



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2016/PIPMP/69

Monthly Visibility Report

December 2016

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Executive Summary

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

Media and Major Events

Some 61,000 articles mentioning UNESOC were monitored in December 2016 in news outlets worldwide (+2% vs Nov. 2016).

Dominating the coverage this month was the 11th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage, which started at the end of November and peaked with the announcement of the inscribed elements in early December. In addition, to widespread media coverage, there were over 100,000 views of the edited videos depicting the selected elements on UNESCO's various social media platforms.

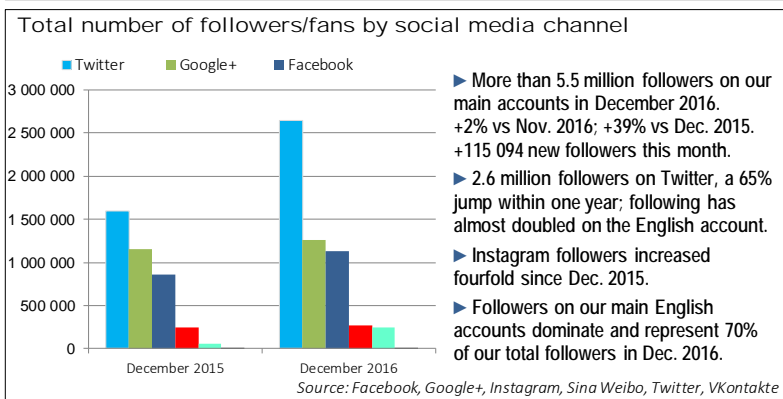
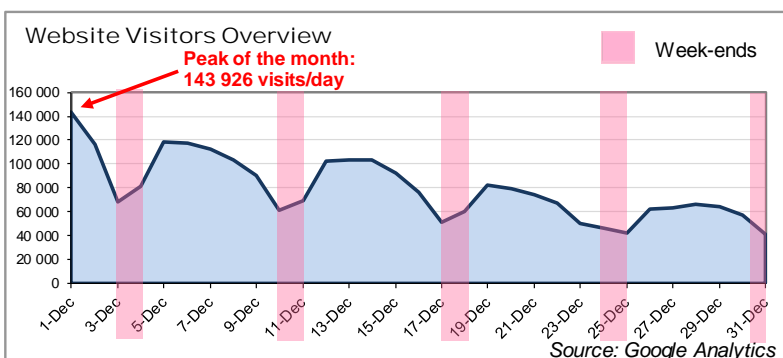
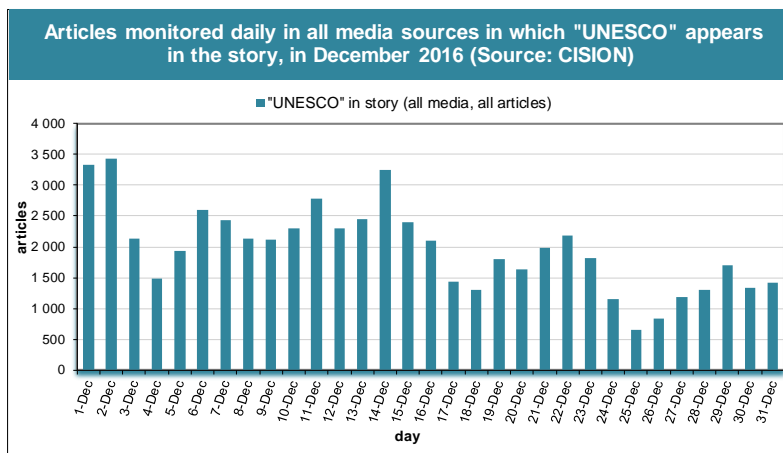
Coverage peaked again mid-December, notably with the high number of articles in the Arab press for Arab Language Day and the associated event (350+), and an unprecedented and successive series of murderous attacks on journalists, which attracted global attention.

The following events are highlighted in the Major Events pages:

- 11th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (28 Nov. - 2 Dec. 2016)
- International Day of Persons with Disabilities and Award Ceremony of UNESCO/Emir Jaber Al Ahmad Al Jaber Al Sabah Prize for Digital Empowerment of Persons with Disabilities (2 Dec. 2016)
- Unite4Heritage – The Campaign in 2016

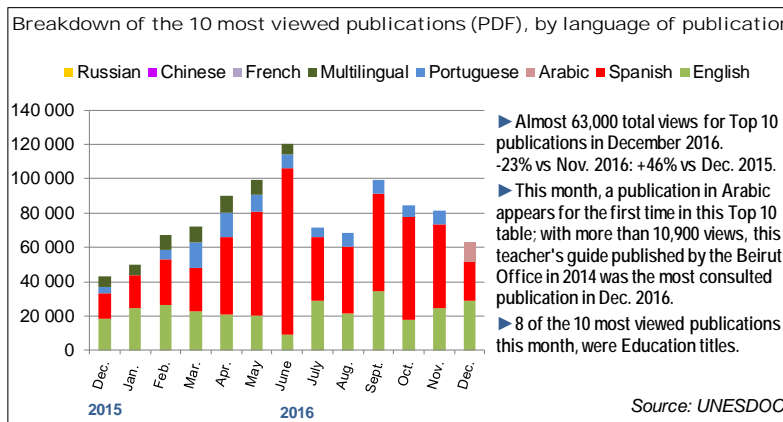
UNESCO Website and Social Media Channels

- Traffic on our website decreased during the year-end holiday season (-23%), but remains higher than same month last year (visits +18%, page views +3%). A peak in visits occurred early in the month with the strong interest for the new inscriptions to the Representative List of the Intangible Cultural Heritage.
- December was a busy and productive month for UNESCO social media channels. 2016 closed with more than 5.5 million followers on our key accounts (+39% vs Dec. 2015), including 2.6 million on Twitter only. Within one year, followers on Twitter spiked by 65% and have almost doubled on the English platform. Instagram shows as well a strong growth and is about to surpass the 250,000 followers; a fourfold increase since December 2015.



Publications

- Figures for the Top 10 online viewing have fallen since November (-23%) but remain higher than last year in December (+46%). The surprise this month is that a title in Arabic published by the Beirut Office ([Practical tips for teaching large classes: a teacher's guide; Embracing diversity](#)) is in first place with nearly 11,000 downloads in one month.
- Publications page views on Google Books have dropped compared to Nov. 2016 (-27%), and to Dec. 2015 (-9%).
- In the bookshop, the best-selling publications were from the children's series *Tell me about...* (in French) and World Heritage titles. While online and int'l sales were largely dominated by the Bouba and Zaza title *Le grand imagier*.



Focus on a Field Office

This topic aiming to highlight the outreach efforts in the field focuses this month on our Office in San José.

Major events:

I. 11th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage (28 Nov. - 2 Dec. 2016)



Official Meeting setting © UNESCO

The 11th session of the Intergovernmental Committee for the Safeguarding of Intangible Cultural Heritage chaired by H.E. Mr Yonas Desta took place in Addis Ababa, Ethiopia.

The Committee welcomed the significant progress made in the implementation of the Convention by States Parties, UNESCO Secretariat, NGOs, communities and other stakeholders. During this meeting, timely reflections were made on the specific role of intangible cultural heritage and the communities concerned in situations of both conflict and natural disasters. The Committee also advanced its debate on developing an overall results framework for monitoring and evaluating the implementation of the Convention.

The Committee granted financial assistance to Cambodia for the urgent safeguarding of Chapei Dang Veng musical tradition. It also inscribed 4 elements on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding, 33 elements to the Representative List of the Intangible Cultural Heritage of Humanity and selected 5 programmes to the Register of Good Safeguarding Practices.

Following the invitation of the Government of the Republic of Korea, the 12th session of the Intergovernmental Committee will be held in the Republic of Korea from 4 to 8 December 2017. H.E. Lee Byong-hyun was elected Chairperson of the next session.

Participants: 950 participants (713 registered online and around 250 registered on-site). **Audience:** 123 States represented (24 Committee Members, 95 States Parties to the Convention, 4 UNESCO Member States non party to the Convention), 55 accredited NGOs, 4 Category 2 Centers, experts, media, and the general public.

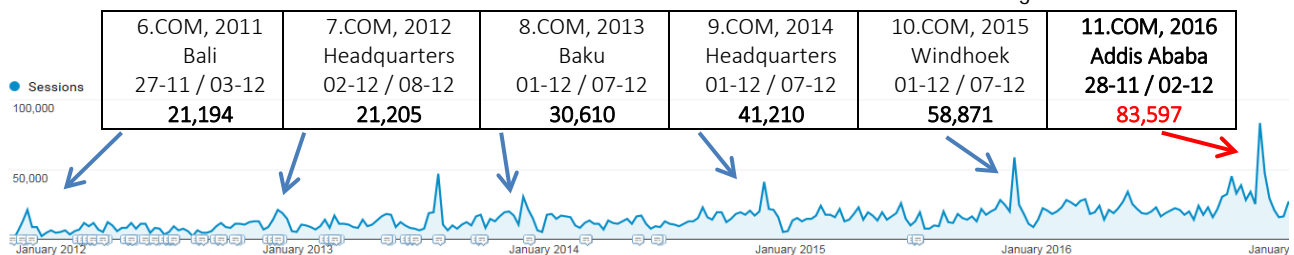
Communication materials and activities:

- Media advisory: [17/11](#)
- Press releases: [28/11](#), [29/11](#), [30/11](#) (1), [30/11](#) (2), [30/11](#) (3), [01/12](#) (1), [01/12](#) (2), [02/12](#)
- Intangible Cultural Heritage web news: [22/11](#), [28/11](#), [29/11](#), [30/11](#), [01/12](#), [06/12](#), [12/12](#)
- [Dedicated webpage](#), [Intangible Heritage website](#)
- [Event announcement](#) (NICE)
- [Media Kit 2016](#)
- [Media breakfast at HQ](#)
- Press conference in Addis Ababa
- [Side-events](#)
- Live audio cast
- B-Rolls: [Intangible Heritage Urgent Safeguarding List 2016](#), [Intangible Heritage Representative List 2016](#) and [Register of Good Safeguarding Practices 2016](#)

Webcast/Live streaming connections: The meeting was audio-casted (EN, FR, ES and AR) due to certain technical problems, and flows were available from 29 Nov. to 2 Dec.: A peak was registered on the main day of inscriptions (30 Nov.) with 2,414 unique visitors. 12,245 connections in total (60% English, 28% Spanish, 11% French, 1% Arabic) from 74 countries (75% from Japan, Spain and France).

Website statistics (page views from 17/11-31/12): [Media advisory](#): 2,042. Press releases: [28/11](#): 1,516, [29/11](#): 1,406, [30/11](#) (1): 778, [30/11](#) (2): 3,891, [30/11](#) (3): 3,740, [01/12](#) (1): 2,246, [01/12](#) (2): 5,845, [02/12](#): 959. Intangible Cultural Heritage web news: [22/11](#): 600, [28/11](#): 549, [29/11](#): 81, [30/11](#): 1,353, [01/12](#): 3,700, [06/12](#): 496, [12/12](#): 354. [Dedicated webpage](#): 24,809 page views/5,767 visits (17,795 page views/ 4,124 visits from 28/11 to 11/12). [Intangible Heritage website](#): 648,141 page views/249,615 visits (378,145 page views/141,803 visits from 28/11 to 11/12). [Event announcement](#): 2,961.

ICH website - Number of sessions over the week of 2003 Convention Committee meetings



Press coverage: The meeting of the Committee again attracted media attention worldwide, resulting in more than 3,500 stories published. As in previous years, a media breakfast was organized at UNESCO Headquarters ahead of the meeting (17 Nov.) to explain to the media that the Intangible Cultural Heritage Committee meeting was not only about the inscription of new elements onto the Intangible Heritage Lists, but also and foremost about promoting the need for safeguarding this particularly fragile heritage. This event was attended by 12 journalists and webcasted on [UNESCO Facebook live](#). Some 27 journalists, mainly from France, Spain, Japan and Korea, travelled to Addis Ababa to cover the event, in addition to the 136 based in Ethiopia. A press conference was organized in Addis Ababa (28 Nov.) to explain the agenda of the Committee and reply to the questions of local and int'l media. Eight press releases were issued, as well as live tweets for each inscription, photo galleries and B-rolls.

Social media: News-related social media messaging were effectively synchronized in all languages to provide deep coverage for the Intangible Heritage Committee Meeting; photo collages were used for the new inscriptions to illustrate the rich facets of the traditions concerned. Inscriptions were live tweeted on English and French channels. @UNESCO Twitter had more than 1.5 million impressions; with 2,765 link clicks; 3,305 Retweets, 4,032 Likes. Posts with pre-made videos about the inscribed elements led to 2,125,000 reach and more than 112,000 views on Instagram.

II. International Day of Persons with Disabilities and Award Ceremony of UNESCO/Emir Jaber Al Ahmad Al Jaber Al Sabah Prize for Digital Empowerment of Persons with Disabilities (2 Dec. 2016)



Award Ceremony, His Majesty Sheikh Mubarak Jaber Al Ahmad Al Sabah © UNESCO/C. Alix

The 2016 UNESCO/Emir Jaber Al Ahmad Al Jaber Al Sabah Prize for Digital Empowerment of Persons with Disabilities was attributed to Professor Alireza Darvishy (Switzerland) and Tiflonexos Asociación Civil (Argentina) on 2 December in a ceremony at UNESCO Headquarters on the occasion of the International Day of Persons with Disabilities. His Majesty Sheikh Mubarak Jaber Al Ahmad Al Sabah attended the ceremony on behalf of the Government of the State of Kuwait.

The UNESCO/Emir Jaber Al Ahmad Al Jaber Al Sabah Prize for Digital Empowerment of Persons with Disabilities (hereafter the Prize) is to recognize the outstanding contributions of individuals and organizations in promoting the inclusion; and enhancing the lives of persons with disabilities through the application of digital solutions, resources and technologies.

The Prize will be offered biennially in 2016/2017, 2018/2019 and 2020/2021. The Prize will be awarded in each biennial edition and will be divided equally to: an individual person and an organization. These awards are for individuals and organizations and are not for projects or programmes. Successful individuals and organizations will usually have undertaken a series of relevant projects and programmes, developed appropriate tools or resources, and enhanced co-operation and partnerships that will contribute to their achievements, but it is the overall personal or organizational contribution that will be assessed. The total amount available for the Prize biennially is USD \$ 40,000, which will be distributed equally between the individual and the organizational winner.

The 2016 event at UNESCO Headquarters in Paris also aimed at:

- Marking the 10-year anniversary of the adoption of the United Nations Convention on the Rights of Persons with Disabilities and mobilize support for critical issues concerning sustainable and inclusive development of societies within the context of the SDGs;
- Recognizing the outstanding contribution of individuals and organizations in promoting the inclusion and accessibility, and enhancing the lives of persons with disabilities through application of digital solutions, resources and technologies;
- Presenting new and exciting projects initiated in 2016 by UNESCO and its partners for the empowerment of persons with disabilities to access information and knowledge using ICTs around the world; and,
- Learning from the past experiences of high-level speakers and discuss how existing barriers could be removed and needs of persons with disabilities reflected in sustainable and inclusive manner.

Participants: 250.

Audience: Representatives of the Member States, Permanent Delegations and civil society working with persons with disabilities.

Communication materials and activities:

- Press release: [29/11](#)
- News: [02/09](#), [14/10](#)
- [Message from the Director-General for IDPD 2016](#)
- [Dedicated webpage](#)
- [Event announcement](#) (NICE)
- [Agenda](#)
- [Facebook live](#)
- [Video recording for the production of a short film](#)
- [Photo gallery](#)
- Interviews with the Laureates [Professor Alireza Darvishy](#) and [Pablo Lecuona \(Tiflonexos Asociación Civil\)](#) on Facebook Live

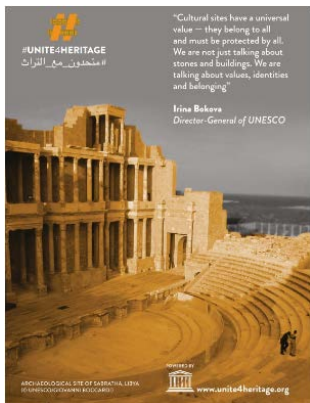
Website statistics (page views from 17/11-31/12): [Press release](#): 553. News: [02/09](#): 994 (since publication), [14/10](#): 597 (since publication). [Message from the DG for IDPD 2016](#): 807 views. [Dedicated webpage](#): 2,207 page views/946 visits. [Event announcement](#): 162.

Press coverage: Some 30 articles were monitored covering the Prize, notably in the laureate's countries, and Kuwait. [See the main coverage](#). One journalist was accredited for the event.

Social media: DPI social media team worked closely with CI Sector colleagues to effectively cover International Day of Persons with Disabilities and the Award Ceremony of UNESCO/Emir Jaber Al Ahmad Al Jaber Al Sabah Prize for Digital Empowerment of Persons with Disabilities (2 Dec. 2016), which led to 120,632 impressions on Twitter; 12K reach and 2,707 video views on Facebook on our English channels.

III. Unite4Heritage - The Campaign in 2016

#Unite4Heritage now goes worldwide as a global movement powered by UNESCO that aims to celebrate and safeguard cultural heritage and diversity around the world. www.unite4heritage.org



Launched in March 2015 by UNESCO Director-General Irina Bokova, in response to the unprecedented attacks on heritage in the Arab region, the campaign calls on everyone to celebrate the places, objects and cultural traditions that make the world such a rich and vibrant place. This campaign focuses on three key cultural challenges UNESCO is carrying together with the international community: Built Heritage; Intangible Heritage; Heritage Collections and Illicit Trafficking.

EXPANSION OF THE DIGITAL CAMPAIGN TO A GLOBAL LEVEL

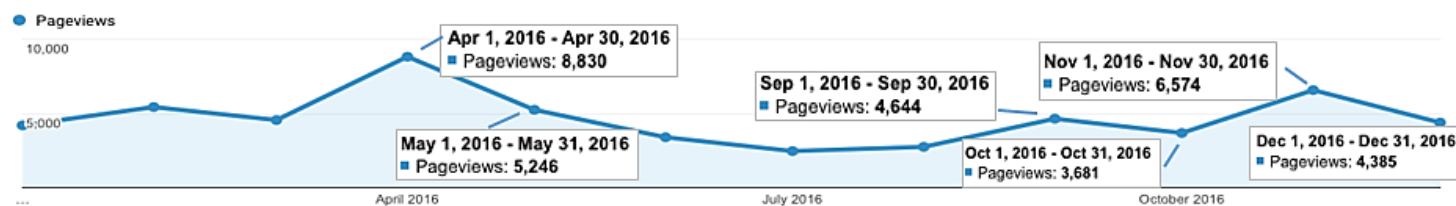
To further expand this global engagement, the objective is to sensitize young people to the need of safeguarding and protecting cultural heritage under threat. Governments, private companies, cultural and (social) media partners of UNESCO are invited to rally behind this movement. Following the online community's engagement, as well as the positive feedback and support from our partners, this year saw the revamp of the #Unite4Heritage movement, which resulted in developing a new engaging storytelling, new visuals and logo, and expanding its geographical scope beyond the Arab Region.

Communication materials and activities:

- [Dedicated website \(current version launched in Nov. 2015\)](#)
- [New logo](#)
- Hashtags [#heritagestory](#) and [#Unite4Heritage](#)
- Twitter account [@Unite4Heritage](#) (launched in Dec. 2016)
- Updated [Partnerships document](#)
- [Video campaign "The Value of Heritage"](#); [Short videos/portraits](#)
- [Customizable postcards](#), proposed to partners, delegations and national commissions

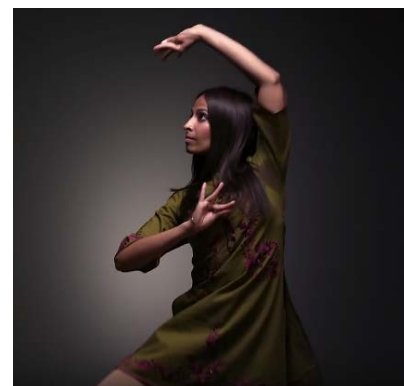
Website statistics: www.unite4heritage.org.

Jan-Dec. 2016: 56,137 page views.



A peak in traffic was generated in April by the promotion of the [Yemeni Heritage Week – Museums United for Yemen](#) (cf. [May 2016 Visibility Report](#) -special report, page 7). While fewer articles were posted in June-August, the editorial production resumed in September – with notably the announcement of the [new partnership with the National Museums of World Culture \(Sweden\)](#), as well as [Wiki Loves Monuments 2016](#), the largest photo contest in the world, which received more than 275,000 entries from 42 countries (cf. topic 3.4., page 19).

A second peak occurred in November 2016 with the launch of the video "The Value of Heritage" (clickable image to the right) that raises awareness about the importance of safeguarding our heritage to transmit our diversity to future generations. This video was produced by **UNESCO Beirut Office** in the framework of the [Emergency Safeguarding of the Syrian Cultural Heritage](#) project, funded by the European Union, and supported by the Flemish Government and the Government of Austria. See also details below.



Social media: Throughout 2016, #Unite4Heritage has been widely promoted as one of UNESCO's main campaigns, on our official social media accounts, as well as on our partners' digital spaces. The #Unite4Heritage campaign continues to produce exceptional visuals, and notably for a digital card to wish our followers a happy new year, which was very successful (1,177 likes on Instagram, 498 retweets and 711 likes on Twitter – making the 2nd top tweet of Jan. 2016, and 229 on Facebook).

In March 2016, the [most influential tweet](#) was: Cultural heritage is a symbolic force, bringing stability&meaning to communities #Unite4Heritage #illicittrafficking, with 153 re-tweets.

In Nov. 2016, a digital campaign supported the launch of "The Value of Heritage" video on [YouTube](#) and [Facebook](#), along with [4 teaser videos](#). With a special focus on internationalization of content, the video was subtitled in 10 languages (English, French, Spanish, Arabic, Russian, Chinese, Portuguese, German, Italian and Swedish) - making it the video with most subtitles on UNESCO YouTube Channels and Facebook page. It is also the 3rd best performing video of 2016 on our YouTube account. Across all our social media pages in all languages, the campaign counts with **147,178 video views** (main video: 68,902 views; teasers clips: 78,276 views). Audience was invited to share stories about their heritage; some hundred were received.



Insights of the "The Value of Heritage" video (as at 12 Jan. 2017):

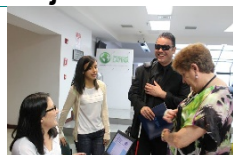
- **YouTube:** 8,061 video views, 112 likes
- **Twitter** (all languages): 4,780 video views, 209 likes, 176 retweets
- **Facebook** (all languages): 29,357 views, 602 reactions, 710 shares, 36 comments
- **Instagram:** 9,694 video views, 1,549 likes
- **Weibo:** 17,000 video views

Focus on UNESCO Office in San José

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

The UNESCO Office in San José was established in 1983, initially for Education. Since 2002 it has served as a Cluster Office for five countries in the Central American region: El Salvador, Honduras, Nicaragua, Costa Rica and Panama, covering all of UNESCO's programme sectors. It maintains close co-operation with key governmental partners, UNESCO National Commissions and other UN Agencies. In 2016, the Office introduced a communication strategy to increase the visibility of its projects and activities. This is mainly done through the Office website and social media.

Major latest events :



14– 16 Nov. 2016, Regional Conference on ICTs for Persons with Disabilities in Central America

The meeting, with representation of 7 countries, was a platform for the exchange of best practices and the agreement on a regional roadmap on the development of policies for the use of and access to ICT's for people living with disabilities. The Conference was a follow-up to UNESCO's global conference "From Exclusion to Empowerment. Role of ICTs for Persons with Disabilities" held in 2014 in New Delhi. [Read the news.](#)



14– 18 Nov. 2016, TeachHer Initiative – First training workshop for Central America

The TeachHer initiative launched by UNESCO Director-General and the Permanent Delegation of the USA in June 2016 began its implementation phase for Central America with the capacity development workshop for more than one hundred teachers, school directors, and ministry officials. The programme aims to empower girls and encourage them to pursue careers in science, technology, engineering, arts and design, and mathematics (STEAM). [Read the news.](#)



28 Nov. – 2 Dec. 2016, Regional Meeting on the fight against illicit trafficking of cultural property in Central America and Dominican Republic

Organized by the Cluster Office in San José, with the support of Havana and Guatemala Offices, the meeting gathered more than fifty participants from seven countries in order to strengthen their capacities and cooperation to combat the scourge of illicit trafficking of cultural goods in the region. [Read the news.](#)



Dec. 2016, 2 new inscriptions to the regional Memory of the World Register

Abolition of the Army in Costa Rica (Archivo Nacional de Costa Rica) and the *Archives of Salvador Salazar Arrué, Salarrué* (Museo de la Palabra y la Imagen, El Salvador) were among the new inscriptions of documentary heritage to the Memory of the World MOW-LAC Register. [See more on MOWLAC.](#)



3-4 Dec. 2016, National meeting for young women

In celebration of the Day for the Elimination of Violence Against Women, the UNESCO Cluster Office in San José co-organized a National Encounter for Young Women in partnership with the Costa Rican Vice-Ministry for Youth to generate dialogue on gender equality in Costa Rica and come up with a proposal to improve the situation of women in the country. UNESCO led the working group on Women and Violence. More than 75 young women participated.



12 Dec. 2016, Roundtable on the rights of the LGBTI Community within the public education system in Costa Rica

The current context in which Costa Rica finds itself with respect to constitutional interpretations, decrees and administrative guidelines were discussed, as well as the challenges regarding inclusion. Vice-President of the Republic of Costa Rica, Ana Helena Chacón; Director of the UNESCO Office in San José, Pilar Álvarez Laso; UNESCO Santiago Regional Specialist in HIV/AIDS, Mary Guinn Delaney, as well as members of the LGBTI community participated in this open discussion. Over 2,500 people joined the discussion remotely through a Facebook livestream.



15 Dec. 2016, World Arabic Language Day

For the first time in Costa Rica, the UNESCO Office celebrated this commemoration, with the collaboration of the Directorate of International Cooperation of the Ministry of Foreign Affairs and Worship of Costa Rica, with lectures, poetry, music, dances and gastronomy presented by Costa Rican members of the Arab community. [Read the news.](#)

Media

UNESCO SJO works towards the development of relations with the media in order to obtain coverage of its events and press releases. Content has been published mainly on digital platforms, but also on radio, TV and partners' own channels.

Examples of coverage for the events above: [La Prensa Libre Costa Rica](#), [Inclusión Panamá](#), [La Antigua Guatemala](#), [Aecid](#).

Social Media



<https://www.facebook.com/Unesco-San-Jos%C3%A9-163839030301969/>

5,002 Followers

Top1 post: [Más del 15% de la población mundial tiene alguna discapacidad](#)

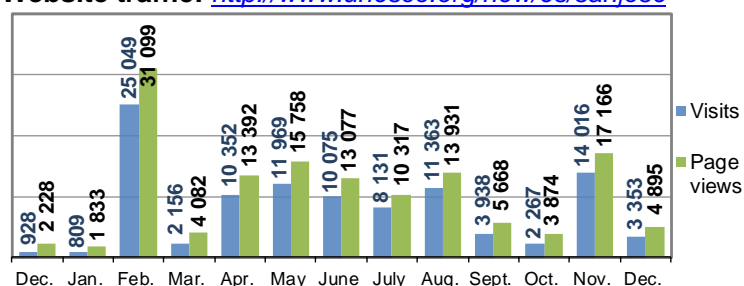


<https://twitter.com/UNESCOsanjose>

348 Followers

Top 1 post: Cada año, el Día Int. de las Personas con Discapacidad ofrece la oportunidad de unirse contra la discriminación.

Website traffic: <http://www.unesco.org/new/es/sanjose>



2015

2016

Source: Google Analytics

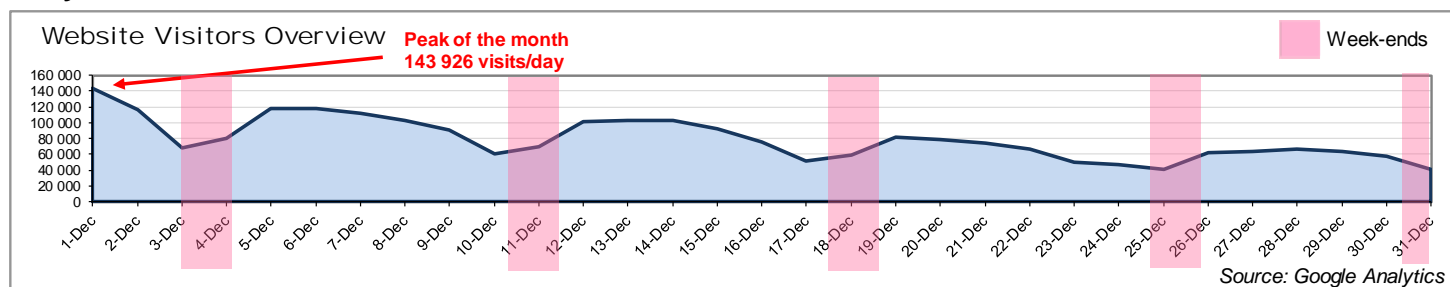
1. UNESCO Website - <http://www.unesco.org>

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: v.pham@unesco.org).

December 2016 -with 2.4 million visits and 5.8 million page views - registered a 23% decrease in traffic compared to November, which is typical during the year-end holiday season. Traffic remains however higher than same month last year, in particular concerning visits (+18%). A peak in visits occurred early in the month with the strong interest for the new inscriptions to the Representative List of the Intangible Cultural Heritage. The most visited sections were the World Heritage List, and the 'Careers' pages. Compared to Dec. 2015, audience is getting younger; 25-34 years old represented 30% (+42%), 18-24 years old 29% (+46%), and 35-44 years old 17% (+26%).

1.1. December 2016 Traffic

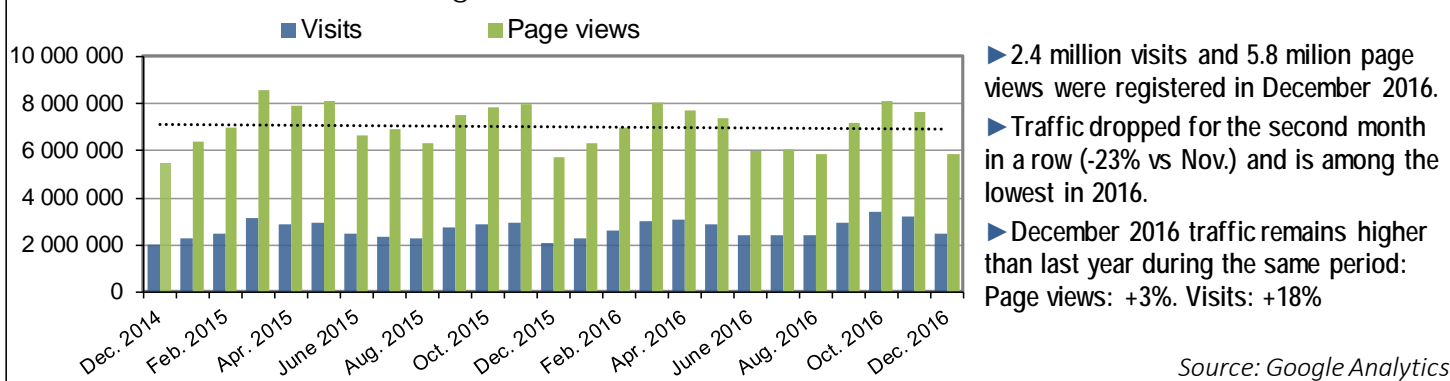
Daily Web Traffic Patterns



1.2. Monthly Visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
Dec. 2016	5 879 984	+3.05%	-23.41%	2 466 145	+17.90%	-23.47%	1 743 471	+19.11%	-22.00%
Dec. 2015	5 705 915	+4.64%	-28.66%	2 091 728	+5.09%	-29.06%	1 463 738	-5.00%	-26.46%

Website traffic on unesco.org



1.3. Visits by Area of Interest in December 2016 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 466 145	+17.90%	-23.47%
Education for the 21st Century and ED Sector	146 151	+61.36%	-34.76%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	61 239	+79.19%	-23.74%
Learning to Live Together and SHS Sector	73 275	+102.53%	-31.59%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 153 049	+2.98%	-15.00%
World Heritage	928 120	-3.25%	-16.01%
Intangible Heritage	162 150	+55.26%	-1.18%

Culture Sector (excl. Intangible Heritage)	62 779	+12.04%	-28.17%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	49 026	+60.03%	-34.31%
Field offices (only those tracked)	161 735	+87.84%	-42.23%
IBE*	17 009	+39.72%	-26.54%
UIL*	31 323	+34.75%	-11.82%
UNEVOC*	46 308	+7.78%	+5.11%

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

1.4. UNESCO Website Visitors

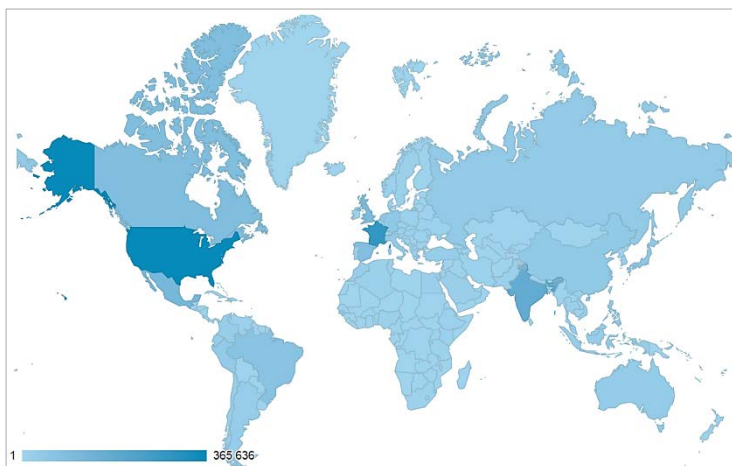
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	365 636	14.83%	-14.02%	2.32	00:02:12
France	286 031	11.60%	-17.53%	2.59	00:03:00
India	172 576	7.00%	+3.69%	1.88	00:01:36
Mexico	116 205	4.71%	-54.23%	2.07	00:02:11
United Kingdom	96 543	3.91%	-22.59%	2.40	00:02:23
Canada	87 788	3.56%	-24.30%	3.37	00:03:43
Spain	83 439	3.38%	-25.52%	2.57	00:02:21
Brazil	65 131	2.64%	-45.48%	1.74	00:01:19
Germany	43 373	1.76%	-12.01%	2.77	00:02:31
China	42 059	1.71%	-0.59%	2.46	00:03:05

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 247 363	50.58%	-17.03%
French	370 675	15.03%	-16.36%
Spanish	350 056	14.19%	-46.83%
Russian	60 198	2.44%	-3.65%
Chinese	58 791	2.38%	-2.99%
Portuguese	53 329	2.16%	-52.17%
German	42 027	1.70%	-15.88%
Japanese	35 146	1.43%	-24.00%
Italian	33 644	1.36%	-24.92%
Arabic	30 751	1.25%	+6.73%

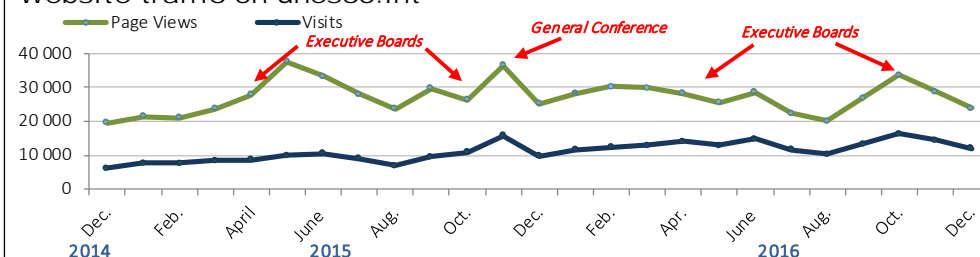
Geographical origin of visits (source: Google Analytics)



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

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
Dec. 2016	23 762	-5.50%	-17.30%	11 948	+22.19%	-17.55%	2.48	-1.59%	00:03:22
Dec. 2015	25 146	+29.32%	-30.94%	9 778	+58.58%	-38.20%	3.29	+3.79%	00:03:37

Website traffic on unesco.int



- Traffic dropped in December 2016 (-17%) for the second month in a row, after the sustained increase towards the Executive Board.
- Visits remain well above those of Dec. 2015: +22%.

Source: Google Analytics

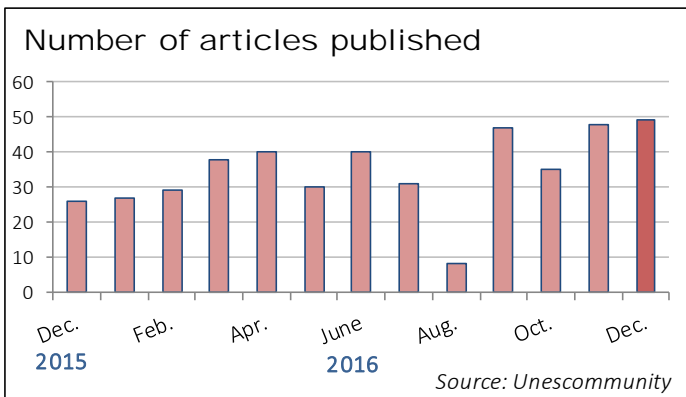
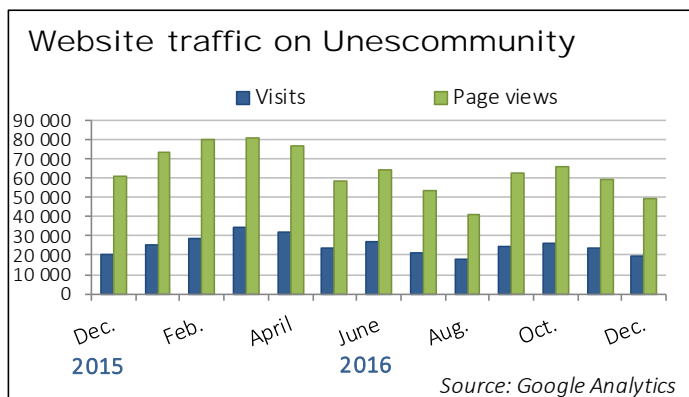
1.6. UNESCO Field Offices Websites/Webpages

Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

Field Office	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
Abidjan	302	-15.64%	146	-16.09%
Abuja	250	-34.21%	98	-23.44%
Accra	215	-4.44%	129	+7.50%
Addis Ababa	1 153	-4.47%	540	-2.53%
Almaty*	10 779	+25.48%	4 209	+10.39%
Amman	6 059	-21.61%	3 170	-16.20%
Apia	1 625	-61.77%	729	-65.87%
Bamako	336	-26.48%	128	-38.46%
Bangkok*	42 064	-30.82%	22 592	-25.00%
Beijing	496	-34.48%	313	-27.55%
Beirut	6 148	-12.83%	3 056	-6.72%
Brussels	1 681	-33.35%	643	-21.49%
Brazzaville	101	+1.00%	35	-22.22%
Brasilia	78 381	-50.20%	52 198	-48.25%
Bujumbura	76	0.00%	18	-43.75%
Cairo	6 326	-37.09%	3 058	-39.97%
Dakar	9 622	-9.97%	4 569	-12.61%
Dar es-Salaam*	63 899	-16.41%	17 400	+25.06%
Dhaka	1 728	-18.34%	695	-11.69%
Doha	1 743	-40.27%	647	-32.95%
Geneva	1 083	-29.86%	611	-33.30%
Guatemala*	N/A	-	N/A	-
Hanoi	1 607	-18.47%	724	-17.26%
Harare	2 379	-32.89%	1 070	-34.88%
Havana	3 779	-44.82%	2 155	-47.03%
Iraq (Office for)	6 895	-17.34%	3 709	-17.98%
Islamabad*	N/A	-	N/A	-
Jakarta	8 528	-16.89%	4 309	-14.42%
Juba	394	-53.92%	169	-61.85%
Kabul	2 482	-19.62%	1 387	-20.70%
Kathmandu	5 568	-17.06%	2 475	-17.99%
Khartoum	156	-33.90%	60	-27.71%
Kingston	565	-34.38%	280	-12.50%
Kinshasa	191	-56.69%	90	-64.57%
Libreville	292	+17.27%	128	+3.23%
Lima	17 631	-11.56%	7 874	-5.90%
Maputo	123	-25.90%	68	-32.00%
Montevideo	14 735	-52.05%	8 862	-56.79%
Mexico	22 427	-52.87%	13 202	-52.77%
Nairobi	2 844	-45.02%	1 322	-42.99%
New Delhi	8 523	-9.15%	4 470	-12.18%
New York	2 171	-8.90%	989	+17.74%
Phnom Penh	2 939	-23.94%	1 617	-24.47%
Port au Prince	606	-27.94%	245	-31.56%
Quito	8 395	-48.41%	5 764	-48.24%
Rabat	3 141	-24.68%	1 371	-26.17%
Ramallah	1 069	-24.18%	493	-20.87%
San José	4 895	-71.48%	3 353	-76.08%
Santiago	31 539	-37.05%	16 177	-39.52%
Tashkent	1 794	-28.04%	676	-32.06%
Tehran	1 751	+3.12%	671	-4.28%
Venice	6 997	-14.19%	2 998	-2.98%
Winhoek	124	-37.06%	55	-36.05%
Yaounde	2 595	-27.68%	1 265	-31.66%

*Almaty, Bangkok, Dar es-Salaam, Guatemala and Islamabad Offices websites statistics are tracked separately.

1.7. UNESCOMMUNITY- <https://en.unesco.org/unescommunity> and <https://fr.unesco.org/unescommunity>



Traffic indicators explained:

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

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

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

1.8. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External*	Internal	Total
Tenth Session of the Intergovernmental Committee - 2005 Convention	12/12/2016	<ul style="list-style-type: none"> Floor: 7 English: 7 French: 6 Arabic: 2 	<ul style="list-style-type: none"> Floor: 6 English: 8 French: 7 Arabic: 4 	<ul style="list-style-type: none"> 47
ED Staff Meeting (internal)	13/12/2016	<ul style="list-style-type: none"> English: 6 	<ul style="list-style-type: none"> English: 26 	<ul style="list-style-type: none"> 32

* Includes connections from some Field Offices who cannot use internal links.

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

UNESCO products for written and audiovisual media are:

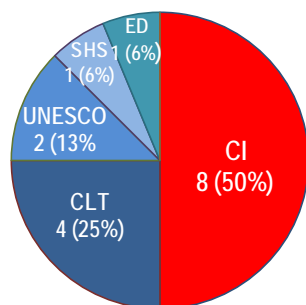
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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. Press releases/Media advisories

1.	01/12	5 new inscriptions to the Representative List of the Intangible Cultural Heritage of Humanity
2.	01/12	12 new inscriptions to the Representative List of the Intangible Cultural Heritage of Humanity
3.	02/12	Orchestra H2O Sounds of Earth named UNESCO Artist for Peace
4.	02/12	Republic of Korea to host next meeting of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage
5.	02/12	UNESCO Round-Table: How to Respond to Antisemitism
6.	06/12	Director-General condemns the attack which killed two journalists and an elected official in Finland
7.	05/12	Malian artists join the Coalition of Artists to promote the General History of Africa
8.	06/12	Director-General urges investigation into killing of journalist Jesús Adrián Rodríguez Samaniego in Mexico
9.	09/12	Diversity of cultural expressions facing the digital challenge
10.	13/12	Director-General urges safer conditions for media workers following confirmation of the death of two Syrian journalists
11.	15/12	Director-General calls for the murderers of Myanmar journalist Soe Moe Tun to be brought to trial
12.	15/12	Director-General condemns killing of broadcaster Mohammed Thabet al-Obeidi in Iraq
13.	15/12	Director-General condemns killing of journalist Mohsen Khazaei in Syria
14.	16/12	UNESCO and France Médias Monde strengthen their cooperation
15.	20/12	Director-General condemns murder of broadcaster Mohammad Nasir Mudasir in Afghanistan
16.	28/12	Director-General urges investigation into murder of journalist Larry Que in the Philippines

Press releases/Media advisories, by Sector

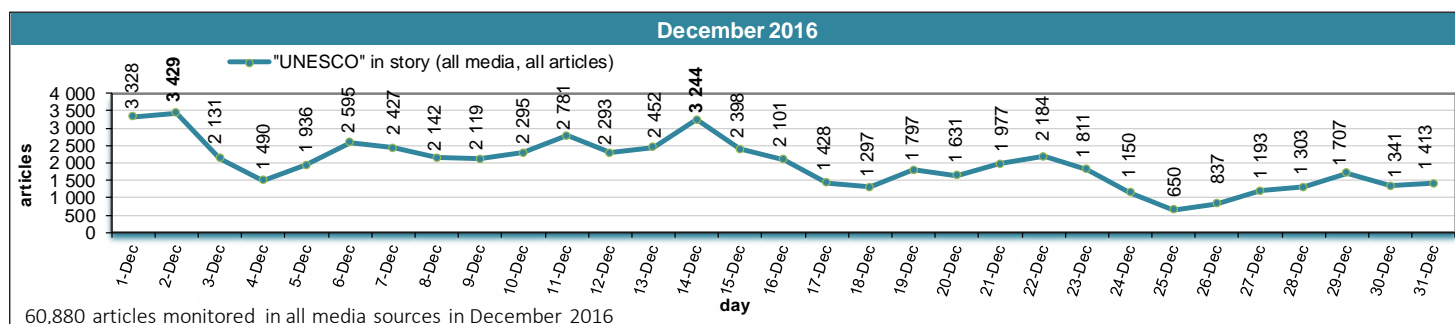


- ▶ 13 Press releases and 3 Media advisories published in December 2016.
- ▶ Half of these issues - 8 - concerned killed journalists/media workers, and 3 were linked to the 11th Session of the Intangible Heritage Committee.

Source: Media Services webpage

2.2. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story in December (Source: CISION)



Dominating the coverage this month was the 11th Session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage, which started at the end of November and peaked with the announcement of the inscribed elements in early December. In addition, to widespread media coverage, there were over 100,000 views of the edited videos depicting the selected elements on UNESCO’s various social media platforms.

Coverage peaked again mid-December, notably with the high number of articles in the Arab press for Arab Language Day and the associated event (350+), and an unprecedented and successive series of murderous attacks on journalists, which attracted global attention.

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

Date	Title/Subject	Author	Language	Media
02/12	Pioneering Freedom	Alice Bah Khunke, Minister for Culture and Democracy, Sweden and Irina Bokova	English	The Huffington Post

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

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

25 B-rolls were downloaded in December.

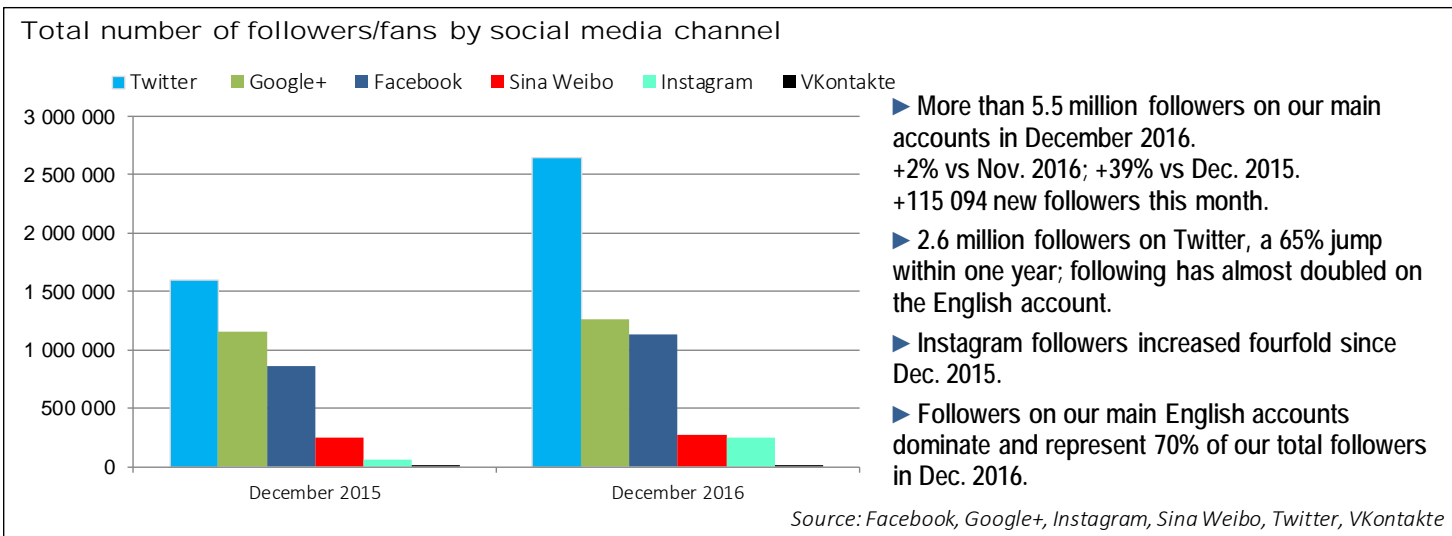
	Subject	Downloads	Media
1.	UNESCO Priorities	6	Satish Luhar, Federal University of Rio de Janeiro
2.	WHC- Archipiélago de Revillagigedo	1	CNN/Spanish
3.	Global Education Digest	1	Escuela preparatoria 64 (Mexico)
4.	Global Monitoring Report 2011	1	Escuela preparatoria 64 (Mexico)
5.	UNESCO stands for Peace for the World (Paris attacks)	1	n/a
6.	Nimrud	1	Archaeological site of Nimrud
7.	Intangible Heritage - Uzbekistan	1	United Nations Social Media
8.	Intangible Heritage - Tajikistan	1	United Nations Social Media
9.	Result of the vote for admission of the Republic of Kosovo to UNESCO	1	NOTICE
10.	Intangible Heritage - China	1	CCTV
11.	Intangible Heritage - Falconry	1	Reuters
12.	Intangible Heritage - Spain	1	Valencia City Web
13.	Intangible Heritage – Japan	1	Reuters
14.	Intangible Heritage - Korea	1	Reuters
15.	Intangible Heritage - India	1	Reuters
16.	Intangible Heritage - Georgia	1	Reuters
17.	Intangible Heritage - Egypt	2	CCTV Africa, Reuters
18.	Intangible Heritage - Flatbread making and sharing culture	1	Reuters
19.	Intangible Heritage - Cambodia	1	Tsargrad.tv

3. UNESCO Social Media Channels

December was a busy and productive month for UNESCO social media channels. As a result, 2016 closed with more than 5.5 million followers on our accounts, a 39% percent growth compared to December 2015. Within one year, followers on Twitter spiked by 65% and almost doubled on @UNESCO English platform. A strong growth is also shown on Instagram, with a fourfold increase in followers since December 2015.

News-related social media messaging were effectively synchronized in all languages, to provide deep coverage for the Intangible Heritage Committee Meeting in Ethiopia. A special effort was made to feature strong visuals illustrating the rich facets of the traditions concerned along with the announcements of inscriptions. Some posts were particularly popular, such as the inscriptions of elements from Mexico, India and Turkey, which are in the Top10 Facebook messages (In English), and the announcements of the inscription of the Carnival of El Callao, a festive representation of a memory and cultural identity (in Spanish), which were the most retweeted this month.

Celebration of International Days still has one of the biggest outreach for our social media messages. Coverage of International Day of Persons with Disabilities (2 December) and Human Rights Day (10 December), which are among our Top10 Facebook and Twitter posts (English and Spanish) is an example of this positive outreach. It is worth mentioning, that the first Facebook Live in Spanish was broadcasted for the coverage of International Day of Persons with Disabilities, as part of a new way of communication.



3.1. Social networking sites and Microblogs

Facebook - www.facebook.com/unesco Google+ plus.google.com/+UNESCO VKontakte - vk.com/unesco

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

Variation December 2016 vs November 2016

Likes/Followers		December 2016	November 2016	Variation vs November
Total likes/followers (all languages)		5 321 459	5 225 625	+1.83%
Facebook	English	478 067	459 852	+3.96%
	Spanish	380 895	377 240	+0.97%
	Portuguese	207 722	207 107	+0.30%
	Arabic	29 539	28 952	+2.03%
	French	22 196	21 949	+1.13%
	Russian	10 683	10 634	+0.46%
Google+	English	1 262 794	1 259 072	+0.30%
VKontakte	Russian	3 985	3 917	+1.74%
Twitter	English	1 935 775	1 875 034	+3.24%
	Spanish	337 080	335 479	+0.48%
	Arabic	172 846	169 548	+1.95%
	Portuguese	101 191	100 771	+0.42%
	French	74 960	73 276	+2.30%
	Russian	27 405	27 323	+0.30%
Sina Weibo	Chinese	276 321	275 471	+0.31%

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

Subject	Language	Posted	Likes*	Shares
Education for the 21st Century + quotation by Isabel Allende on the Influential force of teachers.	Spanish	27/12	1 370	1 214
Human Rights Day (10 December)	Spanish	09/12	1 353	2 403
Charrería, equestrian tradition in Mexico inscribed on the Representative List of the Intangible Cultural Heritage of Humanity	English	01/12	720	2 668
New cover photo. Peace for the world.	Spanish	15/12	692	180
Wishes for a #HappyNewYear & a peaceful 2017 celebrating diversity, tolerance & understanding #Unite4Heritage	English	31/12	684	96
3rd anniversary of Nelson Mandela's death + quotation by Nelson Mandela	Spanish	06/12	629	520
Yoga (India) inscribed on the Representative List of the Intangible Cultural Heritage of Humanity	English	01/12	622	1562
Education for the 21st Century + quotation by Gabriela Mistral	Spanish	19/12	610	793
Traditional craftsmanship of Çini-making (Turkey) inscribed on the Representative List of the Intangible Cultural Heritage of Humanity	English	01/12	600	1226
Human Rights Day	Spanish	10/12	530	298

*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.

Top 10 Twitter posts (ranked by highest number of re-tweets)

Message	Language	Posted	Re-tweets	Likes
Nueva inscripción en la lista del #PatrimonioInmaterial : El Carnaval de El Callao. ¡Felicitaciones #Venezuela! http://on.unesco.org/2gYEInr	Spanish	01/12	1,2 K	549
Nuevo #patrimonioinmaterial . Carnaval del Callao #Venezuela .	Spanish	01/12	655	271
Oficial: El Carnaval del Callao ya es #patrimonioinmaterial , ¡Felicidades #Venezuela!	Spanish	01/12	538	189
Nueva inscripción en el #PatrimonioInmaterial : La charrería, arte ecuestre y vaquero tradicional. ¡Felicidades #México! http://on.unesco.org/2gYqYch	Spanish	01/12	537	450
#Education is a human right as define in Article 26 of Universal Declaration of Human Rights #HumanRightsDay http://un.org/en/universal-declaration-human-rights ...	English	10/12	476	495
By UNESCO no Brasil – Brasilia Office Todos os anos, o Dia dos #DireitosHumanos oferece uma oportunidade para que todos se renovem com o espírito da luta pela humanidade.	Portuguese	10/12	390	474
Que todos los días sean días de derechos. #DerechosHumanos	Spanish	10/12	311	214
Al defender los derechos de los demás, defendemos también la humanidad q compartimos. Celebremos los #DerechosHumanos http://on.unesco.org/2hyseiH	Spanish	10/12	303	254
"Si elegimos ignorar la inseguridad en la que viven algunos, pronto esa inseguridad será la de todos" http://on.unesco.org/2hns7Jj #CitasParaLaPaz	Spanish	26/12	293	269
Wishing you a #HappyNewYear & a peaceful 2017 celebrating diversity, tolerance & understanding #Unite4Heritage	English	31/12	275	563

3.2. Social Apps

3.2.1 Instagram - <http://instagram.com/unesco/>

Variation December 2016 vs November 2016

	Publications		Subscribers	
	December 2016	Variation vs M-1	December 2016	Variation vs M-1
Total (all languages)	792	+6.45%	246 755	+8.47%
English	415	+5.60%	241 331	+8.53%
Spanish	187	+10.65%	4 491	+5.72%
Russian	142	+12.70%	933	+6.63%

Top 3 most 'liked' photos (clickable images)

		
<p>Entrance hall of the regional court of Berlin, Germany. This photo by Ansgar Koreng took 1st place in Wiki Loves Monuments photo contest 2016.</p>	<p>Camel caravan along Derawar Fort, Pakistan. This photo by Tahsin Shah took 10th place in Wiki Loves Monuments photo contest 2016.</p>	<p>Panama Canal Railway. This photo taken by Ivo Kruusamägi took the 15th place of the winning photos in the Wiki Loves Monuments contest 2016.</p>

3.3. Video Traffic

Video views are tracked on YouTube, Facebook and Instagram.

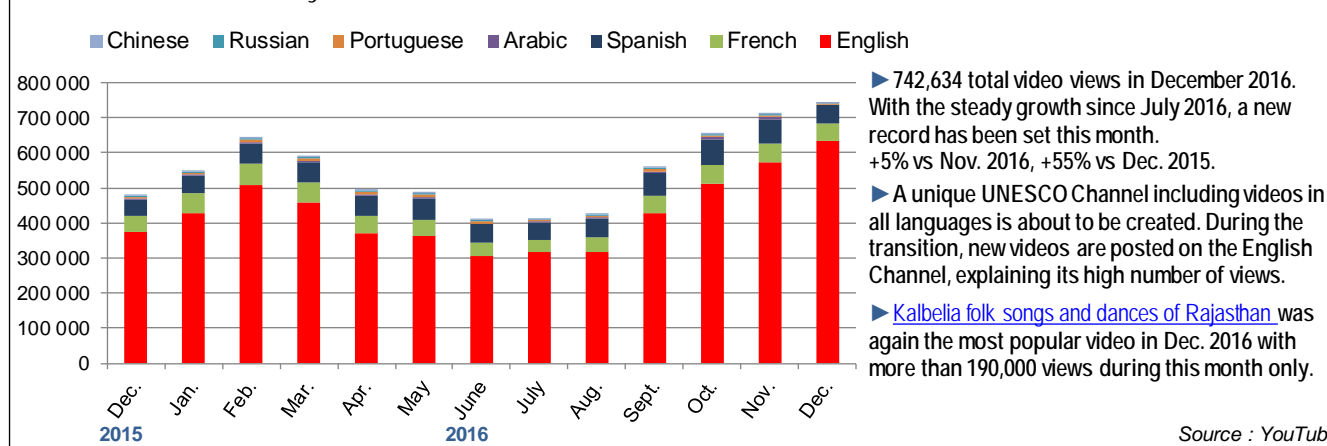
3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation December 2016 vs November 2016

Video views	December 2016	Variation vs M-1
Total (all languages)	747 372	+5.29%
English	636 044	+10.68%
Spanish	51 824	-25.60%
French	49 084	-6.19%
Arabic	4 738	-23.46%
Russian	2 915	-6.84%
Portuguese	2 709	-29.36%
Chinese	58	0.00%

Subscribers Ratio Diff. between gained & lost	December 2016	Variation vs M-1
Total (all languages)	2 283	+8.46%
English	1 922	+19.68%
Spanish	150	-38.78%
French	134	-6.94%
Arabic	32	-21.95%
Portuguese	30	-25.00%
Russian	10	-37.50%
Chinese	5	-61.54%

Breakdown of views by UNESCO Channel on YouTube



Top 5 videos on UNESCO TV English Channel

	Title	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	193 960
2	Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	CLT/ITH	89 119
3	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	22 346
4	Baul Songs	CLT/ITH	12 130
5	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	10 650

▪ Top 5 videos on UNESCO TV Spanish Channel

	Title	Subject	Total views
1	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	5 806
2	El canto de la Sibila de Mallorca	CLT/ITH	5 086
3	Aprender a Proteger la Biodiversidad	ED	3 976
4	La huaconada, danza ritual de Mito	CLT/ITH	3 626
5	El canto polifónico georgiano	CLT/ITH	3 407

▪ Top 5 videos on UNESCO TV French Channel

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	5 060
2	Bouba et Zaza protègent la terre	ED	3 262
3	Le Maloya	CLT/ITH	3 256
4	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 140
5	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 874

▪ Top 5 videos on UNESCO TV Arabic Channel

	Title	Subject	Total views
1	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	2 006
2	UNESCO History*	UNESCO	406
3	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata*	CLT/WHC	363
4	Archeological site of Nimrud (Iraq) before destruction*	CLT	316
5	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	171

▪ Top 5 videos on UNESCO TV Russian Channel

	Title	Subject	Total views
1	Site of Palmyra*	CLT/WHC	272
2	Prehistoric Sites and Decorated Caves of the Vézère Valley*	CLT/WHC	267
3	UNESCO History*	UNESCO	229
4	Taj Mahal*	CLT/WHC	118
5	Persepolis*	CLT/WHC	105

▪ Top 5 videos on UNESCO TV Portuguese Channel

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	1 398
2	Museu de Imagens do Inconsciente	CLT	256
3	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	188
4	Boas práticas do Programa Mais Educação	ED	172
5	Memória do Brasil: o olhar de Jesco	CI	78

▪ Top 5 videos on UNESCO TV Chinese Channel



	Title	Subject	Total views
1	UNESCO History*	UNESCO	10
2	Video 24	CLT	7
3	40th anniversary of the World Heritage Convention	CLT/WHC	5
4	Languages matter!	ED	5
5	Gao Shijun, Director of European HQ of China Radio International	CI	4

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

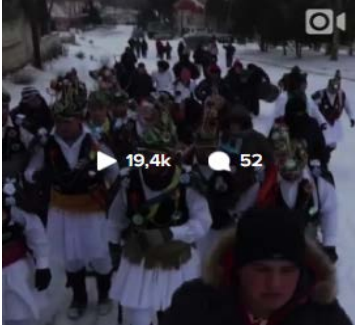
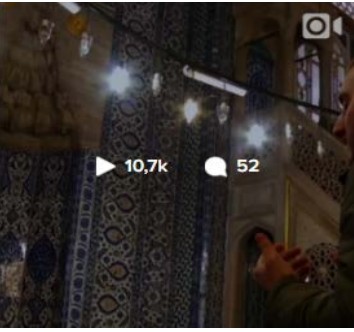
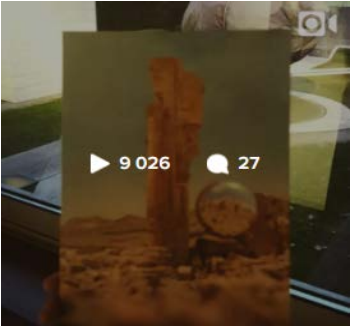
Top	Title	Length	Posted	Channel	Views as at 11/01/2017
1.	Bhojpuri folk songs in Mauritius, Geet-Gawai - Mauritius	1:04	01/12	English	2 608
2.	Yoga, India	1:10	01/12	English	1 410
3.	Benefits of Quality Physical Education (QPE)	1:43	19/12	English	601
4.	Enhancing fundamental freedoms through the UNESCO 2005 Convention in 12 developing countries	8:22	15/12	English	476
5.	Enhancing fundamental freedoms through the UNESCO 2005 Convention in 12 developing countries	8:18	29/12	English	451
6.	Traditional wall-carpet craftsmanship in Romania and the Republic of Moldova	0:58	01/12	English	316
7.	Palov culture and tradition, Uzbekistan	1:14	01/12	English	282
8.	Festival of folklore in Koprivshtitsa	10:17	01/12	English	274
9.	Los beneficios de la Educación Física de Calidad (EFC)	1:58	19/12	English	269
10.	Charrería, equestrian tradition in Mexico	1:02	01/12	English	232
11.	Almezzar, drumming and dancing with sticks, Saudi Arabia	1:02	01/12	English	224
12.	Community project of safeguarding the living culture of Rovinj/Rovigno: the Batana Ecomuseum*	0:59	01/12	English	190
13.	UNESCO collection "The Different Aspects of Islamic Culture"	1:47	19/12	English	186
14.	Practices related to the Viêt beliefs in the Mother Goddesses of Three Realms, Viet Nam	1:06	01/12	English	172
15.	Festival of folklore in Koprivshtitsa, Bulgaria*	1:00	01/12	English	164
16.	Oselvar boat - reframing a traditional learning process of building and use to a modern context*	1:00	01/12	English	162
17.	St Kilda's sea caves	3:08	12/12	English	160
18.	Politiques publiques : Contexte (Episode 1/8)	4:08	01/12	English	156
19.	Sven Lindblad, Ocean Elder & CEO Lindblad Expeditions	3:10	09/12	English	153
20.	Oshi Palav, a traditional meal and its social and cultural contexts in Tajikistan	1:10	01/12	English	149
21.	Les bienfaits de l'Éducation Physique de Qualité (EPQ)	1:43	19/12	English	145
22.	Kuresi in Kazakhstan	0:54	01/12	English	143
23.	Puppetry in Slovakia and Czechia*	1:00	01/12	English	137
24.	Sonidos de la Tierra, una orquesta del Paraguay para la Paz	3:41	06/12	Spanish	134
25.	Safeguarding of the folk music heritage by the Kodály concept, Hungary*	0:43	01/12	English	129
26.	Traditional craftsmanship of Çini-making, Turkey	1:46	01/12	English	127
27.	Regional Centres for Craftsmanship, Austria*	1:00	01/12	English	125
28.	2003 Convention -Recording-11COM10bpart4	2:45:59	09/12	English	117
29.	Encuentro Internacional sobre "Políticas de Juventud y Desigualdades en América Latina"	3 :57	12/12	Spanish	109
30.	Resumen del Foro abierto de ciencia para América Latina y el Caribe (CILAC 2016)	1:07	06/12	Spanish	98
31.	Khidr Elias feast and its vows, Iraq	0:50	01/12	English	92
32.	Škofja Loka passion play, Slovenia	0:54	01/12	English	85
33.	Table-ronde à l'UNESCO sur la prévention de l'antisémitisme*	0:59	07/12	English	84
34.	Politiques publiques : Définition (Episode 2/8)	3:58	01/12	English	83
35.	Oficina Regional de Ciencias para América Latina y el Caribe: Balance 2015-16	4:45	21/12	Spanish	83
36.	Politiques publiques: Analyse (Episode 6/8)	7:00	01/12	English	81
37.	2003 Convention -Recording-11COM10c	2:27:21	19/12	English	81
38.	Comment prévenir l'antisémitisme? Discours de Robert Badinter*	26:16	07/12	French	73
39.	Public Policies: Background (Episode 1/8)	4:08	01/12	English	73
40.	2003 Convention -Recording-11COM12	8:41	08/12	English	73
41.	Falconry, a living human heritage*	0:59	01/12	English	71
42.	2003 Convention -Recording-11COM16	15:40	09/12	English	58
43.	2003 Convention -Recording-11COM10bpart3	3:01:06	09/12	English	56
44.	2003 Convention -Recording-11COM10cpart2	1:49:29	08/12	English	52
45.	2003 Convention -Recording-11COM9bpart2	3:33	15/12	English	51
46.	Politiques publiques : Acteurs (Episode 4/8)	4:13	01/12	English	50

47.	Politiques publiques: Dynamiques (Episode 8/8)	3:14	01/12	English	49
48.	Politiques publiques: Société civile (Episode 5/8)	3:26	01/12	English	47
49.	2003 Convention -Recording-11COM20	32:34	08/12	English	47
50.	2003 Convention -Recording-11COM2	22:27	15/12	English	46
51.	2003 Convention -Recording-11COM10bpart5	1:04:35	19/12	English	46
52.	2003 Convention -Recording-11COM14	28:40	08/12	English	45
53.	Politiques publiques: Le Making-Of (Episode 3/8)	4:17	01/12	English	43
54.	2003 Convention -Recording-11COM10part1	1:32:35	15/12	English	40
55.	2003 Convention -Recording-11COM8	1:33:33	15/12	English	37
56.	2003 Convention -Recording-11COM10bpart5 (old)	1:42:27	07/12	English	36
57.	2003 Convention-Recording-11COM11part1	21:49	07/12	English	36
58.	2003 Convention -Recording-11COM10bpart2	4:37:19	15/12	English	36
59.	2003 Convention-Recording-11COM10part2	2:42:45	08/12	English	35
60.	Public Policies: Definition (Episode 2/8)	3:58	01/12	English	33
61.	Politiques publiques: Cibler la jeunesse (Episode 7/8)	3:54	01/12	English	33
62.	2003 Convention -Recording-11COM1	25:07	15/12	English	32
63.	Public Policies: Actors (Episode 4/8)	4:14	01/12	English	28
64.	Public Policies: Targeting Youth (Episode 7/8)	3:54	01/12	English	28
65.	2003 Convention -Recording-11COM5part1	1:09:21	15/12	English	28
66.	2003 Convention -Recording-11COM10apart1	38:33	15/12	English	27
67.	Public Policies: The Making-Of (Episode 3/8)	4:17	01/12	English	24
68.	Public Policies: Civil Society (Episode 5/8)	3:26	01/12	English	24
69.	2003 Convention -Recording-11COM4	21:40	15/12	English	24
70.	2003 Convention -Recording-11COM9c	36:36	15/12	English	24
71.	2003 Convention -Recording-Side Event	1:05:02	11/12	English	23
72.	Public Policies: Dynamics (Episode 8/8)	3:14	01/12	English	22
73.	2003 Convention-Recording-11COM15	1:27:28	08/12	English	21
74.	2003 Convention -Recording-11COM7	49:29	15/12	English	21
75.	2003 Convention -Recording-11COM10apart2	24:10	15/12	English	21
76.	Public Policies: Analysis (Episode 6/8)	7:04	01/12	English	20
77.	2003 Convention -Recording-11COM19part2	1:37	08/12	English	20
78.	2003 Convention -Recording-11COM10bpart1	2:44:34	15/12	English	20
79.	2003 Convention -Recording-11COM17	10:00	08/12	English	19
80.	Traditional games become electronic games	4:46	01/12	Portuguese	18
81.	2003 Convention -Recording-11COM11part2	5:55	08/12	English	17
82.	2003 Convention -Recording-11COM9bpart1	40:16	16/12	English	17
83.	2003 Convention -Recording-11COM5part2	1:37:17	15/12	English	14
84.	Video Institucional 9 dez 2016	21:03	09/12	Portuguese	14
85.	2003 Convention -Recording-11COM19part1	2:52	08/12	English	13
86.	2003 Convention -Recording-11COM9a	46:44	16/12	English	12
87.	2003 Convention -Recording-11COM6	30:27	15/12	English	10
88.	2003 Convention -Recording-11COM3	4:32	15/12	English	9

3.3.2 Top 3 most viewed videos posted this month on Facebook (clickable images)

		
New inscription on the Representative List of Intangible Heritage (Mexico): Charrería, equestrian tradition in Mexico	New inscription on the Representative List of Intangible Heritage (Turkey) Traditional craftsmanship of Çini-making,	New inscription on the Representative List of Intangible Heritage (India) Yoga, India
83 K views	71 K views	66 K views

3.3.3 Top 3 most viewed videos posted this month on Instagram (clickable images)

		
<p>New inscription on the Representative List of Intangible Heritage (Greece) Momoeria, New Year's celebration in eight villages of Kozani area, West Macedonia,</p>	<p>New inscription on the Representative List of Intangible Heritage (Turkey) Traditional craftsmanship of Çini-making</p>	<p>Exhibition at the Grand Palais, Paris Eternal Sites - From Bamiyan to Palmyra a journey to the heart of World Heritage</p>

*Produced by UNESCO Studio.

3.4. Content shared by UNESCO on Wikimedia

Wikipedia and other Wikimedia projects receive 15 to 20 billion page views per month from 500 million visitors in 285 languages. The websites are created by tens of thousands of volunteers working together with the aim of bringing free educational content to the world. As part of UNESCO's Open Access Policy it began to share content on Wikimedia projects in December 2014 to increase UNESCO's visibility and share educational content. UNESCO has uploaded around 1,000 media files to Wikimedia including photographs, videos and illustrations and made them available under a Creative Commons Attribution ShareAlike IGO 3.0 license. The number of Wikipedia articles using UNESCO content has been growing over the past year and are now being used on 40 different language Wikipedias.

In December 2016 UNESCO content received more than 817,000 page views, showing a slight decrease compared to November 2016 (-12%). Within one year UNESCO content received some 9.4 million page views on Wikipedia. It is expected the usage and viewing figures of UNESCO content on Wikimedia projects will increase significantly as larger volumes of content will be added in the coming months.

Descriptions of the MAB Biosphere Reserves - made available in June 2016 under the same Creative Commons Attribution ShareAlike IGO 3.0 license and used by Wikimedia volunteers to create 73 new Biosphere Reserve English Wikipedia pages - received this month over 6,800 page views.

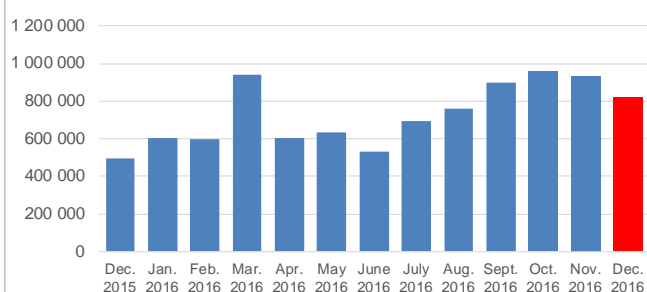
The 2,700 images created as part of Wiki Loves Earth Biosphere Reserves received over 660,000 views across 23 different language versions of Wikipedia in December 2016. Wiki Loves Earth Biosphere Reserves is a photography competition run by MAB as part of the international Wiki Loves Earth photography contest during May and June 2016.

The international winners of **Wiki Loves Monuments 2016** have been announced this month. UNESCO promoted the competition through social media as part of the Unite4Heritage campaign (see full description in the [September 2016 Visibility Report](#), p. 22).

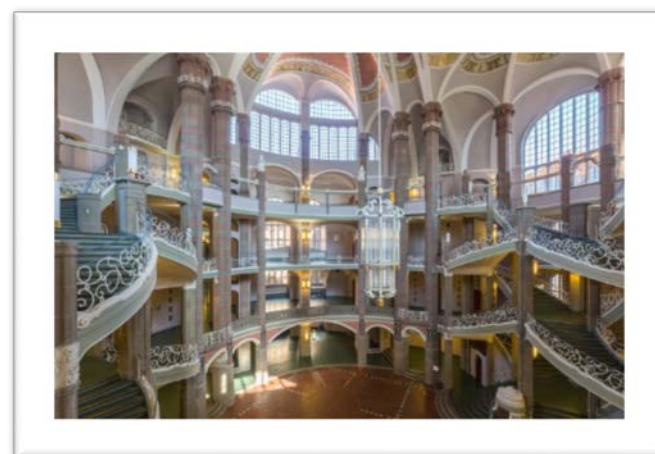
Wiki Loves Monuments is a built heritage photography competition organized by Wikimedia volunteers. It is the largest photography competition in the world and produced over 275,000 images in 2016. All images created by Wiki Loves Monuments are available under open access. Please check the [Guide to reusing images](#) from Wikimedia Commons.

The 15 winners were chosen by an international Jury from a shortlist of 420 photos – 10 photos submitted by each of the 42 participating countries. The full list of winners can be found on the [Unite4Heritage blog](#). 3 of the winning photos were the most popular this month on UNESCO Instagram account in English (see item [3.2.1](#), page 15)

Content shared by UNESCO on Wikimedia, monthly views



Source: Wikimedia



Wiki Loves Monuments Contest 2016 First Place Winner: District Court of Berlin, Germany - photo by Ansgar Koreng.

4. UNESCO Photobank (under construction, N/A for December)

The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

5. UNESCO Documents and Library

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

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

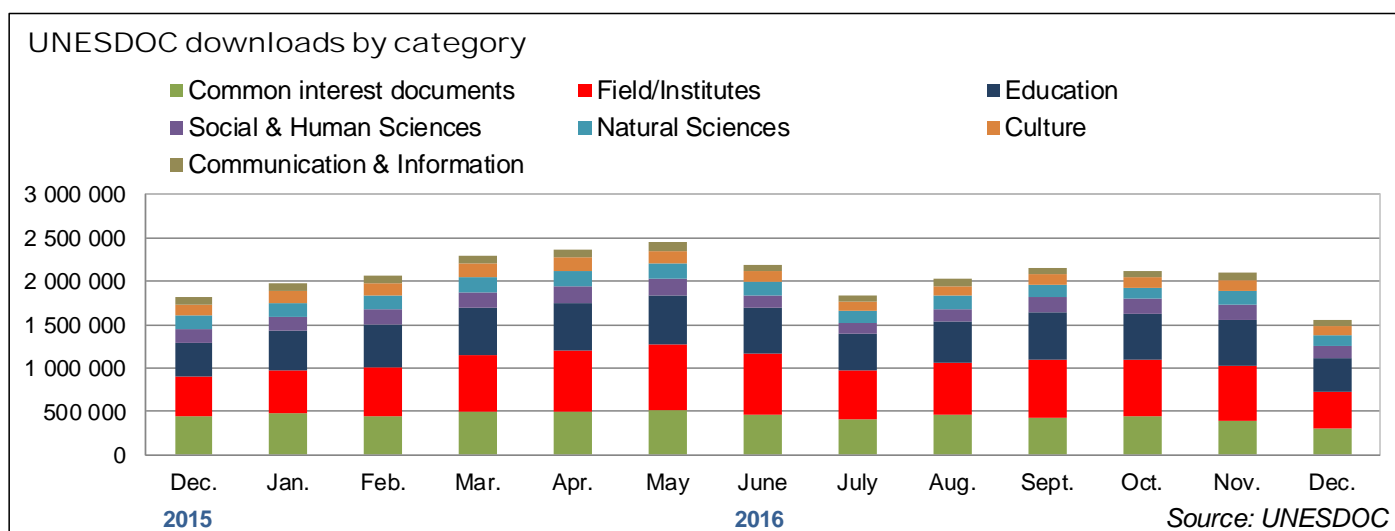
In December 2016, there were **160 584** records available online in PDF format (**154 847** in November 2016), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in December	1 550 550
--	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 266	389 114	-25.25%	38
Natural Sciences	10 105	121 924	-18.36%	12
Social and Human Sciences	6 068	136 783	-27.12%	22
Culture	4 380	108 413	-13.56%	25
Communication and Information	29 07	64 304	-19.61%	22
Field & Institutes	10 718	423 946	-33.79%	39
Common interest documents	NA	306 066	-21.33%	NA



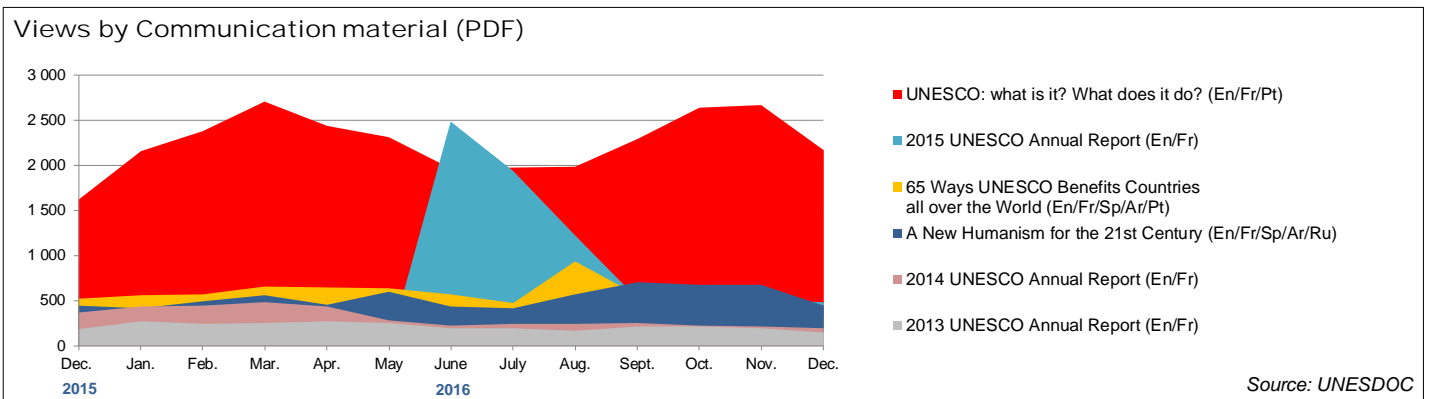
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	180 661
2	France	59 533
3	Mexico	56 355
4	Germany	48 113
5	United Kingdom of Great Britain and Northern Ireland	47 450
6	China	39 054
7	Canada	36 614
8	Spain	28 602
9	Philippines	24 784
10	Brazil	22 752
11	Italy	19 567

12	India	19 172
13	Peru	18 004
14	Japon	15 211
15	Vietnam	14 864

5.1.3 Printable Communication materials

Title	Total downloads in December							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 744	346					80	2 170
2015 UNESCO Annual Report	372	110						482
A New Humanism for the 21st Century	140	96	148	47	9			440
2012 UNESCO Annual Report	296	54						350
65 Ways UNESCO Benefits Countries all over the World	192	56	39		9		24	320
2014 UNESCO Annual Report	167	27						194
2013 UNESCO Annual Report	128	21						149
TOTAL	3 039	710	187	47	18	-	104	4 105

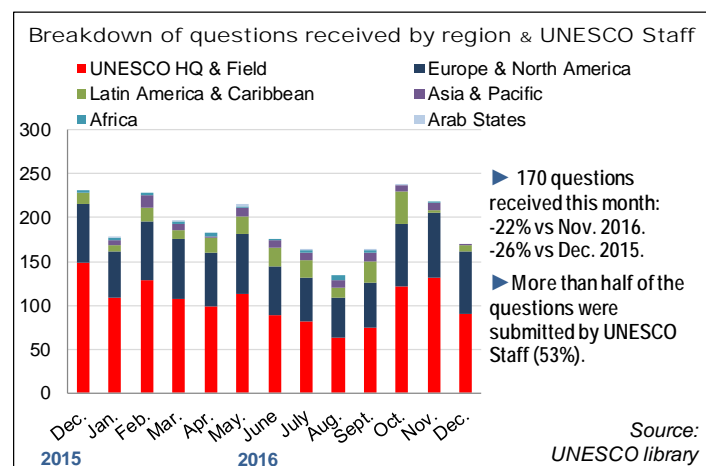


5.2. UNESCO Library - <http://www.unesco.org/library>

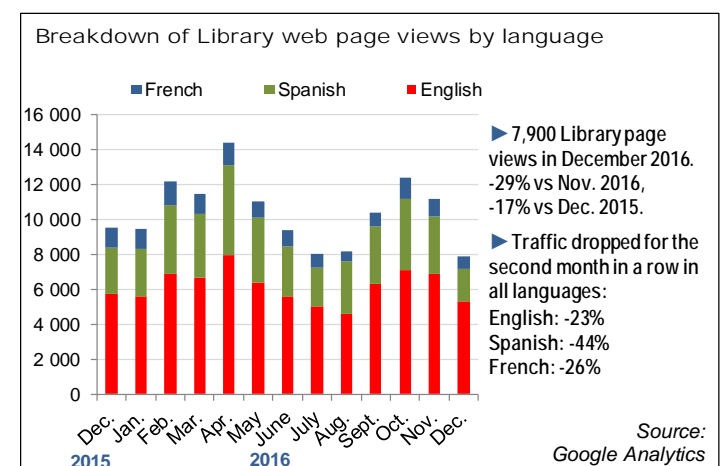
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views - <http://www.unesco.org/library>



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

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

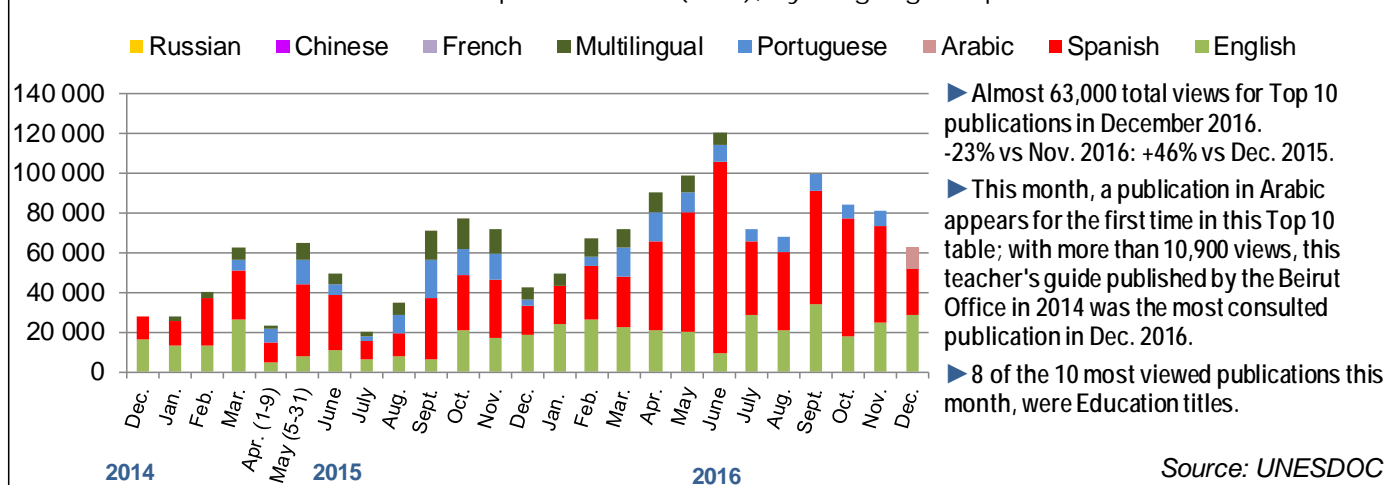
The December 2016 figures for the Top 10 online viewing have fallen since November (-23%), this year but still remain superior to those in 2015 in the same period (+46%). The surprise this month is that a [title in Arabic](#) published by the Beirut Office ([Practical tips for teaching large classes: a teacher's guide; Embracing diversity](#)) is in first place with nearly 11,000 downloads in one month. Three major reports in English also figure in the top ten [EFA global monitoring report, 2015 - Education for All 2000-2015: achievements and challenges](#), [GEM Report, 2016](#) and the [Engineering: issues, challenges and opportunities for development; UNESCO report](#). Publications page views on Google Books have dropped for December 2016 after two high months, and compared to the same period last year (-9%). In the bookshop, the best-selling publications were from the children's series *Tell me about...* (in French) and World Heritage titles. While online and international sales were largely dominated by the Bouba and Zaza title called *Le grand imagier*.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. المعلم دليل: الكبيرة الأعداد ذات الصفوف لتعليم عملية إرشادات (Practical tips for teaching large classes: a teacher's guide; Embracing diversity: toolkit for creating inclusive, learning-friendly environments, specialized booklet 2)	ED	Arabic	10 934	UNESCO Beirut Office, 2014
2. Declaración Universal sobre Bioética y Derechos Humanos (Universal Declaration on Bioethics and Human Rights)	SHS	Spanish	7 891	2006
3. Global education monitoring report, 2016 - Education for people and planet: creating sustainable futures for all	ED	English	7 665	Paris, UNESCO, 2016
4. EFA global monitoring report, 2015 - Education for All 2000-2015: achievements and challenges	ED	English	6 103	Paris, UNESCO, 2015
5. Manual de gestión para directores de instituciones educativas	ED	Spanish	6 037	Lima, UNESCO Office Lima, 2011
6. Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	5 908	Paris, 2010
7. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	4 860	UNESCO, 1999
8. Global guidance on addressing school-related gender-based violence	ED	English	4 824	Paris, UNESCO 2016
9. Protagonismo docente en el cambio educativo (Teacher involvement in educational change)	ED	Spanish	4 352	UNESCO Office Santiago and Regional Bureau for Education in Latin America and the Caribbean, July 2005
10. The Contribution of early childhood education to a sustainable society	ED	English	4 099	2008

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

Breakdown of the 10 most viewed publications (PDF), by language of publication

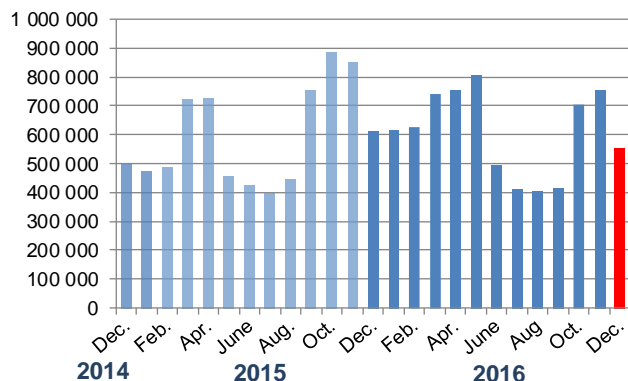


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **742** 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
Dec. 2016	742	68 379	554 102	321
Dec. 2015	613	62 261	612 448	380

Publications page views



► More than 550,000 publications page views on Google Books in December 2016.

► After two higher months, page views dropped this month by 27% vs Nov. 2016, and by 9% vs Dec. 2015.

► 742 UNESCO publications are now available on Google Books, 129 were added since Dec. 2015.

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.

Source: Google Books

6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	212	ERI/DPI
	212	ERI/DPI
	212	ERI/DPI
	31	CLT/WHC
	20	CLT/WHC

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	4	Editions Gelbart
	3	Alamo Consultants
	3	Editions du patrimoine
	2	UN
	1	Metsio / Groupe Akanati International

6.4. Online and international sales

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

Publication	Copies sold	Sector
	104	ED
	24	CLT/WHC
	11	CLT/WHC
	11	ERI/PUB
	9	ERI/PUB

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Revista Patrimonio Mundial N° 81- Patrimonio mundial y patrimonio urbano	0	CLT/WHC
2016 UN World Water Development Report, Water and Jobs	0	SC
World Heritage in Europe Today	0	CLT/WHC
Colour? What Colour? - Report on the fight against discrimination and racism in football	0	SHS
Revue Patrimoine Mondial N° 79- La planète à la croisée des chemins	0	CLT/WHC

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Re!Penser les politiques culturelles	0	CLT
Countering online hate speech	0	CI
World Heritage in Europe Today	0	CLT/WHC
The Power of Sport Values / Le Pouvoir des Valeurs du Sport	0	SHS
Global Education Monitoring Report 2016	0	ED

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

6.6. Licensing and co-publishing agreements and amendments, December

Contract No.	Title	Publisher	Language	Date signed
J.2016-023	Rethinking Education - Towards a global common good?	Educational Science Publishing House	Chinese	01/12/2016
J.2016-024	Migración y Cultura	El Colegio de la Frontera Norte A. C. (Tijuana, México)	Spanish	02/12/2016
J.2016-025	UNESCO Bioethics Core Curriculum, Section 1: Syllabus Ethics Education Programme	UNESCO Chair on Bioethics at the Medical University of Vienna	German	02/12/2016
J.2016-026	Silk Road Heritage Guides – Training Handbook	The World Tourism Organization (UNWTO) and The World Federation of Tourist Guide Associations (WFTGA)	English, Russian	05/12/2016

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

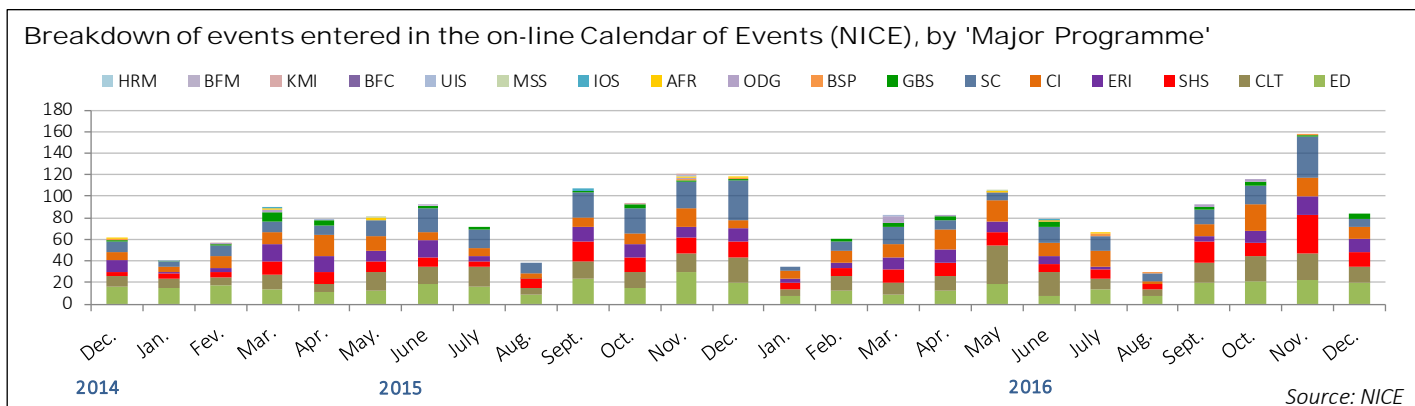
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	10	3	7	
CLT	15	9	6	
ED	20	11	8	1
ERI	13	13	0	
SC	8	5	3	
SHS	13	4	9	
GBS	5	5	0	
Total	84	50	33	1

7.2. Events organized by Field Offices/ Institutes

Almaty	2
Bangkok	1
Beirut	3
Brussels	1
Doha	2
Geneva	1
Jakarta	5
Kathmandu	2
Libreville	1
Maputo	1
Nairobi	3
Rabat	1
San Jose	4
Tashkent	3
Venice	3
IIEP	1
Total	34



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 organized by the Secretariat and other institutions Secretariat's purposes but also for external rentals.

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

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
02/12	Inclusive Education for Inclusive Labor Market	ED/IPS/IGE	Salles XI-XII	50
05-09/12	18th Large Marine Ecosystem Annual Meeting	IOC/EXS	Salles XIII, XIV, XV	80
06/12	Conférence sur l'antisémitisme	ED/IPS/ESG	Salle XI	280
07-09/12	Comité Convention 1954	CLT/CCS	Salle XI	200
07/12	Réunion de la COI - Plateforme Océan et Climat	IOC/MPR	Salle VIII	30
08-09/12	Education 2030 Steering Committee	ED/ESC/PCR	Salle X	80
08/12	Formation sur le programme du Paysage historique urbain (HUL)	CLT/CCS	Salle VIII	20
09-10/12	Dialogue Euro-Arabe	SHS/TSD/ICD	Salle II - III + Foyer Salle I	350
12-15/12	10e Session du Comité Convention 2005	CLT/CCS	Salle II	200
12-13/12	Conférence internationale des ONG	ERI/MSP/INO	Salles IV, VI, VII	300
12/12	« Vers une éducation inclusive et équitable de qualité et un apprentissage tout au long de la vie pour tous : le rôle de la recherche »	ED/ESC/PCR	Salle IX	50
14/12	7e séminaire de la Chaire UNESCO "Culture, Tourisme, Développement"	CLT/HER/WHC/LAC	Salle XI	100
14-15/12	"Ensuring Retention of the Girls and Young Women in Schools in Africa"	ED/IPS/IGE	Salle XIII	50
14/12	« La société civile au cœur de la transition et de la réforme en Tunisie - Expériences et perspectives »	FU/RAB	Salle IX	90
15/12	MOST Symposium	SHS/TSD/RPF	Salle IX	50
16/12	Présentation des résultats de la recherche "Children Without Borders"	FU/IEP	Salle IX	50
16/12	Réunion du Comité consultatif pour les œuvres d'art	MSS/C/CEU	Salle VII	20
19/12	Réunion de travail stratégie de communication ITH	CLT/CCS	Salle XV	20
Total participation				2 020

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

8.1.2 Meeting of Governing Bodies

Date	Title	Organizer	Place	Public
01/12	Réunion du Bureau du Comité du Siège	MSS/OPS	Salle XVI	30
05/12	193e Session du Comité du Siège	MSS/OPS	Salle XI	150
06/12	Réunion d'intersession du Conseil exécutif	GBS/DIR	Salle X	80
15/12	Réunion du Groupe de travail sur la Gouvernance	GBS/SCG	Salle XI	200
16/12	Réunion d'intersession du Conseil exécutif	GBS/DIR	Salles X-XI	400
Total participation				860

8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
13/12	Réunion plénière du Groupe arabe	Délég. perm. de l'Etat du Koweït	Salle XIV	40
13/12	Réunion plénière du Groupe ASPAC	Délég. perm. de la Rép. des Palaos	Salle XIII	60
14/12	Réunion plénière du GRULAC	Délég. perm. du Mexique	Salle XVI	40
Total participation				140

8.1.4 External rentals

Date	Title	Organizer	Place	Public
01/12	Conférence des bailleurs et investisseurs pour Madagascar	FU/NAI	Divers	350
01/12	Conseil de Cospas-Sarsat	Centre national d'études spatiales	Salles III, IV	180
05/12	Présentation du "Manuel militaire sur la protection des biens culturels"	Déleg. perm. de l'Azerbaïdjan	Salle II	180
05/12	REN21 Steering Committee	Ren21	Salle XII	80
06/12	High-level conference on promoting intersectoral and interagency action for health and well-being in the European region	Organisation mondiale de la Santé (OMS)	Divers	270
08/12	Congrès mondial pour la pensée complexe – Les défis d'un monde globalisé	Association pour la pensée complexe et la Commission nationale française	Salles VI, XII	350
09/12	« La beauté de l'écriture arabe » à l'occasion de la Journée de la langue arabe.	Déleg. perm. du Royaume d'Arabie Saoudite	Salle IV	300
13/12	Conférence "Enjeux et perspectives de la Convention internationale relative aux droits des personnes handicapées"	Le défenseur des droits	Salle XII	260
13/12	Panel discussion on "The role of Multiculturalism"	Déleg. perm. de l'Azerbaïdjan	Salle IX	80
14/12	Journée mondiale de la langue arabe	Déleg. perm. du Royaume d'Arabie Saoudite	Salles IV, XII	250
16/12	« Water in Cities »	Déleg. perm. de la Slovaquie	Salle IV	200
Total participation				2 500

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
02/12	Journée internationale des personnes handicapées 2017 « Atteindre 17 objectifs pour l'avenir que nous voulons » : cérémonie de remise du Prix UNESCO/Émir Jaber al-Ahmad al-Jaber al-Sabah pour l'autonomisation des personnes handicapées par les technologies numériques, table ronde, présentation de la Nippon Foundation, projection de courts métrages.	CI/INF	Salle II	250
06/12	« Comment prévenir l'antisémitisme par l'éducation, la culture et la communication ? »	ED	Salle XI	280 (inscrits en ligne)
08-09/12	Congrès mondial pour la pensée complexe – Les défis d'un monde globalisé	Association pour la pensée complexe et la Commission nationale française	Salles VI, XII	350
09/12 09/12- 16/01/17	A l'occasion de la Journée de la langue arabe : ▪ Symposium « La beauté de l'écriture arabe » ▪ Exposition « L'art délicat de la calligraphie arabe »	Délégation permanente du Royaume d'Arabie Saoudite	Salle IV Hall Ségur	300 200 (inauguration)
09-10/12	Conférence Mawaïd / Rendez-vous dans le cadre de l'initiative pour le dialogue euro-arabe – concert du groupe Joussour le 09/12	SHS	Salle II	Concert : 353 (inscrits en ligne) Conférence : 88 le 09/12, 87 le 10/12
12/12	Projection du film « The Idol » de Hany Abu-Assad, film lauréat du Prix 2015 APSA de la diversité culturelle sous le patronage de l'UNESCO, dans le cadre de la 10 ^e session du Comité intergouvernemental de la Convention 2005	CLT	Salle II	396 (inscrits en ligne)
13-16/12	Exposition de photographie « Les enfants du Nord – Yamal » de Danil Khusainov	Délégation permanente de la Fédération de Russie	Salle des actes	100 (inauguration)

14/12/16-09/01/17	Exposition <i>Sites éternels - De Bamiyan à Palmyre, voyage au cœur des sites du patrimoine mondial</i> au Grand Palais, sous le haut patronage de l'UNESCO	Réunion des musées nationaux-Grand Palais et le musée du Louvre	Grand Palais	N/A
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* Source: the number of participants for the rooms is estimated by ERI/DPI/PRP and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors.

- o **9 events** were promoted in the December 2016 monthly *Calendar of cultural events* printed out in 2,000 copies (in French) -with its electronic version sent out to 28,877 subscribers - , and on <http://on.unesco.org/cultural-events>.
- o **9 events** were organized, co-organized and/or promoted in December 2016 by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

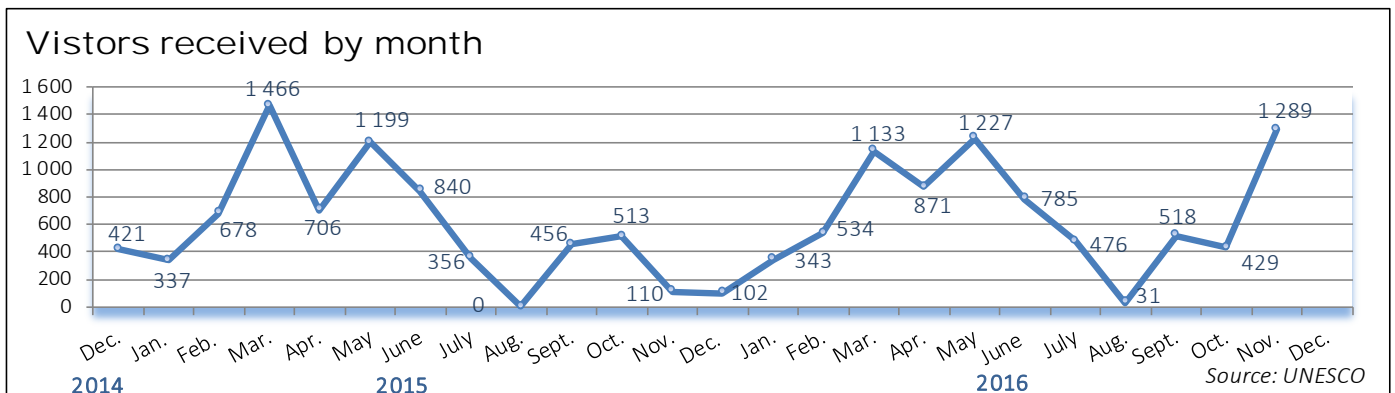
Information not communicated for December 2016.

1. Requests		
Number of emails received	N/C	
Number of requests received	N/C	
Accepted requests	N/C	

3. Type of visits		
Group Visits	N/C	%
Individual Visits	N/C	%
Thematic Presentations	N/C	%

2. Languages		
Visits/Presentation in French	N/C	%
Visits/Presentation in English	N/C	%
Other	N/C	%

4. Origin		
Europe and North America	N/C	%
Asia and Pacific	N/C	%
Latin America and the Caribbean	N/C	%
Arab States	N/C	%
Africa	N/C	%



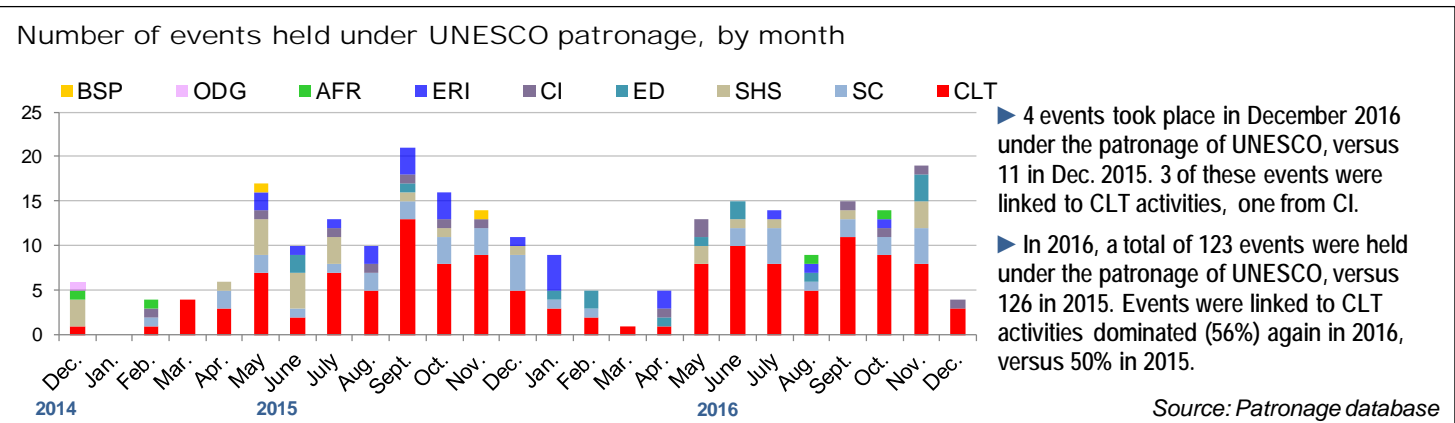
9. UNESCO logo exposure

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.

- 4 events which have been granted UNESCO's patronage took place in December 2016:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/12	France	A series of web films entitled "Grandmas Project", produced by Chai Chai Films, to promote UNESCO's intangible cultural heritage	Young people	CLT
14/12	France	Exposition au Grand Palais " Sites éternels - De Bâmiyân à Palmyre, voyage au cœur des sites du patrimoine mondial"	General public	CLT
15/12	Spain	European Language Diversity Forum in San Sebastián to celebrate San Sebastián as European Capital of Culture 2016.	Specialists	CI
21/12	Belarus	Exposition d'art intitulée "De Lisbonne vers Vladivostok via Minsk"	General public	CLT



10. Media and Communication Partnerships

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

10.1. Institutional partnerships

10.1.1 TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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

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

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

Sponsorship: CANON Inc.

Date	Subject	Format	Audience share
04/12	Arab-Norman Palermo and the Cathedral Churches of Cefalù and Monreale (Italy)	30 min	5.0%
18/12	Best Shot 2016 (Compilation)	30 min	7.2%

Average audience share in December: **6.1%** (for the first broadcast). Estimate number of viewers in Japan: **5,514, 000** (for the first broadcast). The total audience for the programmes in December was estimated at **11,029,000** viewers.

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

Area of collaboration: extensive coverage on UNESCO activities

Partnership began: October 2010

Products: News and interviews

Output: Xinhua website in Chinese, English, Spanish, French, Russian, Arabic, 20 newspapers, and dozen magazines in Chinese

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	32
Spanish	16
French	13
Arabic	9
Russian	8
In December a total of 78 reports were released on UNESCO through Xinhuanet	

10.2 Ad Hoc Communication partnerships

Event/Activity	Partners	Benefits
Grand Palais, Paris, partenariat de communication sur l'exposition <i>Sites éternels - De Bamiyan à Palmyre, voyage au cœur des sites du patrimoine mondial</i> 14 déc. 2016 -14 jan. 2017	Réunion des musées nationaux-Grand Palais (RMN)	Participation de la Directrice générale, Irina Bokova, à l'inauguration (13 déc.), invitation par l'UNESCO de 140 personnes. Branding de l'inauguration aux couleurs de Unite4Heritage. Unite4Heritage promu sur les réseaux sociaux de la RMN à l'occasion du lancement. Panneau d'introduction de l'exposition signé par Irina Bokova, texte UNESCO dans la brochure de l'exposition. Participation de la Commissaire de l'exposition à un Campus Unite4Heritage le 18 décembre 2016.
TEDX Education; Maison de la Radio, Paris 11 décembre 2016	TEDX Education	UNESCO partenaire de TEDx Education sur l'éducation à la citoyenneté mondiale; UNESCO visible sur le site de l'événement. Participation de l'UNESCO au programme et proposition de 2 intervenants non UNESCO sur les thèmes UNESCO développement durable et vivre ensemble. 1 300 participants.
Exposition <i>Poster for Tomorrow</i> , Halle Pajol, Paris 8 déc. 2016 au 25 fév.2017	Poster for Tomorrow avec SHS	"En finir avec l'extrémisme/Make radicalization history" est le thème de la 8e édition du concours d'affiches de Poster for Tomorrow 2016 dont l'UNESCO/SHS est partenaire. L'exposition à Paris présente les 100 meilleures affiches ; les 10 meilleures affiches seront exposées dans 52 sites à travers le monde (essentiellement des universités), marquées avec le logo de l'UNESCO.

10.3. Media partnerships

Partner	Event	Coverage
France Médias Monde (FMM)	Signature DG 14 décembre 2016	Le partenariat définit les axes suivants : <ul style="list-style-type: none"> des « Projet(s) éditoriaux » dans le cadre desquels des émissions de radio et de télévision et/ou des contenus multimédia seront réalisés en partenariat entre les Parties. Le service de presse de l'UNESCO proposera aux équipes de FMM de couvrir des événements publics UNESCO en facilitant notamment l'accès aux journalistes et la réalisation d'interviews. L'UNESCO pourra également offrir aux journalistes et/ou aux membres du Partenaire la possibilité de participer ou d'animer des sessions plénières et/ou tables rondes dans les conférences organisées par l'Organisation ; des « Projet(s) événementiels et promotionnels » dans le cadre desquels un dispositif d'autopromotion entre les Parties sur des événements ou des campagnes sera mis en place. Ainsi, l'UNESCO pourra inviter France Médias Monde à être partenaire média (exclusif ou non exclusif) ou de s'associer sous diverses formes à des événements ponctuels comme récurrents (Journées mondiales, grandes campagnes du type Unite4Heritage).