#">Ban Ki-moon en tournée dans les Balkans</a>	French	2
24/07	<a href="#">Syrie: l'armée évince les rebelles de plusieurs quartiers de Damas (TV)</a>	French	33
25/07	<a href="#">La loi fondamentale de la Terre, ou La communion avec la nature</a>	French	3
30/07	<a href="#">Gnezdovo: sur les traces des Vikings</a>	French	8
<b>Total reports on UNESCO in French: 8</b>		<b>Total page views:60</b>	
02/07	<a href="#">Fiscal del Tribunal Penal Internacional califica de crimen de guerra destrucción de mausoleos en Malí</a>	Spanish	2
02/07	<a href="#">Islamistas malienses usan población de Gao como escudo humano</a>	Spanish	4
06/07	<a href="#">Organismos oficiales y expertos discrepan sobre el Patrimonio Mundial en Rusia</a>	Spanish	13
09/07	<a href="#">Más de 500 animales exóticos mueren por inundaciones en una reserva natural en la India</a>	Spanish	2
16/07	<a href="#">El criminal nazi más buscado del mundo vive en Budapest, según diario británico</a>	Spanish	8
18/07	<a href="#">Habitantes autóctonos de la reserva natural Bistrinski de Kamchatka</a>	Spanish	6
23/07	<a href="#">Autoridades peruanas declaran en emergencia sanitaria región amazónica del país</a>	Spanish	1
<b>Total reports on UNESCO in Spanish: 7</b>		<b>Total page views: 36</b>	
02/07	<a href="#">Siberian Stone Park Becomes World Heritage Site</a>	English	11
02/07	<a href="#">Russia Condemns Destruction of Mali Shrines</a>	English	12
02/07	<a href="#">Main News of July 2</a>	English	3
17/07	<a href="#">Kamchatka Peninsula: Where the Earth Ends</a>	English	10
18/07	<a href="#">Ethnic Villages in Bystrinsky Nature Park on Kamchatka</a>	English	5
26/07	<a href="#">Where Girls in Bikinis Look for Vikings</a>	English	47
<b>Total reports on UNESCO in English: 6</b>		<b>Total page views: 88</b>	
02/07	<a href="#">IWF verweigert Israel Großkredit für Unterstützung der Palästinenser - Presse</a>	German	19
16/07	<a href="#">Weltweit meistgesuchter Nazi-Verbrecher lebt in Budapest - The Sun</a>	German	8
16/07	<a href="#">Wiesenthal Center präzisiert: Nazi-Verbrecher in Ungarn schon vor einem</a>	German	4

	<a href="#">Jahr gefunden</a>		
18/07	<a href="#">„Nazi-Jäger“ begrüßen Verhaftung von NS-Verbrecher Csatóry und loben Ungarn</a>	German	3
20/07	<a href="#">Schatzjagd in der Tiefsee: Die sensationellsten Funde der letzten zwei Jahrhunderte</a>	German	24
<b>Total reports on UNESCO in German: 5</b>		<b>Total page views: 58</b>	
<b>TOTAL July reports on UNESCO: 96</b>		<b>Total page views: 77 389</b>	

▪ **In August**

<b>Date</b>	<b>Title</b>	<b>Language</b>	<b>Page Views</b>
01/08	<a href="#">UNESCO uses \$2mln from Russia to restore Orthodox shrines in Kosovo</a>	Russian	174
01/08	<a href="#">Infighting breaks out in the administration of the Kiev Monastery of the Caves</a>	Russian	131
02/08	<a href="#">Wildfires destroy more than 60 square kilometers of forestland in the Lenskiye Stolby sanctuary</a>	Russian	58
05/08	<a href="#">Wildfires continue to ravage Spain, one firefighter killed</a>	Russian	602
06/08	<a href="#">IFAW to seek to get Solovetsky Islands listed as a natural heritage site</a>	Russian	98
07/08	<a href="#">Forestland damaged by wildfires in the Lenskiye Stolby sanctuary expands eightfold</a>	Russian	121
09/08	<a href="#">Putin approves board of trustees and governing board of the Russky Mir foundation</a>	Russian	250
10/08	<a href="#">Biography of Anatoly Sobchak</a>	Russian	381
10/08	<a href="#">Heavy rains destroy part of China's Great Wall</a>	Russian	8 185
10/08	<a href="#">Serbia sends firefighters to Greece to battle wildfires on Mount Athos</a>	Russian	443
10/08	<a href="#">Permanent representative of Russia to UNESCO denies reports that UNESCO removed the Kremlin from World Heritage List</a>	Russian	98
11/08	<a href="#">The Kremlin will remain on the World Heritage List – Russian Commission for UNESCO</a>	Russian	359
11/08	<a href="#">Almost 500 people currently battling wildfire on Mount Athos</a>	Russian	177
11/08	<a href="#">Greece sends army personnel to Mt. Athos to aid firefighting effort</a>	Russian	786
12/08	<a href="#">The world exhibition EXPO 2012, hosted by South Korea, draws to a close</a>	Russian	410
13/08	<a href="#">German culture festival to be held in Ingushetia as part of the Year of Germany in Russia</a>	Russian	74
14/08	<a href="#">Biography of Sergei P. Kapitsa</a>	Russian	15 287
14/08	<a href="#">Wetlands outside Kaliningrad gain sanctuary status</a>	Russian	110
16/08	<a href="#">Days of Russian North to be held in Yerevan</a>	Russian	71
16/08	<a href="#">Vladivostok to host Youth Sports Games of Asia-Pacific Region</a>	Russian	39
17/08	<a href="#">Celebration of 80<sup>th</sup> anniversary of Altai Reserve is underway</a>	Russian	24
17/08	<a href="#">In this town, ancient Russia lives on</a>	Russian	105
20/08	<a href="#">Patriarch Kirill consecrates monastery on the Solovetsky Islands</a>	Russian	171
21/08	<a href="#">First prefab houses to appear in Wrangel Island nature reserve before the year's end</a>	Russian	100
21/08	<a href="#">Heritage activists protest approval of Gazprom's Lahta high-rise business center project</a>	Russian	638
23/08	<a href="#">International Day for the Remembrance of the Slave Trade and its Abolition</a>	Russian	62
24/08	<a href="#">Mongolia's Selenga hydroelectric plant endangers Lake Baikal fisheries</a>	Russian	200
24/08	<a href="#">Heritage activists demand that St. Petersburg authorities compel Gazprom to reduce the height of its planned Lahta business center</a>	Russian	262
25/08	<a href="#">Maestro Valery Gergiev receives World Wildlife Fund award</a>	Russian	206
26/08	<a href="#">Buryatia makes improvements to over 400 kilometers of hiking trails around Lake Baikal</a>	Russian	155
27/08	<a href="#">Altai Reserve's new weather station to contribute to climate surveying</a>	Russian	58
28/08	<a href="#">Neil Armstrong's death brings space exploration back into spotlight</a>	Russian	103
28/08	<a href="#">Putin shown a unique Qur'an and an Oriental mausoleum during a visit to Tatarstan's Bolgar historical reserve</a>	Russian	428
29/08	<a href="#">A fish-fin fence built by ecologists in the Yailyu sanctuary</a>	Russian	159
30/08	<a href="#">Greenpeace demands Altai authorities annul decision on Yukoku</a>	Russian	125
31/08	<a href="#">New round of public hearings on Gazprom's Lahta business center project to be held in St. Petersburg</a>	Russian	442
31/08	<a href="#">Delicacies from Typhoon Bolaven, APEC's green agenda, and Tivtay the walrus</a>	Russian	71

31/08	<a href="#">Moon pioneer dies, WISE harvests a black-hole crop</a>	Russian	110
<b>Total reports on UNESCO in Russian: 38</b>		<b>Total page views: 32 273</b>	
03.08	<a href="#">Russia to Give \$2 Mln in Aid for Palestinian Refugees in 2013</a>	English	5
03.08	<a href="#">UN Passes Controversial Resolution on Syria</a>	English	45
14.08	<a href="#">Russian Physicist Sergei Kapitsa Dead at 84</a>	English	15
24.08	<a href="#">Russian Press - Behind the Headlines, August 24</a>	English	27
<b>Total reports on UNESCO in English: 4</b>		<b>Total page views: 92</b>	
07.08	<a href="#">Bajo el sol y en bikini, en busca de restos de vikingos en el centro de Rusia</a>	Spanish	52
11.08	<a href="#">Grecia moviliza Ejército para extinguir incendios forestales</a>	Spanish	3
15.08	<a href="#">Prensa rusa al día</a>	Spanish	2
29.08	<a href="#">Los rusos también pueden si se lo proponen</a>	Spanish	5
<b>Total reports on UNESCO in Spanish: 4</b>		<b>Total page views: 62</b>	
01.08	<a href="#">Kosovo: Moscou finance la restauration de monastères orthodoxes (UNESCO)</a>	French	6
10.08	<a href="#">Zoom sur la presse russe - vendredi 10 août</a>	French	4
27.08	<a href="#">Lac Baïkal: la Russie construira plus de 100 centres de tourisme</a>	French	14
<b>Total reports on UNESCO in French: 3</b>		<b>Total page views: 24</b>	
01.08	<a href="#">UNESCO legt Russlands zwei Millionen USD in orthodoxe Heiligtümer im Kosovo an</a>	German	10
10.08	<a href="#">Moskauer Kreml bleibt auf Liste von UNESCO-Weltkulturerbe</a>	German	5
<b>Total reports on UNESCO in German: 2</b>		<b>Total page views: 15</b>	
<b>TOTAL August reports on UNESCO: 51</b>		<b>Total page views: 31 466</b>	