

Monthly Report on the Use of UNESCO Public Information Products

January 2011

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Executive Summary

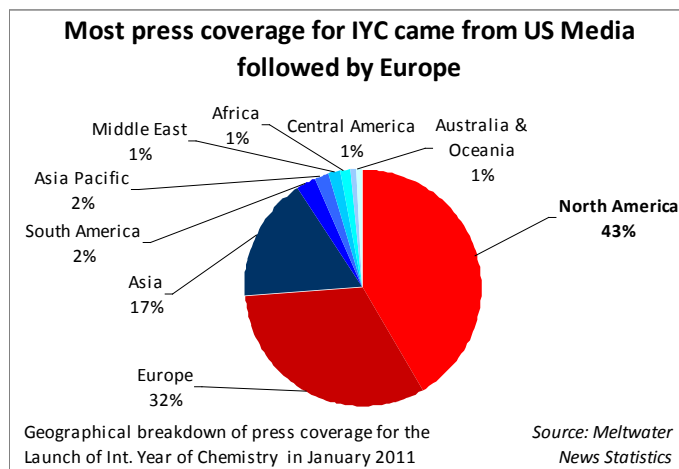
Disclaimer: The objective of the Executive Summary is to highlight the key salient issues and not to provide a comprehensive coverage of all topics discussed in the report.

Major event: Launch of the International Year of Chemistry at Headquarters (27-28 January)

The IYC launch received generally good press coverage (About 1000 articles monitored in world media during January – including many prestigious titles). The majority of these articles were positive, despite the often negative image of the chemical industry – a major partner for IYC - projected by the media.

The graph to the right shows the geographical breakdown of this press coverage. Most articles were published in US media, followed by Europe, Asia and – much further behind – Latin America. European coverage came mainly from Spain (11.18%) and France (9.84%). In Asia, the Chinese media provided most extensive coverage of the launch, accounting for 15.65% of articles.

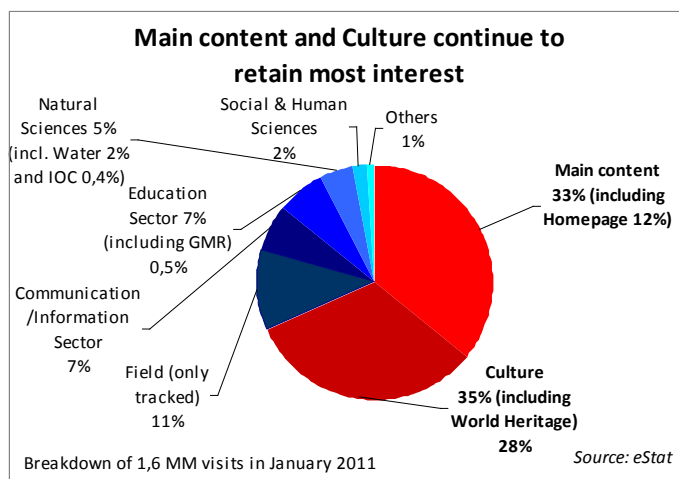
See Annex : IYC media analysis (in French)



UNESCO website

January showed a strong growth versus December 2010 in Culture, Education, and Natural Sciences.

Traffic can be attributed to the World Heritage (685 668 visits or +24% vs December 2010), the Global Monitoring Report (13 472 visits or +51%), the Chemistry launch and IOC site (10 052 visits or +26%).

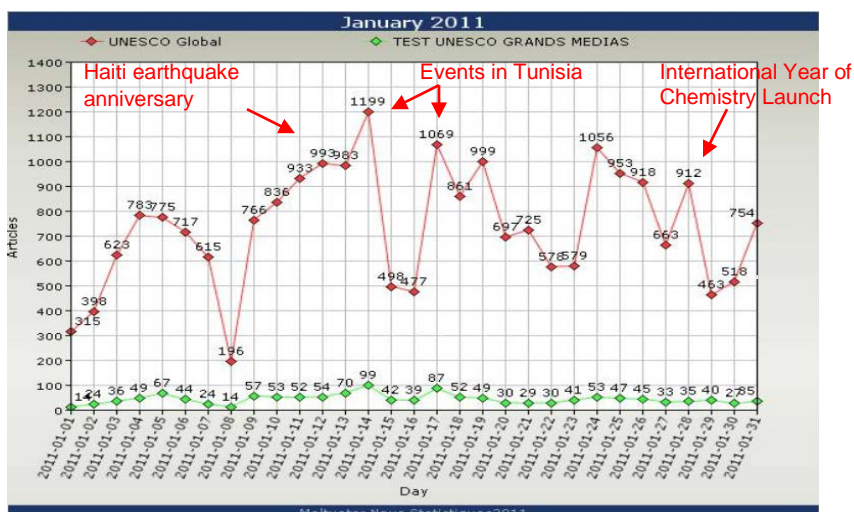


Media

Three important stories stood out during January:

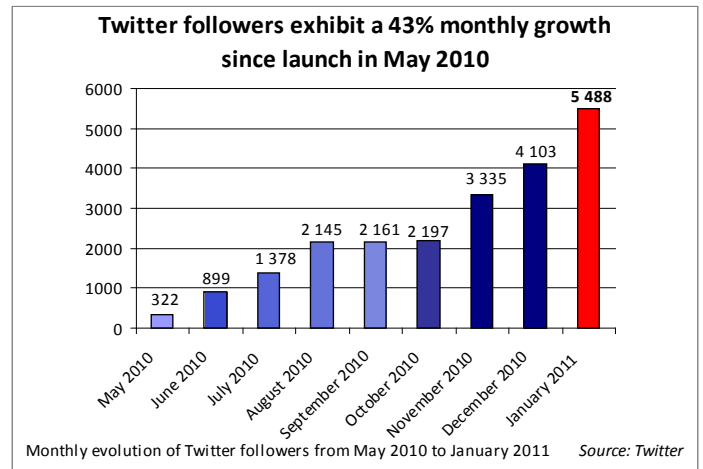
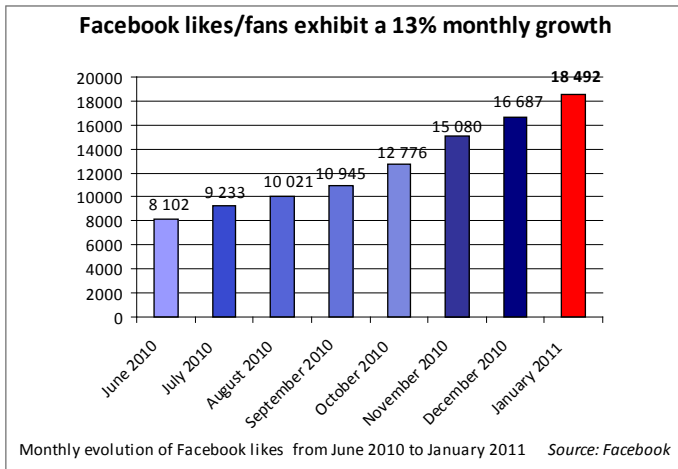
- the Commemoration of the Haiti earthquake anniversary (12-21 January);
- the events in Tunisia, with the statements made by the Tunisian Ambassador to UNESCO (14 January);
- the launch of the International Chemistry Year (27-28 January).

The Freedom of Expression and Journalism Ethics conferences held at the end of the month (26-27 January) generated negligible coverage only.



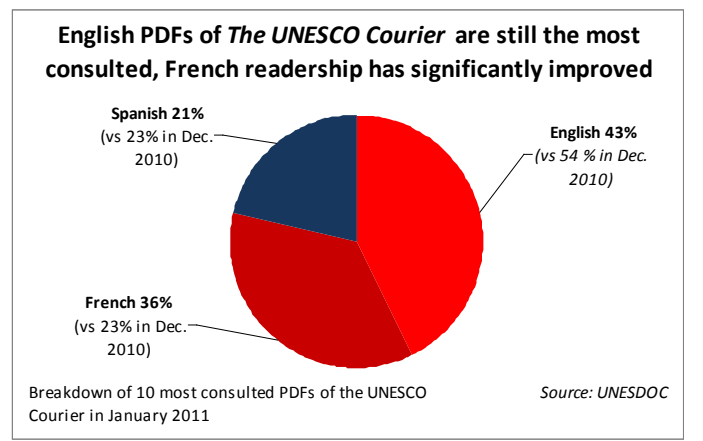
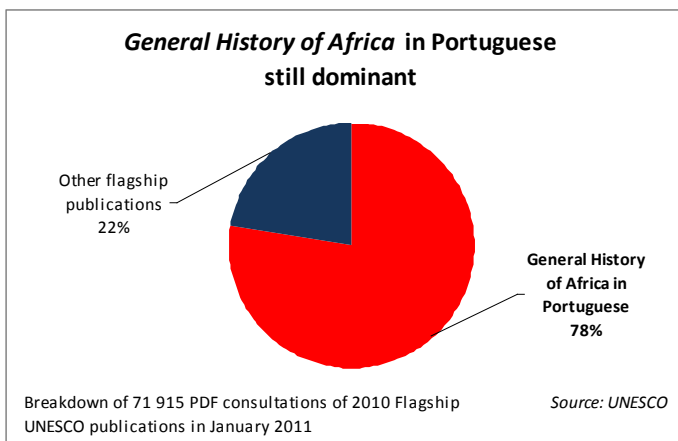
UNESCO Social Media: Facebook and Twitter

Started in early 2010, UNESCO Official Facebook page and Twitter feed continue to progress. Multilingual Tweets via Twitter were introduced for the first time this month which in turn attracted comments and re-Tweets in a given language.



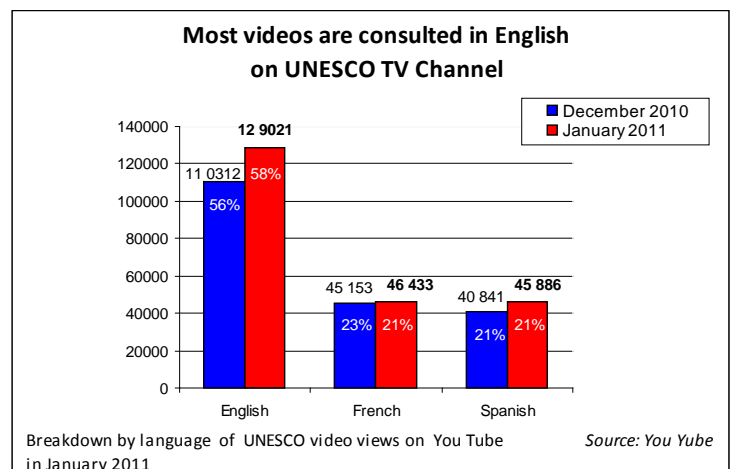
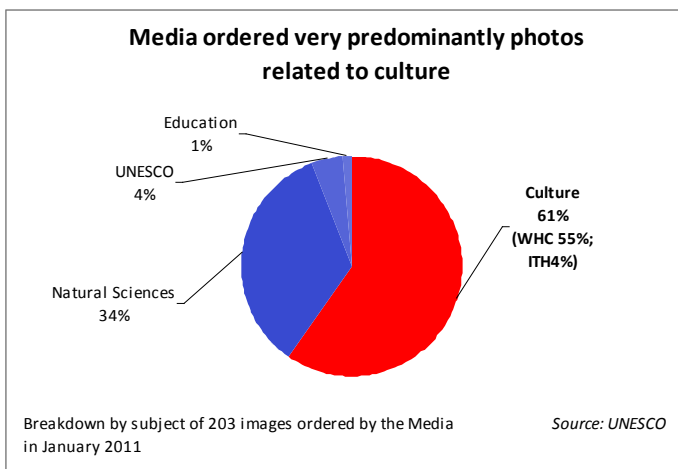
UNESCO publications

The number of UNESDOC consultations of the Portuguese edition of *The General History of Africa* (UNESCO Brasilia Office) continues to be predominant (55 805 PDF downloads). The UNESCO Courier *Chemistry and Life* published for the launch of the International Year of Chemistry accounted 405 PDF downloads in English.



Photos / Videos

Photos ordered by the Media concerned essentially Culture, followed by Natural Sciences. 93 % of Top 10 videos on UNESCO TV Channels on You Tube are related to Culture (ITH 90%, WHC 3%).



Major events:

I. Launch of the International Year of Chemistry (27-28 January)

A conference “**Chemistry our life, our future**”, an exhibition/film screening “**Achievements and contributions of Chemistry**” and a concert “**Chemical notes**” have been held at Headquarters.

Participants:

- 1 100 participants in the events over the two days, with 500 people for the concert
- 30 exhibition stands with 150 people who served at the stands over the two days of the Launch (10 stands for industry and 20 for IGOs, NGOs and scientific organizations)
- Participants were from more than 50 different countries and included 150 students

Audience:

Representatives of national academies and scientific councils, researchers, scientists, teachers, students, industry, policy-makers, permanent delegations, some national commissions, members of the public, representatives of some NGOs, UNESCO staff.

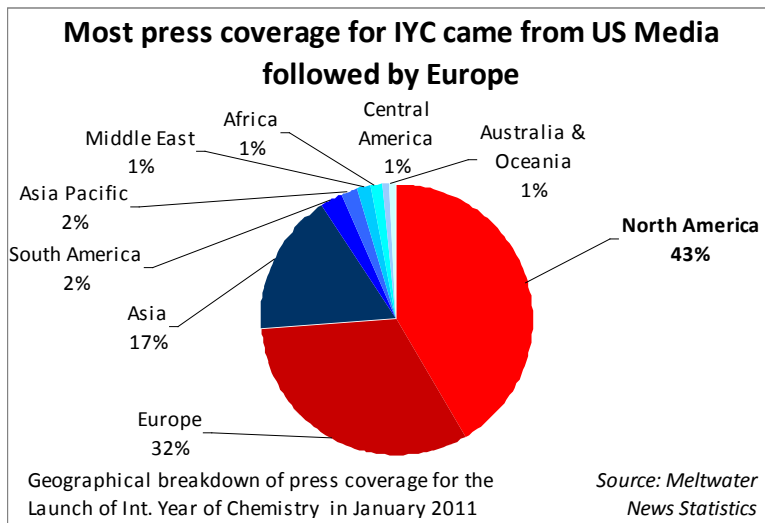
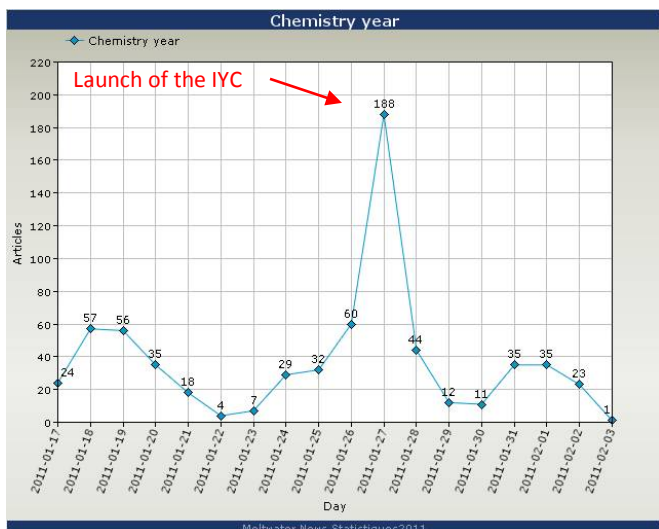
Communication materials and activities:

- Launch Brochure in English and French
- Web pages dedicated to the launch on IYC website
- A World of Science – special edition
- UNESCO Courier – special edition
- Leaflet on concert ‘Chemical notes’
- Promotional film ‘Chemistry: all about you’
- DG’s message about IYC
- Press release
- Press briefing at UNESCO HQ (January 27)
- Kakemonos announcing the launch at the Suffren entry
- Multilingual posters on the launch ceremony
- Chemistry International Magazine distributed with IYC bags
- Webcast: in 2 languages: English and French
- Social media: the Global experiment was tweeted and a Facebook campaign to mark the launch generated the highest number of “Likes” than any other campaign to date.

Press coverage

The IYC launch received generally good press coverage (About 1000 articles monitored in world media during January – including many prestigious titles). The majority of these articles were positive, despite the often negative image of the chemical industry – a major partner for IYC - projected by the media.

The graph to the right shows the geographical breakdown of this press coverage. Most articles were published in US media, followed by Europe, Asia and – much further behind – Latin America. European coverage came mainly from Spain (11.18%) and France (9.84%). In Asia, the Chinese media provided most extensive coverage of the launch, accounting for 15.65% of articles.



II. International Symposium on Freedom of Expression (26 January) and Journalism Ethics and Self-Regulation in Europe (27 January) at Headquarters

Participants:

- International symposium: 300 participants (Room II)
- Journalism Ethics and Self-Regulation conference: 150 participants (Room IV)

Publications / Communication materials:

- 200 copies of the publication "Professional Journalism and Self-Regulation: New Media, Old Dilemmas in South East Europe and Turkey" distributed during the Journalism Ethics and Self-Regulation conference (2 000 copies in Serbian and Albanian language are being processed and will be distributed shortly)
- Events webpage
- Webcast

Webcast/Live streaming connections:

- International Symposium on Freedom of Expression

External connections: 34

Internal connections: 168

Origin of external connections:

France (11); Finland (9); Brazil (2); Luxemburg (2); Senegal (2); Belgium (1); Austria (1); Canada (1); Greece (1); Germany (1); Sweden (1).

- Journalism Ethics and Self-Regulation in Europe

External connections: 121

Internal connections: 94

Origin of external connections:

Latvia (29); France (21); China (20), Belgium (12); Switzerland (10); Germany (3); USA (3), Finland (3); India (2); Senegal (2); UK (2); Algeria (2); Austria (2); Malaysia (1)

Website statistics

- International Symposium on Freedom of Expression

2 772 Page views

1 771 Unique page views

- Journalism Ethics and Self-Regulation in Europe

1854 Page views

1123 Unique page views

Press coverage

The Freedom of Expression and Journalism Ethics conferences held at the end of the month (26-27 January) generated negligible coverage only.

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

UNESCO publishes a wide array of web content. Although the majority is today available primarily in English and French, content is increasingly available in the six official languages of the Organization, as well as in certain subportals in Portuguese, Vietnamese, and others. Today over 5.75 million unesco.org pages are referenced in search engines.

UNESCO's website traffic is measured today through tags embedded in pages. With these, **page views**, **visits**, and **'unique' visitors** are tracked. It must be noted that the totals do not cover all UNESCO traffic as not all content is yet tagged, and some UNESCO content is currently published in non unesco.org sites (eg Google docs, Facebook, Twitter, certain institute and field office websites, etc.). Thus traffic totals may be lower than in reality. Year-to-year trends are however an accurate reflection for the majority of content, as the pages tagged have been consistent for several years. In turn, certain other statistics, such as publication downloads (which are measured through our UNESDOC tool) may be far too high since we can only currently measure hits on a document rather than successful downloads.

Traffic indicators explained:

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

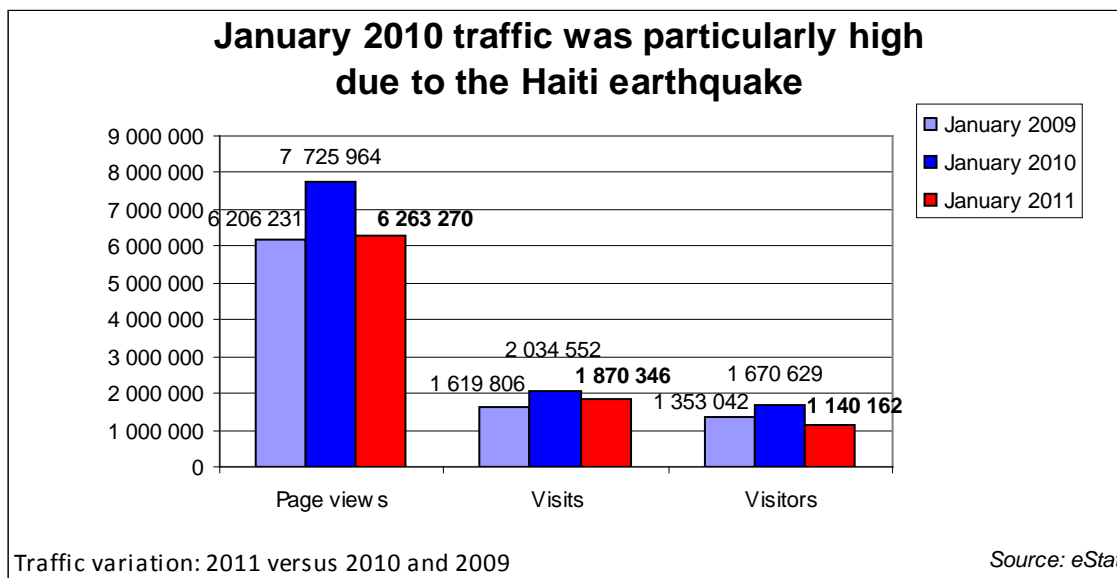
Visits: A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

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

2010 Traffic Benchmarks:

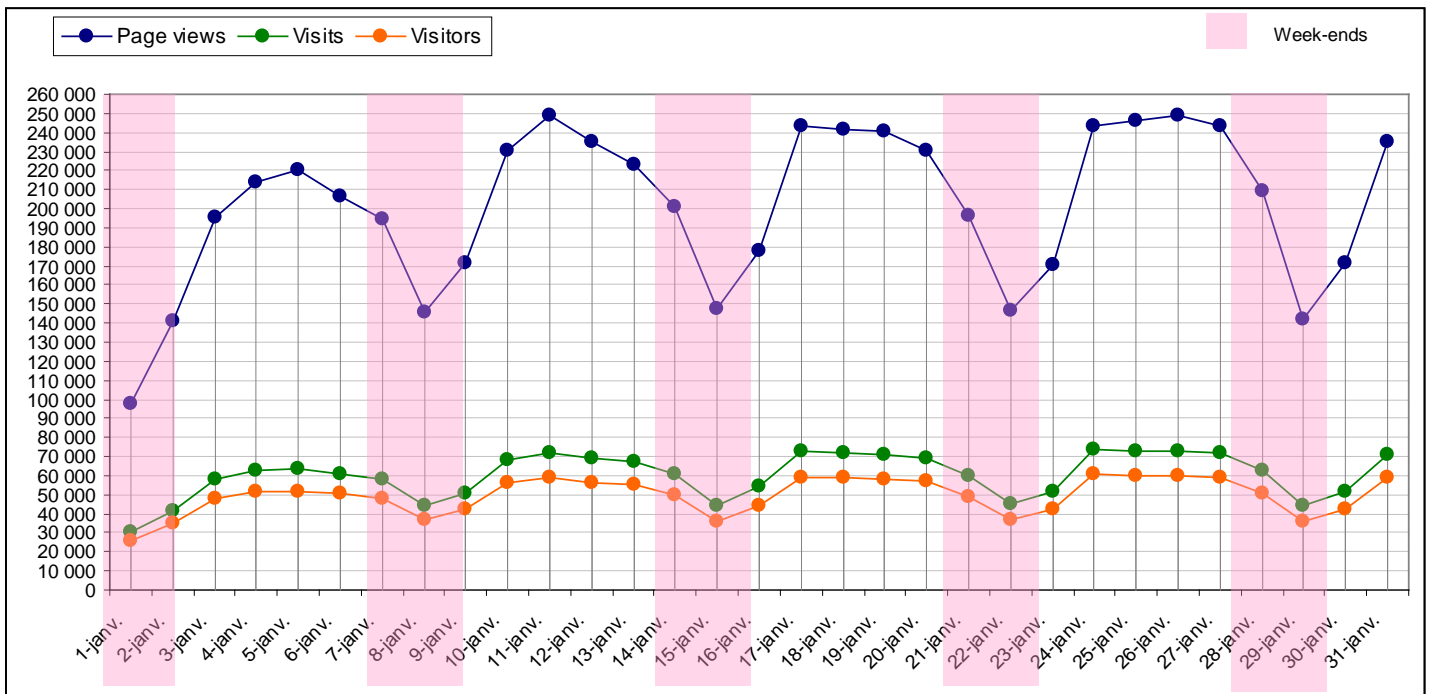
- **7.2 million average page views per month**
- **1.9 million average visits per month**
- **Highest Traffic Day:** 2nd August: all time record of pages views: **578 734** (World Heritage Committee - New World Heritage sites announced)
- **Highest Traffic Week** 2-8 August: **2 244 884** (World Heritage Committee)
- **Highest traffic month:** march (**2,5 MM visits** and **6,9 MM pages views** – L'Oréal prizes, Water day and Women's day)

1.1. Traffic Variation: January 2011 vs. January 2010 and January 2009



1.2. January 2011 Traffic

Daily Web Traffic Patterns



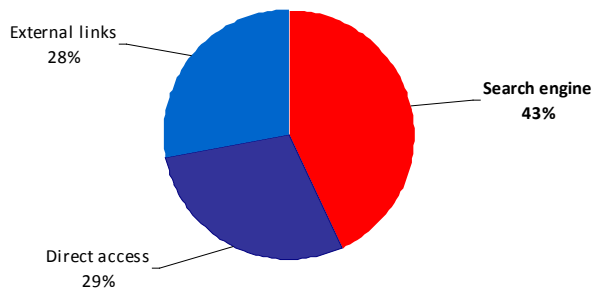
Haiti earthquake anniversary

Launch of the International Year of Chemistry

Freedom of Expression and Journalism Ethics Conferences

Two major events, the commemoration of the Haiti earthquake anniversary and the Launch of the International Year of Chemistry marked this month. They produced no sudden spike in traffic but raised levels somewhat consistently over the month.

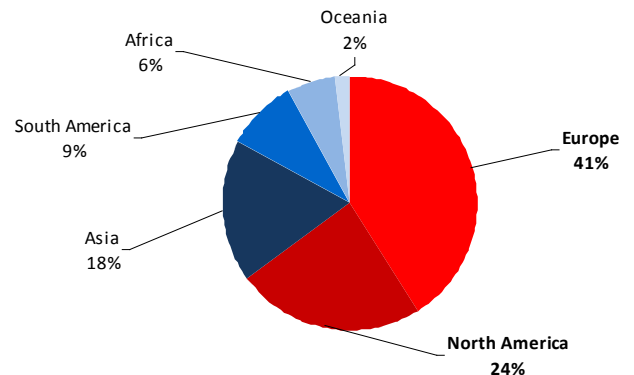
Similarly to December 2010, most visitors reach us via search engines



Type of access (visits) in January 2011

Source: eStat

Europe and North America account for 65% of the visits, no significant evolution this month



Geographical origin (visits) in January 2011 Source: eStat geographical distribution

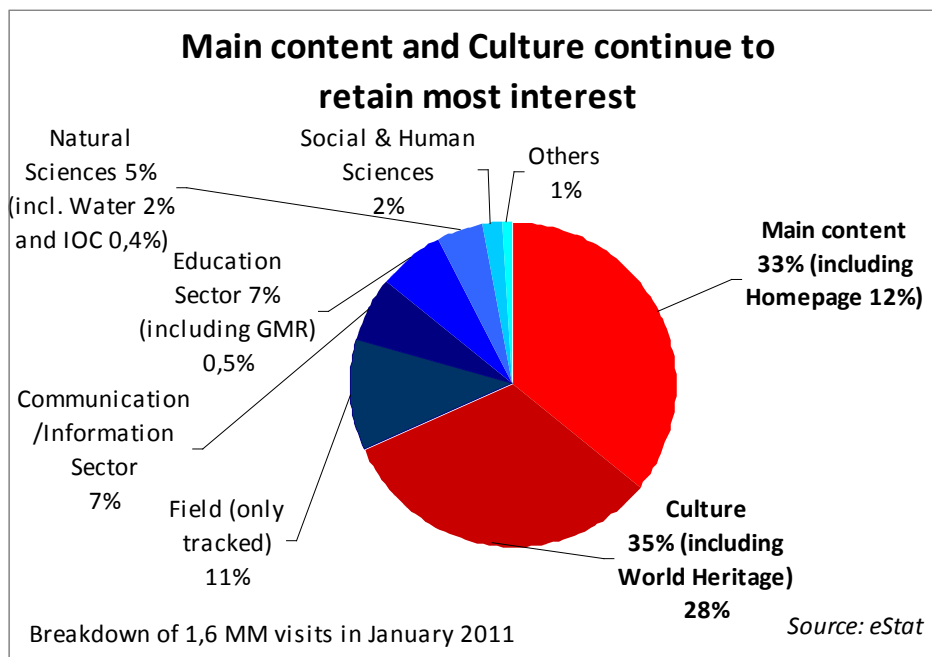
1.3. Visits by Area of Interest for January 2011 (This data only covers tagged subsites)

Areas of interest	Visits in January 2011	Variation vs. December 2010
UNESCO websites	1 870 346	+15,17%
Main UNESCO content	788 535	+13,77%
▪ Home page (6 languages)	295 730	+10,59%
▪ Related pages (About, Events, News, ...)	492 805	+15,77%
Major Programmes		
Education	163 200	+22,92%
▪ Global Monitoring Report	(incl.:13 472)	(+ 50,96)
Natural Sciences	110 511	+18,28%
▪ IOC	(incl.:10 052)	(+26,18%)
▪ Water	(incl. : 53 016)	(+15,40%)
Social & Human Sciences	49 001	+11,45%
Culture	866 506	+22,28%
▪ World Heritage	(incl.: 685 668)	+23,55%
Communication and Information Sector	152 980	+6,97%
Field (only tracked)	270 988	+4,61%
▪ Field Offices*	105 645	-4,52%
▪ IIEP**	101255	+17,47%
▪ UIS	64 088	+3,05%
Others	24 320	-

* Amman, Apia, Beirut, Brazil, Doha, Geneva, Harare, Iraq, Islamabad, Jakarta, Kathmandu, Kingston, Moscow, New Delhi, Phnom Penh, Quito, San Jose, Santiago, Tehran, Windhoek, Yaounde.

** IIEP Statistics are tracked separately.

January showed a strong growth versus December 2010 in Culture, Education, and Natural Sciences. Traffic can be attributed to the World Heritage (685 668 visits or +24% vs December 2010), the Global Monitoring Report (13 472 visits or +51%), the Chemistry launch and IOC site (10 052 visits or +26%).



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

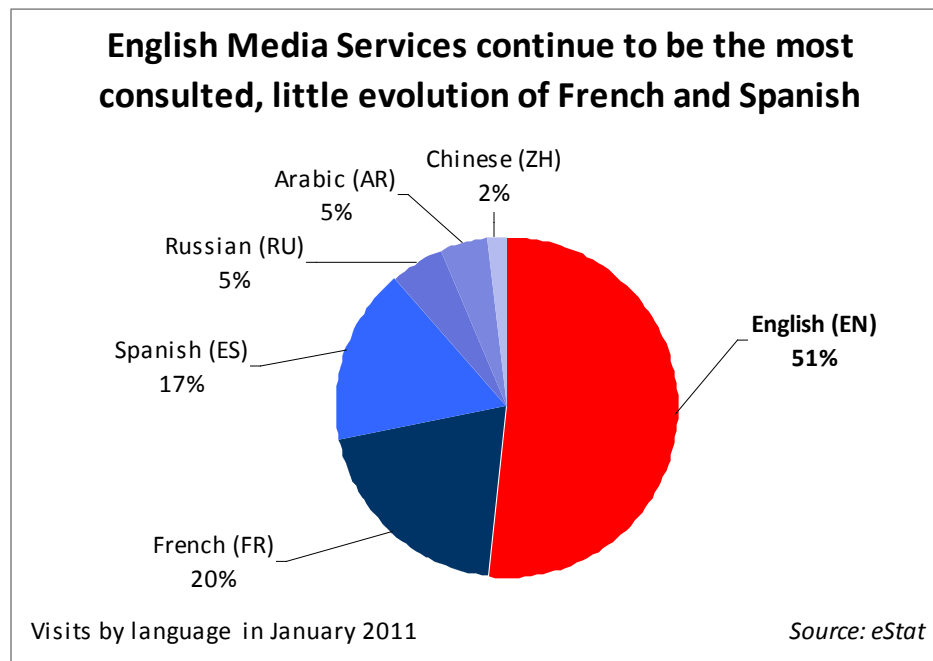
UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs. M-1	Visits*	Variation vs. M-1
*Total non deduplicated	49 035	-5,33%	29 651	-0,92%
English (EN)	25 182	-8,13%	15 316	-0,73%
French (FR)	10 303	+7,07%	6 051	+ 5,78%
Spanish (ES)	7 905	+8,98%	4 922	+ 6,32%
Russian (RU)	2 566	-17,68%	1 450	-17,89%
Arabic (AR)	2 200	-21,99%	1 364	-12,73%
Chinese (ZH)	879	-43,76%	548	-30,37%



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

	Date	Language / Subject	Page views
1	16/11/2010	Forty-six new elements added to Representative List of the Intangible Cultural Heritage	1 415
2	18/01/2011	Global experiment aims to break record for International Year of Chemistry (2011)	1 076
3	06/01/2011	UNESCO commemorates the victims of the Holocaust	617
4	07/01/2011	UNESCO Director General expresses her sadness at the death of Goodwill Ambassador Lily Marinho	478
5	22/06/2010	Michaëlle Jean designated UNESCO Special Envoy for Haiti	456
6	05/01/2011	Rescuing the Congo's natural world heritage sites	440
7	08/12/2010	New interactive atlas adds two more endangered languages	430
8	27/01/2011	Director-General co-leads historic visit to Auschwitz	372
9	01/12/2010	Connecting the disconnected: UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize	369
10	01/12/2010	Connecting the disconnected:UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize	369

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

	Page views
English	
Global experiment aims to break record for International Year of Chemistry (2011)	597
Forty-six new elements added to Representative List of the Intangible Cultural Heritage	455
UNESCO commemorates the victims of the Holocaust	348
Rescuing the Congo's natural world heritage sites	331
Michaëlle Jean designated UNESCO Special Envoy for Haiti	325
UNESCO Director General expresses her sadness at the death of Goodwill Ambassador Lily Marinho	317
Engineer shortage a threat to development, underlines UNESCO's first global report on engineering	305
UNESCO Director General expresses concern about Tomb of the Patriarchs and Rachel's Tomb	303
Director-General co-leads historic visit to Auschwitz	302
Connecting the disconnected: UK and Venezuelan ICT experts awarded UNESCO King Hamad bin Isa Al Khalifa Prize	291
French	
La Liste représentative du patrimoine culturel immatériel de l'humanité s'enrichit de 46 nouveaux éléments	424
Deux nouvelles langues en danger ajoutées à l'Atlas interactif de l'UNESCO	301
La Directrice générale de l'UNESCO nomme une nouvelle équipe de direction	229
Cérémonie en mémoire des victimes de l'Holocauste à l'UNESCO	221

2010, Année internationale de la biodiversité, s'achève Bonne Année 2011, Année internationale de la chimie !	171
Tentative de record mondial de la plus grande expérience scientifique en 2011 dans le cadre de l'Année internationale de la chimie	142
Michaëlle Jean nommée Représentante spéciale de l'UNESCO pour Haïti	131
Recherche et développement : les Etats-Unis, l'Europe et le Japon de plus en plus concurrencés par les pays émergents selon un rapport de l'UNESCO	125
La Directrice générale de l'UNESCO exprime sa tristesse après le décès de l'Ambassadrice de bonne volonté Lily Marinho	116
La Directrice générale de l'UNESCO déplore le meurtre du journaliste chinois Sun Hongjie	106
Spanish	
La Lista Representativa del Patrimonio Cultural Inmaterial de la UNESCO se enriquece con 46 nuevos elementos	494
Intento de récord mundial del mayor experimento científico en el marco del Año Internacional de la Química 2011	191
El Informe Mundial sobre las Ciencias Sociales 2010 pone de manifiesto los progresos de los países emergentes	171
Ghani Alani: "La caligrafía es el vínculo entre la letra y el ser"	155
Entrega de los premios y becas L'Oréal-UNESCO "La mujer y la ciencia"	118
El estado de la libertad de prensa, a discusión en un simposio y conferencia en la UNESCO	112
"Conexión con Internet para todos": organismos expertos en tecnologías de información y comunicación del Reino Unido y Venezuela reciben el Premio UNESCO-Rey Hamad Bin Isa Al Khalifa	101
La Directora General de la UNESCO condena la muerte del fotógrafo francés Lucas Mebrouk Dolega	76
Homenaje en la UNESCO a las víctimas del Holocausto	72
La UNESCO anuncia la selección de 13 nuevas Reservas de Biosfera	61
Russian	
Global experiment aims to break record for International Year of Chemistry (2011)	106
The L'Oréal Foundation and UNESCO Recognise Five Exceptional Women Scientists with the 2011 For Women in Science Awards	55
The International Conference "Universities and Innovation: Networking cooperation among CIS universities in training for the innovation economy"	47
Songs, dances and traditional know-how from 29 countries proposed for inscription on UNESCO lists of intangible heritage	42
Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	37
Intangible Cultural Heritage committee completes examination of nominations for UNESCO Lists	28
Nairobi: Close of a week's celebration of Intangible Cultural Heritage	24
2010, International Year of Biodiversity, is coming to an end Happy New Year 2011, International Year of Chemistry!	23
UNESCO announces selection of 13 new Biosphere Reserves	21
Rescuing the Congo's natural world heritage sites	17
Arabic	
Water and Peace for the People	81
Libyan Delegation Website	49
Even oil-rich Arab states need innovation, says UNESCO report	46

State of press freedom the theme of UNESCO symposium and conference	39
Director-General calls for safer working conditions for press	39
Rescuing the Congo's natural world heritage sites	35
Forum and launch of UNESCO Science Report 2010 for World Science Day (10 November)	32
Global experiment aims to break record for International Year of Chemistry (2011)	28
Drylands Kit	26
The L'Oréal Foundation and UNESCO Recognise Five Exceptional Women Scientists with the 2011 For Women in Science Awards	23
Chinese	
Forty-six new elements added to Representative List of the Intangible Cultural Heritage	42
Social Sciences: 2010 World Report observes growth in emerging countries	32
Research and development: USA, Europe and Japan increasingly challenged by emerging countries, says a UNESCO report	20
Confucius week interview	16
Celebrations, healing techniques, crafts and culinary arts added to the Representative List of the Intangible Cultural Heritage	14
World Press Freedom Day 2011 to focus on 21st century media	8
We must do more and better for Haiti, says UNESCO Director-General	8
Edward O. Wilson: " The loss of biodiversity is a tragedy "	8

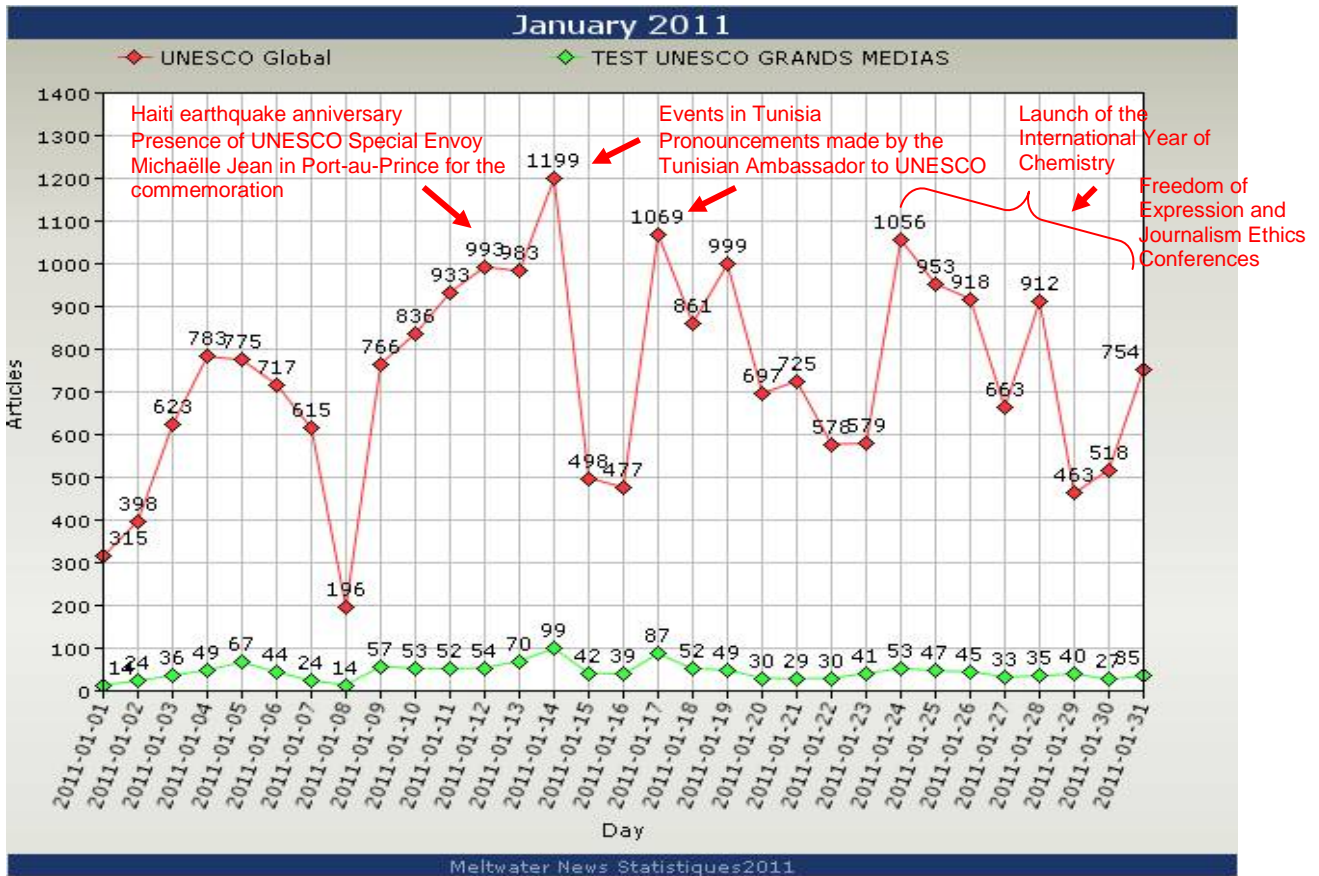
2.4. Press releases/Media advisories/Web Releases issued in January 2011

Press releases are always translated in the 6 official languages.

	Date	Titles
1.	05/01	Rescuing the Congo's natural world heritage sites
2.	06/01	UNESCO Director-General expresses sorrow over death of Mozambican artist Malangatana
3.	06/01	UNESCO commemorates the victims of the Holocaust
4.	07/01	UNESCO Director General expresses her sadness at the death of Goodwill Ambassador Lily Marinho
5.	10/01	UNESCO Director-General deplores killing of Chinese journalist Sun Hongjie
6.	12/01	We must do more and better for Haiti, says UNESCO Director-General
7.	18/01	Global experiment aims to break record for International Year of Chemistry (2011)
8.	18/01	State of press freedom the theme of UNESCO symposium and conference
9.	19/01	UNESCO Director-General deplores death of French photographer Lucas Mebrouk Dolega
10.	20/01	UNESCO organizing workshop in Pakistan on flood and drought management
11.	21/01	Director-General urges Pakistan to investigate death of journalist Ilyas Nizzar
12.	26/01	UNESCO Director-General condemns murder of Filipino journalist Gerardo Ortega
13.	27/01	Director-General co-leads historic visit to Auschwitz

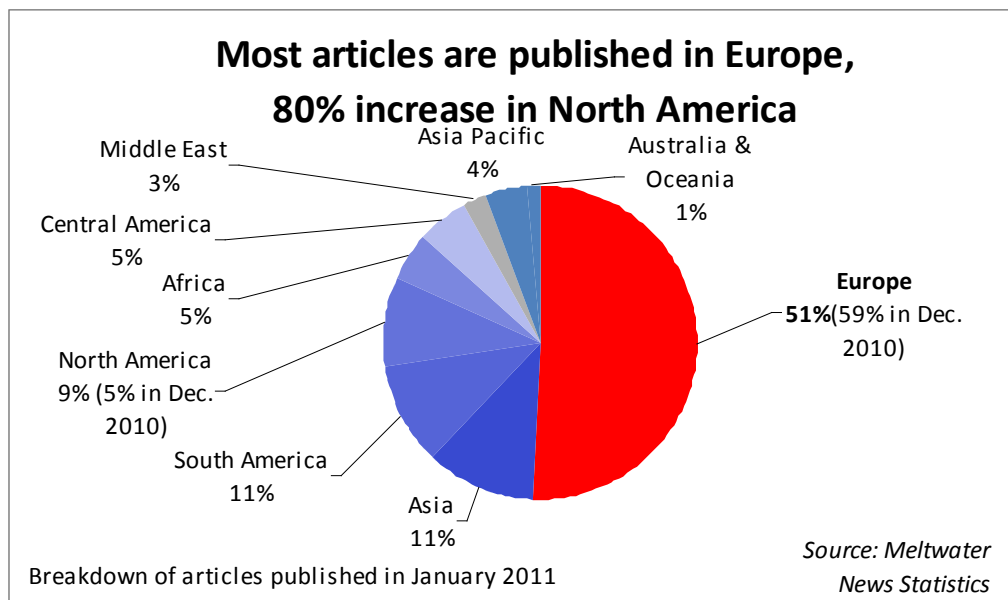
2.5. Statistics on articles referring to UNESCO

Number of articles published in major national titles (in green) and in all other monitored media outlets (in red) around the world in January. (Source: Meltwater)

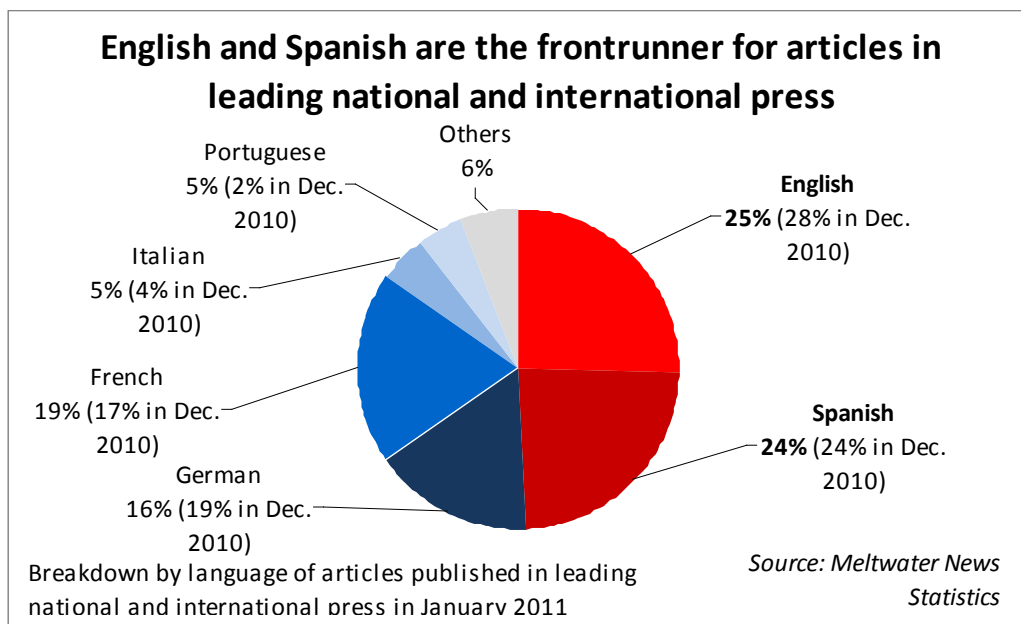


Three important stories stood out during January: the Commemoration of the Haiti earthquake (12-21 January); the events in Tunisia, with the statements made by the Tunisian Ambassador to UNESCO (14 January); and the launch of the International Chemistry Year (27-28 January). The Freedom of Expression and Journalism Ethics conferences held at the end of the month (26-27 January) generated minor coverage only.

Regional breakdown of media coverage in leading national and international newspapers and online news sites around the world during January



Breakdown by language of articles published during the month of January in leading national and international press



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

Date	Subject / Title	Languages	Media
11.01.2011	"Donors, heed your promises to Haiti" « Un an après le séisme, faire plus pour Haïti »	English French	'The Globe and Mail', Canada Le Monde', France
14.01.2011	"UNESCO: Education, Sciences and Culture, Accelerators of Regional Integration in 2011"	French	'Les Dépêches de Brazzaville', Congo
25/01/2011	"Education for sustainable development: Oman's journey"	English	'Oman Observer', Oman

2.7. Interviews given (by subject and media)

	Subject	Interviewee	Languages	Media (press TV Radio)
1.	Liberté de la presse	Jean François Julliard	Portuguese/French	UN RADIO, Anelise Borges
2.	Liberté de la presse	Nancy Roc	French	UN RADIO, Florence Westergard
3.	Liberté de la presse	Frank La Rue	French/German	ARD (Suzanne Krause)
4.	Liberté de la presse	Elisabeth Witchel	French/German	ARD (Suzanne Krause)
5.	Liberté de la presse	Monica Gonzalez	French/German	ARD (Suzanne Krause)
6.	Liberté de la presse	Janis Karklins	French/German	ARD (Suzanne Krause)
7.	WHC Mont Saint Michel	Gina Doubleday	French	ARTE
8.	WHC Mont Saint Michel	Lucia Iglesias	English	France Inter
9.	Patrimoine immatériel	Lucia Iglesias	French	TGV Magazine
10.	Patrimoine mondial	Alessandro Balsamo	French	TGV Magazine
11.	Patrimoine immatériel	Lucia Iglesias	English	New York Times
12.	Patrimoine immatériel	Lucia Iglesias	French	Le Français dans le monde (French review)

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

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

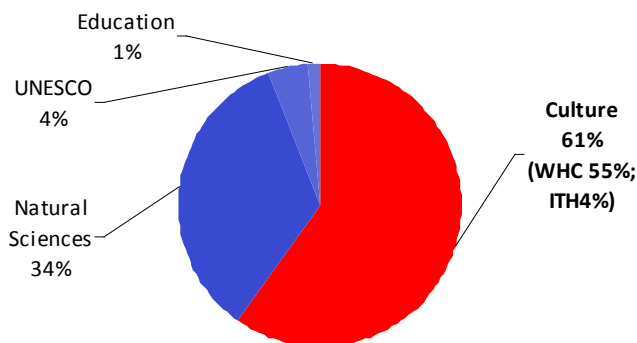
The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

	Subject	Downloads	Media
1	Intangible Heritage	11	N/A
2	Generic images of HQ	4	N/A
3	Congo	2	RFI
4	Chemistry	1	N/A
5	Science Report	1	N/A

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

Subject	Media	Purpose	Date	Nb of Photos
UNESCO	L'Actualité Chimique / France	Publication	11/01	1
UNESCO	Société Chimique de France	Publication	12/01	2
UNESCO	Tribal Art Magazine / Belgium	Publication	14/01	4
UNESCO	Las Americas News / USA	Website	24/01	2
Education	ARCHIMAG / France	Publication	18/01	3
Culture/ITH	Le Républicain Lorrain / France	Publication	20/01	7
Culture/ITH	Le Républicain Lorrain / France	Publication	31/01	2
Culture/WHC	Zine Travel / Norway	Website	12/01	16
Culture/WHC	CNN.com	Website	13/01	14
Culture/WHC	VALORI / Economic Magazine / Italy	Publication	13/01	51
Culture/WHC	VALORI / Economic Magazine / Italy	Publication	15/01	9
Culture/WHC	PROGRESA / EL PAIS	Publication	18/01	21
Culture/WHC	RFI / Page culture	Website	20/01	1
Natural Sciences	La Griffes de l'info / France	Website	12/01	1
Natural Sciences	Vestnik himicheskoy Promishlennosti / Russian Federation	Publication	21/01	67
Natural Sciences	Die Reporter / Germany	Publication	25/01	2

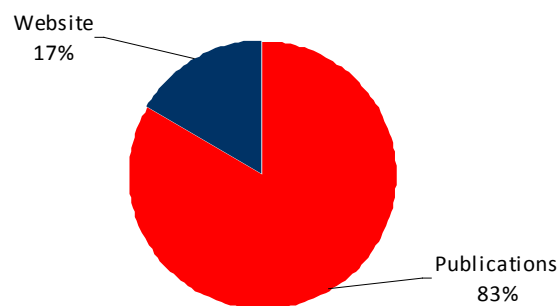
Media ordered very predominantly photos related to culture



Breakdown by subject of 203 images ordered by the Media in January 2011

Source: UNESCO

Photos ordered by the media are mainly used for Publications



Breakdown by purpose of 203 images ordered by the Media in January 2011

Source: UNESCO

3. UNESCO Social Media and You Tube

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

The number of fans of the official UNESCO Facebook page increased again in January by 11%, as did the number of followers on Twitter by 33%. Additional focus has been put on user-generated content to encourage more interactivity with UNESCO Facebook fans. This included gathering photos of women taking part in simultaneous events to mark International Year of Chemistry around the world – Women Share a Chemical Moment in Time. A gallery was created and many of the participants tagged themselves and added comments relating to what they learned during the event. This generated by far the highest number of Likes.

Multilingual Tweets via Twitter were introduced for the first time this month which in turn attracted comments and re-Tweets in a given language.

3.1. Facebook - www.unesco.org/facebook

Variation January 2011 vs December 2010

	January 2011	December 2010	Variation Vs M-1
Total likes/fans*	18 492	16 687	+ 10,81%
Monthly active users	10 153	8 655	+ 17.30%
Monthly posts	17	14	+ 21,42%

*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.

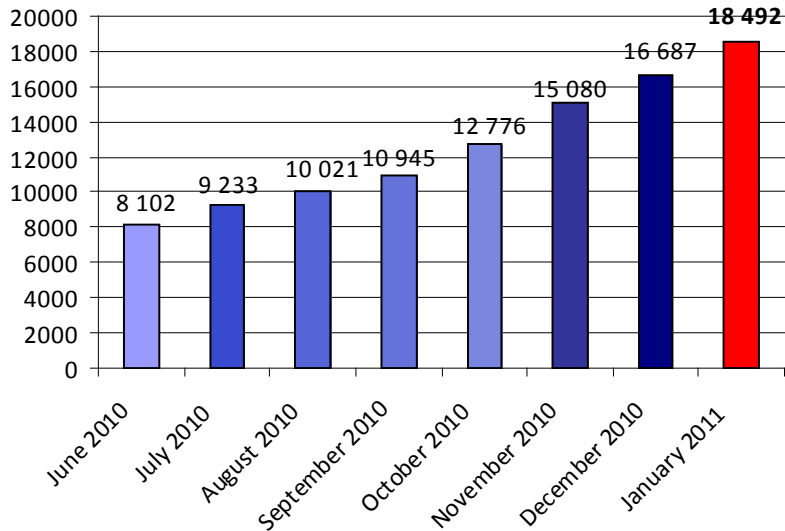
Top 10 posts (ranked by highest % feedback - number of comments and likes per impression -from users)

Message	Incl. Multimedia	Posted	Impressions*	Feedback**
Women Share a Chemical Moment in Time	Photo gallery	January 20, 2011 at 11:14	22 419	1,16%
Commemoration of the 1st anniversary of the earthquake in Haiti	Photo gallery	January 24, 2011 at 17:45	20 323	0,41%
Download the Calendar / Wallpaper Application to bring amazing photos of World Heritage sites to you desktop	-	January 5, 2011 at 11:48	18 463	0,33%
The state of World Heritage in the Democratic Republic of Congo	Photo gallery	January 11, 2011 at 12:03	17 888	0,30%
Rescuing the Congo's natural world heritage sites	Video	January 10, 2011 at 17:44	17 638	0,26%
UNESCO Director General expresses her sadness at death of Goodwill Ambassador Lily Marinho	-	January 7, 2011 at 7:52	17 585	0,23%
Haiti, the long road to reconstruction	Video	January 13, 2011 at 10:28	17 478	0,28%
UNESCO Director-General Irina Bokova and Prime Minister Adolphe Muzito of the Democratic Republic of the Congo sign the Kinshasa Declaration	Photo	January 18, 2011 at 10:58	17 326	0,23%
International Conference on "Teachers for EFA in Africa: Collaborative action to address the teacher gap".	-	January 5, 2011 at 13:50	16 762	0,18%
Director-General urges Pakistan to investigate death of journalist Ilyas Nizzar	-	January 22, 2011 at 18:20	16 770	0,13%

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

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

Facebook likes/fans exhibit a 13% monthly growth



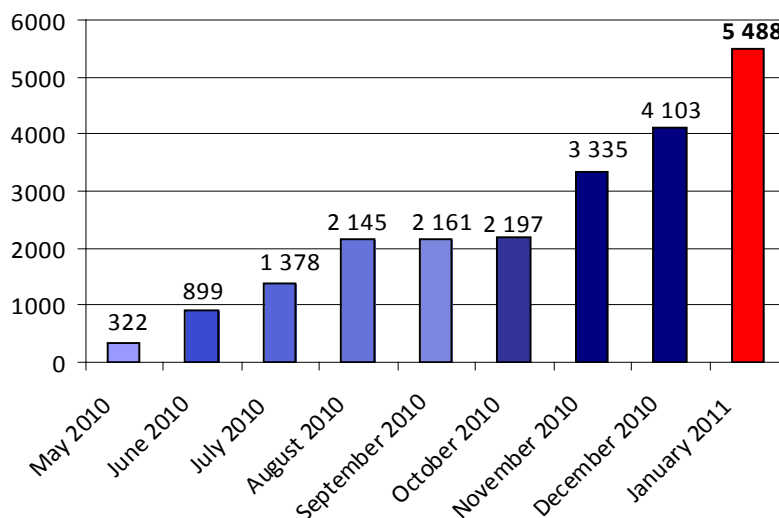
Monthly evolution of Facebook likes from June 2010 to January 2011 Source: Facebook

3.2. Twitter - www.twitter.com/unescoNOW

Variation January 2011 vs December 2010

	January 2011	December 2010	Variation Vs M-1
Followers	5 448	4 103	+ 32,78
Following	241	242	- 0,41
Listed	386	348	+ 10,92
Mentions	50	82	- 39,02
Retweets	161	225	- 28,44
Tweets to date	434	347	+ 25,07

Twitter followers exhibit a 43% monthly growth since launch in May 2010



Monthly evolution of Twitter followers from May 2010 to January 2011 Source: Twitter

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

Variation January 2011 vs December 2010

Video views	January 2011	December 2010	Variation Vs M-1
English	129 021	110 312	+ 16,96
French	46 433	45 153	+ 2,83
Spanish	45 886	40 841	+ 12,35

New subscribers	January 2011	December 2010	Variation Vs M-1
English	207	211	- 1,90
French	36	27	+ 33,33
Spanish	41	36	+ 13,89

• Top 10 videos on UNESCO TV English Channel

	129 021 views in January 2011	Subject	% of total views
1.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	8%
2.	Kabuki Theatre	CLT/ITH	6,3%
3.	UNESCO's Priorities for the XXI Century	UNESCO	3,5%
4.	Gagaku	CLT/ITH	2,9%
5.	Georgian Polyphonic Singing	CLT/ITH	2,3%
6.	Lacemaking in Croatia	CLT/ITH	1,9%
7.	Baul Songs	CLT/ITH	1,9%
8.	Falconry, a living human heritage	CLT/ITH	1,7%
9.	Oral and Graphic Expressions of the Wajapi	CLT/ITH	1,7%
10.	Lefkara laces or Lefkaritika	CLT/ITH	1,3%

• Top 10 videos on UNESCO TV French Channel

	46 433 views in January 2011	Subject	% of total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	7,9%
2	Le chant polyphonique géorgien	CLT/ITH	6,6%
3	Le Maloya	CLT/ITH	6,3%
4	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	4,0%
5	La tradition du tracé dans la charpente française	CLT/ITH	3,0%
6	Le Kankurang, rite d'initiation mandingue	CLT/ITH	2,2%
7	Haïti, un an après	UNESCO	2,2%
8	Chemins de Saint-Jacques-de-Compostelle en France	CLT/WHC	2,1%
9	Le Canto a tenore, chant pastoral sarde	CLT/ITH	2,0%
10	Le repas gastronomique des Français	CLT/ITH	1,8%

• Top 10 videos on UNESCO TV Spanish Channel

	45 886 views in January 2011	Subject	% of total views
1	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	8,1%
2	El carnaval de Barranquilla	CLT/ITH	6,0%
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5,5%
4	El canto de la Sibila de Mallorca	CLT/ITH	5,2%
5	El Carnaval de Negros y Blancos	CLT/ITH	4,4%
6	La huaconada, danza ritual de Mito	CLT/ITH	4,1%
7	Las expresiones orales y gráficas de los wajap	CLT/ITH	3,9%
8	El teatro Kabuki	CLT/ITH	2,6%
9	El canto polifónico georgiano	CLT/ITH	2,0%
10	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1,9%

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

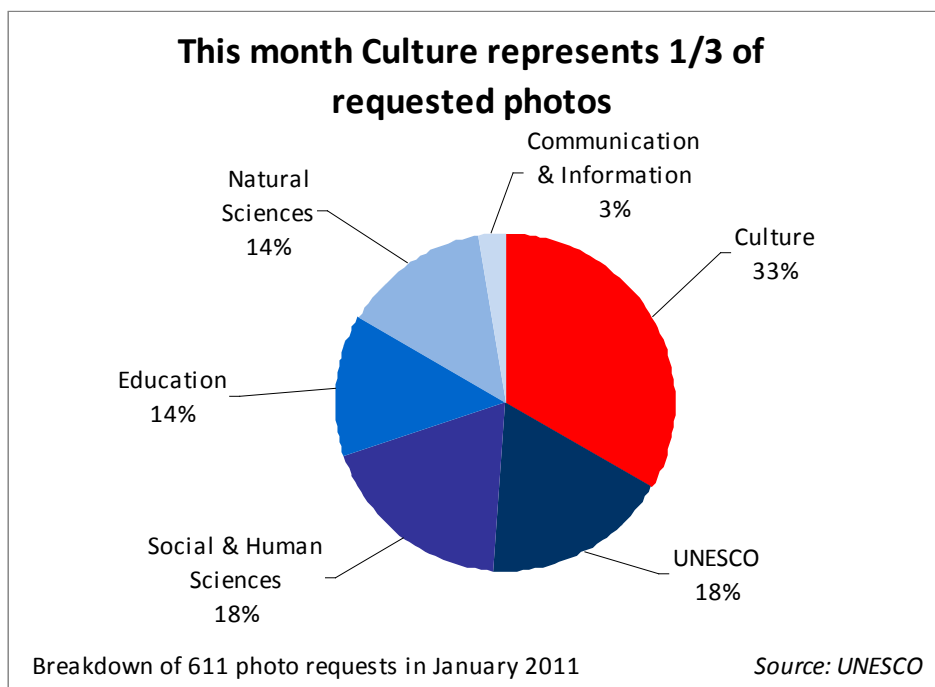
The UNESCO online repository of photos offers over 25,000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World.

4.1. Photos requested online

Themes

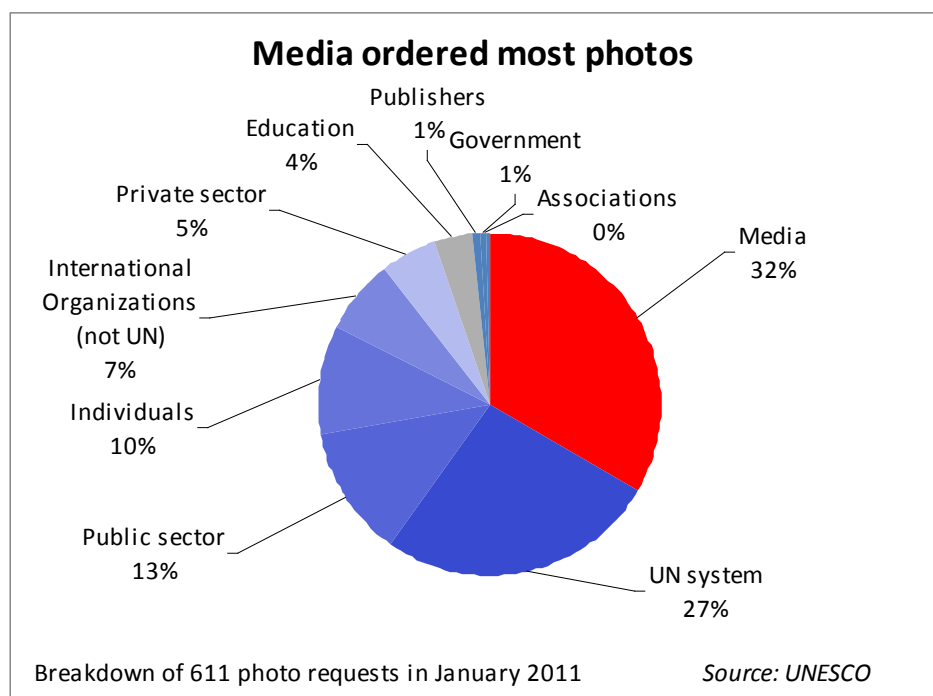
Comparison: **January 2010** and **January 2011**

Themes	January 2010	January 2011
UNESCO	46	110
Education	159	84
Natural Sciences	1	85
Social and Human Sciences	92	113
Culture	214	203 <i>(177 WHC and 26 ITH)</i>
Communication and Information	0	16
TOTAL	512	596



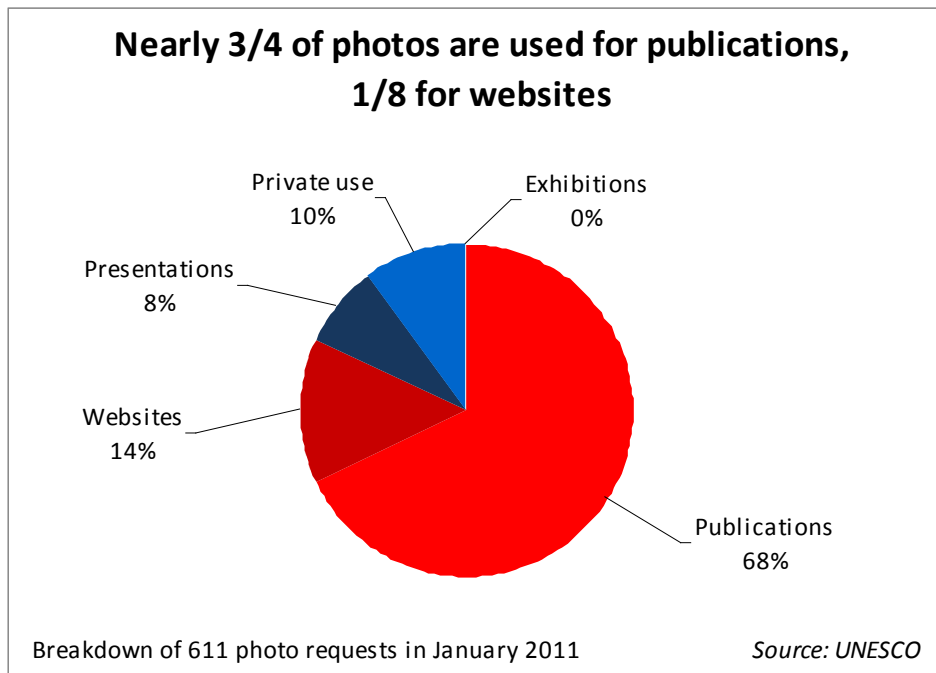
Origin of requests

Origin of request	Jan. 2010	Jan. 2011
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	177	162
Media: Written and Audiovisual and Press	160	203
Publishers	64	6
Education (Schools, Universities, teachers, researchers)	45	22
Public sector (Museums, Bookshops)	1	77
Private sector	0	31
International Organizations (not UN)	40	43
Associations	0	1
Government (national, local)	25	4
Individuals	0	62
TOTAL	512	611



Use of photos

Use of photos	Jan. 2010	Jan. 2011
Websites	66	84
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	219	416
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	168	50
Exhibitions	59	0
Private use	0	61
TOTAL	512	611



4.2. Photo service

Number of photos

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

	January 2010	January 2011
Number of Events	32	34
Number of Photos	568	705

5. UNESCO Documents and Library

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

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

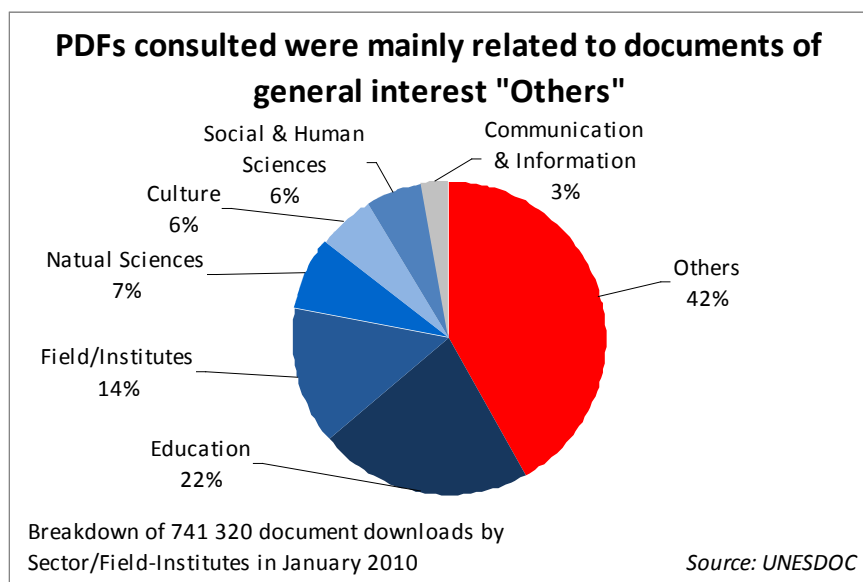
In January, there were **124 894** records available online in PDF format, including documents, publications, communication material and other working documents.

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 January: **741 320**

Sectors/Field/Institutes	Number of PDF	Number of downloads	Average nb of downloads per PDF
Education	9 367	162 762	17
Natural Sciences	9 341	55 575	6
Social and Human Sciences	5 510	43 399	8
Culture	3 061	44 662	10
Communication and Information	2 266	19 964	9
Fields & Institutes	7 614	103 272	13
Others	NA	311 686	NA



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

	Title	Languages	Downloads
1	UNESCO Universal Declaration on Cultural Diversity, adopted by the 31st session of the General Conference of UNESCO, Paris, 2 November 2001	Plurilingual	24 314
2	Le Jeu entre la naissance et 7 ans: un manuel pour les ludothécaires	Spanish	22 398
3	Human cloning: ethical issues	English	22 003
4	Youth and adult literacy in Brazil: learning from practice	Portuguese	18 759
5	Convivencia democrática, inclusión y cultura de paz: Lecciones desde la práctica educativa innovadora en América Latina	Spanish	17 803
6	The Dakar Framework for Action: Education for All: meeting our collective commitments (including six regional frameworks for action)	English	15 656
7	UNESCO: what is it? What does it do?	Portuguese	15 247
8	Reading and writing poetry: the recommendations of noted poets from many lands on the teaching of poetry in secondary schools	Spanish	15 137
9	Policy review report: early childhood care and education in Indonesia	Indonesian	14 890
10	Venezuela: programas de atención y educación de la primera infancia (AEPI)	Spanish	14 782

5.1.3 Printable Communication materials

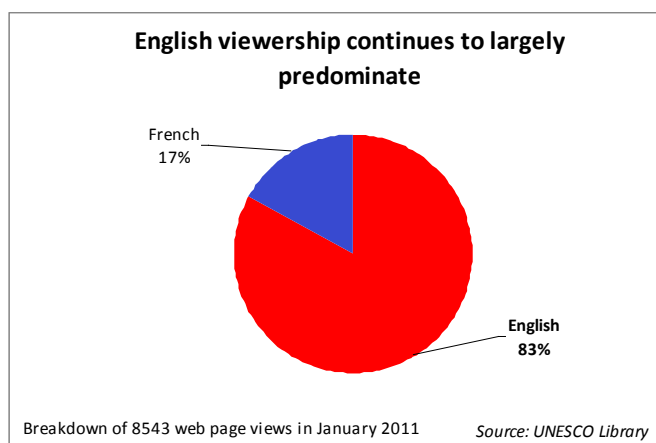
Title	Total downloads in January						
	EN	FR	SP	RU	AR	ZH	Total
UNESCO at a glance	1235	536	0	0	0	0	1 771
65 Ways UNESCO Benefits Countries all over the World	1723	241	289	0	140	0	2 393
A New Humanism for the 21 st Century	78	55	37	24	4	0	73

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

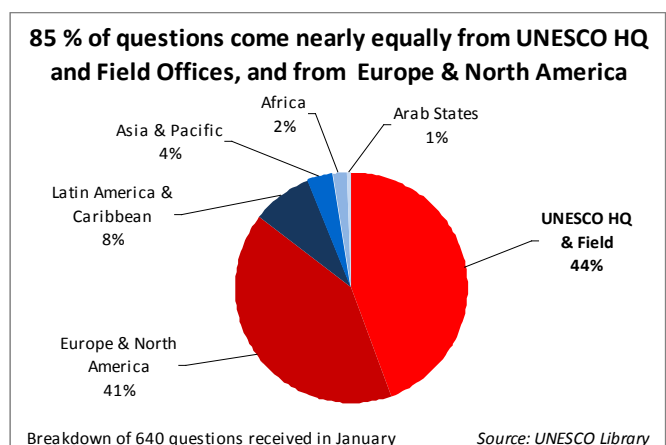
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Web page views



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



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

'UNESCO publications' cover the output of the programmes of the Organization and 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 Portuguese edition of *The General History of Africa* still occupies the first places on the 'Top 10' most consulted PDFs list in January, with 88% of the 'Top 10' consultations (and 8% of the 100 most consulted publications and documents). Nevertheless, the initial rush for this series is less dominant than in December: 'Top 10' consultations of January 2011 count for 42% of 'Top 10' consultations in December 2010.

One of the 2 latest titles on this list confirms the constant interest for the subject of Information and Communication Technology (ICT) in education: this book (published in 2002), which showed maintained interest in 2010, grabbed attention again in January 2011, perhaps due to the organization of several events on the subject in the Asia-Pacific Region (Bangkok Office) or to the Prize-giving ceremony of the 2010 UNESCO King Hamad Bin Isa Al Khalifa Prize for the Use of ICTs in Education (January 12). Three other titles on the same subject appear on the 'Top 100' most consulted publications and documents List. Other themes of high interest are : education and water. It can be noted that some high level UNESCO Reports disappeared from the Top 100 list: EFA 2010 Report in French and Spanish, Culture Report in French and Spanish. Several UNESCO blockbusters are still very much in demand, in several languages: *Seven complex lessons in education for the future*, *Towards Knowledge Societies*, *Learning: the Treasure within*.

On the 100 most consulted publications and documents List, we notice that languages scale down from English at the top (50%), Spanish, Portuguese, to French at the bottom (7%). The importance of the Portuguese language is obvious.

Google consultation List does not show great changes in quantity. Apart from the 6 collections of the UNESCO General and Regional Histories, consulted in English, Arabic, French, Russian, Spanish and Portuguese, UNESCO Reports are the most sought out.

In the UNESCO bookstore and online, World Heritage Desk Diary is still a favourite. It should be noted that a children's book (*Tell me about crafts*) features well in the bookstore as well as in Google online consultations. An issue of the IIEP Fundamentals of Educational Planning (No 93) reaches a pretty good score among online and international sales. Publications from the Culture sector sell best in the bookstore and publications from the Science sector sell best online.

The permissions to use UNESCO contents show confirmation of the pedagogical destination of most of these quotes: the education system and the NGOs are the main recipients of UNESCO's contents. Licensing and co-publishing agreements allow UNESCO publications to be available in the official languages of the Organization (in Russian, Chinese, French and Spanish, this month) as well as in languages largely spoken (Portuguese, Japanese) or in use in smaller communities. These agreements serve to spread the message of the Organization.

6.1. Top 10 most consulted PDFs in January 2011 (UNESDOC)

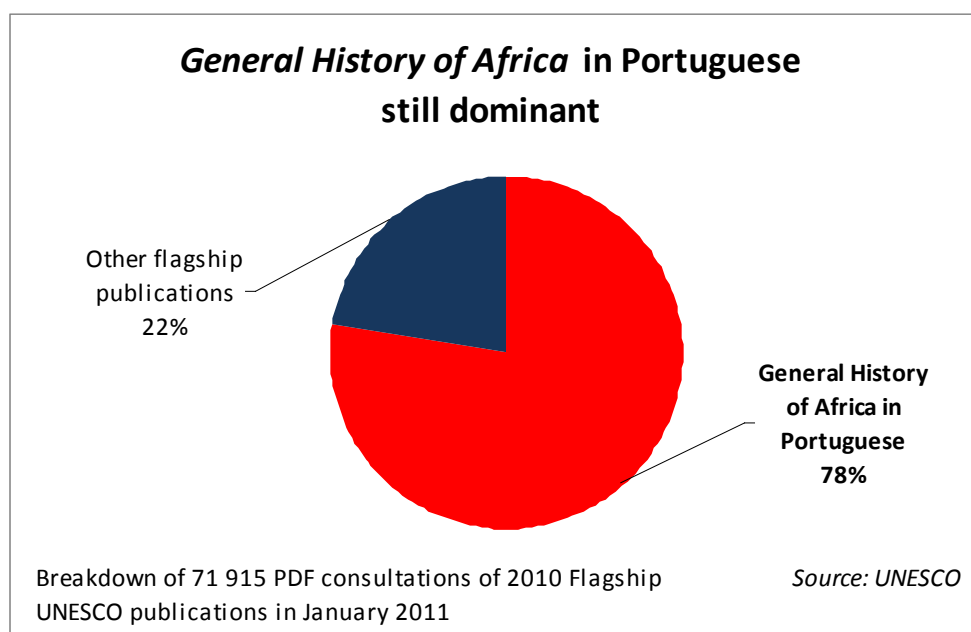
	Title	Sector	Language	PDF consulted	Publisher, year
1	História geral da Africa, I	CLT	Portuguese	13 450	Brasilia, 2010
2	História geral da Africa, II	CLT	Portuguese	7 965	Brasilia, 2010
3	História geral da Africa, III	CLT	Portuguese	6 175	Brasilia, 2010
4	História geral da Africa, V	CLT	Portuguese	6 155	Brasilia, 2010
5	História geral da Africa, IV	CLT	Portuguese	6 118	Brasilia, 2010
6	História geral da Africa, VIII	CLT	Portuguese	5 576	Brasilia, 2010
7	História geral da Africa, VII	CLT	Portuguese	5 269	Brasilia, 2010
8	História geral da Africa, VI	CLT	Portuguese	5 097	Brasilia, 2010

9	Information and communication technology in education	ED	English	3 883	Paris, 2002
10	Interação escola-família : subsídios para práticas escolares	ED	Portuguese	3 617	Brasilia, 2010

6.2. Statistics of PDF consultation in January of 2010 Flagship UNESCO publications since 2010

January 2011 ranking	Title	Language	PDF consulted Jan. 2011	PDF consulted Jan-Dec. 2010
1	História geral da Africa, I- VIII	Portuguese	55 805	Publ. Dec 2010
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	Spanish	2 933	38906
3	UNESCO Science Report 2010	English	2 817	Publ. Nov. 2010
4	Reaching the marginalized: EFA global monitoring report, 2010	English	2 397	47 638
5	Engineering: issues, challenges and opportunities for development; UNESCO report	English	1 776	Publ. Oct. 2010
6	World social science report, 2010: knowledge divides	English	1 552	20 379
7	Seven complex lessons in education for the future	Spanish	1 373	17 417
8	Water: a shared responsibility; the United Nations world water development report 2	English	1 162	15219
9	Learning: the treasure within	Spanish	1 151	13 737
10	Seven complex lessons in education for the future	French	949	7 890

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



6.3. Statistics from Google

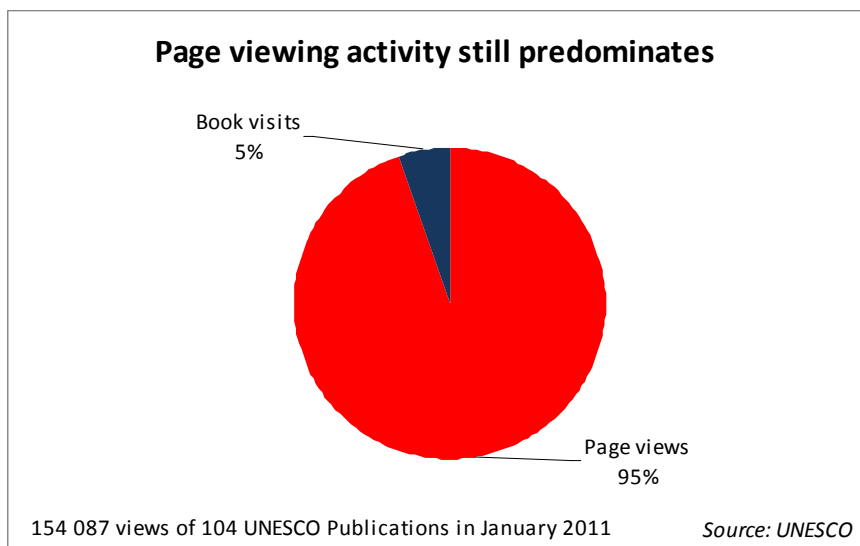
UNESCO started working with Google Books in June 2010 with a small selection of titles. 104 books (mainly new titles) are now available on this service that allows readers to search and browse UNESCO publications online.

Month	Publications available on Google	Pages viewed	Book visits	Book visits with buy clicks
January 2011	104	146 055	8 032	99

Page views: The number of unique pages a user views in a given session (counted as a 24 hour period). Regardless of the number of times that a unique user views a page, it can only be registered once.

Book visits: A Book visit is registered each time a unique user views your book. This statistic includes non-content page views (such as the 'About this book' page) as well as full content page views.

Book visits with buy clicks: Each time a user clicks on a Buy Link, a "Book visit with buy click" is registered.



6.4. Top 5 sales UNESCO bookstore

UNESCO Publications top 5 sales bookstore: January 2011

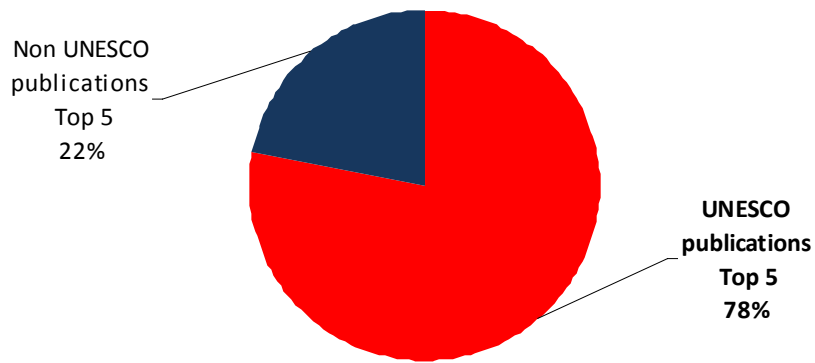
	Title	Number of copies sold	Sector
1	UNESCO/WH Desk Diary 2011	78	WHC/CLT
2	Tell me about... crafts	50	CLT
3	The World's Heritage Complete Guide*	9	WHC/CLT
4	Raconte-moi... les océans	6	CLT
5	Raconte-moi... l'UNESCO	6	CLT

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

Non UNESCO Publications top 5 sales bookstore: January 2011

	Title	Number of copies sold	Publisher
1	Patrimoine mondial de L'UNESCO - guide complet (FR)	15	Ouest-France
2	Patrimoine mondial de L'UNESCO – sites français	8	Gelbart
3	Places for wonder and discovery	7	Our Place
4	Coloring book « UN in our daily lives »	7	UN
5	Charte des Nations Unies	5	UN

3/4 of UNESCO Bookshop sales are UNESCO Publications



Breakdown of 191 Top 5 UNESCO Bookstore sales in January 2011 *Source: UNESCO*

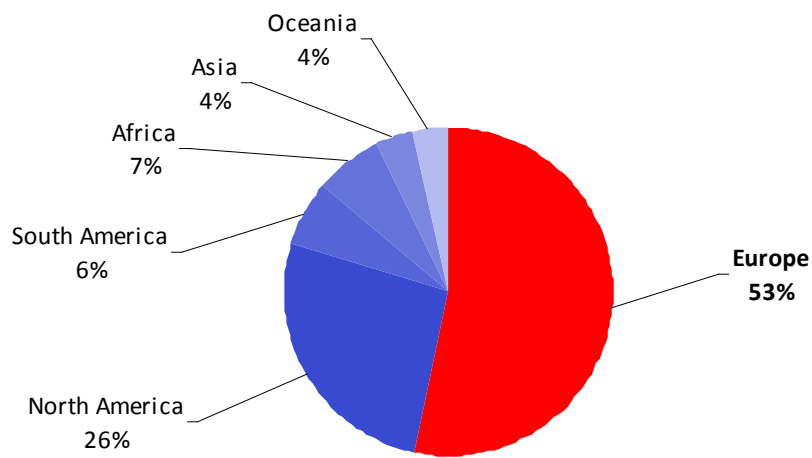
6.5. UNESCO top 5 sales 2011 online and international

UNESCO Publications top 5 sales 2011 online and international: January 2011

	Title	Number of copies sold	Sector
1.	Methods of Grouping Learners at School -Fundamentals of Educational Planning, No 93	46	ED/IIEP
2.	UNESCO/WH Desk Diary 2011	45	WHC/CLT
3.	Engineering: Issues Challenges and Opportunities for Development	19	SC
4.	UNESCO Science Report 2010	11	SC
5.	Climate Change and Arctic Sustainable Development	11	SC

Overall sales by region

Sales in Europe continue to be predominant



Breakdown of overall sales by region in January 2011

Source: UNESCO

6.6 UNESCO less sold Publications

Published and sold over the last 12 months: online, international and bookstore

	Title	Number of copies Online and international	Number of copies bookstore	Sector
1	Compendio mundial de la educación 2009	0	0	UIS
2	Recueil de données mondiales sur l'éducation 2010	1	0	UIS
3	2009 Informe de seguimiento de la educación para todos en el mundo	4	0	ED
4	Escuelas Corruptas, universidades corruptas: ¿Qué hacer?	7	4	IIEP
5	Atlas de las lenguas del mundo en peligro	7	3	CLT

6.7. Licensing and co-publishing agreements signed

Contract No.	Title	Publisher	Language	Date of signature
J.2010-009	Roads of Water (DVD)	Cineparalleli Hobo Shibumi	Portuguese (subtitles: Italian, French, English, Spanish)	24/12/2010*
C.2011-001	La Philosophie saisie par l'UNESCO	Peter Lang GmbH, the German Commission for UNESCO	German	4/01/2011
C.2011-002	IIEP series – Fundamentals of Educational Planning	Toshin-Do Ltd.	Japanese	14/01/2011
C.2011-003	Tourisme, Culture et Développement durable	UNESCO Etxea	Basque	17/01/2011
J.2011-004	Cultures d'enfances – Bouba et Zaza	Michel Lafon Publishing	Bilingual French /English	25/01/2011
J.2011-001	Museum International, Vol. 63-64	Panorama Publishing House	Russian	31/01/2011
J.2011-002	Museum International, Vol. 63-66	Yilin Press	Chinese	31/01/2011

* Received on 3 January 2011

6.8. Permissions granted in January 2011 to use or translate UNESCO contents

Who requests	UNESCO Content	To be reproduced in	Conditions	Date of agreement
University of Florida, Orange & Blue Textbooks, USA	2-page extract from <i>Script writing for short films</i> © UNESCO 1969	6 photocopies to be used as classroom material, spring 2011	due acknowledgment of UNESCO; free of charge	3/01/2011
Stimson Center, USA	Map 2.1 from the <i>UN World Water Development Report 3 : Water in a Changing World</i> , © UNESCO 2010; Figure 3.5 from <i>Global Trends in Water-Related Disasters: an insight for Policymakers</i> © UNESCO 2009	Inclusion in the report entitled "The National Impacts of Changing Water Availability to 2040", March 2011, 500 copies, distributed free of charge to NGOs and governments + online version	due acknowledgment of UNESCO; free of charge	5/01/2011

Netscribes Private Limited, India	<i>Case Studies on Climate Change and World Heritage</i> (pp.54-74, text only) © UNESCO 2009	inclusion in the magazine entitled "The Times Journal of Construction and Design", February 2011, 25,000 copies priced at Rs 75 + online version	due acknowledgment of UNESCO; free of charge	6/01/2011
University of Florida, Orange & Blue Textbooks, USA	Article "Nationalist Extremism and Outcomes of State Policies in the Basque Country, 1979-2001" In <i>International Journal on Multicultural societies</i> , Vol. 4, No. 1 © UNESCO 2002	5 photocopies to be used as classroom material, Spring 2011	due acknowledgment of UNESCO; free of charge	11/01/2011
Pearson Education, UK	Article about Statistics for Education in Ethiopia extracted from UIS' website	Inclusion in the educational project "Ethiopia English grade 10", Spring 2011, 520,620 copies priced at 36 ETB	due acknowledgment of UNESCO; free of charge; provision of one copy of the work	13/01/2011
The Open University, UK	2 page-extract from <i>The Contribution of early childhood education to a sustainable society</i> © UNESCO 2008	inclusion in the educational course "Extending professional practice in the early years", 3,000 copies + eBook version, January 2011	due acknowledgment of UNESCO; free of charge; provision of one copy	18/01/2011
Professor Leon Tilky, Director EdQual Research Programme, University of Bristol, UK	Figure 1 from <i>Quality Education and HIV & AIDS</i> © UNESCO 2006; Figure 1.1 from <i>EFA Global Monitoring Report 2005 – Summary: The Quality Imperative</i> © UNESCO 2004	inclusion in the article "Towards a framework for Researching the quality of Education in Low-Income Countries", to be published by Taylor & Francis as part of the <i>Journal Comparative Education</i> 47, February 2011, 450 copies priced at £20	due acknowledgment of UNESCO; free of charge; provision of one copy	18/01/2011
Professor Nikolay Omelchenko, Department of Philosophy, Volgograd State University, Russia	Several extracts from the English translation of <i>La Philosophie saisie par l'UNESCO</i> , © UNESCO 2003	inclusion in the article "65 Years of UNESCO" to be published as part of the <i>Journal Reflections- Journal of Philosophical Anthropology</i> # 2, February 2011, 400 copies distributed free of charge	due acknowledgment of UNESCO; free of charge; provision of one copy	19/01/2011

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

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

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

The latest issue, "Chemistry and life", deals with the most important questions linked to the chemistry today, after having drawn a historical background. It shows that chemistry is a kind of "Janus-faced" science: one face embodies the countless services it provides for mankind; the other, pollution and industrial disasters. Offering different views expressed by eminent specialists (coming from 20 countries) like Jean-Marie Lehn, Michal Meyer, Tebello Nyokong, Anlong Xu, Klaus Lackner, Akira Suzuki and others, this issue gives the opportunity to everyone to make up his or her own mind.

In January 2011, "Chemistry and life" has been displayed on the UNESCO web portal and on the screens. Printed copies in English (400), French (500) and Spanish (100) have been distributed at UNESCO headquarters, during the launch of the International Year of Chemistry, IYC2011.

The digital version of the PDF and the printed copies (in 6 languages) will be sent respectively to the subscribers and the UNESCO partners in February.

A promotional campaign conducted with the IYC2011 Network and a number of Chemistry Associations and Organizations, increased significantly the number of subscribers.

7.1. Number of page views, PDF downloads, subscribers, printed copies in January 2011

Language	Page views	PDF downloads	New subscribers	% of Total subs.	Total subscribers	Additional printed copies
English	4 655	7 830	3 741	18,06	20 719	2 000
French	2 785	10 171	491	3,60	13 635	1 500
Spanish	1 812	8 763	834	7,43	11 220	350
Russian	1 092	85	28	1,74	1 610	300
Arabic	1 590	30	677	34,21	1 979	350
Chinese	448	55	103	4,33	2 379	100
Portuguese	1 087	Statistics not available	257	13,82	1 860	0
TOTAL	13 469	26 934	6 131	11,48	53 402	4 600

Variation Number of Page views in January 2011 vs December 2010 (by language)

Language	January 2011	December 2010	Variation Vs M-1
English	4 655	4 219	+ 10,33
French	2 785	2 058	+ 35,33
Spanish	1 812	1 572	+ 15,27
Russian	1 092	1 061	+ 2,92
Arabic	1 590	1 564	+ 1,66
Chinese	448	603	- 25,70
Portuguese	1 087	-	-
Total	13 469	11 077	+ 21,59

7.2. Top 10 most consulted PDFs in January (UNESDOC)

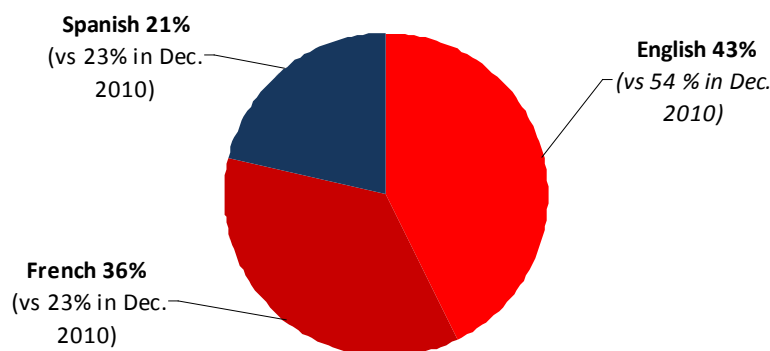
About 1500 different issues have been downloaded this month, mostly in English, French and Spanish.

The most recent: January 2011

The most ancient: January 1986

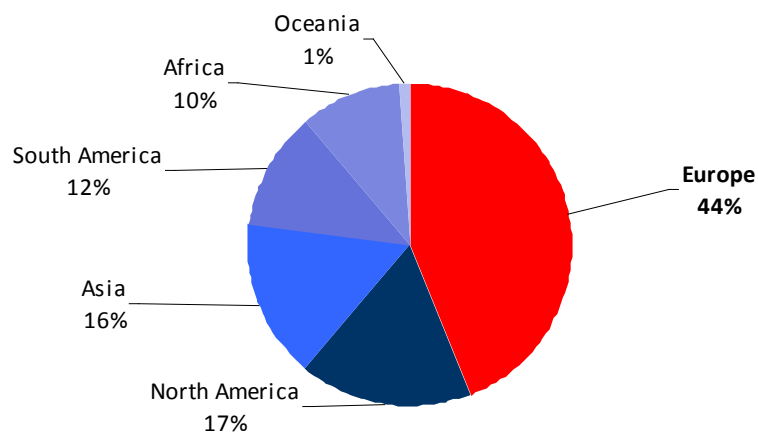
	Title	Language	PDF consulted	Published
1	Chemistry and life	English	405	January 2011
2	The Chinese scientific genius	French	332	October 1988
3	Rebirth for Haiti	English	292	September 2010
4	Rebirth for Haiti	French	250	September 2010
5	Chemistry and life	French	234	January 2011
6	Chemistry and life	Spanish	231	January 2011
7	The New body shop	English	150	July-August 2001
8	Rebirth for Haiti	Spanish	142	September 2010
9	Unesco collection of representative works: treasures of world literature	English	118	January 1986
10	Survival: life in extreme conditions	Spanish	109	June 1987

English PDFs of *The UNESCO Courier* are still the most consulted, French readership has significantly improved



Breakdown of 10 most consulted PDFs of the UNESCO Courier in January 2011 Source: UNESDOC

Europe accounts most UNESCO Courier readers



Geographical origin of visits to the Courier in January 2011 Source: eStat geographical distribution

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

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

8.1. Number of events by “Major Programmes”

<i>Major Programme</i>	<i>Total</i>	<i>Organized by</i>		
		<i>Headquarters</i>	<i>Field Offices</i>	<i>Institutes</i>
CI	5	5		
CLT	10	7	3	
ED	7	7		
ERI	4	4		
ODG	1	1		
SC	8	8		
SHS	2	1	1	
Total	37	33	4	-

8.2. Events organized by Field Offices/Institutes

San José	1
Venice	2
Windhoek	1
Total	4

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

<i>Type of Events taking place</i>	<i>at HQS</i>	<i>away from HQS</i>
Category 2-Intergovernmental meeting	-	-
Category 4- International Congress	1	-
Category 5- Advisory Committee	-	-
Category 6-Expert Committee	1	-
Category 7-Seminars and Workshops	3	4
Category 8-Symposium	1	-
Concert	2	-
DG Meeting with Staff		
Exhibition	2	3
Event under UNESCO Patronage		
Film Projection	1	-
Information Meeting with Permanent Delegations	-	2
Press conference	-	-
Interagency Meeting	-	-
Intersectorial Meeting	-	-
Meeting by Member States or Institutions	-	6
Prize-giving ceremony	1	-
Show	-	-
Special Event	7	-
Working group/Expert Meeting	-	3
Total	19	18

9. UNESCO Headquarters

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

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

9.1. Conferences and Meetings

Programme Meetings

Date	Title*	Organizer	Place	Public
10/01	Annual Steering Committee - UNESCO/HHO Partnership (Office of Her Highness Sheikha Mozah Bint Nasser Al Missned)	Bureau de la planification stratégique, Section des sources de financement multilatérales et privées	Salle V	20
12/01	Réunion du Jury International du Prix UNESCO-Roi Hamad Bin Isa Al Khalifa pour l'utilisation des TIC dans l'éducation	Secteur de l'éducation, Section de la formation des enseignants	Salles I, V	650
17/01	Conférence sur le trafic illicite des biens culturels	Secteur de la culture, Section des musées et des objets culturels	Salle V	25
17-19/01	Réunion du WHC-Advisory Bodies	Centre de l'UNESCO pour le patrimoine mondial, Unité de politique générale et de réunions statutaires	Salle V	45
17-21/01	Convention 2003: Réunion organe consultatif	Centre de l'UNESCO pour le patrimoine mondial, Unité de politique générale et de réunions statutaires	Salle XIV	30
19/01	Séminaire du mercredi : les défis de l'éducation scientifique et de l'éducation mathématique liés à l'étude PISA	Secteur de l'éducation, Services de gestion des savoirs	Salle IX	50
20/01	Working Group of the Executive Board	Services centraux, Secrétariat de la Conférence générale	Salle IX	100
24-26/01	Le futur de l'eau urbaine : solutions pour des villes habitables et résilientes	Secteur des sciences exactes et naturelles, Division des sciences de l'eau	Salles VI, VII, IX	150
26/01	Colloque international sur la liberté d'expression	Secteur de la communication et de l'information, division de la liberté d'expression, de la démocratie et de la paix	Salle II	400
27/01	Conférence finale de projet de Responsabilité Médiatique	Secteur de la communication et de l'information, division de la liberté d'expression, de la démocratie et de la paix	Salle IV	100
27/01	Réunion sur l'Education à l'Holocauste	Secteur de l'éducation, Section de la formation des enseignants	Salle IX	25
27-28/01	Lancement de l'Année internationale de la chimie	Secteur des sciences exactes et naturelles, Division des sciences fondamentales et des sciences de l'ingénieur	Salles I, III, V, VI, VII, VII	1 100
31/01	Réunion du jury international du Prix UNESCO/Melina Mercouri	Secteur de la culture, unité administrative	Salle V	15
31/01-01/02	United Nations Girls' Education / Initiative Global Advisory Committee meeting	Secteur de l'éducation, Division for Basic to Higher Education and Learning	Salle IX	40
Total participation				2 750

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

External rentals

Date	Title	Organizer	Place	Public
04/01	Rentrée solennelle de l'Ecole de Formation du Barreau de Paris	Ecole de Formation du Barreau de Paris	Salles I, IX	1 300
13/01	Réunion du Comité de suivi technique de la Convention de coopération France-UNESCO dans le domaine du Patrimoine	Délégation permanente de la République française	Salle XVI	40
14/01	Réunion d'information aux étudiants libyens	Délégation permanente de la Jamahiriya arabe libyenne	Salle IX	60
18-20/01	APF formation : Journées d'études annuelles	Association des Paralysés de France	Salle I	1 200
20/01	Cycle IHEPS 2010/2011	Institut des hautes études de protection sociale	Salle XIII	45
21/01	Remise des diplômes pour les lauréats Anglophones et Francophones de l'ISG	Institut supérieur de gestion	Salle I	1 300
27-28/01	Conférence sur " la diplomatie humanitaire face aux nouvelles crises"	Observateur permanent de l'ordre de Malte	Salles XI, XII	450
Total participation				4 395

Inter-Agency Meeting

Date	Title	Organizer	Place	Public
14/01	Vidéo Conférence avec le Breda	ED/ESB/TVET	Salle VIII	25

Information Meetings for Member States

Date	Title	Organizer	Place	Public
13/01	CI Information meeting with Member States	Secteur de la communication et de l'information, Bureau du Sous-Directeur général	Salle XI	65
19/01	Réunion d'information sur le thème de "l'Année Internationale de la Chimie"	Secteur des sciences exactes et naturelles, Bureau exécutif	Salle XI	150
Total participation				215

Electoral Groups Meetings

Date	Title	Organizer	Place	Public
07/01	Réunion du Groupe africain	Délégation permanente d'Angola	Salle XIII	40
10/01	Réunion ALECSO	Délégation permanente de la Jamahiriya arabe libyenne	Salle XVI	40
11/01	Réunion du Groupe UE	Délégation permanente de la République de Hongrie	Salle XIII	40
12/01	Réunion du Groupe Arabe et Africain	ALECSO	Salle II	150
14/01	Asean Committee Meeting	Délégation permanente du Royaume de Thaïlande	Salle XVI	40
18/01	Réunion Plénière du Groupe 77	Secteur des relations extérieures et de l'information du public, Section des organisations intergouvernementales	Salle XIII	60
21/01	Délégation de la Norvège	Délégation permanente du Royaume de Norvège	Salle XIII	50
24/01	Réunion du GRULAC	Secteur des relations extérieures et de l'information du public, Section Amérique latine et Caraïbes	Salle XVI	45
25/01	Réunion du Groupe UE	Délégation permanente de la République de Hongrie	Salle XIII	40
25/01	Réunions Bureau & Plénière ASPAC	Délégation permanente du Royaume de Thaïlande	Salle XVI	45
27/01	Réunion du GENEVA Group	Délégation permanente du Japon	Salle XIV	45
31/01	Réunion du Groupe arabe	ALECSO	Salle XIV	40
Total participation				635

9.2. UNESCO Cultural Events / Exhibitions

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

Monthly calendar of events is sent to ERI/SPE list of subscribers at the end of each month.

- Total number of **subscribers** to 31/01/2011: **3 499** → + 0.75 % versus December 2010

9.2.1. Exhibitions

Date	Title	Organizer	Place	Public*
Until 14/01/2011	On the occasion of World AIDS Day, on December 1st Photos-Voices: HIV and AIDS Education for Young People in Africa	UNESCO Education Sector, Section on HIV and AIDS, with Virginio Bruni Tedeschi Foundation and UNAIDS	Hall Ségur	N/A
12/01/2011	On the occasion of UNESCO King Hamad Bin Isa Al Khalifa Prize for the Use of ICTs in Education	UNESCO Education Sector and Permanent Delegation of Bahrain to UNESCO	Foyer	N/A

9.2.2. Shows and Screenings

Date	Title	Organizer	Place	Public*
13/01/2011	Within the framework of the United Nations Decade of Education for Sustainable Development. Film Premiere: Architects of Change II: Spreading Hope	UNESCO Education Sector with Lato Sensus productions	Room I	1 100
17/01/2011	On the occasion of the end of Chopin Year and the opening of Liszt Year. Concert: Tribute to Frederic Chopin and Franz Liszt	Permanent Delegation of the Republic of Hungary and Permanent Delegation of the Republic of Poland	Room I	1 200
29/01/2011	Concert: Seventeenth International Meeting of Choral Singing	International Music Council	Room I	500
Total participation				2 800

9.2.3. Special events

Date	Title	Organizer	Place	Public*
First anniversary of the earthquake in Haiti				
20/01/2011	Conference: Haiti: One year after the earthquake	UNESCO Bureau of Field Coordination and Permanent Delegation of Haiti to UNESCO	Room IV	480
20-21/01/2011	Exhibition: Commemoration of the First Anniversary of the Haiti earthquake		Hall Ségur, Salle des Pas Perdus, Miró Rooms	N/A
International Day of Commemoration in Memory of the Victims of the Holocaust				
24-28/01/2011	Exhibition: Hélène Berr	UNESCO Education Sector, Permanent Delegation of Israel to UNESCO and Mémorial de la Shoah	Miró room 3	N/A
	Exhibition: The Shoah in Europe		Miró rooms 1 and 2	N/A
26/01/2011	Ceremony: Commemoration in memory of the victims of the Holocaust		Room I	900

Launch of the International Year of Chemistry				
27-28/01/2011	Conferences: Chemistry: our life, our future	UNESCO Natural Sciences Sector in partnership with the International Union of Pure and Applied Chemistry (IUPAC)	Room I	1 100
	Exhibition and film screening: Achievements and contributions of chemistry		Ségur Hall, Salle des Pas Perdus, Foyer	N/A
28/01/2011	Concert: Chemical notes		Room I	500
Total participation				2 980

*Source: number of participants for the rooms is estimated by ERI/SPE and ADM/CLD/PCS. Neither means nor tools are available to monitor exhibitions visitors.

9.3. UNESCO Visits

The Visitors' Service organized a total of 11 visits for 299 visitors in January 2011.

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

1. Requests

Number of emails received	158
Number of requests received	64
Accepted requests	23%
Declined requests	77%

2. Languages

Visits in English	3	27%
Visits in French	8	73%
Other	0	0%

3. Type of visits

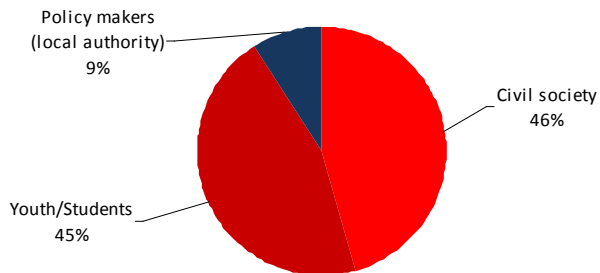
Individual Visits	1	9%
Group Visits	8	73%
Thematic Conferences	2	18%

4. Origin

Africa	0	0%
Arab States	1	10%
Europe and North America (of which 60% of local requests)	10	90%
Latin America and the Caribbean	0	0%
Asia and Pacific	0	0%

5. Audience

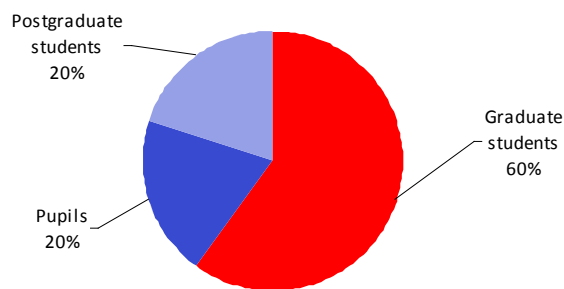
Most visitors are equally from Civil society and Youth



Breakdown of 299 visitors in January 2011

Source: UNESCO

Most of young visitors are Graduate students



Breakdown of 299 UNESCO visitors in January 2011

Source: UNESCO

10. UNESCO logo Exposure: Patronage

10.1. Patronage

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

Four events were granted UNESCO's patronage in January 2011.

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
03/01	Norway	The Global Classroom – an event in the framework of celebrating the Nansen Amundsen Year	Civil society, youth & students, mass media	SC
21/01	France	Un colloque sur le thème « Droits fondamentaux du sport : dopage 2011 »	Scientists & researches youth & students, civil society, policy makers	SHS
24/01	France	Célébration du 250e anniversaire de la création de la première école vétérinaire du monde	Scientists & researches & academia, educators & teachers & trainers, students,	SC
27/01	Estonia	14th World Federation of Tourist Guide Association Event in Tallinn	Civil society, youth & students, mass media	CLT

10.2. Logo production

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

In January 2011, **42 new logos** have been elaborated for internal and external audiences. 40% have been elaborated for the Secretariat, 20% for Partners, 17% for Network Members.

11. Media Partnerships

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

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

11.1.Asahi Shimbun (Japan)

Area of collaboration: **Intangible cultural heritage**

Partnership began: August 2008

Duration: until December 2013

Countries and regions of distribution: **Japan**

Circulation: 41,136 (**International Herald Tribune/The Asahi Shimbun**)

Date	Title: Through enhanced cultural exchanges, Kabuki can help UNESCO Mission http://www.asahi.com/english/TKY201101280406.html <i>Translation from the original text in Japanese, which was published in the Asahi Shimbun in December</i>	Size & Language
29-30/01	Face to Face Talks between the DG and Kabuki Actor, Kikunosuke Onoe	Half a page English

Total number of estimated number of readers of this story was **781,584** (1,9 readers per copy)

11.2.NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009

Duration: until December 2012

Products: **2 series of TV programmes (5 and 30 minutes) + several special programmes**

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

Area of broadcast: **Japan and Worldwide**

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

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

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

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

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

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

Date	Subject	Format
Every Day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes
Once a week in Japan, Worldwide by satellite (twice a week including re-run)	Invitation to the World Heritage	30 minutes

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

Additional Programs in January

Date	Name of Series	Format
01-03/01, 05-07/01	My World Heritages	Digital Satellite station /60 minutes
18/01, 25/01	World Heritage Poems of 10,000 years	Satellite station/90 minutes

The audience share is not known.

11.3.TBS (Japan)

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

Partnership began: 1994

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

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

Countries and regions of broadcast: **Japan**

Average audience share: **5.0 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4 580 000** (for the first broadcast)

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

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
09/01	Special Trip in Europe, Go South along the Road to Rome http://www.tbs.co.jp/heritage/archive/20110109.html	30 minutes	6.1
16/01	Special Trip in Europe 2, Go North along the Rhein River http://www.tbs.co.jp/heritage/archive/20110116.html	30 minutes	4.0
23/01	National History Park - Citadel, Sans Souci, Ramiers http://www.tbs.co.jp/heritage/archive/20110123.html	30 minutes	4.0
30/01	China Danxia http://www.tbs.co.jp/heritage/archive/20110130.html	30 minutes	5.0

The total number of audience accessed to the program in December was estimated at **18 330 000**

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

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

Partnership began: October 2010

Duration: until December 2012

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

<i>Date</i>	<i>Title & site on web</i>	<i>Language</i>
05/01	L'UNESCO lance l'Année Internatio http://french.news.cn/culture/2011-01/05/c_13676997.htmnales de la Chimie	French
11/01	Recording 2010's culture shocks http://news.xinhuanet.com/english2010/china/2011-01/11/c_13684996.htm	English
12/01	Birthplace of Gautam Buddha archaeological survey begins in Nepal http://news.xinhuanet.com/english2010/culture/2011-01/12/c_13687083.htm	English
12/01	Canada reaffirms commitment to Haiti ahead of quake anniversary http://news.xinhuanet.com/english2010/world/2011-01/12/c_13687339.htm	English
14/01	La directrice générale de l'Unesco en visite à Brazzaville http://french.news.cn/afrique/2011-01/14/c_13691194.htm	French
15/01	L'UNESCO salue le Plan stratégique d'action de la RDC sur les sites du patrimoine mondial http://french.news.cn/afrique/2011-01/15/c_13691826.htm	French
17/01	RDC : le patrimoine mondial a besoin de l'aide de la communauté internationale http://french.news.cn/afrique/2011-01/17/c_13693626.htm	French
19/01	Volcanic lava floods threaten Indonesia's ancient temples	English

	http://news.xinhuanet.com/english2010/culture/2011-01/19/c_13697746.htm	
20/01	L'Unesco déplore la mort d'un journaliste français en Tunisie http://french.news.cn/culture/2011-01/20/c_13698726.htm	French
21/01	RDC: l'exploitation du pétrole dans le parc des Virunga doit respecter la loi en matière de la conservation de la nature http://french.news.cn/afrique/2011-01/21/c_13700612.htm	French
21/01	Haïti: l'Unesco appelle les pays donateurs à tenir leurs engagements http://french.news.cn/monde/2011-01/21/c_13701246.htm	French
21/01	The commitment to help Haiti must be carried out- UN Agency http://news.xinhuanet.com/world/2011-01/21/c_121006593.htm	Chinese
23/01	Fiji's health ministry to watch school children's diet http://news.xinhuanet.com/english2010/health/2011-01/23/c_13703603.htm	English
25/01	Egypt asks Berlin to return Queen Nefertiti's bust http://news.xinhuanet.com/english2010/world/2011-01/25/c_13705232.htm	English
25/01	Security stepped up at Thai parliament to cope with rallies http://news.xinhuanet.com/english2010/world/2011-01/25/c_13706281.htm	English
26/01	Count finds China's Palace Museum has 1.8 mln obje http://news.xinhuanet.com/english2010/china/2011-01/26/c_13708543.htm	English
27/01	Thai "yellow-shirt" leader threatens to raid Gov't House http://news.xinhuanet.com/english2010/world/2011-01/27/c_13709629.htm	English
28/01	Thai protesters to decide next move on weekend-rally assessment http://search.news.cn/language/search.jspx?id=en&t=1&t1=0&ss=&ct=&n1=UNESCO	English
29/01	Congo/Presse : Création prochaine d'un institut à vocation régionale http://french.news.cn/afrique/2011-01/29/c_13712374.htm	French
31/01	RDC : plusieurs centaines de familles expulsées du parc national des Virunga http://french.news.cn/afrique/2011-01/31/c_13715146.htm	French

11.5. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Website Page views:

Network: partnership with more than 100 foreign news media

<i>Date</i>	<i>Title</i>	<i>Language</i>	<i>Page views</i>
06/01	The Patriarch's Russian Civilization Project http://russiaprofile.org/interviews/a1294333190.html	English	4
12/01	Archeologists started excavations in Buddah's homeland Nepal http://www.rian.ru/science/20110112/320546226.html	Russian	986
19/01	UNESCO fordert Klärung des Todes von französischem Bildreporter in Tunesien. http://de.rian.ru/society/20110119/258127174.html	German	91
21/01	Vladimir Lenin's Mausoleum (INFOgraphics) http://en.rian.ru/infographics/20110121/162235305.html	English	180
21/01	L'Unesco appelle à poursuivre l'aide à Haïti http://fr.rian.ru/world/20110121/188394836.html	French	52
21/01	A l'intérieur du mausolée de Lénine (infographie) http://fr.rian.ru/infographie/20110121/188397440.html	French	93

24/01	RIA Novosti en 2010: startups, percée de l'UGC, réseaux sociaux, téléphonie mobile http://fr.rian.ru/agence_actualites/20110124/188415526.html	French	34
24/01	俄新社2010年年度总结：新项目的成功、移动和社交网络 http://rusnews.cn/benshedongtai/20110124/42971618.html	Chinese	90
25/01	Highlights of 2010: startup triumphs, UGC breakthroughs, mobile and social networking services http://en.rian.ru/agency_news/20110125/162292010.html	English	100
26/01	Reporters without borders appeal UNESCO to fight for freedom of speech http://www.rian.ru/media/20110126/326603079.html	Russian	34
27/01	International chemistry year opened on Thursday by UNESCO http://www.rian.ru/science/20110127/327033607.html	Russian	100
27/01	GREENPEACE to change ALTAI gas pipeline route http://eco.rian.ru/nature/20110127/327107080.htm	Russian	120
27/01	Russia gave France General de Gaulle's bust http://www.rian.ru/culture/20110127/327192025.htm	Russian	212
27/01	St. Petersburg governor requests exclusion of city from list of historic settlements http://en.rian.ru/art_living/20110127/162329554.html	English	70
28/01	FosAgro took part in International chemistry year opening http://www.rian.ru/company/20110128/327519419.html	Russian	36
28/01	St. Petersburg city center alone will be declared historical - mayor http://en.rian.ru/russia/20110128/162349116.html	English	148
28/01	La Russie offre un buste du général de Gaulle à la France http://fr.rian.ru/culture/20110201/188508078.html	French	259
28/01	绿色和平组织主张更改俄中天然气管道的走向 http://rusnews.cn/eguoxinwen/eluosi_huanjing/20110128/42976615.html	Chinese	184

Total number of Page views of UNESCO related articles in multi-languages on the RIA Novosti site in January: 2956.

Analyse des retombées médiatiques

Lancement de l'Année internationale de la chimie

Un peu plus de 1000 articles ont été consacrés à l'Année internationale de la chimie depuis le 1^{er} janvier 2011. C'est dans la presse américaine que le sujet a été le plus abondamment traité avec plus de 34% des articles consacrés à l'AIC. Viennent ensuite la presse chinoise (13%), espagnole (10,8%) et française (9,5%). Si la parution des articles a commencé dès le début du mois de janvier, on constate un pic autour du 19 janvier, au lendemain de la sortie du communiqué de l'UNESCO et de la dépêche de l'Agence France Presse qui a repris l'information sur l'expérience de chimie mondiale. Mais le pic le plus élevé correspond à la période du lancement parisien (26-28 janvier).

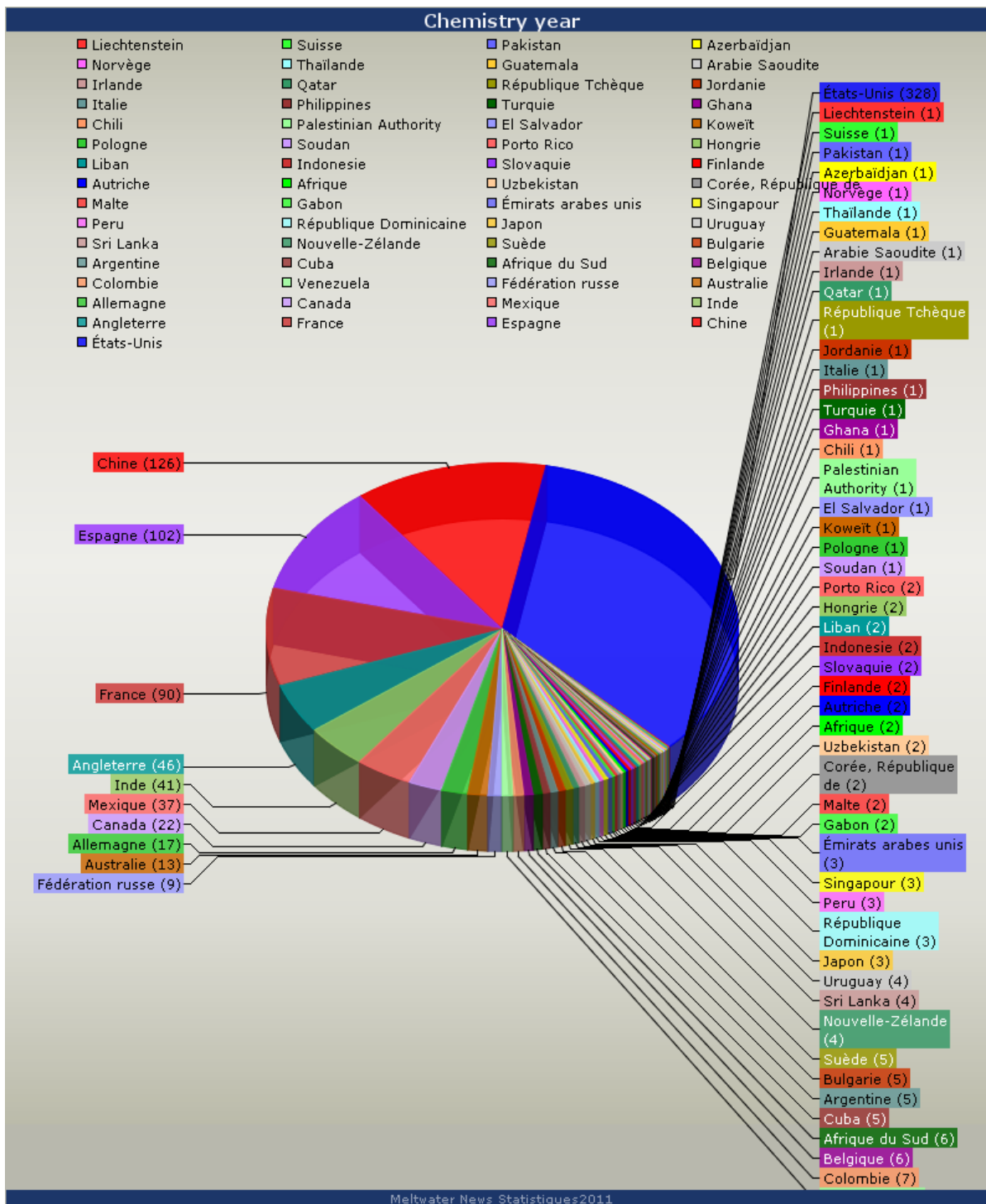
L'information a été très largement relayée par la presse spécialisée. Parmi les très nombreux titres, on peut citer Chemanager (Allemagne), ICIS (Royaume-Uni) ou encore Info Chimie (France). L'ampleur de la couverture américaine doit d'ailleurs beaucoup à la presse spécialisée (Clinical Chemistry, R&D Mag, Chemical Week, Chemical and Engineering news...). Cette dernière a annoncé/couvert le lancement parisien, en se félicitant souvent de la vitrine offerte par l'AIC à la chimie. L'AIC a également fait l'objet d'un certain nombre de reprises par des organismes institutionnels tels que le ministère français de l'Enseignement supérieur et de la recherche ou encore le Centre national de la recherche scientifique (France).

La presse généraliste a également assuré une large couverture à l'événement. Des grands titres de la presse internationale tels que El País (Espagne), la Jornada (Mexique), le Figaro (France), The Straits Times (Singapour) ou encore The Times of India ont fait paraître des articles, généralement dans leur rubrique « sciences ». Il ne s'agit parfois que de simples mentions, parfois de tribune qui peuvent être le fait d'industriels (« Pour une chimie forte » de Thierry Le Hénaff, PDG d'Arkema dans le quotidien économique français Les Echos) ou de scientifiques (Pr de chimie Martin Leon dans El País). Mais le plus souvent, il s'agit d'articles factuels présentant l'AIC (origine de cette année onusienne, présentation des deux partenaires, objectifs et programme...).

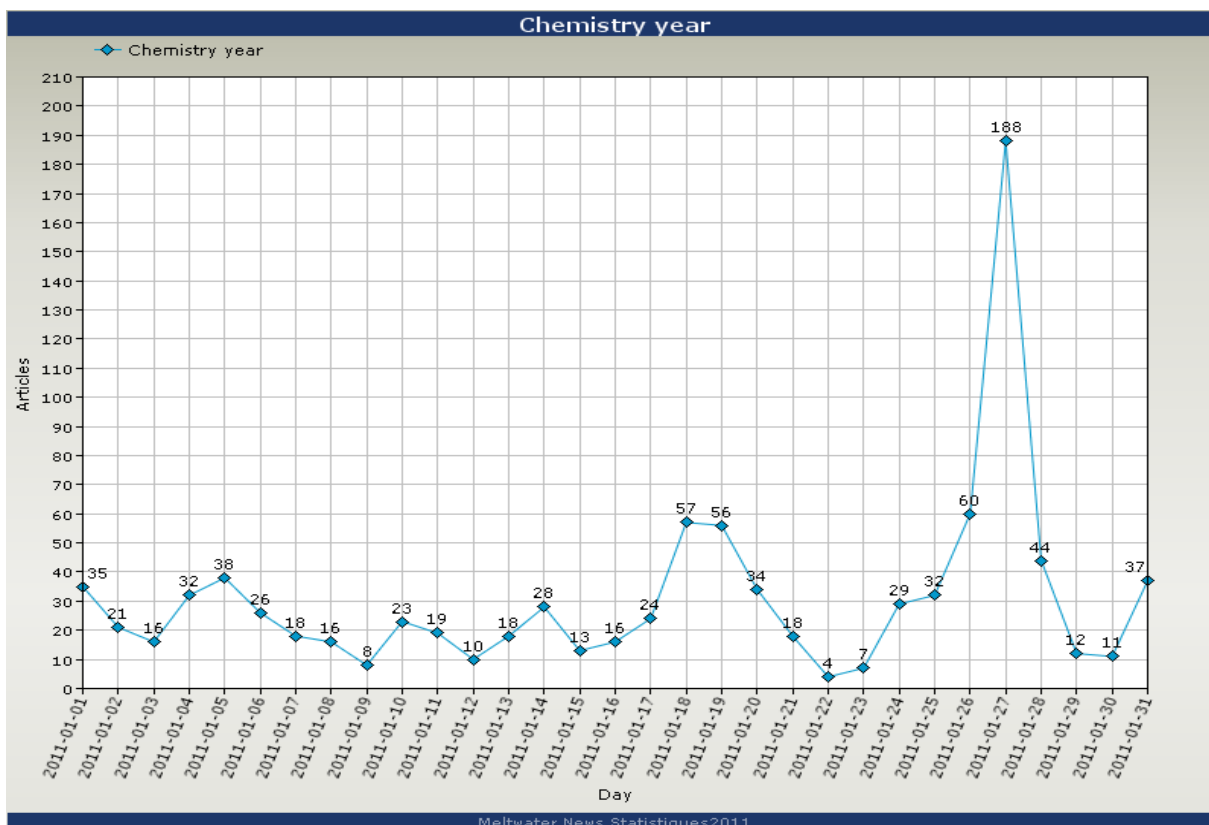
L'expérience de chimie mondiale a également donné lieu à de très nombreux articles (Financial Times, AFP, Times of Malta, AllAfrica.com, La Croix, Vingt Minutes, Radio Canada...). La presse régionale (américaine, française, espagnole, chinoise...) a également traité de l'AIC via une présentation d'événements organisés à proximité, de la présentation d'une industrie locale ou d'un grand nom de la chimie originaire de la région. Il est à noter qu'à l'exception de quelques titres, comme le Figaro ou Nature, peu d'articles de fond ont été consacrés au sujet.

D'une manière générale, le ton adopté dans les articles est informatif. L'angle retenu tourne souvent autour d'une des ambitions affichées de l'Année : améliorer l'image de la chimie (« Une année pour réhabiliter l'image de la chimie », Les Echos, « Il faut dédiaboliser la chimie », L'Avenir (Belgique), « La chimie omniprésente et mal aimée », Le Figaro). Peu d'articles négatifs ont été publiés, hormis dans un blog du Monde diplomatique ou un article du magazine économique français L'Usine nouvelle, au ton assez ironique pour l'UNESCO, regrette notamment que le lancement de l'Année n'ait pas permis d'aborder les questions dérangeantes.

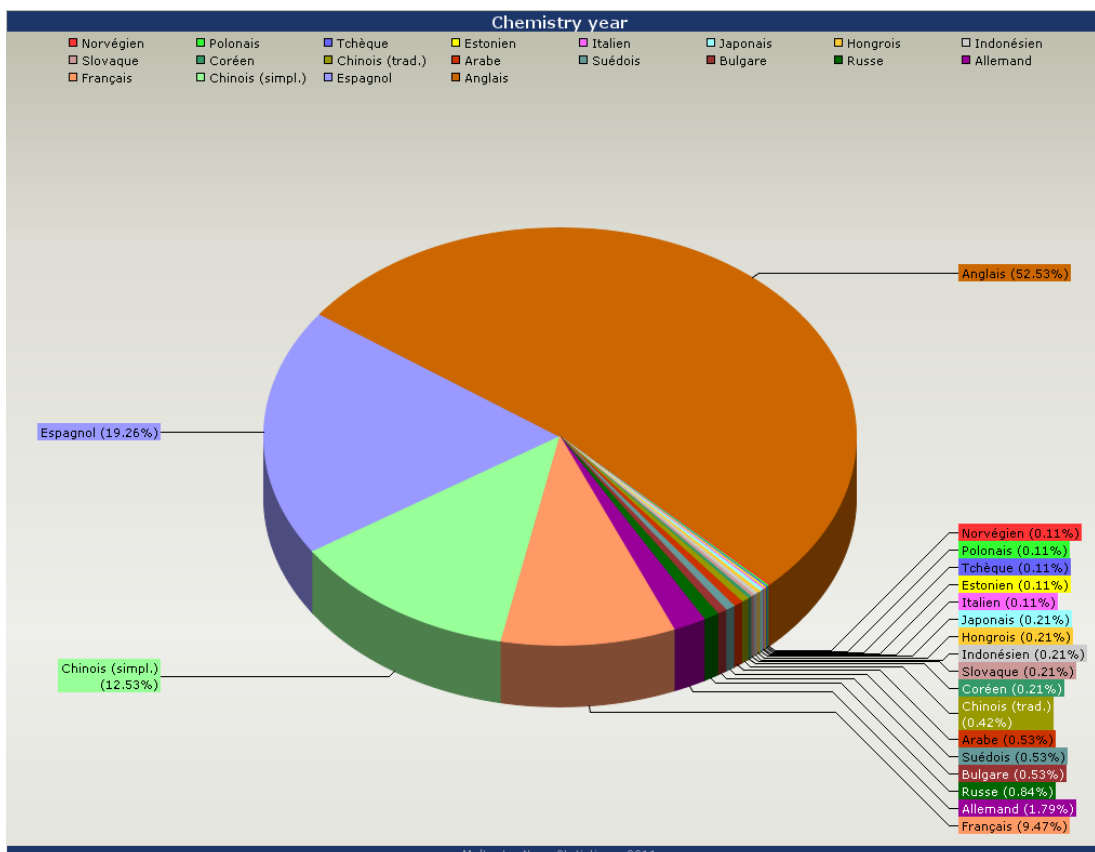
Reprises par pays pour le mois de janvier 2011(Source : Meltwater news)



Reprises pour la période du 1^{er} au 31 janvier 2011 (Source : Meltwater news)



Reprises par langues (Source : Meltwater news)



Actions de DPI

Deux alertes ont été envoyées à la presse en amont de l'événement : l'une en décembre, l'autre au début du mois de janvier. Un communiqué de presse en six langues, axé notamment sur l'Expérience de chimie mondiale, a été envoyé le 18 janvier. L'information, reprise par une dépêche de l'AFP le lendemain, a été largement relayée.

Le jour du lancement (27 janvier), un point presse a été organisé en présence de G.Klonji (ADG Science), Jean-Marie Lehn, Prix Nobel de chimie 1987 et Nicole Moreau, présidente de l'IUPAC. Une dizaine de journalistes (Le Figaro, France Inter, Radio Télévision suisse...) y ont participé. Au total, 28 journalistes ont couvert l'événement au siège de l'UNESCO (voir liste ci-dessous).

A la mi-décembre, un message a été envoyé à tous les bureaux hors-siège, aux commissions nationales et aux bureaux UNIC afin de leur proposer une série de matériels (affiche de l'Année, communiqué de presse, numéro du Courrier de l'UNESCO sur la chimie...). Une vingtaine de demandes nous ont été adressées suite à ce message.

Par ailleurs, un b-roll a été réalisé pour l'occasion (un seul téléchargement) ainsi qu'une vidéo, portant spécifiquement sur l'Expérience mondiale de chimie, « Water : a chemical experiment » (1633 vues).

L'expérience mondiale a également été l'angle choisi pour la campagne sur Twitter le 25 janvier « Global experiment aims to break record » (13 mentions), suivie deux jours plus tard par une autre campagne, « Marie Curie's grand-daughter, Prof Hélène Langevin-Joliot+ Nobel Chemistry Laureates launch » (1 mention). Parallèlement, une campagne a été lancée sur Facebook. Elle a notamment permis de relayer l'une des premières activités lancées dans le cadre de l'Année : Women share a chemical moment in time. Une galerie photo a été créée et de nombreuses participantes ont réagi sur la page de l'UNESCO. Cette campagne a généré le nombre de « Likes » (221) le plus élevé enregistré à ce jour sur la page UNESCO Facebook.

Liste des journalistes venus pour le lancement de l'Année internationale de la chimie

27 janvier 2011

Angewandte Chemie	Dr Peter GOLITZ	25
AFP	Laurent BANGUET	03
Chemestry & Industry	Martin TODD	07
Chemestry World	Lora HOWES	
Chemical and Engeniring News	Sarah EVERTS	
Clorophylle Europa	Junia TURRA	57
Clorophylle Europa	Acoca GABRIEL	58
France Inter	Sophie BECHEREL	
Freelance	Annia DOMENECH	55
ICIS Chemical Business	Will BEACHAM	45
Info Chimie Magazine	Sylvie LATIEULE	
Info Lumière	Lamine TALL	60
Journal du Dimanche	Oscar ROCHER	10
Journal du Dimanche	Eric BAUDET	22
Le Figaro	Marc MENNESSIER	19
Neue Zürcher Zeitung	Marc Denis WEITZE	23
Pour la Science	Loïc MANGIN	16
Prensa Latina	Marlène BORGES	18
Radio Télévision Suisse	Virginie MATTER	29
Science et Avenir	David LAROUSSERIE	12
VDI Nachrichten	Ralph AHRENS	
Association des journalistes	Brigitte VAN TIGGELEN	15
L'actualité chimique	M.RIGNY	13
L'actualité chimique	M.SCHORSCH	12
KUEMI	Lars Ole OYASAETER	24
Ria NOVSTI	M. DOBROVOLOSKY	20
CNRS	Nicole TIGET	
CNRS	Agnès ANNE	

Le Figaro, 28 janvier

La chimie, omniprésente et mal aimée

Par Marc Mennessier

28/01/2011 | Mise à jour : 11:25 Réactions (7)

S'ABONNER AU FIGARO.FR - 8 €/mois



Selon une étude réalisée dans onze pays de l'Union européenne, 47 % des personnes interrogées ont une image négative de la chimie. Crédits photo : ERIC PIERMONT/AFP

En faisant de 2011 l'Année internationale de la chimie, l'Unesco espère redorer le blason de cette science trop souvent décriée.

La chimie souffre d'un paradoxe. Mal aimée du grand public qui l'accuse de mille maux, cette discipline scientifique n'en a pas moins envahi, au travers de ses réalisations, tout notre espace quotidien. Le plus souvent à notre insu. Au point d'oublier son omniprésence, au même titre que l'air, parfois vicié, que l'on respire.

Selon une étude réalisée l'an passé par le Conseil européen de l'industrie chimique (Cefic) dans onze des principaux pays de l'Union européenne, 47 % des personnes interrogées ont une image négative de la chimie, principalement en Suède, en République tchèque et en France. Dans notre pays, 64 % des sondés considèrent que «les produits chimiques ne sont pas indispensables à l'amélioration de leurs conditions de vie», révèle une autre enquête réalisée ce mois-ci par l'Union des industries chimiques (UIC).

Il est pourtant difficile d'imaginer ce que serait la vie, notre vie actuelle et tout le confort qui va avec, sans la chimie. Pas d'engrais, pas de pesticides ni autres produits polluants certes, mais pas non plus de médicaments, de cosmétiques, de savon pour se laver, d'encre et de papier pour écrire, de bas Nylon, de veste en Tergal, de téléphone fixe ou portable, d'ordinateur, de télévision, d'essence et de pneus pour les voitures (ou les vélos), de panneaux solaires, de réfrigérateurs, sans oublier le cinéma et la photo (faute de pellicule jusqu'à l'apparition du numérique)... la liste serait longue.

«Notre souci n'est pas de défendre la chimie mais d'expliquer au public ce qu'est cette science fondamentale trop souvent décriée», a martelé jeudi au siège de l'Unesco à Paris, Nicole Moreau, la présidente de l'Union internationale de la chimie pure et appliquée. Cette société savante, fondée il y a exactement cent ans par des universitaires et des industriels de la chimie, a été la première organisation à se mobiliser pour faire de 2011, l'Année internationale de la chimie, avec le soutien de l'Éthiopie et de 23 autres pays.

Officiellement lancée jeudi, cette initiative vise, au travers de colloques scientifiques, d'expositions, de rencontres avec des chercheurs dans leurs laboratoires mais aussi dans des milliers d'écoles et de lycées du monde entier, à «dire la vérité sur la chimie, ses avantages et ses inconvénients, ses bénéfices et ses risques, qu'il faut regarder en face», a souligné Irina Bokova, la directrice générale de l'Unesco qui espère susciter des vocations. «Les jeunes générations se détournent de la chimie et de la science, déplore-t-elle. Nous devons à tout prix inverser cette tendance.»

Médicaments de demain

Car si la chimie a posé ou pose encore problème, elle est aussi dans bien des cas la ou, à tout le moins, l'une des solutions. Y compris pour relever les défis climatiques et énergétiques à venir, notamment en matière de stockage de l'électricité (batteries du futur) ou d'isolation thermique (matériaux). Qu'ils soient naturels ou synthétiques, les médicaments de demain ne pourront pas être conçus sans le concours de cette science que Jean-Marie Lehn, Prix Nobel 1987, définit «comme l'étude de la structure de la matière, de sa transformation» et de sa capacité à «s'auto-organiser». Difficile également d'imaginer nourrir 9 milliards d'hommes en faisant l'économie de la chimie y compris dans les pays en développement.

Enfin, last but not least, l'Année internationale de la chimie célébrera le centenaire de l'attribution du prix Nobel de chimie à Marie Sklodowska-Curie pour sa découverte du radium et du polonium. Une «pionnière qui avait foi dans la science et dans le progrès» et dont Valérie Pécresse, ministre française de la Recherche a salué «le courage» dont elle a fait preuve pour s'imposer à une époque où les femmes étaient exclues du monde de la recherche. Cette commémoration fournit à l'Unesco une occasion idéale pour promouvoir l'égalité hommes-femmes dans l'éducation et la science.

Radio Canada, 27 janvier

2011 : une année sous le signe de la chimie

[Imprimer](#)



Photo: AFP/Jacques Demarthon

C'est grâce à la chimie que différents ingrédients se transforment en un dessert. Ici, des galettes des rois.

L'Année internationale de la chimie vient officiellement d'être lancée par l'UNESCO, à Paris, jeudi. L'organisme onusien voué à l'éducation, à la science et à la culture espère ainsi réhabiliter l'image de cette science en soulignant son importance dans notre quotidien et ses bénéfices sur le développement durable.

La chimie permet des avancées multiples, notamment en matière d'environnement, de nutrition, d'énergie et de nouveaux matériaux, relève la directrice générale de l'UNESCO, Irina Bokova. Mais cette science a également des « applications parfois dangereuses, toxiques, polluantes, qu'il faut regarder en face », admet-elle.

Pour Nicole Moreau, présidente de l'Union internationale de chimie pure et appliquée (IUPAC), co-organisatrice de cette année, il faut rétablir la vérité sur cette science, « souvent décriée » et en améliorer la connaissance.

L'Année internationale de la chimie tentera de joindre le grand public, mais surtout les jeunes, par le biais d'expositions, de rencontres avec des chercheurs, d'expériences dans les écoles, de colloques et de conférences scientifiques.

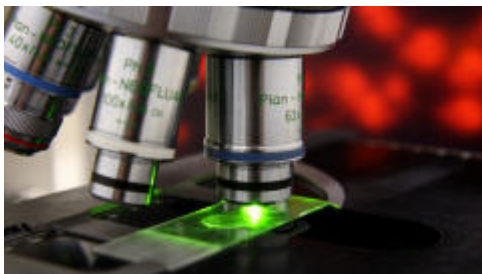


Photo: iStock

La chimie verte

« Nous allons mettre l'accent sur la "chimie verte", ce qu'elle peut apporter dans le débat sur le changement climatique et la préservation de l'environnement. L'énergie solaire, les biocarburants, c'est en partie de la chimie », a précisé Mme Bokova.

Cette année est « aussi l'occasion de passer le message aux pays en développement qu'il ne faut pas forcément copier le modèle européen ou américain, comme l'utilisation des produits chimiques dans l'agriculture. Il faut éviter de refaire les mêmes erreurs », a-t-elle ajouté.

L'année 2011 marque également le centenaire de l'attribution du prix Nobel de chimie à Marie Skłodowska-Curie, récompensée pour sa découverte du radium et du polonium.

Efe, 28 janvier

Noticias agencias

Sota destaca esfuerzo de Solvay por estar "en primera línea" de la innovación

Torrelavega, 28 ene (EFE).- El consejero de Industria, Juan José Sota, ha destacado hoy el esfuerzo de la empresa Solvay, ubicada en Torrelavega, por estar "en primera línea" por su apuesta por la innovación y la internacionalización de sus productos, proceso en el que ha destacado la colaboración del Gobierno de Cantabria.

Además, anuncia que en todos sus proyectos de renovación industrial que lleva a cabo esta empresa y otras de la región colaborará el Ejecutivo autónomo, pues considera que la industria "es la base del desarrollo económico de Cantabria".

Sota ha acompañado hoy a los miembros de la Comisión de Ciencia e Innovación del Congreso de los Diputados durante una visita a las instalaciones de Solvay, donde representantes de la Federación Empresarial de la Industria Química Española (FEIQUE) han mantenido una reunión de trabajo para analizar las perspectivas del sector.

En un comunicado, el Gobierno regional explica que la delegación de FEIQUE ha estado encabezada por su presidente y director ejecutivo de Solvay, Luis Serrano.

Por su parte, la presidenta de la Comisión de Ciencia e Innovación, María Teresa Rodríguez, ha destacado la importancia de este encuentro para "conocer la realidad" de la industria química española como tractor de otros sectores de nuestra economía".

En este sentido, ha añadido que así pueden desarrollar mejor su trabajo parlamentario, ya que en estos días están debatiendo en Comisión la Ley de Ciencia e Innovación.

El presidente de FEIQUE ha señalado que esta visita se enmarca dentro de un programa elaborado por su organización para que "los políticos que legislan en nuestro país conozcan de cerca la realidad y el esfuerzo diario que se hace por modernizar e innovar la industria española, para que sea más competitiva."

A esta reunión han asistido también los diputados Guillermo Bernabéu, a la vez secretario primero de la Comisión de Industria y vocal de las Comisiones de Ciencia e Innovación y Educación; la (portavoz de la Comisión, Inmaculada Riera; y secretario primero de la misma, Fernando Boada.

Por parte de la industria, junto al presidente de FEIQUE, participaron el director general, Fernando Galbis, y los directores de Innovación y Relaciones Institucionales, María Eugenia Anta y Juan Antonio Labat, respectivamente, así como el director general de PlasticsEurope Iberia, Ramón Gil de Luigi.

Además de visitar las instalaciones de la empresa, los diputados y empresarios han analizado las perspectivas de crecimiento del sector, sus objetivos prioritarios en el ámbito de la innovación, y los proyectos en ejecución y previstos en función de los ejes de la Estrategia Estatal de Innovación. Especial atención se ha dedicado al desarrollo de tecnologías y soluciones químicas para la lucha ante el cambio climático, y a la celebración durante 2011 del Año Internacional de la Química, declarado por la Unesco y la Secretaría General de Naciones Unidas.

Times of India, 13 janvier

NCL to celebrate intl chemistry year

TNN, Jan 13, 2011, 07.14am IST

PUNE: The National Chemical Laboratory (NCL) has planned a series of events to celebrate the International Year of Chemistry (IYC) 2011. A two-day zonal meeting of the [Chemical Re-search Society of India](#) will be held at [NCL](#) in May, besides holding a bi-monthly lecture series, outreach activities at schools, workshops and seminars throughout the year.

The events confirm with the objectives defined by the UN General Assembly which declared the year 2011 as the International Year of Chemistry. The [United Nations](#) Educational Science and Cultural Organisation will be the lead agency which will work with the [International Union of Pure and Applied Chemistry](#) (IUPAC).

A statement issued said, "The main objective is to increase public appreciation and understanding of chemistry, encourage the youngsters to study chemistry, generate enthusiasm for a creative future of chemistry, celebrate the role of women in chemistry or major historical events in chemistry, including the

centenaries of Marie Curie's [Nobel Prize](#) and the founding of the international association of chemical societies."

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The Bangalore-based Chemical Research Society of India (CRSI) has already entrusted the NCL with the responsibility to organise a [CRSI](#) zonal meeting in Pune. The NCL has also planned a bi-monthly lecture series by distinguished scientists.

Science popularisation lecture series, which recently began in schools will be held every month in three city schools including Jawahar Navodaya Vidyalaya in Shikrapur, Valley View School in Kondhwa and Hutatma Balveer Shirishkumar School in Shivajinagar.

Pal said, "We have planned several initiatives for demonstrating the excitement of chemistry and creating interest among students including demonstration of experiments on mobile van."

[La Jornada Michoacán](#), 16 janvier

Un año para la química

JUAN NEPOTE ((II parte))



[Ampliar la imagen](#)

La legendaria química francesa de ascendencia polaca Marie Curie Foto: **FOTO TOMADA DE INTERNET**

A finales del siglo XVIII estalla en Francia la revolución. Como consecuencia de la revuelta, el científico, economista, diputado, comisario de la Tesorería Nacional y tesorero de la Academia de Ciencias de París, Antoine de Lavoisier es encarcelado. Durante varios meses, aburrido y desesperado, se ocupa de ultimar los detalles de su libro **Mémoires de chimie**. Monótonos, los días se suceden hasta llegar al 8 de mayo de 1794, cuando Lavoisier es presentado ante un tribunal revolucionario que automáticamente lo condena a muerte, y esa misma tarde lo ejecutan en la guillotina. Una lástima porque Lavoisier había hecho su propia revolución en 1789, cuando aparece

publicada su obra capital: **Tratado elemental de química**, que daba una contundente prueba del grado de madurez de la química moderna.

El orden en la materia y un matrimonio muy activo

Luego un ruso de penetrante y mítica mirada, Dimitri Ivánovitch Mendeleiev, completó el trabajo que había dejado el francés sacrificado en la guillotina: hacia la parte final del siglo XIX se hablaba de más de ochenta elementos localizables en la naturaleza. Ante tal variedad de presentaciones de la materia, se antojaba organizarlo todo. Y Mendeleiev consiguió encontrar un método para hacerlo, basado en su observación de que “las propiedades de los cuerpos simples se encuentran relacionados con sus pesos de manera periódica”. Si se organizan los elementos por columnas en función de sus respectivos pesos, intuyó, cada una de las columnas estará formada por elementos cuyos pesos se incrementan en la medida en que se avanza en la numeración, pero conservando cierto nivel de organización entre los elementos que mantienen propiedades semejantes. Sus ideas las condensó en un libro que apareció en 1869: **Principios de química**. Había nacido la tabla periódica de los elementos, dotada con un poderoso factor sorpresa: la posibilidad de anticipación, de manera que el descubrimiento de elementos químicos posteriores encontraron exacta cabida en los espacios de la tabla que Mendeleiev había dejado voluntariamente en blanco, como quien parece conocer la manera precisa en que el futuro se va a comportar.

Luego vinieron otros, entre ellos el asombroso matrimonio formado por Maria Sklodowska-Curie y Pierre Curie, quienes se habían conocido en 1894 cuando ella venía de ser una de las veinticinco mujeres matriculadas en la Universidad de la Sorbona, en París, y a sus veintiséis años de edad acababa de finalizar sus cursos en la Facultad de Ciencias; él tenía treinta y cinco años de edad y estaba por finalizar su doctorado en ciencias, aunque ya gozaba de cierto reconocimiento entre la comunidad. Más o menos aislados del vértigo y la ebullición que la capital francesa ofrecía a sus habitantes por aquellos años, el matrimonio Curie dedicó la mayor parte de su tiempo a cultivar el trabajo experimental dentro de un laboratorio científico. Lo hicieron con tal éxito, que en 1903 ambos obtuvieron el premio Nobel de Física por sus investigaciones pioneras sobre la radioactividad. Y con ello no sólo inauguraron nuevos senderos en el campo científico, también originaron (involuntariamente) una leyenda que perduró en la prensa de sociales: la de los abnegados esposos que no hacían más que trabajar en sus ideas todo el tiempo, aunque en un principio el comité de selección había considerado nominar únicamente a Pierre. Además inauguraron una dinastía; una de sus hijas, Iréne, también obtendría un premio Nobel compartido con su marido Frédéric Joliot “por sus trabajo en la síntesis de nuevos elementos químicos”. Por si fuera poco, en 1908 Marie Curie se convirtió en la primera mujer cuya capacidad intelectual era reconocida con una cátedra en la Universidad de la Sorbona y en 1911 fue la primera persona en un segundo premio Nobel –el de Química, “por descubrir dos elementos: el radio y el polonio”– cinco años después de haber sufrido la pérdida de su marido en un lamentable accidente. Precisamente, la celebración del 2011 como Año Internacional de la Química tiene sus raíces en esta hazaña de Marie Curie, pero las cosas no habían sido nada sencillas para ella.

Casi una santa

Algunos biógrafos de los Curie, como el escritor británico Paul Strathern, han criticado que cuando se hable de Maria Curie parece como “si se tratara de una santa, a pesar de tratarse de una mujer apasionada, tanto en su obra como en su vida. Desesperadamente desgraciada en el amor, tuvo suficiente fuerza no sólo para resistir las tentaciones del dinero y la fama, sino también el oprobio del escándalo público”. Maria nació en la capital de Polonia, Varsovia, el 7 de noviembre de 1867, hija de un maestro de escuela que mantenía un auténtico interés apasionado por los temas de física y

matemáticas. Su nombre era Maria Sklodowska y había abandonado su país cuando comprobó que allá no podría seguir sus estudios más allá de la secundaria, por ser mujer. Movida por su carácter terco y recio, por su mayúscula capacidad analítica y su impresionante habilidad deductiva, dueña de un bagaje de información difícilmente igualable, Maria llegó a París en 1891 con la ilusión de hacer una carrera universitaria. Asiste a las clases de varios de los científicos de vanguardia en Europa y al terminar sus estudios conoce a Pierre Curie, con quien forma una mancuerna irrepetible, tanto personal como profesionalmente.

En 1897 nace su primera hija, Iréne, y en 1904 nace la segunda, Eve. Pierre y Marie Curie se toman la buena fortuna con aparente frialdad: viven una vida privada de lujos, pero absolutamente feliz a su manera. El mismo año en que Marie entrega su tesis doctoral –que se convirtió en el primer título de estudios superiores sobre cualquier materia en la vanguardista Francia en pleno siglo XX– el matrimonio Curie recibe el prestigioso premio Nobel. Pero los éxitos laborales y familiares se ensombrecen significativamente en abril de 1906, cuando Pierre es arrollado por un carro de caballos y su cráneo quedó hecho añicos. Murió al instante. Irremediablemente triste, Marie Curie continúa con su vida. Se ha quedado sola y tiene dos hijas que criar. Y lo hace excelentemente: la más grande perpetúa el trabajo intelectual de sus padres y obtiene su propio premio Nobel; la segunda se encarga de escribir una biografía de sus padres que servirá para convertirlos en protagonistas del Olimpo científico, legendarios, fuera de este mundo. Por su parte, Marie Curie vive lo suficiente para experimentar un hipócrita linchamiento social por parte de la prensa francesa, que condena el romance que sostiene con el destacado científico Paul Langevin, y que estuvo a punto de costarle el premio Nobel de Química, que finalmente recibe en 1911; vive lo suficiente para convertirse en la inspiración de la lucha de las mujeres por mejores condiciones sociales y para ser una de las primeras víctimas de la radioactividad a la que tantos años de su existencia había dedicado, y por la cual acabaría en una tumba en 1934, a los sesenta y seis años de edad, luego de una larga lucha contra la leucemia.

Químicos unidos para celebrar

La International Union of Pure and Applied Chemistry (Unión Internacional de Química Pura y Aplicada, IUPAC) fue creada en 1919 por gente dedicada a la química, proveniente tanto de la industria como de la academia. A más de noventa años de su fundación ha sido reconocida como la autoridad para la definición de tópicos como: nomenclatura, estandarización de métodos y sistemas de medida, terminología técnica, etcétera.

Fue la IUPAC quien encabezó la postulación que se envió en 2006 a la Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura (UNESCO), para que un par de años después esa dependencia de la Organización de las Naciones Unidas declarara que este 2011 se denominaría Año Internacional de la Química (www.chemistry2011.org) para celebrar el primer centenario desde que Marie Curie recibiera el premio Nobel de Química, justo en el mismo año en que se fundó el Consejo Internacional de Asociaciones de Química. La convocatoria al festejo lleva por lema: **La química, nuestra vida, nuestro futuro** y tiene como meta favorecer la organización mundial de la mayor cantidad de acciones posibles que contribuyan a mejorar la imagen pública de la química, esa profesión de propia de aquel que “... escondido, / mira / con un solo ojo / de cíclope eficiente, / son minúsculas cosas, / sangre, / gotas de agua, / mira / y escribe o cuenta, / allí en la / gota / circula el universo, / la vía láctea tiembla / como un pequeño río, / mira / el hombre / y anota...” como Pablo Neruda imaginaba que eran los laboratoristas.

Inaugural molecular materials conference in Singapore

By Lai Han-Wei

NEARLY 70 scientists from all over the globe have gathered in Singapore for the inaugural Molecular Materials Meeting.

The two-day conference, hosted by the Institute of Materials Research and Engineering (IMRE), is the first major scientific event in Singapore that celebrates the Unesco International Year of Chemistry, and sees the attendance of some of the world's top molecular-materials scientists.

On the molecular level, materials can behave very differently from their bulk forms. Using this principle, molecular-materials research examines the structure, alignment of molecules and crystallinity of common materials, and alters them to produce new materials.

'We can harness changes to a material's molecular structure to create new properties, and make old materials work in new ways for us,' said Prof Andy Hor, the IMRE's executive director, who is also the president of the Singapore National Institute of Chemistry.

Four main themes dominate the conference, held on Monday and Tuesday: sustainable materials, materials for high-value manufacturing, health technologies and lifestyle materials.

Nature, 5 janvier

Chemistry's understated majesty

The International Year of Chemistry is under way. Chemists should celebrate their discipline's past as the foundation of other fields, and face the future with increasing confidence.



[Online collection](#)

“Chemistry can be a good and bad thing,” said US comedian Adam Sandler. “Chemistry is good when you make love with it. Chemistry is bad when you make crack with it.”

The plentiful good points of chemistry are to be promoted to the public this year. Under the official United Nations banner of the International Year of Chemistry, chemists across the world are to join hands to celebrate their subject. Why 2011? Formally, it is to mark the 100th anniversary of Marie Curie receiving the Nobel Prize in Chemistry, for her discovery of radium and polonium. Informally, chemists are no doubt keen for their time in the sun. Last year was the Year of Biodiversity and 2009 was the Year of Astronomy. The International Polar Year stretched from 2007 into 2008, and 2005 was the Year of Physics. Chemistry's time has surely come — it is 350 years, after all, since Robert Boyle published *The Sceptical Chymist* and put the discipline firmly on the modern scientific map (see [page 30](#)).

It is regrettable for chemistry's champions that its iconic figures have to be shared with other disciplines. In the English-speaking world, Boyle is perhaps most commonly associated with his law relating the pressure and volume of a gas, and so with physics. And he is not the only shared standard bearer. Even the organizers of this year's chemistry extravaganza are trading on the reputation of someone whose fame relies heavily on her fatal fascination with radioactivity, for which Curie was awarded the 1903 Nobel Prize in Physics.

“There is no shortage of problems to which chemists can contribute solutions.”

This situation is even more acute in modern research. Chemistry is often central, with principles and discoveries that enable work in other subjects. Its ability to react and rearrange matter for applications such as energy storage, new materials and more efficient industrial processes is vital for modern technology. Yet often, other disciplines such as materials science emerge as the public faces of such successes.

Unsung heroes

Nature drew attention to this syndrome in 2001 (*Nature* **411**, 399; 2001). The “lack of an accurate and identifiable chemistry 'brand' means that the discipline is easily misunderstood”, we wrote, “and those working in it are frequently under-appreciated”. A decade on, this has become a popular cause for those who seek to promote the benefits of the chemical sciences. The organizers of this year's celebration, for example, want to “improve the understanding and appreciation of chemistry by the public” and “promote the role of chemistry in contributing to solutions to global challenges”.

There is no question that chemistry's important advances often lack the widespread recognition they deserve. What can be done to change this? Although chemists are right to stress that their work underpins much of modern science, those foundations are rarely acclaimed. But perhaps chemistry has less a problem of public image than a lack of desire to assert itself. For beneath the utilitarian way that chemistry feeds into other disciplines, it has a rare and wonderful majesty on its own terms. Perhaps this is satisfaction enough for many. Witness this week's issue of *Nature*: alongside varied perspectives about chemistry and its future (see [page 23](#)), we publish three important papers across the field, in supramolecular chemistry, organic chemistry and biochemistry (see [pages 72, 76 and 116](#)). And as the year unfolds, we intend to publish more outstanding research from the molecular sciences, as well as a series of reviews on some of the most compelling topics in the field.

Nevertheless, as science funding becomes more competitive and is judged on visible results, the organizers of the chemistry year are right to seek credit where it is due. Perhaps the spotlight will shift towards chemists as boundaries between fields continue to blur. As biologists, for instance, zoom in on the action of molecules to probe physiological and cellular processes, including how cells communicate, they are effectively working as chemists — albeit chemists who work with

oversized molecules.

There are other ways to boost the profile of chemistry. In biology papers, and many synthetic-chemistry papers, key basic-chemistry references — descriptions of synthesis and characterization of individual compounds — are often relegated to supplementary information, where they can languish unnoticed and uncredited. Chemists often grumble that citation analysis should be changed to account for this.

Global reach

One important function of the year of chemistry will be to bring to light hidden contributions to science and society at large. Certainly, there is no shortage of global problems to which chemists can contribute solutions, such as the search for clean energy. And the Royal Society of Chemistry in London claims that some 20% of Britain's gross domestic product is already down to the work of chemists.

Chemistry is a mature field, but its exciting, productive and influential days are far from over. In the past few years alone, *Nature* has published cutting-edge research from chemists across the discipline. Some have probed the properties of the emerging material graphene ([see page 14](#)) and experimented with the new tool of DNA nanotechnology to design and assemble molecular machinery. Others have published details of new and improved materials for energy-storage devices. Organic chemists have shown how complex molecules can be made without the need for the sheltering protective groups commonly used to shield fragile molecules from decomposition during reactions. And the use of gold nanoparticles in oxidation reactions has revealed fundamental details of catalysis — the engine of much of chemistry and of life — and bolstered the wider work of chemists who strive to develop cleaner and less polluting industrial processes ([see page 18](#)).

If chemistry can truly be both good and bad, as Sandler observed, then much the same can be said for all the sciences, as for all human endeavour. But when chemistry is good, it is very, very good. It deserves its celebration.