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Monthly Report on the Use of UNESCO Public Information Products

September 2013

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Executive Summary

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

Media and Major Events

Two big UNESCO stories attracted major media attention over the month of September: International Literacy Day (8 September) and the announcement from Kenya on 11 September that a UNESCO-led project had revealed the presence of two major aquifers in the country's drought-stricken north.

Both of these stories were exhaustively reported, although the Kenya water story undoubtedly drew the most exciting coverage, with headlines in top tier media in all regions of the world, including broadcast media. As an example, the television reports by ITV, a British broadcaster DPI worked with to promote the story, were viewed approximately nine million times; the stories on their website attracted 300,000 hits, and their Facebook posts on the subject were shared 11,000 times. In addition, several newspapers and broadcasters either ran ITV's story or quoted it. These included NBC Nightly News, Channel 7 Australia and newspapers in Pakistan, Africa and Canada.

UNESCO chose NOT to emphasize its role in this story because of some doubts over the accuracy of the data presented. This was unfortunate, as the issues raised could easily have been incorporated into information materials (and were indeed mentioned) without detracting from the excitement the story provoked worldwide.

Among the other stories that received coverage, the meeting of State Parties to the anti-doping convention and the approval of funds for a number of national anti-doping projects drew the media's interest in the countries concerned. The many education events in New York at the start of the General Assembly were also well covered, as was the launch by ICOM and the Director-General of the Red List of stolen Syrian artifacts.

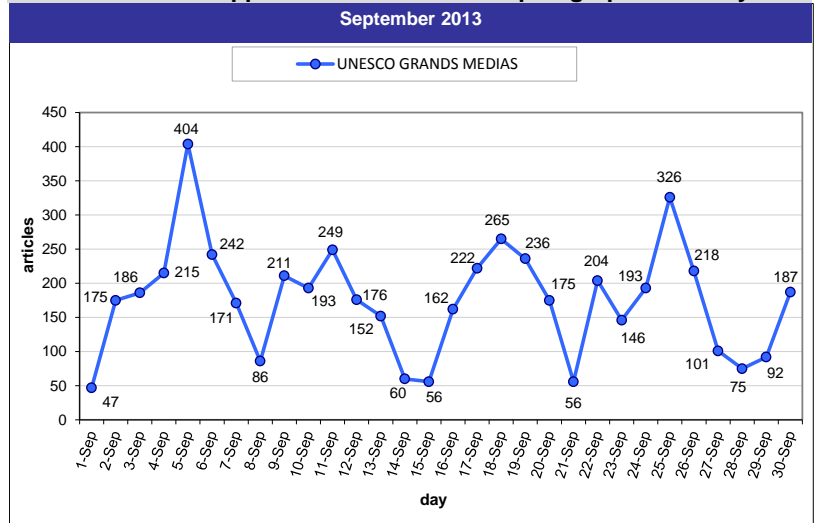
The following events are highlighted in the Major Events pages:

- **International Literacy Day (08/09)**
- **Strategic and High-level Meeting on Water Security and Cooperation (11-13/09)**
- **Meeting of the Approval Committee of the Fund for the Elimination of Doping in Sport (17/09) and 4th Session of the Conference of Parties to the Int'l Convention against Doping in Sport (19-20/09)**
- **UNESCO at the 68th Session of the United Nations General Assembly (September)**

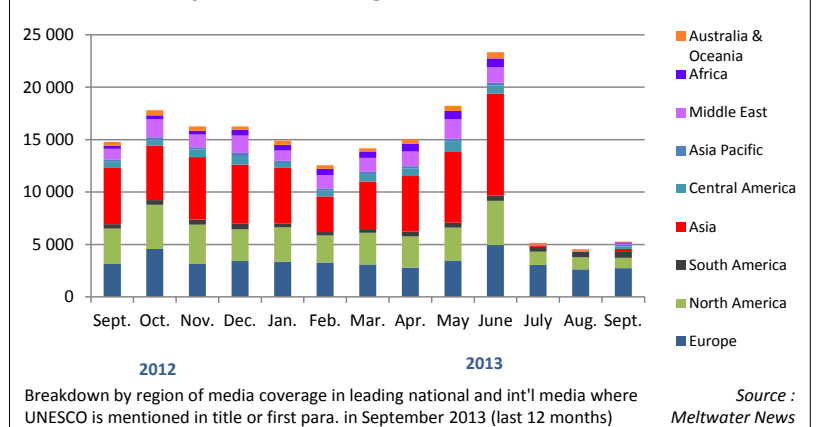
UNESCO Website and Social Media Channels

September was rich in events, including numerous international days and major events. As a result, September page views and visits increased by 23% from last month, and compared to last year, page views went up by 25%. The strategy to massively advertise all events via the social networks participated in the traffic increase.

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

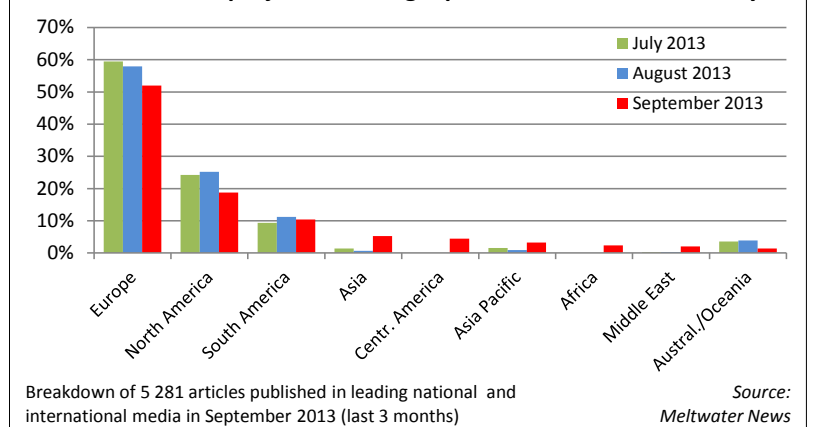


Number of articles monitored in leading int'l and national media increased by 16% from August (+2020% in the Middle East)



Breakdown by region of media coverage in leading national and int'l media where UNESCO is mentioned in title or first para. in September 2013 (last 12 months) Source : Meltwater News

Articles were monitored worldwide with International Literacy Day and UNESCO-led project revealing aquifers in arid northern Kenya



Breakdown of 5 281 articles published in leading national and international media in September 2013 (last 3 months) Source : Meltwater News

The most viewed pages are the homepage, the World Heritage website List and the homepage of the Careers website. The single page "Education for the XXI Century" is the most visited UNESCO theme with 33K page views, followed by "Protecting our Heritage and Fostering Creativity", activated in the second half of September. This result is positive when compared to last year's (same month) 40K page views for the "Education" homepage.

As over the last months, most of the UNESCO traffic came from organic searches (61% via Google, but also Bing and Yahoo), 18% was generated from referrals (including Social Media and Wikipedia) and 21% from direct access (usually workers who save unesco.org as a "Favorite").

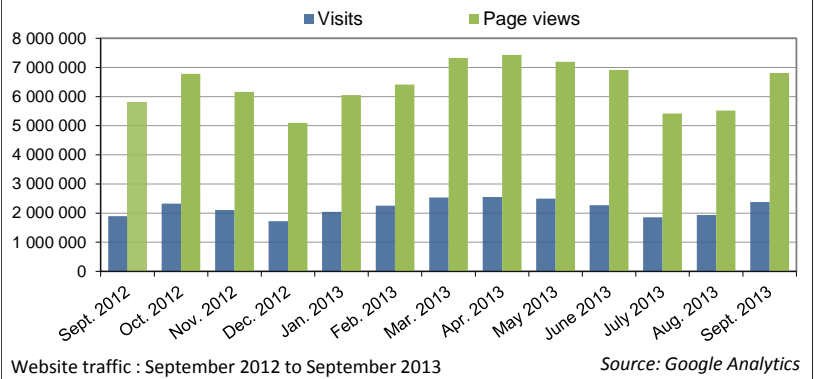
September saw sustained growth on UNESCO's social media channels in all languages. UNESCO's Klout score remains at 95%, the 3rd highest in the UN system after the UNHQ and WHO, and a revealing measure of how authoritative, engaging and influential UNESCO's content is for its followers and in the social space. Special emphasis is given to cultivating the look & feel of our social media content, specifically by transforming every news story or program activity into attractive, information-rich digital postcards, often with a positive call to action that Visual communications is a key driver of social media engagement (for example, 7 out of the month's top 10 tweets all contained an image), and also more broadly, the direction in which social media platforms are moving, so more effort on this front is critical to the success of our social media program.

Substantial progress was made in creating stronger synergies between the social media accounts of field offices and central services. UNESCO's central accounts gave special promotions to the Bangkok office's "Learning to Live Together" exhibition and Heritage Restoration Awards; field stories from Dakar on girls' education; and added the Brasilia office's YouTube as our official Portuguese language account. The visit of Malala Yousafzai's teacher and the announcement of the Slavery Memorial winner were both covered in live time via Instagram by the New York office – it is the first time Instagram was successfully used for critical media events.

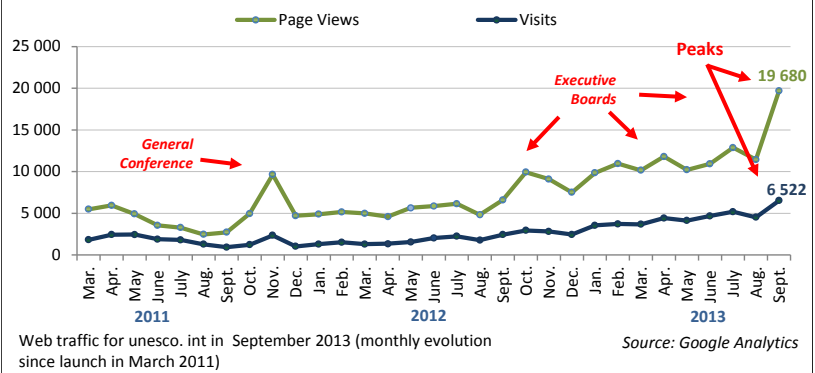
UNESCO Publications

Online viewing of UNESCO top ten publications in September is the second highest for 2013 and compared well to September 2012 (+17%). 80% of the viewing is of Spanish and Portuguese titles but very few are recent titles. The only English title that has retained its place in the top 10 views over the last few months is the *World Water Development Report 4*. The figures for UNESCO Publications on Google Books compare reasonably with 2012 with an increase in book visits (+51%) but a decrease in page views (-8%). World Heritage titles dominated bookshop sales but shared with Education on-line sales, with *Journeys to School* and two IIEP titles coming out on top.

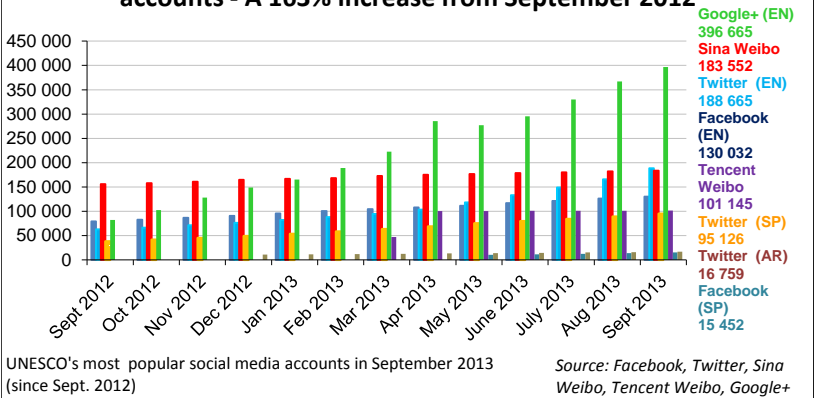
Web traffic is increasing again after the two last slow months, +23% page views and visits in September



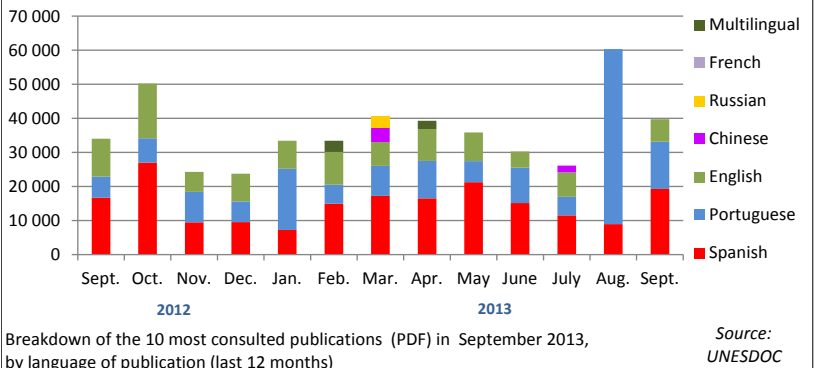
New record in traffic on unesco.int Page views increased by 72%, visits by 44%



More than 1.1 million followers/fans and likes on our social media accounts - A 163% increase from September 2012



September views are the 2nd highest in 2013 (+17% from Sept. 2012) More than 80% were for Spanish and Portuguese titles



Major events:

I. International Literacy Day (08 September), 2013 UNESCO International Literacy Prizes Ceremony (09 September), and Colloquium on “Advancing Towards a Literate 21st Century (09-10 September)

This year’s International Literacy Day (ILD), dedicated to “Literacies for the 21st Century” was celebrated around the world. At UNESCO Headquarters, three events were held on 9 and 10 September 2013: the award ceremony of the UNESCO International Literacy Prizes, a colloquium and a panel session.

▪ Colloquium on “Advancing towards a Literate Twenty-first Century” (09-10/09): The Colloquium brought together six Ministers and Vice Ministers of Education, and around 60 high-level representatives from UNESCO Member States, United Nations agencies and regional organizations, the private sector and civil society organizations as well as experts and practitioners. Composed of 6 sessions, it provided an opportunity for collective discussion about “literacies for the 21st centuries” and reflection on how to transform the literacy challenges into a vision and action. It achieved a broad agreement on creating a global coalition for a literate world for the post-United Nations Literacy Decade period with some areas and strategic direction identified, while some sought further clarification for the rationale for the initiative and a modality of such Coalition.

▪ UNESCO International Literacy Prizes Award Ceremony (09/09): The Award ceremony was conducted by the French journalist and author Claire Chazal. The two UNESCO International Literacy Prizes, namely the UNESCO King Sejong Literacy and the UNESCO Confucius Prize for Literacy were awarded to programmes in Bangladesh, Chad, Côte d’Ivoire, India, and Namibia. Each Prize-winner was awarded US\$20 000. The ceremony ended with the launch of the official song “Savoir”, written and performed by UNESCO Goodwill Ambassador, Salif Traoré ‘A’salfo’, to promote the UNESCO literacy programmes.



▪ The Panel Session on Promising Pathways to a Literate World (10/09):

The Panel session started with a keynote speech from Professor Sugata Mitra (TED Speaker of the Year for 2013) on “The Future of Learning”. It was followed by 2 panel discussions; the first panel was composed of the five Laureates of the 2013 UNESCO Literacy Prizes who briefly presented their programmes and responded to the issues raised in the keynote according to their own experience; The 2nd panel was composed of representatives of different UNESCO programme sectors who, looking at the challenges of learning and development from disciplinary angles, highlighted the need for convergence of different perspectives for literacy to play the role of a key driver for development.

Participants: 150

Public: Ministers of Education, Permanent Delegations, Education experts, NGOs, Civil Society, UNESCO Staff

Communication materials and activities:

- Press releases ([06/09/2013](#) and [22/08/2013](#))
- [Message from the Director-General for ILD 2013](#)
- [Dedicated webpage \(ILD\)](#)
- [Literacy website](#)
- [Infographic for ILD 2013](#)
- [ILD Poster 2013](#)
- Brochure [The Winners of the UNESCO International Literacy Prizes 2013](#)
- Agendas for: [ILD Celebrations](#) (full programme), [the 2013 UNESCO Literacy Prizes Ceremony](#), [the Colloquium](#), [the Panel Session on Promising Pathways to a Literate World](#)
- [Photo gallery](#) for the Literacy Prizes Ceremony

Website statistics: Press releases: [06/09/2013](#): 1,178 visits/3,084 page views; [22/08/2013](#): 308 visits/719 page views. Message from the DG for ILD: 711 views. On dedicated webpage: 24,007 visits/36,874 page views. Literacy website: 14,699 visits/36,075 page views. Infographic: 974 visits/1,141 page views. Agendas: 122 visits. Brochure (Winners of UNESCO Literacy Prizes 2013): 57 views.

Press coverage: UNESCO’s [press release](#) focused on the latest literacy data from the UNESCO Institute for Statistics. The Literacy award ceremony was mentioned in the text. The press release was republished in national and local media around the world. Stories on the prize winners were published mainly in the national media of the countries concerned.

Social media: Messaging about [Int’l Literacy Day](#) performed very well. Though our top tweet had only 119 RTs, the same message posted on the accounts of UN agencies such as the UN HQ had a considerably higher share rate. Communications were highly visual: A new Pinterest gallery “[The Power of Literacy](#)”, provided a novel way of visually cataloguing UNESCO’s wide-ranging work in literacy. A new infographic illustrating our latest literacy statistics proved vital in helping illustrate the relationship between literacy and sustainable development. Feature stories about our work on the field, coming from Bangkok and Dakar, were most helpful in explaining what is involved in our literacy work. Finally, we worked with influential past winners to create [interviews](#) to show how the Literacy Prize has helped them do more impactful work, and to ask them to promote Literacy Day through their own networks. [Int’l Literacy Prizes Ceremony](#): 1 tweet with limited feedback (12 RTs) and 1 more successful Facebook post (261 likes) went out to present the prize winners’ work. [Colloquium](#): The year’s theme, “Literacies for the 21st century”, underscores the need to be able to read and analyze diverse facets of today’s knowledge societies. This dense idea is rather difficult to communicate on social media, so web editorial elucidating this concept was drafted – social media messaging drove traffic back to this content. Several tweets communicated on the idea of plural “literacies” – the best performer with 66 RT is “Sunday is Intl #LiteracyDay, focusing on literacies for today’s knowledge-oriented & globalized societies <http://ow.ly/oF681> #ILD2013” Finally social media conducted a provocative video interview with Sugata Mitra, one of the world’s most eminent literacy specialists, best known for the seminal “Hole in the wall” study. With 511 views, the video is one of our best performing interviews with educational professionals.

II. Strategic and High-level Meeting on Water Security and Cooperation (11-13 September)

The UNESCO High-Level and Strategic Meeting was held in Nairobi, Kenya, 11-13 September, and brought together over 160 participants from about 50 countries to promote international cooperation on freshwater, including the planning of joint activities within the scope of the eight phase of the International Hydrological Programme (IHP).

The three day meeting started with messages from the Director-General of UNESCO, the Deputy Secretary-General of the United Nations, and the chairperson of UN-Water and proceeded with interventions and panel discussions by the Cabinet Secretary for Environment, Water and Natural Resources of Kenya, several ministers of water from various African countries and other high-level panelists.



The second part of the meeting focused on the activities of the IHP and the implementation of its strategic plan for the next eight years (2014-2121), with particular emphasis on the articulation of water-related category 2 centres, water-related UNESCO chairs, the World Water Assessment Programme and UNESCO-IHE Institute for Water Education.

The main focus of the meeting was on water security, as defined by the IHP Intergovernmental Council, the role of cooperation as a prime mechanism to achieve water security, in particular within the context of the UNESCO-led 2013 International Year of Water Cooperation, and the critical importance of water for the post-2015 sustainable development agenda, including in the Africa region. A key result of the meeting was the draft action plan for the implementation of the eight-phase of IHP, in close cooperation with the wider UNESCO networks.

Participants: More than 160 participants.

Public: Ministers for water of several African countries, IHP National Committees and representatives of Member States, directors of water-related UNESCO category 2 centers, UNESCO chairs on water, UNESCO-IHE, WWAP, partner organizations, press.

Communication materials and activities:

- [Press release](#) (11/09/2013)
- [Video message from the Director-General](#)
- [Announcement on Events webpage](#)
- [Announcement on the UN-Water website for IYWC 2013](#) (see also homepage)
- Announcement by the Nairobi Office in local press

Website statistics: On Events webpage: 20 visits / 107 page views. On Water security website: 104 visits / 452 page views. Video message posted by UN-Water on YouTube: 31 views.

Press coverage: The meeting in Nairobi on Water Security and Cooperation was the occasion used to announce the findings of UNESCO's GRIDMAP project in northern Kenya. The announcement made by the Kenyan Government, along with a joint Kenyan/UNESCO Press release made headlines around the world, with hundreds of stories and broadcasts devoted to the subject and several editorials, including one published by the New York Times. The television report by ITV, for whom we organised a field trip to northern Kenya and several interviews, was viewed some nine million times; their web story received over 300,000 hits and their Facebook post was shared 11,000 times. Many other interviews were organised between top tier media such as the BBC, CNN, The New York Times and Associated Press, and UNESCO's water experts in Kenya. Because of some concerns from the Science Sector over the accuracy of the data, UNESCO played down its role in the story.

Social media: Social media did not cover this meeting per se, but does provide regular coverage of water cooperation throughout 2013.

III. Meeting of the Approval Committee of the Fund for the Elimination of Doping in Sport (17/09) and 4th Session of the Conference of Parties to the Int'l Convention against Doping in Sport (19-20/09)

The Approval Committee for the Fund for the Elimination of Doping in Sport met on 17 September 2013, in advance of the fourth session of Conference of Parties to the International Convention against Doping in Sport (CoP 2013). The meeting gathered a representative of each electoral group, as well as a representative of the World Anti-Doping Agency (WADA), to review and approve a record number of national and regional projects.

Thus, by the end of the session, twenty-seven new projects (22 national and 5 regional) were granted for a total amount of more than 600.000 USD. This brings the number of projects approved under the Fund during the 2012-2013 biennium to 58 initiatives, worth over 920.000 USD.

In addition to the review of project applications Committee members also finalized a series of recommendations on the management and implementation of the Fund to be submitted to the 2013 COP.

Held at UNESCO Headquarters on 19-20 September 2013, the Fourth Session of the Conference of Parties to the International Convention against Doping in Sport (CoP 2013) offered an excellent platform between States Parties and Observers, in particular non-governmental stakeholders, such as WADA, IOC, the Court of Sport Arbitration, the Council of Europe, etc.

CoP 2013 agreed on the principle of improving the existing anti-doping model based on testing by including investigations and sharing of evidence as lessons learnt from recent doping scandals.

The role, guiding provisions and relevance of the Convention against doping in sport in instigating national legislative and policy frameworks were reaffirmed as the unique global convention governing anti-doping.

The UNESCO innovative ADLogic system that consists of self-reporting and aims to assess gaps and weaknesses in national policy provisions provided credible information on national reports, hence helping to analyze areas that need improvement and global harmonization, in particular between UNESCO, WADA and the Council of Europe.

The Conference of Parties authorized an allocation of 175.000 USD from the Anti-Doping Fund to carry out a project to build urgently needed national legislative frameworks in at least six States Parties and decided to continue supporting capacity building, policy guidance and projects for building anti-doping infrastructures.

CoP 2013 elected Saudi Arabia as President, as Vice-Presidents: Romania, Dominican Republic, Japan and Cameroon and as Rapporteur UK. Finland, the Russian Federation, Mexico, Japan, Zambia and Kuwait were elected in the Approval Committee of the Anti-Doping Fund.

In a special debate, the parallels between doping and match-fixing were pondered, as both phenomena are strongly influenced by organized crime. It was called for an enhanced co-operation with INTERPOL and the World Customs Organization.

Participants: At least 228 participants representing more than 101 States Parties, 3 Member States, 17 major international sports entities as Observers, and 6 media representatives.

Public: For CoP 2013: VIPs, major international sport Organizations, International Foundation, Anti-Doping key stakeholders and Organizations, Academic institutions, Medical representatives, Permanent Delegations, UNESCO's staff, journalists and individuals.

Communication materials and activities:

- [Web release](#) (01/09)
- [Press release](#) (23/09)
- Message from the Director-General delivered by the DDG to the opening session of the CoP 2013
- [Leaflet "Fund for the Elimination of Doping in Sport: good practice for project leaders"](#) distributed to participants (4 pages in EN + FR)
- [Dedicated webpage for the 4th session of the CoP](#)
- "Save the date" for the CoP 2013 (sent on 17/09)
- Article promoting the major expected results from the CoP 2013 highlighted online since Aug. 2013
- [Article promoting the 27 new projects](#) funded by UNESCO to support the fight against Doping (published 18 Sept. 2013)
- UNESCO's Team Leader for Sport & Anti-Doping interviewed by EFE (19/09)
- [Announcement of the 4th Session of the CoP on Event webpage](#)

Website statistics: Web release: 30 visits / 86 page views. Press release: 24 visits / 54 page views
4th Session of the CoP: Event webpage: Meeting: 7 visits / 19 page views. Dedicated website: 563 visits / 1 378 page views; Article on the 27 new projects: 6 visits/63 page views

Press coverage: A press release on the outcome of the meeting of States Parties to the Anti-Doping Convention received good coverage in Latin America, thanks to a dispatch from EFE, the Spanish news agency. Otherwise, reporting on the event was light and limited to a few national stories on the anti-doping projects approved by the meeting.

Social media: 5 tweets were published, with a low average of 12 RTs. The low share rate doesn't necessarily reflect low interest, but rather the fact that the general public cannot do much to help alleviate the problem of doping.

IV. UNESCO at the 68th Session of the United Nations General Assembly

Communication materials and events: see below for each event

[Photo gallery](#): DG at the 68th Session of the UNGA: 528 visits / 74 page views.

Press coverage: A number of press releases were issued just prior to and during the opening days of the UN General Assembly in New York. They all related to education events and debates happening at the GA. The most successful of these was a press release on new data from the forthcoming GMR, which was coupled with a presentation of this information and a “lesson” given by Malala’s teacher at a school in New York. Even so, coverage was relatively light.

Social media’s role: Social media was essentially used as a messaging tool to highlight UNESCO’s advocacy for the post-2015 agenda: namely, putting culture in the development agenda, better and shared science for sustainable development, and quality education for all. It did not provide live coverage of the Director General’s interventions.

▪ **8th Meeting of the Broadband Commission for Digital Development (20-21 September)**

Mobile broadband is the fastest growing technology in human history, according to the 2013 edition of the State of Broadband report.

Released in New York at the 8th meeting of the [Broadband Commission for Digital Development](#) (September 20-21 2013) the report reveals that mobile broadband subscriptions, which allow users to access the web via smartphones, tablets and WiFi-connected laptops, are growing at a rate of 30% per year. By the end of 2013 there will be more than three times as many mobile broadband connections as there are conventional fixed broadband subscriptions.

The State of Broadband is a unique global snapshot of broadband network access and affordability, with country-by country data measuring broadband access against the [four key targets set by the 60 members](#) of the Broadband Commission in 2011.

For the first time, the State of Broadband report also tracks a new target mandating ‘gender equality in broadband access by the year 2020’, which was set by the Commission at its March meeting in Mexico City. ITU figures confirm that, worldwide, women are less likely to have access to technology than their male counterparts. While the gap is relatively small in the developed world, it widens enormously as average income levels fall.

A separate report of the Commission’s Working Group on Gender, led by UNDP Administrator Helen Clark, was also released at the meeting. The full meeting of over 50 Commission members - opened by Paul Kagame, President of the Republic of Rwanda, co-chair of the Broadband Commission with Carlos Slim Helu , and with the Director-General and ITU’s Secretary-General Dr Hamadoun Touré serving as Co-Vice Chair - also welcomed a host of special guests including Nigeria’s Minister for Communication Technology, Omobola Johnson, Executive Director of UN Women, Phumzile Mlambo-Ngcuka, Academy Award winning actor and advocate, Geena Davis, and UN Special Envoy for Youth, Ahmad Alhindawi.

Other highlights of the meeting included a presentation by Dr Touré of the [Youth Declaration](#) developed by over 500 young people at the ITU Youth Summit held in Costa Rica (9-11 September) hosted by President Laura Chinchilla, and a preview of a new report by the Task Force on the Post-2015 development agenda and future Sustainable Development Goals (SDGs), which was led by Ericsson CEO Hans Vestberg, and which advocates the importance of including ICTs as a central pillar of the global development agenda.

The State of Broadband 2013 is the second edition of the report. Released every year in September in New York, it is the only report that features country-by-country rankings based on access and affordability for over 160 economies worldwide.

Participants: Some 60 participants

Public: Commission Members and special guests

Communication materials and activities:

- [Press release](#) (21/09)
- [Web release](#) (22/09)
- [Broadband Commission website](#)
- [Report “The State of Broadband 2013 Universalizing Broadband](#)
- [Report “ Doubling Digital Opportunities – Enhancing the Inclusion of Women & Girls in the Information Society](#)

Website statistics (by 21/10/2013): Press release: 118 visits / 546 pages views; Web release: 5 visits / 21 page views.

Social media: A special push was given to this topic, given broadband’s tie to web communications, such as social media. The top messages had 38 RTs & 104 likes on FB.



▪ **Winning design “The Ark of Return” (23 September)**

The *Ark of Return*, the winning design of an international competition – launched in September 2011-for the Permanent Memorial in Honour of the Victims of Slavery and the Transatlantic Slave Trade was unveiled by United Nations Secretary-General Ban Ki moon at a ceremony at UN Headquarters on 23 September.

The work of Mr Rodney Leon, an American architect of Haitian descent based in Manhattan, and the designer and architect of the African Burial Ground National Monument in lower Manhattan, was selected among 310 design proposals submitted by candidates from 83 nationalities.



“From oppression to freedom, from trauma to healing, the *Permanent Memorial* on the grounds of the United Nations will stand as a symbol of the efforts engaged by the international community and by citizens worldwide to break the silence on this history,” said the Director-General at the ceremony. “This will be a powerful tribute to the victims, to all women and men fighting for universal human rights.”

Other speakers at the event included: The President of the 68th Session of the General Assembly, H.E. Mr. John W. Ashe; and the Chairman of the Permanent Memorial Committee, H.E. Mr. Courtenay Rattray.

The Prime Minister of Jamaica, H.E. Ms. Portia Simpson Miller, the President of Senegal, H.E. Mr. Macky Sall, other Heads of State and Government, and film director Lee Daniels also attended the event.

The announcement is a culmination of a long process. [UNESCO](#) and the UN Department of Public Information’s [Remember Slavery Programme](#) have supported the [Permanent Memorial Committee](#) in their work during the competition process. Member States from the Caribbean Community (CARICOM) and the African Union have played a primary role in the Permanent Memorial initiative.

The progress of the construction of the Memorial, expected to be completed in the autumn of 2014, can be followed via [@RememberSlavery](#) on Twitter and [facebook.com/rememberslavery](#). Updates will also be posted from the Permanent Memorial Committee via their [Facebook page](#).

Public: some 100 participants.

Public: Permanent Missions to the UN, Journalists, guests

Communication materials and activities:

- [Press release](#) (23/09)
- [Web release](#) (24/09)
- [Dedicated webpage](#)
- [Photo gallery and video of the ceremony](#)
- [Programme](#)

Website statistics: Press release: 231 visits/531 page views. Web release: 308 visits/1,174 page views. Dedicated webpage: 54 visits/ 286 page views.

Social media: The event was covered in live time via Instagram by the New York Office.

▪ **Global Education First Initiative Anniversary Event (25 September)**



On 25 September, UNESCO Director-General Irina Bokova joined world leaders to mark the first year anniversary of the Global Education First Initiative, a five-year campaign launched by UN Secretary-General Ban Ki-moon to deliver on the promise of Education for All. Building on the momentum created over the past twelve months, the meeting focused attention on how to leverage the leadership, financing and delivery needed to achieve the 2015 goals.

The opening session of the GEFI anniversary brought together education leaders in a panel discussion moderated by UN Special Envoy for Global Education, Gordon Brown. Panelists put strong emphasis on the need for top-level political commitment, broader partnerships, and a renewed focus on addressing the obstacles to learning, in particular those facing girls.

A second series of speakers addressed the challenge of improving the coordination of education financing and delivery. Highlighting the central role of education in driving country competitiveness, job creation and economic growth, President of the World Bank, Jim Kim, asked speakers to focus on concrete actions to ‘create the first generation in history where every child goes to school and learns’.

The anniversary celebration concluded in the evening with the release of the recommendations of the Learning Metrics Task Force (LMTF), aimed at filling the global data gap on learning and helping to build country-level capacity for measuring progress. The Task Force is a joint initiative led by the Brookings Centre for Universal Education and UNESCO’s Institute for Statistics, with other partners.

Participants: Over 500.

Public: VIP’s, Government leaders, youth, education specialists, staff involved in the event.

Communication materials and activities:

- [Official GEFI Anniversary video](#)
- [GEFI Media Advisory](#) (updated 19/09)
- [Dedicated webpage](#)
- [Video message from the Director-General](#)
- [Speech by the Director-General](#)
- [Dedicated webpage](#) on GEFI website

Website statistics: On dedicated webpages: UNESCO: 26 visits/191 page views (by 21/10); GEFI: 611 unique page views. Videos: Official GEFI Anniversary: 115 views; DG's message: 147 views.

Press coverage: ED: by 7 October, the GEFI anniversary garnered 21 mentions in the press.

Social media: The event garnered strong support on Twitter. Between 22 to 27 September, the official GEFI Twitter site attracted 335 new followers, 448 retweets, 1,238 mentions and 7.9 million potential impressions. The tweet 'To give equality to women is justice - #Malala #educationfirst' attracted 72 retweets and 2.2 million potential impressions; while the tweet 'We have to dream of a better world. You and I belong together - @desmond_tutu_ #educationfirst' attracted 73 retweets and 4.2 million potential impressions. The official GEFI Facebook account also attracted strong support, with a post from 22 September attracting 40 shares and garnering a total reach of 4,746, a post from 24 September attracting 15 shares and a total reach of 1,368; and the post from 25 September attracting 13 shares and a total reach of 1,615. The new infographic about Education First on UNESCO accounts got 37 retweets on Twitter and 207 likes on Facebook.

▪ **Launch of the Emergency Red List of Syrian Antiquities at Risk (25 September)**

On 25 September, the Director-General participated in the launch of the Emergency Red List of Syrian Cultural Objects at Risk at the Metropolitan Museum of Art in New York City, in the presence of the Director and CEO of The Metropolitan Museum of Art, Dr. Thomas P. Campbell; and of U.S. Assistant Secretary of State for Population, Refugees, and Migration, Ms. Anne Richard. The President of ICOM International, Prof. Dr. Hans-Martin Hinz, officially represented the organization on this occasion and introduced the Syrian Emergency Red List to the attendees.



Since 2000, in close partnership with UNESCO, ICOM has published 12 Red Lists for cultural objects at risk from across the globe.

The Red Lists facilitate the work of police, customs officials and all other professionals concerned with the protection of cultural property worldwide by helping them identify the categories of objects that are particularly vulnerable to illegal purchase, transaction and export. The Syrian Red List contains objects covering the most important periods of Syrian history: Prehistory and Ancient history, Islamic era and Middle Ages as well as Ottoman period.

Voicing her profound shock and distress at the loss of so many lives in Syria since the beginning of the conflict, Irina Bokova recalled the tragic and irreversible destruction of Syria's unique heritage, from Aleppo to the World Heritage site of the Crac des Chevaliers.

Irina Bokova expressed special thanks to the United States Department of State for its financial support, which enabled the development of this Emergency Red List. She also paid tribute to the US steadfast commitment in the fight against illicit trafficking of cultural property, particularly in the framework of UNESCO's 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, and expressed her hope that the United States of America will continue to stay fully engaged with UNESCO.

Participants: Some 150.

Communication materials and activities:

- [ICOM Press release](#)
- [News](#) (26/09)
- [Red List of Syrian Cultural Objects at Risk](#)
- [Webpage on: Illicit Trafficking of Cultural Property in Syria](#)
- Videos ([short](#) and [long](#) versions) prepared by the Amman Office

Website statistics: News on: Emergency Red List of Syrian Antiquities at Risk: 25 visits/315 page views. Webpage on Illicit Trafficking of Cultural Property in Syria: 470 visits/1,545 page views

Press coverage: Event was well covered, with large articles in [The Art Newspaper](#) (UK), [Le Journal des Arts](#), and [Rue89](#) (France)

Social media: Medium high interest for this topic on Twitter, with messages averaging 36 RT. We tweeted to the article presenting the red list, as well as a [video](#) prepared by the Amman office. The video performed well on FB with 186 likes – 3 times higher than most video shares.

▪ **Special Session on “Fulfilling the Promise of the Millennium Declaration: The MDG Achievement Fund Experience” (25 September)**

On the margins of the 68th session of the UN General Assembly, the Director-General chaired on 25 September in NY the Millennium Development Goals Achievement Fund (MDG-F) event “Fulfilling the promise, with the participation of Mr Mariano Rajoy, Prime Minister of Spain, Mr José Manuel García-Margallo, Minister of Foreign Affairs and Cooperation of Spain, Ms María Ángela Holguín Cuéllar, Minister of Foreign Affairs of Colombia, and Ms Helen Clark, UNDP Administrator and Chair of the United Nations Development Group.



The event showcased a very special and innovative experience, as well as the

results, success and mechanisms of the MDG-F, one of the largest, most comprehensive and collaborative development efforts devised to support MDG attainment while demonstrating the impact of the “Delivering as One”. It revealed how the MDG-F’s 130 joint programmes in 50 countries across the world have captured lessons which can inform and start shaping the evolving post-2015 development agenda.

Outlining its government’s vision on the Post 2015 Agenda, Mr Rahoy reiterated the need for the international community to sustain its efforts in the last push to the full achievement of the Millennium Development Goals. He also voiced the importance of reaching a development based on a comprehensive partnership and, in doing so, he highlighted the advantage of having shared the lessons learned through the experience of such a Fund with all development stakeholders.

Ms María Ángela Holguín Cuéllar, Minister of Foreign Affairs of Colombia, emphasized the contribution of the Fund and of its Programmes for strengthening national and local leadership as well as for the involvement of local organizations and civil society in reducing the poverty gap.

UNDP Administrator Helen Clark, speaking on behalf of the United Nations Development Group (UNDG), underlined the importance of the MDG-F programmes in sustaining the “Delivering as one” process and in providing cohesion of all efforts of the UN system to reduce poverty, ensure access to primary education, eliminate gender gap and provide equal opportunities. She further outlined the contribution of all the United Nations Country Teams in working together to implement programs for the achievement of the MDGs.

Irina Bokova raised the important contribution of the Culture and development thematic windows in demonstrating powerfully that culture is a driver and enabler of development and that as such it should find its rightful place in the post 2015 agenda. “The Joint Programmes have shown the multidimensional role culture plays in achieving the MDGs” she said. “Fundamentally, the Fund has shown that culture is a key force to underpin efforts to achieve sustainability in the key areas of education, environment and health over the long-term,” she declared.

Public: UN Member States, representatives of international cooperation organizations, media, civil society, Spanish society, and direct beneficiaries and partners from MDG-F programmes across the world.

Communication materials and activities:

- [News](#) (26/09)
- [MDG Fund News](#)
- Photo exhibition at UN HQ (MDG-F joint programmes across the world)

Website statistics: News: 92 visits / 879 page views (by 21/10/2013)

Social media: Tweets specifically about the event had limited impact (6 RTs), understandably since they are not open to the general public. Advocacy messages about prioritizing education, which go out regularly throughout the year, perform much better. A special hashtag was used by the MDG Fund to follow the event through Twitter.

▪ **Report of the Director-General on the implementation of the International Plan of Action for the United Nations Literacy Decade (7 October)**

The report of the UNESCO Director-General on the implementation of the International Plan of Action for the United Nations Literacy Decade ([A/68/201](#)) (UNLD, 2003-2012), submitted in pursuance of General Assembly resolution 65/183 was presented, by the Director of the New York Liaison Office, during the Third Committee of the 68th Session of the UN General Assembly under the Item 27: Social development on 7 October 2013.

At the conclusion of the UNLD in 31 December 2012, UNESCO, as the global coordinator for the UNLD, was requested to conduct the final evaluation in collaboration with Member States and development partners.

The DG report reviews literacy progress made during the Decade, takes stock of how UNLD-specific structures and activities for the coordination, implementation, advocacy and monitoring contributed to that progress, and illustrates major gains made in key areas of action identified in the UNLD International Plan of Action. It highlights key issues for the shaping of future agendas and action and concludes with a specific recommendation that UNESCO creates a global multi-stakeholder partnership in support of national efforts to accelerate literacy progress.

Participants: Some 200 participants (194 Member States)

Public: Permanent Missions to the UN (and web visitors)

Communication materials and activities:

- [Webpage dedicated to UNLD final evaluation](#)
- [Report transmitted by the UN Secretary General to the 68th Session of the UN General Assembly](#)

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

Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al).

Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact v.pham@unesco.org).

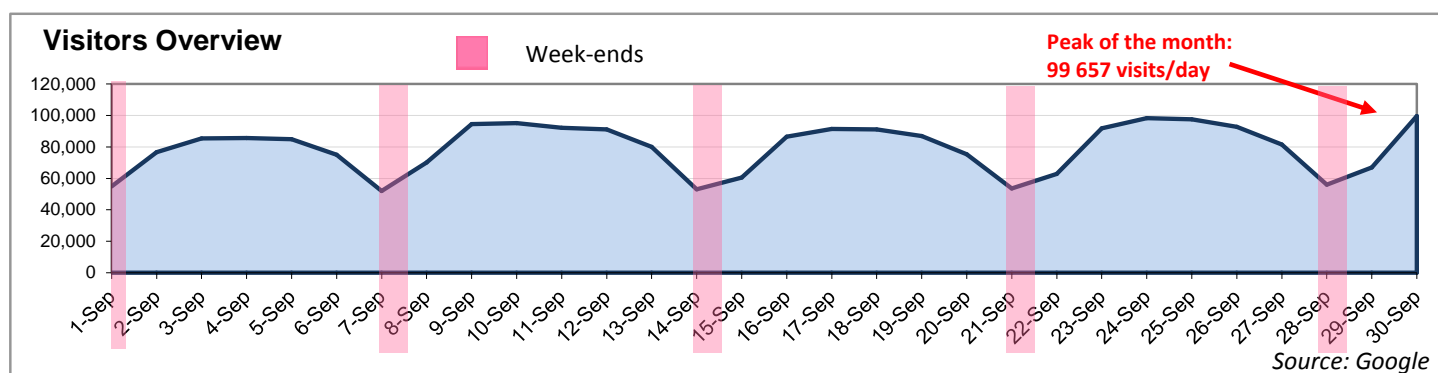
September was rich in events, including numerous international days and major events. As a result, September page views and visits increased by 23% from last month, and compared to last year, page views went up by 25%. The strategy to massively advertise all events via the social networks participated in the traffic increase.

The most viewed pages are the homepage, the World Heritage website List and the homepage of the Careers website. The single page "Education for the XXI Century" is the most visited UNESCO theme with 33K page views, followed by "Protecting our Heritage and Fostering Creativity", activated in the second half of September. This result is positive when compared to last year's (same month) 40K page views for the "Education" homepage.

As over the last months, most of the UNESCO traffic came from organic searches (61% via Google, but also Bing and Yahoo), 18% was generated from referrals (including Social Media and Wikipedia) and 21% from direct access (usually workers who save unesco.org as a "Favorite").

1.1. September 2013 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Unique Visitors ³	Variation vs Y-1*	Variation vs M-1
July 2012	5 340 675	N/A	+8.57%	1 504 831	N/A	-7.43%	1 155 703	N/A	-6.85%
Aug. 2012	5 066 334	N/A	-5.14%	1 547 197	N/A	+2.82%	1 202 114	N/A	+4.02%
Sept. 2012	5 828 526	+137.02%	+15.04%	1 897 640	+99.72%	+22.65%	1 467 108	+97.25%	+22.04%
Oct. 2012	6 780 090	+103.96%	+16.33%	2 322 957	+88.69%	+22.41%	1 778 958	+83.57%	+21.26%
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%
April 2013	7 426 970	+30.77%	+1.36%	2 554 100	+35.47%	+0.65%	1 930 903	+34.83%	+0.85%
May 2013	7 192 348	+27.03%	-3.16%	2 495 688	+28.92%	-2.29%	1 901 816	+28.47%	-1.51%
June 2013	6 916 019	+40.60%	-3.84%	2 272 982	+39.83%	-8.92%	1 726 341	+39.15%	-9.23%
July 2013	5 416 438	+1.42%	-21.68%	1 854 215	+23.22%	-18.42%	1 421 448	+22.99%	-17.66%
Aug. 2013	5 518 793	+8.93%	+1.89%	1 931 105	+24.81%	+4.15%	1 499 047	+24.70%	+5.46%
Sept. 2013	6 811 946	+16.87%	+23.43%	2 383 880	+25.62%	+23.45%	1 866 997	+27.26%	+24.55%

* Figures can only be compared from Sept. 2012 as the new measurement tool was installed in Sept. 2011.

1.3. Visits by Area of Interest in September 2013 (This data only covers tagged subsites)

Areas of interest	Visits ² in September 2013	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 383 880	+25.62%	+23.45%
Home & Central Service pages	223 868	-1.27%	+93.47%
Worldwide	23 994	+5.60%	+18.32%
Education for the 21st Century and ED Sector	196 806	+28.29%	+18.90%
One Planet, one Ocean & Science for a Sustainable Future and SC Sector	63 909	+19.22%	+16.96%
Learning to Live Together and SHS Sector	56 707	+86.88%	-6.19%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 169 658	+32.95%	+16.75%
World Heritage	1 007 569	+26.15%	+11.33%
Intangible Heritage	45 860	+15.12%	+30.80%
Culture Sector (excl. Intangible Heritage)	116 229	+43.34%	+88.00%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	60 109	+3.76%	+25.07%
Field offices (only those tracked)	145 127	+42.23%	+6.99%
UIL*	24 728	+39.59%	+22.43%
IIEP*	150 744	-7.90%	+24.77%
UNEVOC*	41 671	+57.63%	-17.32%

* UIL, IIEP and UNEVOC statistics are tracked separately. ** Based on figures published in the Monthly Reports.

1.4. UNESCO Website Visitors

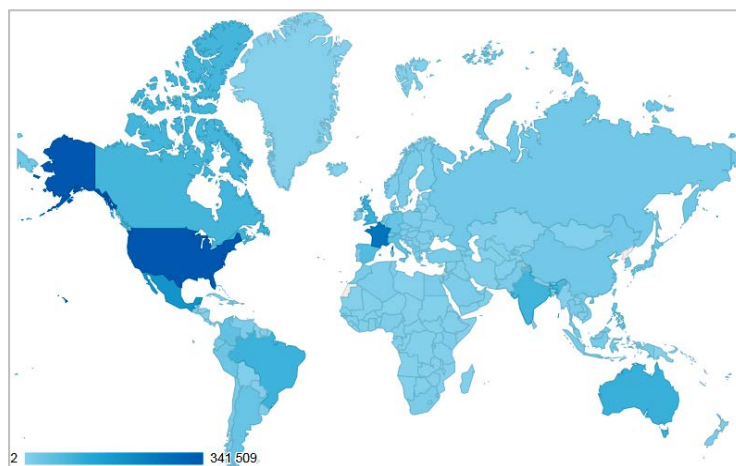
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	341 509	14.33%	+35.79%	2.67	00:02:20
France	260 724	10.94%	+43.31%	3.51	00:04:33
Mexico	180 508	7.57%	+47.54%	2.60	00:03:09
Australia	99 282	4.16%	-6.55%	3.47	00:04:45
United Kingdom	96 090	4.03%	+9.70%	2.78	00:02:34
Brazil	93 965	3.94%	+6.65%	2.16	00:02:39
India	89 285	3.75%	+2.74%	2.40	00:02:39
Canada	84 937	3.56%	+59.43%	3.78	00:04:00
Spain	61 400	2.58%	+53.09%	3.28	00:03:01
Colombia	45 549	1.91%	+5.69%	2.27	00:02:36

Top 10 visitors' language

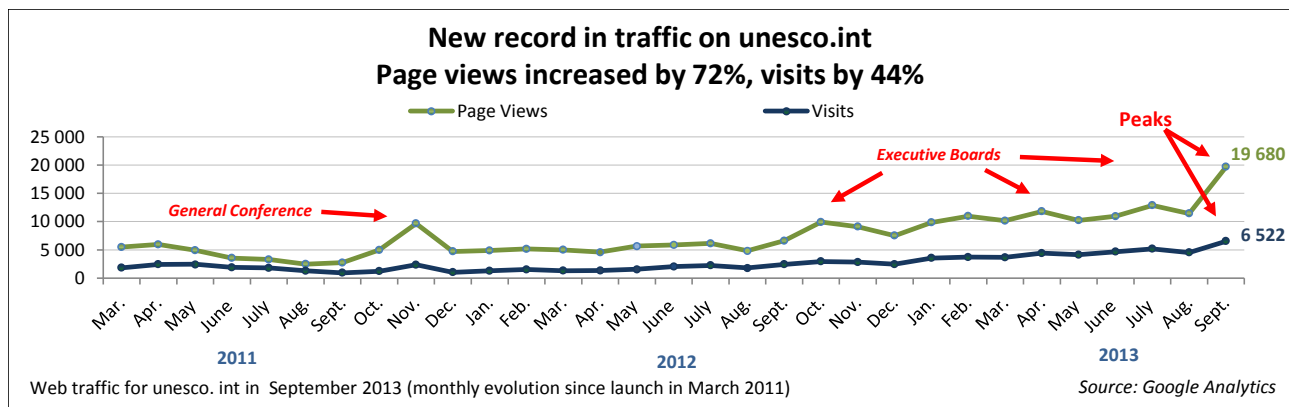
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 231 954	51.68%	+19.67%
Spanish	423 714	17.77%	+32.08%
French	301 337	12.64%	+41.88%
Portuguese	99 320	4.17%	+9.14%
Russian	38 534	1.62%	+40.29%
German	37 871	1.59%	+7.45%
Chinese	37 476	1.57%	+21.36%
Italian	34 437	1.44%	+5.42%
Japanese	27 521	1.14%	-0.86%
Arabic	21 281	0.89%	+54.67%

Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/ Visit	Variation vs M-1	Avg Visit duration
2012	September	6 591	+142.23%	+36.60%	2 434	+163.99%	+35.83%	2.86	+5.54%	00:03:21
	October	9 925	+99.98%	+50.58%	2 948	+141.24%	+21.12%	3.08	+7.69%	00:03:56
	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
	December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27
	April	11 806	+156.48%	+16.28%	4 417	+228.40%	+20.32%	2.96	-0.34%	00:04:11
	May	10 213	+80.51%	-13.49%	4 126	+163.81%	-6.59%	2.59	-12.50%	00:03:49
	June	10 933	+86.13%	+7.05%	4 669	+128.87%	+13.16%	2.58	-0.39%	00:03:20
	July	12 880	+109.77%	+17.81%	5 184	+131.22%	+11.03%	2.79	+8.14%	00:03:38
	August	11 434	+136.97%	-11.23%	4 524	+152.46%	-12.73%	2.65	-5.02%	00:03:21
	September	19 680	+198.59%	+72.12%	6 522	+167.95%	+44.16%	2.92	+10.19%	00:04:33



1.6. UNESCOCOMMUNITY - <https://en.unesco.org/unescocommunity> and <https://fr.unesco.org/unescocommunity>

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%
	April	74 831	+12.67%	32 095	+14.36%
	May	39 738	-46.90%	16 323	-49.14%
	June	52 986	+33.34%	19 318	+18.35%
	July	61 358	+15.80%	18 994	-1.68%
	August	40 829	-33.46%	14 354	-24.43%
	September	24 531	-39.92%	9 138	-36.34%

Traffic indicators explained:

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

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	124 780	+31.23%	+29.84%
English (EN)	69 296	+37.38%	+25.57%
Spanish (ES)	29 542	+32.70%	+39.38%
French (FR)	14 855	+25.52%	+38.83%
Arabic (AR)	4 263	+19.11%	+39.09%
Russian (RU)	3 754	-27.93%	+0.70%
Chinese (ZH)	3 070	+74.53%	+37.54%

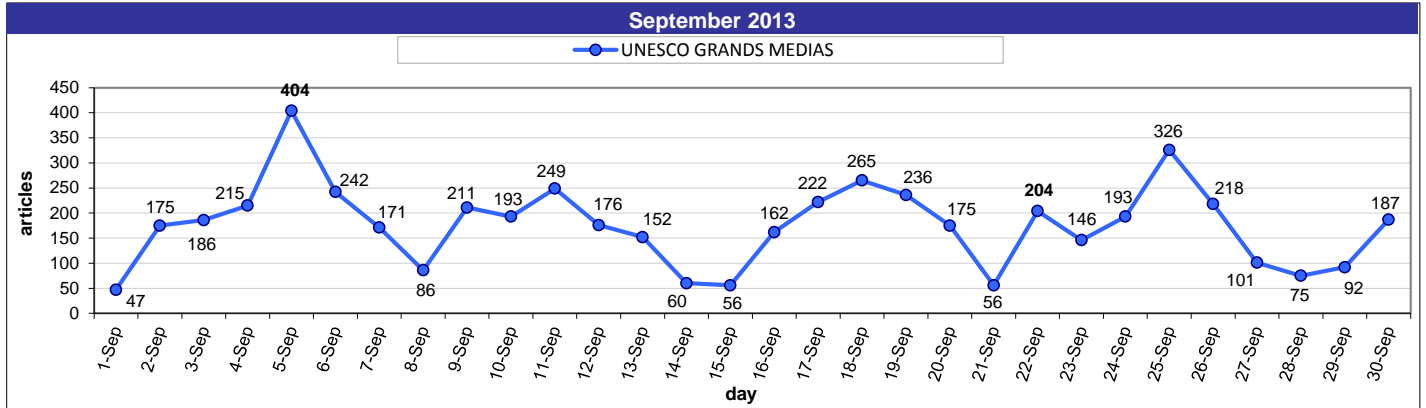
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories in September 2013

1.	02/09	Director-General urges investigation into the murder of Indian journalist Rakesh Sharma
2.	06/09	Literacy for all remains an elusive goal, new UNESCO data shows
3.	09/09	Ten sites in nine countries added to Global Geoparks Network
4.	11/09	Director-General condemns killing of radio journalist Fernando Solijon and newspaper editor Vergel Bico in the Philippines
5.	11/09	Strategic groundwater reserves found in Northern Kenya
6.	16/09	Sustainability Science at the service of society
7.	17/09	UNESCO mission confirms plunder of Malawi Museum
8.	18/09	New UNESCO data proves education transforms development
9.	19/09	Task Force Calls for Action to Ensure the World's Children Are Learning
10.	20/09	Director-General voices concern at the assassination of Colombian broadcaster Édison Alberto Molina
11.	23/09	100 UNESCO countries adopt measures to reinforce clampdown on doping in sport
12.	23/09	The ICT Opportunity for a Disability-Inclusive Development Framework: New action-oriented report
13.	23/09	Winning design "The Ark of Return" for the Permanent Memorial in Honour of the Victims of Slavery and the Transatlantic Slave Trade unveiled by UN Secretary-General
14.	26/09	UNESCO and UN Alliance of Civilizations renew cooperation agreement
15.	27/09	UNESCO and TV Globo sign comprehensive cooperation agreement for Brazil's Criança Esperança programme
16.	29/09	UNESCO Director-General deplores suicide attack near Djingareyber Mosque in Timbuktu

2.3. Statistics on articles referring to UNESCO

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



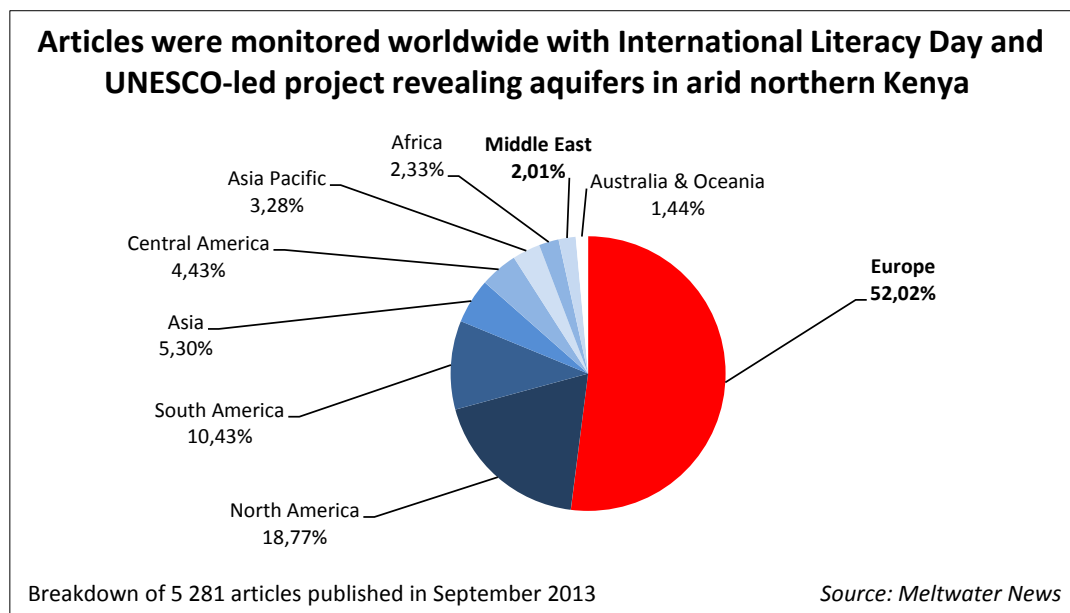
Two big UNESCO stories attracted major media attention over the month of September: International Literacy Day (8 September) and the announcement from Kenya on 11 September that a UNESCO-led project had revealed the presence of two major aquifers in the country’s drought-stricken north.

Both of these stories were exhaustively reported, although the Kenya water story undoubtedly drew the most exciting coverage, with headlines in top tier media in all regions of the world, including broadcast media. As an example, the television reports by ITV, a British broadcaster DPI worked with to promote the story, were viewed approximately nine million times; the stories on their website attracted 300,000 hits, and their Facebook posts on the subject were shared 11,000 times. In addition, several newspapers and broadcasters either ran ITV’s story or quoted it. These included NBC Nightly News, Channel 7 Australia and newspapers in Pakistan, Africa and Canada.

UNESCO chose NOT to emphasize its role in this story because of some doubts over the accuracy of the data presented. This was unfortunate, as the issues raised could easily have been incorporated into information materials (and were indeed mentioned) without detracting from the excitement the story provoked worldwide.

Among the other stories that received coverage, the meeting of State Parties to the anti-doping convention and the approval of funds for a number of national anti-doping projects drew the media’s interest in the countries concerned. The many education events in New York at the start of the General Assembly were also well covered, as was the launch by ICOM and the Director-General of the Red List of stolen Syrian artifacts.

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



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

Date	Subject / Title	Language	Media
03/09	Global Citizenship Education should start at schools -	Korean	Chosun Ilbo (South Korea)
06/09	Responsible Water Consumption is the solution to the Water Crisis -	English	Swedish National Televisions debate forum

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
International Literacy Day	Venkata Subbarao Ilapavuluri	English	Deutsche Welle (Germany)
International Literacy Day	Salif Traoré (A'Salfo)	French	UN Radio
WH sites protection and tourism	Mechtild Rossler	French	Le Monde (France)
WH - Great Barrier Reef	Roni Amelan	English	The Huffington Post (USA)
WH - Damage to Egyptian heritage over the last two years	Tamara Teneishvili	English	Al Jazeera online (Qatar)
World Heritage	Mechtild Rossler	French	Canal+ (France)
WH - Pompei	Cristina Menegazzi	French	Arte (France)
WH - Ha Long Bay	Roni Amelan	French	Geo (France)
International discussions about protection of oceans	Ward Appeltans	English	NTN24 (TV colombienne)
Anti-doping convention	Alexander Schischlik	Spanish	EFE (Spain)
Anti-doping convention	Ana Munoz Merino (NADA)	Spanish	EFE (Spain)
Anti-doping convention	Ana Munoz Merino (NADA)	Spanish	RFI
Women and access to a job	Lydia Ruprecht	French	Deutsche Welle (Germany)
Kenya water story	Abou Amani	English	ITV, BBC world service Kenya; Daily Telegraph, SciDev.net (UK); National Public Radio Network (Kenya);
Safety of Journalists	Axel Plathe	English	Avenues Television (Nepal)
Literacy	Axel Plathe	English	Avenues Television (Nepal)
Pashupati World Heritage Monument zone	Axel Plathe	English	Xinhua News (China); Al Jazeera (Qatar)
Indigenous people	Nuria Sanz	Spanish	Radio Mexiquense (Mexico)
First Peopling of the Americas and World Heritage Convention	Nuria Sanz	Spanish	UN Radio
2nd South-South Philosophical Dialogue (Rabat)	Phinith Chanthalangsy	French	MAP TV, Médias 24, SNRT Radio, Al Oua, Perspectives Med, Nissae Mina al Maghrib, Atlantic radio (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Ali Benmakhlouf	French	MAP TV, Médias 24, SNRT Radio, Perspectives Med, Nissae Mina al Maghrib, Atlantic radio (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Enrique Dussel	French	MAP TV, Médias 24, Luxe radio (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Enrique Dussel	English	SNRT Radio (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Eliza Maart Rozena	English	SNRT Radio (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Touria Majdouline	Arabic	Menara.ma, SNRT Radio, Nissae Mina al Maghrib, (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Eliza Maart Rozena ANG	English	Médias 24, Nissae Mina al Maghrib, (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Rainier Ibana	English	Médias 24, SNRT Radio (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Abubaker A. Baqader	Arabic	Médias 24, Al Oua, Rissalat al Ouma, Luxe radio (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	Mamoussé Diagne	French	Médias 24 (Morocco)
2nd South-South Philosophical Dialogue (Rabat)	M. Ben Arafa (ISESCO)	Arabic	SNRT Radio (Morocco)

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

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

The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).
6 B-rolls were downloaded in September.

	Subject	Downloads	Media
1	Water cooperation in Kenya	22	Al Jazeera Qatar), La Repubblica (Italy), CCTV (China), SABC (South Africa TV), CNN (USA), NOS Nieuws (Netherlands), Newsbeat Social (UK), CCTV Africa (China)
2	Syria Press Conference	4	ITN (UK), CBC (Canada)
3	UNESCO Priorities	2	N/A
4	WHC	1	N/A
5	MAB	1	New imagen TV (Argentine)
6	HQ	1	N/A

2.7. Number of Photographs ordered by the Media (by subject)

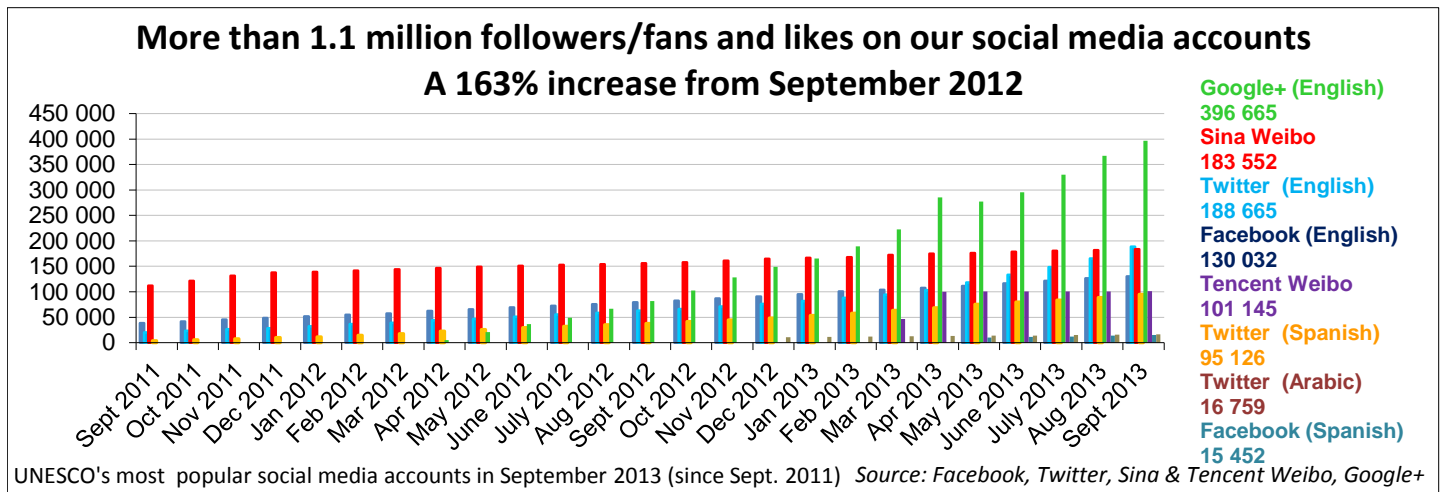
Subject	Media	Purpose	Nb of Photos
Winning design "The Ark of Return" for the Permanent Memorial in Honour of the Victims of Slavery and the Transatlantic Slave Trade	Haïti Observateur (Haïti)	Publication	5*
Stolen objects from Mallawi Museum	Pharaon Magazine (France)	Publication	13*
Tyre (Lebanon)	CNN (USA)	Stills for TV programme	3
Syrian World Heritage sites	CNN (USA)	Stills for TV programme	5*
Mallawi Museum and Abu Simbel	Restauro Magazine (Germany)	Publication	5*
Reconstruction of Timbuktu's Heritage	EFE (Spain)	Publication	31*

* From Photo galleries available on unesco.org.

3. UNESCO Social Media Channels

September 2013 saw sustained growth on UNESCO's social media channels in all languages. UNESCO's Klout score remains at 95%, the 3rd highest in the UN system after the UNHQ and WHO, and a revealing measure of how authoritative, engaging and influential UNESCO's content is for its followers and in the social space. Special emphasis is given to cultivating the look & feel of our social media content, specifically by transforming every news story or program activity into attractive, information-rich digital postcards, often with a positive call to action that Visual communications is a key driver of social media engagement (for example, 7 out of the month's top 10 tweets all contained an image), and also more broadly, the direction in which social media platforms are moving, so more effort on this front is critical to the success of our social media program.

Substantial progress was made in creating stronger synergies between the social media accounts of field offices and central services. UNESCO's central accounts gave special promotions to the Bangkok office's "Learning to Live Together" exhibition and Heritage Restoration Awards; field stories from Dakar on girls' education; and added the Brasilia office's YouTube as our official Portuguese language account. The visit of Malala Yousafzai's teacher and the announcement of the Slavery Memorial winner were both covered in live time via Instagram by the New York office – it is the first time Instagram was successfully used for critical media events.



3.1. Social networking sites

Facebook - www.unesco.org/facebook/ VKontakte- <http://vk.com/unesco/> [Google+](https://plus.google.com/)

Variation September 2013 vs August 2013

Likes/fans*		September 2013	August 2013	Variation vs August
Total likes/followers (all languages)		560 669	524 850	+6.82%
Facebook	English	130 032	126 316	+2.94%
	Spanish	15 452	13 732	+12.53%
	French	8 773	8 419	+4.20%
	Arabic	7 251	6 869	+5.56%
	Russian	1 463	1 435	+1.95%
Google+	English	396 665	367 122	+8.05%
VKontakte	Russian	1 033	957	+7.94%

* Total number of followers may not be exact due to a problem with Google+ reports this month.

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

Message	Posted	Likes*
#WorldHeritage spotlight: Rice terraces of the Philippine Cordilleras, sculpted to perfection over 2000 years http://ow.ly/oNKFP — with Karzan Ahmed.	12/09	534
Today is Intl #PeaceDay. UNESCO was founded in the belief that "since the minds of women and men that the defences of peace must be constructed." Education is the foundation of any lasting peace. It is the driving force behind freedom and tolerance. It stems the tide of ignorance and mutual misunderstanding, the means by which disagreements all too often degenerate into violence. Education fosters the culture of dialogue that is necessary to resolve conflicts. http://ow.ly/p4xJk	21/09	518
Restored & resplendent! Outstanding restoration efforts have earned these cultural landmarks our	3/09	267

Awards of Excellence, the highest recognition of UNESCO Asia-Pacific Awards for Cultural Heritage Conservation. http://ow.ly/owQtB Featured: Principal chedi (reliquary stupa) in Wat Prayurawongsawas Worawihan temple in Bangkok, Thailand		
Sunday is Intl #LiteracyDay. Today, 84% of the world's adults are literate (up from 76% in 1990) but it still leaves some 774 million adults who cannot read or write. Illiteracy also remains a persistent problem in developed countries. 1 out of 5 young people in Europe had poor literacy skills in 2009, and some 160 million adults in OECD countries were functionally illiterate. http://ow.ly/oF681	8/09	261
Did you know? #WorldHeritage Warsaw is an outstanding example of a near-total reconstruction of a span of history covering the 13th to the 20th century. The rebuilding of the historic city, 85% of which was destroyed during war, was the result of the determination of the inhabitants and the support of the whole nation. Learn more: http://ow.ly/oyzl6	4/09	220
Let's draw cultures together thru art! How children express the idea of 'Learning to Live Together' http://ow.ly/oVBsT This winning photo, entitled "Unity in diversity" ("Bhinneka Tunggal Ika" in Bahasa Indonesian), is by Alland Dharmawan, who shows two children from the Papuan ethnic minority group embracing.	17/09	212
#WorldHeritage: Our Director-General, Irina Bokova, deplored the suicide attack that took place yesterday, near the Djingareyber Mosque in #Timbuktu, #Mali. The attack killed 2 citizens & injured several military forces, causing substantial damage to the Djingareyber Mosque and many houses nearby. "UNESCO is more determined than ever to pursue its efforts to rehabilitate the cultural heritage of Mali and the Protection of Ancient Manuscripts," said the Director-General. * Read more: http://ow.ly/pjGdt * Learn about #WorldHeritage #Timbuktu: http://ow.ly/pjGho * Image by KaTeznik via Creative Commons Attribution-Share Alike 2.0 France license http://bit.ly/19Oud	29/09	211
New infographic: Imagine a school where each textbook is shared by 13 pupils, and where classrooms have over 100 students. Let's put education at the center of the global agenda to improve the quality of learning http://visual.ly/global-learning-crisis	24/09	208
What do people want for their future? The UN asked more than 1.3 Million people over the past year. The result: education, health care, honest and responsive government and jobs. Would you have voted for the same? Find out more about what people told us and vote for your Top 6 priorities at myworld2015.org	17/09	207
New report concludes that it is extremely likely that human influence has been the dominant cause of climate warming since the mid-20th century. Supporting data collected from the oceans is most telling: http://ow.ly/plMKT	30/09	188

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

3.2. Microblogs:

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

Variation September 2013 vs August 2013

Followers/Fans		September 2013	August 2013	Variation vs August
Total (all languages)		595 609	563 332	+5.73%
Twitter	English	188 665	165 638	+13.90%
	Spanish	95 126	88 994	+6.89%
	Arabic	16 759	15 999	+4.75%
	French	8 927	8 553	+4.37%
	Russian	1 435	1 378	+4.14%
Sina Weibo	Chinese	183 552	181 952	+0.88%
Tencent Weibo	Chinese	101 145	100 818	+0.32%

Top 10 Twitter Posts

Message	Posted	Re-tweets
Of the world's out-of-school kids, 1 in 2 lives in sub-Saharan Africa. 1/2 will never enter a classroom #LiteracyDay pic.twitter.com/lp55zgOQNZ	08/09	171
#Education must be built into peacebuilding - not bolted on. It's critical for long-term development #educationfirst pic.twitter.com/tjDbZMJq8	30/09	156
"Since wars begin in the minds of women & men, it's in the minds of women & men that the defences of	20/09	146

peace must be constructed"		
"I am because you are" - Ubuntu, an African philosophy for #peace #PeaceDay pic.twitter.com/UTxv5itLvH	22/09	143
2/3 of the world's 774million illiterate adults are women. There's no justification for denying women education. It's a #humanright #ILD2013	07/09	125
New infographic: In the 21st century, more than ever before, literacy is the cornerstone of peace & development http://ow.ly/oDqjA	08/09	119
New finding: 54 million of the world's 76 million illiterate women live in just 9 countries pic.twitter.com/of3RFqylXS	06/09	95
"Speaking your mother tongue is not a disability!" http://ow.ly/oCtVz	06/09	83
Peace means #cultureofpeace pic.twitter.com/2C4A3QXNNc	04/09	79
A map of the global gender gap in #science, produced by our #statistics institute #womeninscience pic.twitter.com/8rP53z0HUp	04/09	73

Top 5 Sina Weibo Posts in September

Message	Posted	Re-tweets/ Comments
# Mid-Autumn Day # China occupies the first place in the list of world intangible heritage. http://t.cn/z8RJHII The tradition of the Mid-Autumn Day exists in China, also in Japan, South Korea , Vietnam, and Singapore, etc. It currently isn't a world intangible heritage, do you think this festival should be submitted jointly or separately to UNESCO as a world heritage candidate?	18/09	345
#World Intangible Heritage# http://t.cn/z8af8oG Tulou of Fujian is a part of East Asian civilization, is unique in the world of the mythical residential buildings of village, is a wonderful old building, which has a long history, unique style, large-scale and compact structure. (Video) http://t.cn/z8afOWT	08/09	214
# Education Transforms Development # UNESCO data proves "Education transforms development", that means the education can promote the development. http://t.cn/z8EBNHg That is worthy to read for all levels of government, educational administrative departments at all levels of schools, and research scholars.	19/09	175
# International Translators' Day # In the night, are you still doing your work of translation? I wish you have a happy "International Translators' Day "!	30/09	126
2013 marks the 206th anniversary of the abolition of the transatlantic slave trade; We must not forget that human decency, bravery and ingenuity led to the breaking of the shackles of slavery and burdens of bigotry. Rodney • Leon created "The ark of return ." http://t.cn/z8kF0sk	26/09	119

Top 3 Tencent Weibo Posts in September

Message	Posted	Re-tweets
Tomorrow is the # International Peace Day #, which is devoted this year to peace education. How will you celebrate it? http://url.cn/J61n6h	20/09	317
# Education transforms development # Education has unrivalled power to reduce extreme poverty and boost wider development goals, according to highlights pre-released from UNESCO's next Education for All Global Monitoring Report. Worth reading. http://url.cn/LaM73J	19/09	94
# Education For All # http://url.cn/NoZ7bo Chinese President Xi Jinping expressed his nation's commitment to education in a message to a meeting marking the first anniversary of the United Nations' Global Education First Initiative (GEFI).	26/09	62

3.3. Video Traffic

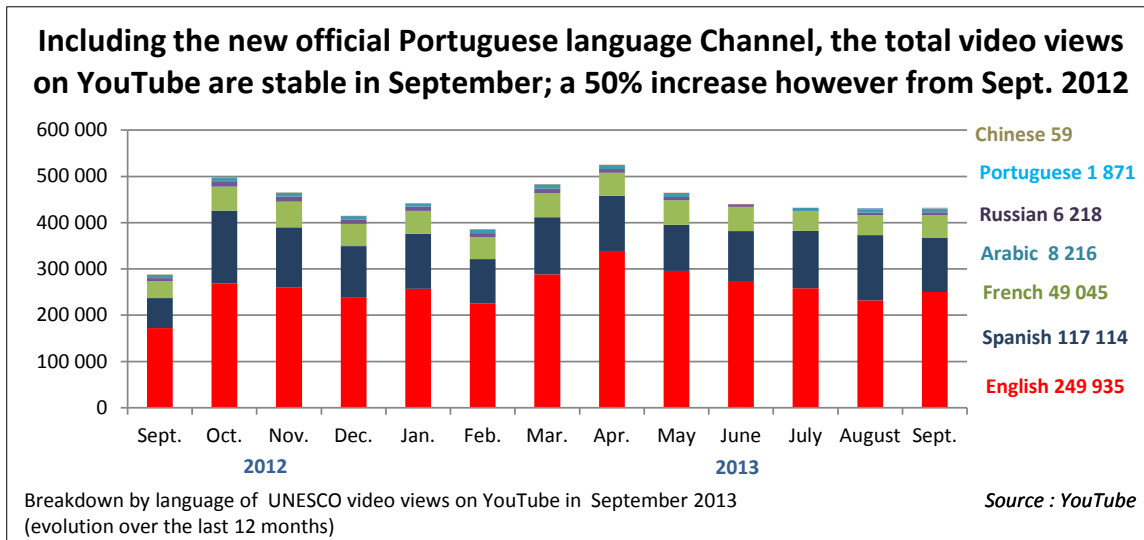
Video views are tracked on YouTube and Youku. UNESCO multimedia archives statistics are under 5.2.

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

Variation September 2013 vs August 2013

Video views	September 2013	August 2013	Variation vs August
Total (all languages)	432 458	431 461	+0.23%
English	249 935	232 354	+7.57%
Spanish	117 114	140 962	-16.92%
French	49 045	43 116	+13.75%
Arabic	8 216	7 406	+10.94%
Russian	6 218	5 583	+11.37%
Portuguese	1 871	1960	-4.54%
Chinese	59	80	-26.25%

Subscribers	September 2013	August 2013	Variation vs August
Total (all languages)	1 083	1 003	+7.98%
English	653	620	+5.32%
Spanish	246	262	-6.11%
French	91	80	+13.75%
Arabic	31	17	+82.35%
Russian	19	12	+58.33%
Portuguese	35	11	+218.18%
Chinese	8	1	+700.00%



▪ Videos on UNESCO TV English Channel

249 935 views in September 2013		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	20 703
2	Kabuki Theatre	CLT/ITH	9 812
3	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	9 674
4	Baul Songs	CLT/ITH	6 608
5	Taekkyeon, a traditional Korean martial art	CLT/ITH	4996
6	Georgian Polyphonic Singing	CLT/ITH	4 502
7	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	3 816
8	Auschwitz Birkenau German Nazi Concentration	CLT/WHC	3 720
9	Groundwater reserves in Northern Kenya	SC	3 186
10	Lacemaking in Croatia	CLT/ITH	3156

▪ Top 10 videos on UNESCO TV Spanish Channel

117 114 views in September 2013		Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	54 133
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	6 056
3	Aprender a Proteger la Biodiversidad	ED	4 156
4	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	2 167
5	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	1 766
6	Historia de la UNESCO	UNESCO	1 367
7	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 211
8	La huaconada, danza ritual de Mito	CLT/ITH	1 122
9	Los dibujos en la arena de Vanuatu	CLT/ITH	932
10	El Ballet Real de Camboya	CLT/ITH	911

▪ Top 10 videos on UNESCO TV French Channel

49 045 views in September 2013		Subject	Total views
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1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 800
2	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	2 890
3	Routes de l'Esclave: Une Vision Globale	CLT	2 586
4	Le chant polyphonique géorgien	CLT/ITH	2 272
5	Le repas gastronomique des Français	CLT/ITH	1 791
6	Le Maloya	CLT/ITH	1 692
7	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 605
8	Bouba & Zaza - le dessin animé pour la jeunesse publié par l'UNESCO Dakar	ED	1 520
9	La tradition du tracé dans la charpente française	CLT/ITH	1 418
10	Le langage sifflé de l'île de la Gomera (îles Canaries)	CLT/ITH	1 418

•Top 10 videos on UNESCO TV Arabic Channel

8 216 views in September 2013		Subject	Total views
1	Reviving Earth Architecture in the Jordan Valley - Palestine	CLT	414
2	Petra	CLT/WHC	326
3	Palace and Park of Versailles	CLT/WHC	284
4	Journeys to school	ED	248
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	247
6	Archaeological Areas of Pompeii, Herculaneum and Torre Annunziata	CLT/WHC	235
7	Medina of Fez	CLT/WHC	209
8	Te Wahipounamu – South West New Zealand	CLT/WHC	200
9	Venice and its Lagoon	CLT/WHC	200
10	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	146

▪ Top 10 videos on UNESCO TV Russian Channel

6 218 views in September 2013		Subject	Total views
1	Prehistoric sites and decorated caves of the Vézère Valley	CLT/WHC	654
2	Alsou Abramova, UNESCO Artist for Peace	UNESCO	353
3	Video n°18 submitted for Video Challenge for Youth on Cultural Diversity	CLT/DCE	315
4	UNESCO History	UNESCO	275
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	194
6	Archaeological site of Palmyra	CLT/WHC	177
7	The ancient city of Petra	CLT/WHC	143
8	The historic centre of Brugge	CLT/WHC	142
9	Galápagos Islands	CLT/WHC	112
10	Palace and Park of Versailles	CLT/WHC	105

▪ Top 10 videos on UNESCO TV Portuguese Channel

1 871 views in September 2013		Subject	Total views
1	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	990
2	Ano Internacional de Cooperação pela Água	SC	404
3	Vídeos Vencedores Concurso "Professor, você tem uma nova mensagem"	ED	90
4	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	79
5	UNESCO celebra Dia da Língua Portuguesa	CLT	64
6	UNESCO lança pesquisa inédita sobre exclusão nas escolas	ED	53
7	Dia Internacional das Pessoas com Deficiência	ED	42
8	UNESCO analisa mudanças e desafios da nova Lei Geral de Acesso à Informação do Brasil	CI	26
9	Eu quero educação de qualidade - Campanha Green and Blue - MV Bill	ED	26
10	UNESCO mobiliza sociedade para Criança Esperança 2012	SHS	25

▪ Top 10 videos on UNESCO TV Chinese Channel

	59 views in September 2013	Subject	Total views
1	Huang Nubo supports UNESCO	CLT/WHC	11
2	UNESCO History	UNESCO	9
3	Ocean	SC	7
4	Director-General's message for International Jazz Day 2013	CLT	5
5	Our World Heritage - UNESCO's World Heritage Convention	CLT/WHC	5
6	World Press Freedom Day	CI	3
7	Malala	ED	3
8	Water in Cities	SC	2
9	Languages matter!	ED	2
10	Video n°20 submitted for Video Challenge for Youth on Cultural Diversity	CLT	1

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

▪Top 10 Videos

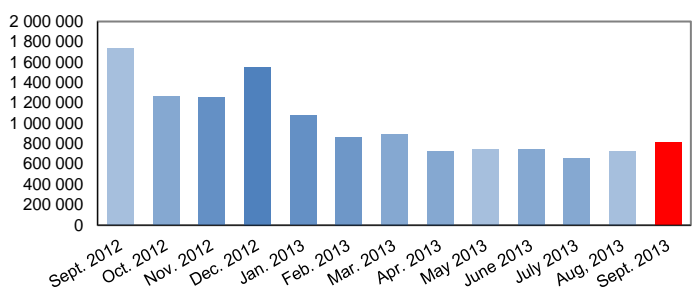
Video	Posted	Total Views*
Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"	03/03/11	44 343
57 million out-of school children in the world	11/06/13	20 155
International Year of Water Cooperation	12/02/13	18 483
Intangible heritage traditional Chinese shadow play	11/12/11	17 952
Safeguarding community's living heritage	07/12/12	13 932
Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang	15/04/11	12 955
40 years of World Heritage Convention	22/06/12	9 579
UNESCO Hangzhou International CultureCongress	07/05/13	8 556
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 431
International Jazz Day	08/03/12	5 401

3.5. UNESCO Fotopedia iPhone/iPad “app”

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

Metrics	TOTAL 2013	September 2013	Variation vs Y-1	Variation vs M-1
Downloads	400 744	24 217	-45.06%	-64.88%
Unique Visitors	1 071 259	181 298	-32.19%	-11.39%
Visits	7 263 448	812 828	-53.08%	+11.28%
Page views	179 014 108	19 445 736	-38.74%	-5.89%
Info pane with UNESCO logo & text	1 013 730	80 421	-26.01%	-31.28%
Open UNESCO page from Heritage	57 724	4 999	+45.36%	-49.41%
Distinct UNESCO WHC pages opened	371	262	+111.29%	-29.76%
Most viewed UNESCO page	Site of Palmyra	Site of Palmyra	-	-

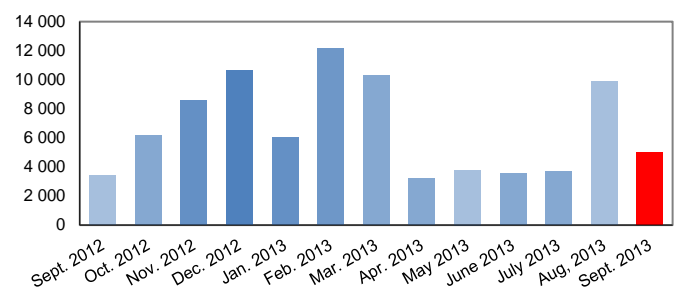
Fotopedia-Heritage "App" visits increased for the second month in a row, but dropped by 50% from Sept. 2012



Fotopedia/World Heritage iPhone/iPad "app" visits in September 2013 (last 12 months)

Source: Fotopedia

Last month's special featuring of WHC webpages by Apple goes on bearing fruit ; +35% WHC pages opened from July



CLT/WHC webpages opened from Fotopedia/World Heritage iPhone/iPad "app" in September 2013 (last 12 months)

Source: Fotopedia

4. UNESCO Photobank

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

4.1. Photos requested online:

Themes	Nb of photos	%
Education	37	67%
Culture	18	33%
UNESCO		
Natural Sciences		
Social and Human Sciences		
Communication and Information		
TOTAL	55	100%

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	33	60%
Private sector	17	31%
Government	3	5%
Media: Written and Audiovisual and Press	2	4%
Education (Schools, Universities, teachers, researchers)		
Public sector (Museums, Bookshops)		
Others		
TOTAL	55	100%

Use of photos	Nb of photos	%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	33	60%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	22	40%
Exhibitions		
Websites		
Private use		
TOTAL	55	100%

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.)

	September 2013	August 2013
Number of Events	28	4
Number of Photos	954	39

5. UNESCO Documents, Multimedia Archives and Library

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

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

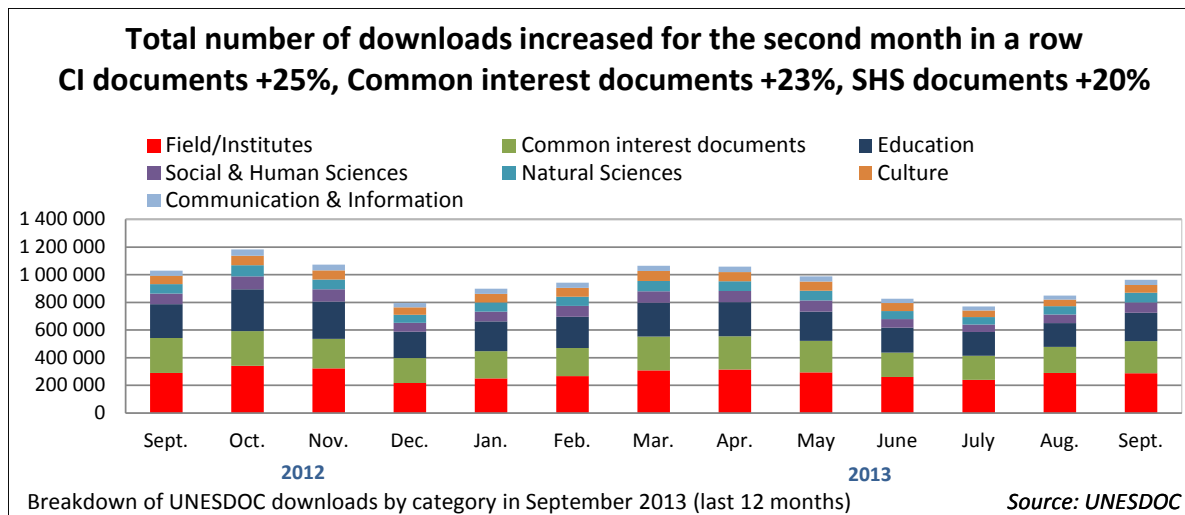
In September, there were 139 349 records available online in PDF format (**138 803** in August), including documents, publications, communication material and other working documents.

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 September	963 178
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 748	205 098	+19.59%	21
Natural Sciences	9 747	71 294	+19.12%	7
Social and Human Sciences	5 716	73 808	+20.76%	13
Culture	3 467	54 521	+13.53%	16
Communication and Information	2 424	38 071	+25.00%	16
Field & Institutes	9 240	286 729	-1.01%	31
Common interest documents	NA	233 657	+23.37%	NA



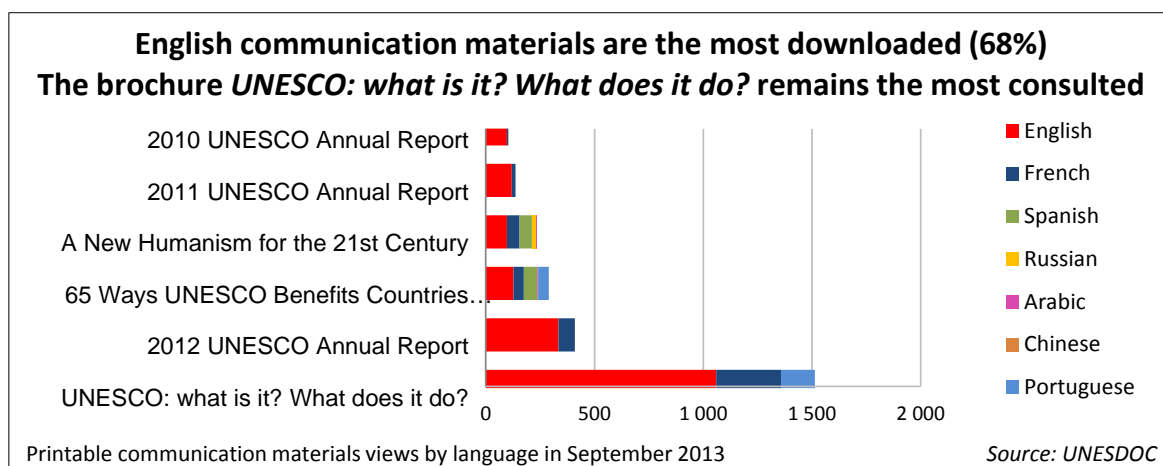
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	137 876
2	Mexico	55 251
3	France	45 755
4	Brazil	43 393
5	Colombia	20 074
6	United Kingdom of Great Britain and Northern Ireland	19 843
7	China	17 029
8	Argentina	16 688
9	Spain	16 538

10	India	15 442
11	Canada	15 185
12	Peru	14 007
13	Philippines	12 593
14	Chile	9 294
15	Netherlands	9 153

5.1.3 Printable Communication materials

Title	Total downloads in September							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 059	299					155	1 513
2012 UNESCO Annual Report	334	76						410
65 Ways UNESCO Benefits Countries all over the World	128	47	62		4		48	289
A New Humanism for the 21st Century	97	58	57	20	4			236
2011 UNESCO Annual Report	120	17						137
2010 UNESCO Annual Report	97	7						104
TOTAL	1 835	504	119	20	8	-	203	2 689



5.2. Multimedia Archives – www.unesco.org/archives/multimedia

The UNESCO Multimedia Archives make available to the public audio-visual material, such as documentaries, fiction, interviews, speeches and promotional material created by the Organization or related to its history and programme activities.

5.2.1 Statistics of consultation

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
2013	January	19 321	+22.50%	8 835	+14.09%
	February	23 250	+20.34%	10 119	+14.53%
	March	24 816	+6.74%	10 070	-0.48%
	April	31 649	+27.53%	19 125	+89.92%
	May	32 402	+1.92%	23 738	+21.62%
	June	33 542	+3.99%	23 877	+2.65%
	July	27 887	-16.86%	21 559	-9.71%
	August	31 834	+14.15%	24 705	+14.59%
	September	42 078	+32.18%	31 482	+27.43%

5.2.2 Top 10* in September

	Title	Views
1	A World for Inclusion Inclusive education	196
2	Creation of UNESCO UNESCO history	194
3	Education for all: six goals for 2015 Basic education	184
4	El Patrimonio Mundial: nuestro, para quererlo y protegerlo	169
5	Enkipaata, Eunoto and Olgesherr: three male rites of passage of the Maasai community Intangible heritage	167
6	Routes de l'esclave : une vision globale Cultural diversity	163
7	The Drama of Sentiment India. Kutiyattam Sanskrit Theatre	158
8	Festac 77 - Lagos Festival Cultural events	148
9	Le repas gastronomique des Français Intangible heritage	147
10	Le Maloya Intangible heritage	143

* iTunesU not included

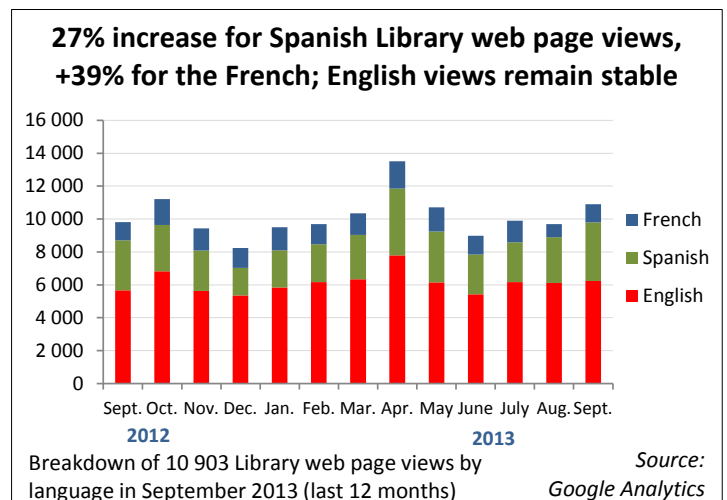
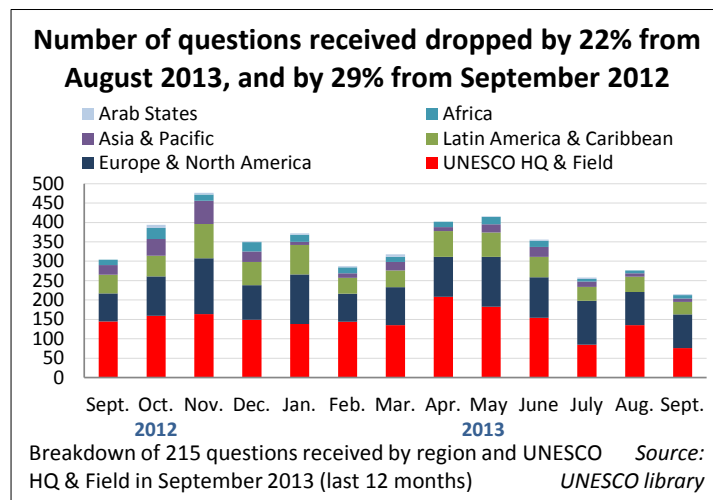
5.3. UNESCO Library - <http://www.unesco.org/library>

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).

5.3.1 Questions received by: library@unesco.org

5.3.2 Web page views:



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

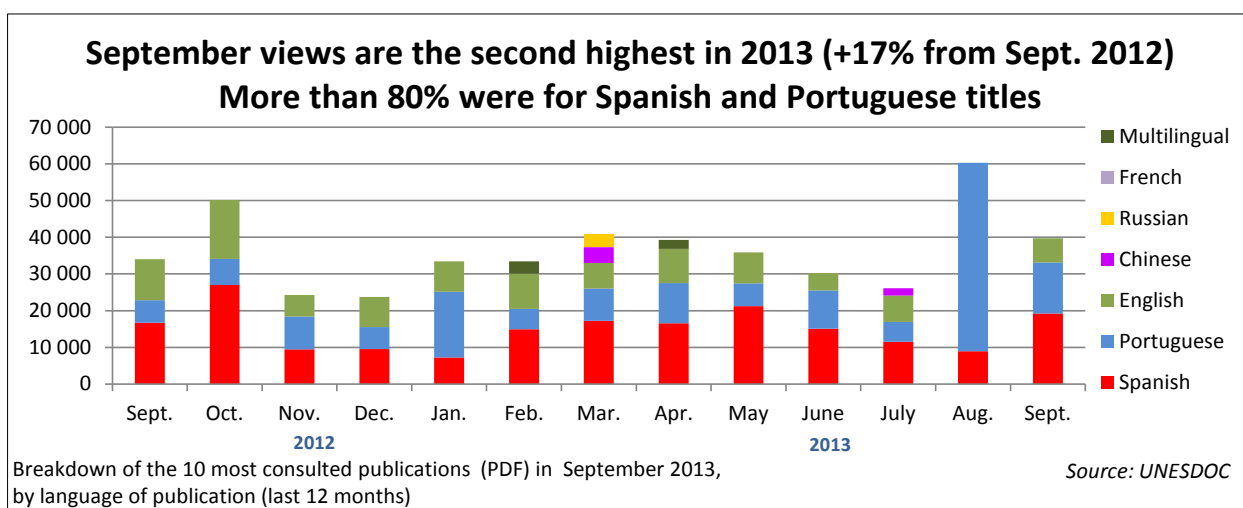
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing of UNESCO top ten publications in September is the second highest for 2013 and compared well to September 2012 (+17%). 80% of the viewing is of Spanish and Portuguese titles but very few are recent titles. The only English title that has retained its place in the top 10 views over the last few months is the *World Water Development Report 4*. The figures for UNESCO Publications on Google Books compare reasonably with 2012 with an increase in book visits (+51%) but a decrease in page views (-8%). World Heritage titles dominated bookshop sales but shared with Education on-line sales, with *Journeys to School* and two IIEP titles coming out on top.

6.1. Top 10 most consulted PDFs (UNESDOC)

	Title	Sector	Language	Views	Published
1	Hacia las sociedades del conocimiento: informe mundial de la UNESCO	all	Spanish	5 787	Paris, 2005
2	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	4 988	Santiago, 1998
3	Early childhood development: two papers on UNICEF policy and programming	all	Spanish	4 838	UNICEF, 1986
4	O Índio brasileiro: o que você precisa saber sobre os povos indígenas no Brasil de hoje	ED	Portuguese	4 170	Brasilia, 2006
5	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	3 953	Brasilia, 2010
6	Los Siete saberes necesarios para la educación del future (Seven complex lessons in education for the future)	ED	Spanish	3 625	Buenos Aires, 2001
7	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 587	Paris, 2012
8	Learning to live together in peace and harmony: values education for peace, human rights, democracy and sustainable development for the Asia-Pacific Region; a UNESCO/APNIEVE sourcebook for teachers education and tertiary level education	ED	English	3 018	Bangkok, 1998
9	Juventudes e sexualidade	ED	Portuguese	2 939	Brasilia, UNESCO Brasilia, 2004
10	Políticas sociais para o desenvolvimento: superar a pobreza e promover a inclusão; Simpósio Internacional sobre Desenvolvimento Social	SHS	Portuguese	2 840	Brasilia, UNESCO Brasilia/MDS, 2010

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

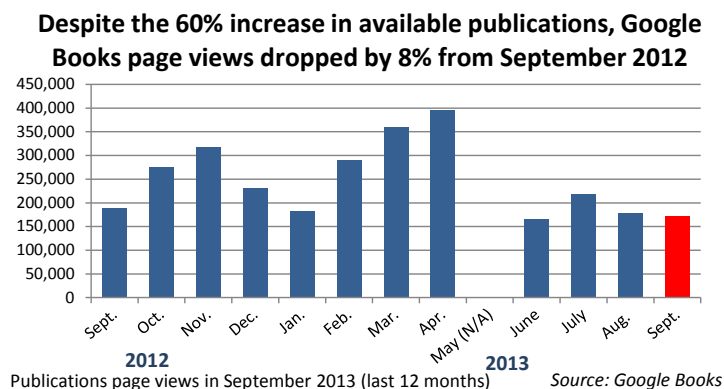


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **357** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
September 2013	357	18 492	172 813	128
September 2012	222	12 232	188 682	99

* Only partial results were made available by Google Books for August 2013.



Book visits: A book visit is registered each time a user views a book.

Page views: The number of individual pages a user views in a session (counted as a 24-hour period). Regardless of the number of times a user views a particular page, it is only registered once per session.

Book visits with buy clicks: This is registered each time a user clicks on a "Buy" link.

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications in September, top 5

Title	Copies sold	Sector
1 Le Grand Atlas UNESCO patrimoine mondial	12	CLT/WHC
2 The World's Heritage – Edition 2012 The Bestselling Guide to the Most Extraordinary Places	10	CLT/WHC
3 UNESCO World Heritage Atlas	8	CLT/WHC
4 Patrimoine Mondial N°68 - Patrimoine mondial du Cambodge (Numéro spécial)	5	CLT/WHC
5 Les Chemins de l'école	4	ERI/DPI

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

Title	Copies sold	Publisher
1 Free and Open Source Software Technology for Sustainable Development	2	United Nations University Press
2 The Dark Side of Globalization	2	United Nations University Press
3 Green Economy and Good Governance for Sustainable Development: Opportunities, Promises and Concerns	2	United Nations University Press
4 Just Transitions: Explorations of Sustainability in an Unfair World	1	United Nations University Press
5 UN Today	1	UN

6.4. Online and international sales

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

Title	Copies sold	Sector
1 Les chemins de l'école	53	ERI/DPI
2 Fundamentals of Educational Planning 97 - The Bologna Process: Its impact in Europe and beyond	31	IIEP
3 Fundamentals of Educational Planning 96 - Developing Countries in the e-learning era	31	IIEP
4 The World's Heritage: The Bestselling Guide to the Most Extraordinary Places	30	CLT/WHC
5 Patrimoine mondial en Suisse	10	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers in September

Title	Copies sold	Sector
Revista Patrimonio Mundial n°67 - Patrimonio Mundial y buenas prácticas -	0	CLT/WHC
Fundamentals of Educational Planning 96 - Developing Countries in the e-learning era	0	IIEP
Museum International N° 251/252 Les arts de la péninsule arabique - L'exemple des Émirats Arabes Unis	0	CLT
Informe de seguimiento de la educación para todos en el mundo – 2012 Los jóvenes y las competencias: Trabajar con la educación	0	ED
Pressing for freedom 20 Years of World Press Freedom Day	0	CI

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

Title	Copies sold	Sector
Atlas mundial de la igualdad de género en la educación	0	UIS
Global Survey on Internet Privacy and Freedom of Expression	0	CI
Global Education Digest 2012	0	UIS
Le Grand Atlas UNESCO patrimoine mondial	0	CLT/WHC
Rapport mondial de suivi sur l'EPT 2012 - Jeunes et compétences : L'éducation au travail	0	ED

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

6.6. Licensing and co-publishing agreements and amendments, September 2013

Contract No.	Title	Publisher	Language	Date signed
C.2013-019	Les sept savoirs nécessaires à l'éducation du futur by Edgar Morin with the collaboration of Nelson Vallejo Gómez	UET PRESS	Albanian	12/09/2013

6.7. Permissions granted to use or translate UNESCO content, September 2013

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
The UN Water Decade Programme on Advocacy and Communication - The United Nations Office to Support the International Decade for Action "Water for Life" 2005-2015	"Fig. 6.3: The ratio of water use to GDP has been declining in many countries", The United Nations World Water Development Report 3 – Water in a Changing World, p.83, © UNESCO 2009	For inclusion in the forthcoming information brief on "Water efficiency", to be published by 20 September 2013 by the UN Water Decade Programme on Advocacy and Communication, in pdf format posted on its website, as well as in printed format, for a print run of 300 copies. The work will be distributed for free.	Non-exclusive world rights are granted for this edition only, in printed format and pdf format only, in English only. Free of charge Mention of the source and due acknowledgement of UNESCO	11/09/2013
McGraw-Hill Ryerson Limited	Data dealing with University Education in Mexico in 2006, extracted from Custom Tables on UNESCO Institute for Statistics (UIS) website © UNESCO 2002	For inclusion in the e-book version of the forthcoming work entitled <i>Puntos de Partida: an invitation to Spanish</i> , second Canadian edition by Dorwick et al., to be published in January 2014 for an estimated run of 7,800 copies priced at USD 159.95. The material will be used within the e-book which will be part of McGraw-Hill Education's student study platform (CONNECT, Learnsmart, Smartbook, 'Coursesmart').	Permission granted for a duration of 2 years only, after which a new permission request should be submitted to UNESCO. Non-exclusive electronic rights are granted in the Spanish language only, for the territory of distribution of Canada. Free of charge Mention of the source and due acknowledgement of UNESCO	23/09/2013

<p>Laureate Education, Inc</p>	<p><i>Turning on Mobile Learning – Global Themes</i>, UNESCO Working Paper Series on Mobile Learning, © UNESCO 2012</p>	<p>In the context of posting the Portuguese translation online together with the existing English and Spanish UNESCO copyrighted versions of the Work, which are available under the terms and conditions of the license granted as indicated on the copyright page of the 2012 English version .</p> <p>The three versions will be made available for free to Laureate employees for professional development, with password protected access and using the following link: https://learn.laureate.net/.</p> <p>The expected target will be of 3,800 'students' for the English version, 7,600 'students' for the Spanish version and 3,800 'students' for the Portuguese version.</p>	<p>Non-exclusive world rights are granted for this edition only, in the form and context indicated above only.</p> <p>The permission granted is for a duration of five years.</p> <p>The English and Spanish versions are provided strictly on a 'as is' basis.</p> <p>Except for attribution to UNESCO, Laureate is not entitled to use UNESCO or WPS ML name, acronym, trademark, or any other official mark or logo of UNESCO, nor may Laureate represent or imply any association, sponsorship, endorsement or affiliation of UNESCO or the WPS ML programme.</p> <p>The permission is granted exclusively for non-commercial purposes.</p> <p>Free of charge</p> <p>Mention of the source and due acknowledgement of UNESCO.</p>	<p>23/09/2013</p>
<p>Cned-Site de Vanves</p>	<p>- Déclaration de Mexico sur les politiques culturelles, Conférence mondiale sur les politiques culturelles, Mexico City, 26 juillet-6 août 1982, Réf. CLT/MD/1, Partie IV, p.39, © UNESCO 1982 ;</p> <p>- Convention créant une Organisation des Nations Unies pour l'Education, la Science et la Culture, 16 novembre 1945, © UNESCO 1945</p>	<p>Pour inclusion par le Cned-Site de Vanves dans un fascicule de cours sur la culture (questions contemporaines) dans le cadre de la préparation à l'entrée en IEP. Cet extrait apparaîtra pour la matière 1536 : « Questions contemporaines – Thèmes d'actualité » (1-1536-DV-PA-01-14). Le prix d'une formation modulaire à l'année est de EUR 199 et comporte le ou les fascicules imprimés d'une matière, les devoirs, les corrigés-types et l'accès aux contenus et services en ligne sur le Campus IEP en ligne. Ce fascicule sera aussi mis en ligne sur le forum du Cned (www.cned.fr) avec accès sécurisé (identifiant et mot de passe) pour l'année 2013-2014, à compter du 1er octobre 2013. Le nombre d'inscrits sera de 800.</p>	<p>Droit non-exclusif de reproduction pour cette édition seulement, en langue française, exclusivement pour les formats indiqués, pour distribution dans le monde entier.</p> <p>A titre gracieux.</p> <p>Mention de la source.</p>	<p>26/09/2013</p>
<p>Bill Smith Group on behalf of Gale, a part of Cengage Learning</p>	<p>- "South Africa: quandaries of compromise", by Njabulo S. Ndébele, in The UNESCO Courier, vol. 52, issue 12-December 1999, pp.22-23, © UNESCO 1999.</p>	<p>For inclusion in Gale's online, subscription-based offering, as part of the Genocide and persecution collection. The title Genocide and Persecution: South Africa, edited by Mary Bonk will be published by 21 March 2014 by Gale – Cengage Learning, for an estimated, total combined print run of 5,000 print copies and e-books, to be sold at 36.45 USD.</p>	<p>Non-exclusive world rights are granted for this edition only in the English language only.</p> <p>Fee: 150 USD.</p> <p>Mention of the source and due acknowledgement of UNESCO.</p>	<p>27/09/2013</p>

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

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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CLT	18	8	10	-
SC	17	15	2	-
ED	14	9	2	3
CI	13	7	6	-
SHS	13	10	3	-
ERI	8	8	-	-
BSP	1	1	-	-
AFR	1	1	-	-
GBS	1	1	-	-
ODG	1	1	-	-
Total	87	61	23	3

7.2 Events organized by Field Offices/ Institutes

Accra	1
Apia	1
Bangkok	2
Beijing	1
Cairo	1
Hanoi	1
Kathmandu	4
Montevideo	1
Nairobi	5
New York	1
Venice	5
UNEVOC	3
Total	26

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	2	-
Category 3-Non-governmental conference	-	1
Category 4-International Congress	-	1
Category 5-Advisory Committee	-	-
Category 6-Expert Committee	3	2
Category 7-Seminars and Workshops	1	18
Category 8-Symposium	4	10
Event under patronage	-	-
Exhibition	4	4
Internal meeting	1	-
Headquarters Committee	-	-
Concert	1	-
Interagency Meeting	-	2
Consultative Meeting	1	1
Meeting by Member States or Institutions	3	10
Show	2	-
Film Projection	-	-
Special Event	3	4
Working group/Expert Meeting	-	2
Information meeting for Perm. Delegations	3	-
Executive Board	1	-
Prize Giving ceremony	2	1
Total	31	56

8. UNESCO Headquarters

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

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

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
05-06/09	8e session du Comité intergouvernemental de bioéthique (CIGB)	SHS/EST/BIO	Salle XI	120
06/09	20 ^e anniversaire du programme de l'UNESCO pour la bioéthique : « Le rôle de l'UNESCO en matière de bioéthique dans les 20 prochaines années »	SHS	Salle XI	120
09/09	Réunion d'information de la Directrice générale avec les Etats membres sur le « Plan d'action 2014-2021 Priorité Egalité des genres » (GEAP II)	ODG/GE	Salle X	150
09-10/09	Alphabétisations pour le 21 ^{ème} siècle : Colloque « Vers un vingt-et-unième siècle alphabétisé »	ED/BLS/LNF	Salle XII	150
10/09	Séances du Panel sur "Les voies prometteuses vers un monde alphabétisé"	ED/BLS/LNF	Salle XI	150
10/09	Séminaire d'orientation des nouveaux Délégués permanents auprès de l'UNESCO	ERI/MSO/DIR	Salle VIII	20
10-11/09	Initiative UNESCO-HP pour la reconquête des compétences	ED/BHL/HED	Salle IX	80
12/09	Réserves de biosphère comme modèles pour une économie verte	SC/EES	Salle IV, Foyer Salle I	100
12-13/09	Session de formation - Open Access	ERI/DPI/PBM	Salle VI	35
13/09	L'UNESCO et l'Océan : réunion d'information	SC/IOC/ADG	Salle XI	200
16/09	Conférence de CI : « Crowdsourcing, logiciels libres et open source, et journalisme citoyen pour le développement durable »	CI/KSD/ICT	Salle III	40
16/09	KM & ICT Meeting	ADM/DIT/MIS	Salle VIII	15
17/09	Réunion du Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/HPD/RAC	Salle VI	15
19/09	Comité de gestion du SEPU	BFM/USLS	Salle V	20
19/09	Science de la durabilité: Promouvoir l'intégration et la coopération	UNU / IR3S / UNESCO	Salle IV	150
19-20/09	Quatrième session de la Conférence des Etats parties à la Convention internationale de lutte contre le dopage dans le sport	SHS/EGC/ADS	Salle XI	250
20/09	Post ESD Agenda and the role of Sustainability Science	ED/PSD/ESD	Salle VIII	20
20/09	Réunion MAB-CAFI (Institutions et forêts d'Afrique centrale)	SC/EES/BNC	Salles XIV-XVI	35
21/09	13e prix de l'Atelier International de l'Architecture Construite	CLT/ADG	Salle XI	150
23/09	1er Forum des ONG en partenariat officiel avec l'UNESCO sur "Quels objectifs d'éducation pour les citoyens du monde?"	ERI/NCS/NGO	Salle XI	200
23/09-11/10	192 ^e session du Conseil exécutif	GBS	Diverses salles	
23-27/09	Groupe de coopération pour les programmes de bouées de mesure	SC/IOC/OOS	Salle XIII	70
24/09	Présentation d'une étude sur les politiques éducatives des institutions internationales sur les enseignants et Présentation de l'ouvrage: Enseignement explicite et	ED/BHL/TVE	Salle XV	20

	réussite des élèves (la gestion des apprentissages"			
26-27/09	Conférence nationale des métiers du journalisme (CNMJ)	CI/FEM/MAS	Salle II	200
30/09	JTA-33	SC/IOC/OOS	Salle XIV	40
Total participation				2 350

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
27/09	AXA Assistance Développement	AXA assistance	Salle III	42
27/09	Le Centre international pour la coopération Sud-Sud dans le domaine des sciences, de la technologie et de l'innovation (ISTIC) Retour à l'UNESCO	Délég. perm. de la Malaisie	Salle IV	150
19/09	Cycle de l'Institut des hautes études en paramédical du Sud (IEPS) 2013	IHEPS	Salle XIII	80
19/09	International conference on Sustainability Science	United Nations University	Salles III et IV	150
18/09	Réunion sur "Linguistic Diversity"	Délég. perm. de l'Inde	Salle II	85
12/09	Visite du Ministère de l'Education de Norvège	Délég. perm. du Royaume de Norvège	Salle VII	30
Total participation				537

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
04/09	Réunion du groupe de travail du Groupe des Etats d'Asie et du Pacifique (ASPAC)	Délég. perm. de la Rép. Islamique d'Iran	Salle XVI	30
04/09	Réunion du Groupe des Etats d'Europe occidentale et autres	Délég. perm. du Canada	Salle XIII	50
05/09	Réunion du Groupe des Etats d'Afrique avec le secteur ED	Délég. perm. de la Rép. de Zambie	Salle IX	100
05/09	Réunion du Groupe des Etats d'Amérique latine et des Caraïbes (GRULAC)	Délég. perm. du Venezuela	Salle XIV	50
09/09	Réunion du Groupe des Etats d'Amérique latine et des Caraïbes (GRULAC)	GRULAC	Salle XVI	50
10/09	Assemblée plénière du Groupe francophone	Délég. perm. du Sénégal	Salle IV	20
10/09	Réunion du Groupe de l'Afrique de l'Est	Délég. perm. de l'Ethiopie	Salle XV	20
10/09	Réunion du Groupe "Union européenne"	Délég. perm. de la Lituanie	Salle XIII	40
10/09	Réunions plénières du Groupe des Etats d'Asie et du Pacifique (ASPAC)	Délég. perm. de la Rép. pop. de Chine	Salle XVI	40
11/09	Réunion du Groupe des Etats arabes	Délég. perm. des Emirats arabes unis	Salle XIV	25
11/09	Réunion du Groupe de Genève	Délég. perm. de la République de Corée	Salle XVI	40
11/09	Réunion plénière du Groupe des Etats d'Afrique	Délég. perm. de la Rép. de Zambie	Salle XIII	60
12/09	Réunion du Groupe des 77	Groupe 77	Salle XIV	40
12/09	Réunion du Groupe des Etats d'Europe occidentale et autres	Délég. perm. du Canada	Salle XIII	50
13/09	Réunion de coordination du Groupe des Etats d'Amérique latine et des Caraïbes (GRULAC)	Délég. perm. de la Rép. orientale de l'Uruguay	Salle VIII	30
13/09	Réunion plénière du Groupe des Etats d'Afrique	Délég. perm. de la Rép. de Zambie	Salle XIII	60
13/09	Réunion du Groupe "Union européenne"	Délég. perm. de la Lituanie	Salle VIII	40
16/09	Reunion de l'ASEAN UNESCO Committee (AUC)	Délég. perm. de Brunei Darussalam	Salle XIV	50
16/09	Assemblée plénière du Groupe des 77 et du Groupe des pays non-alignés (NAM)	Groupe 77	Salle IX	90
16/09	Réunion du Groupe des Etats arabes	Délég. perm. des Emirats arabes unis	Salle XIV	25
16/09	Réunion plénière du Groupe des Etats d'Amérique latine et des Caraïbes (GRULAC)	GRULAC	Salle XVI	45
18/09	Réunion du Groupe "Union européenne"	Délég. perm. de la Lituanie	Salle VIII	45

19/09	Réunion du Groupe des Etats arabes	Délég. perm. des Emirats arabes unis	Salle XVI	50
20/09	Réunion du Groupe "Union européenne"	Délég. perm. de la Lituanie	Salle VIII	40
23/09	Réunion de la Vice-présidence du Groupe des Etats d'Amérique latine et des Caraïbes (GRULAC) au Conseil Exécutif	Délég. perm. du Venezuela	Salle XIV	40
23/09	Réunion de l'Organisation de la coopération Islamique	OCI	Salle XIII	50
23/09	Réunion du Groupe des Etats d'Afrique	Délég. perm. de l'Ethiopie	Salle XVI	30
24/09	Réunion du Groupe des Etats arabes	Délég. perm. des Emirats arabes unis	Salle XVI	30
25/09	Réunions du Groupe des Etats d'Europe orientale	Délég. perm. de l'Ukraine	Salle XVI	50
26/09	Réunion du Groupe des Etats d'Asie et du Pacifique (ASPAC)	Délég. perm. de la Chine	Salle XVI	50
27/09	Réunion de la Vice-présidence du Groupe des Etats d'Amérique latine et des Caraïbes (GRULAC) au Conseil Exécutif	Délég. perm. du Venezuela	Salle VII	40
27/09	Réunion du Groupe des Etats d'Afrique	Délég. perm. de l'Ethiopie	Salle IX	30
30/09	Réunion du Groupe "Union européenne" pendant le Conseil exécutif	Délég. perm. de la Lituanie	Salle IX	60
30/09	Réunion du Groupe "Union européenne" pendant le Conseil exécutif	Délég. perm. de la Lituanie	Salle IX	60
Total participation				1 530

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
03-13/09	La Pologne pour le patrimoine mondial	Délég. perm. de la Pologne	Salle des pas perdus	100
09-13/09	PAMANA: patrimoine mondial des Philippines	Délég. perm. de la Rép. des Philippines	Salle des Actes	100
17/09	Turksoy	Turksoy	Foyer	300
16-20/09	Akshara – les écritures indiennes à travers la création artistique	Délég. perm. de l'Inde	Salle des pas perdus Salles Miró	200
23-27/09	Lybian Culture and Heritage	Délég. perm. de la Libye	Salle des Actes	250
24/09-02/10	Remembering Amrita Sher-Gil	Délég. perm. de l'Inde	Salle des pas perdus Salles Miró	100
30/09-04/10	La Lituanie dans un colis	Délég. perm. de la Lituanie	Salle des Actes	50
Total participation				1 100

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
09/09	Cérémonie de remise des Prix internationaux d'alphabétisation – à l'occasion de la célébration de la Journée internationale de l'alphabétisation (8 sept.)	ED/BLS/LNF	Salle IV	270
13/09	Lancement du livre " <i>The Fall of the Iron Curtain and the Culture of Europe</i> "	GBS	Salle VII	40
15/09	Sur un air du Viet Nam (deux représentations)	Délég. perm. de la Rép. socialiste du Viet Nam	Salle I	2 100

17/09	Opérette "Arshin mal alan" de Uzeïr Hajibeyov, en version concertante	Turksoy	Salle I	750
21/09	Concert "Ode to New Humanism"	BSP/ADG	Salle I	1 100
30/09	Soirée musicale égyptienne	Déleg. perm. de la Rép. arabe d'Egypte	Salle I	1 200
24/09	Remembering Amrita Sher-Gil Projections de films	Déleg. perm. de l'Inde	Salle IV	50
Total participation				5 510

8.2.3 Special Events

Date	Title	Organizer	Place	Public*
18/09	Cérémonie de remise des Trophées mondiaux du « Fair Play » 2013	SHS	Salle IV	150
27/09	La nuit des origines : célébrons la naissance de l'univers	SC et le CERN	Salle I	1 100
Total participation				1 250

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

- o **11 events** were promoted in the September monthly calendar of cultural events printed out in 2,500 copies (in French), and its electronic version sent out to **21,842 subscribers (638 new subscribers)**.
- o **11 events** were organized, co-organized and/or promoted in September by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

The Visitors' Service organized a total of **40 visits** for **734 visitors in September 2013**. Most visitors came within the framework of group visit. The major part of the organized visits was conducted in French for a European and North American public.

1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	51
Declined requests	n/a

2. Languages

Visits in French	19	48%
Visits in English	13	33%
Other	8	20%

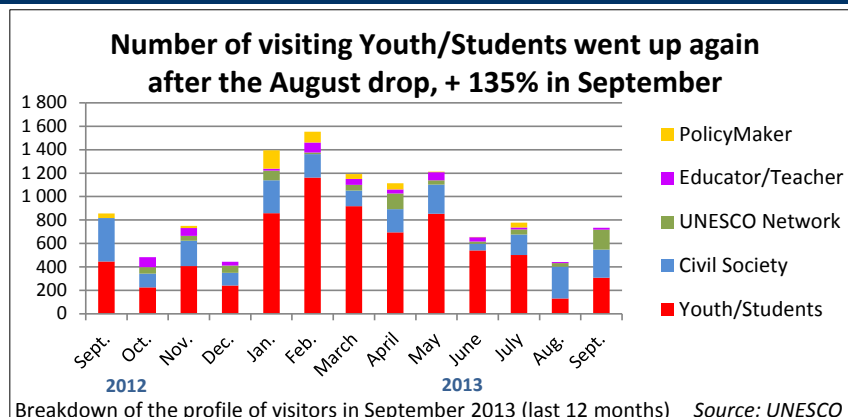
3. Type of visits

Group Visits	32	73%
Spontaneous Visits	-	16%
Individual Visits	8	2%
Incl. Thematic Conferences	4	9%

4. Origin

Europe and North America	474	65%
Asia and Pacific	224	31%
Latin America and the Caribbean	2	0.2%
Arab States	30	4%
Africa	4	0.5%

5. Profile of visitors



9. UNESCO logo exposure

9.1. Patronage

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

The following 20 events which have been granted UNESCO's patronage took place in September 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/09	Austria	World conference on "Multilingualism and Information Communication Technology" organized by the University of Graz	Researchers & educators	CI
05/09	Russian Federation	Moscow International Folklore Festival	Civil society	CLT
06/09	Republic of Korea	Sancheong World Traditional Medicine Fair and Festival	Researchers & general public	CI
07/09	Republic of Korea	The 3rd Asia-Pacific Geoparks Network Jeju Symposium	Geopark managers	SC
07/09	Italy	32 nd International violin competition "Rodolfo Lipizer Prize"	Young musicians	CLT
08/09	Hungary	Celebrations for World Literacy Day, including exhibitions, reading and book-reading in Marci Community Centre, Budapest	Educator/teachers & pupils	ED
18/09	Bulgaria	The Third International Conference on Digital Presentation and Preservation of Cultural and Scientific Heritage	Specialists	CI
18/09	Canada	6th International Conference on Global Geoparks	Geopark managers	SC
19/09	Croatia	17th International Lace Festival	Civil society	CLT
19/09	Croatia	International conference entitled "Unity and Disunity, Connections and Separations: intercultural education as a movement for promoting multiple identities, social inclusion and transformation"	Policy-makers, educators, researchers	SHS
21/09	France	Festival mondial des théâtres de marionnettes intitulé "Les Marionnettes s'engagent pour la paix"	Civil society	CLT
23/09	Czech Republic	Architecture Week Prague 2013	Architectes & general public	CLT
23/09	France	Cérémonie protocolaire dans le cadre de la seconde édition du Biennal européen art et handicap mental	Artists, disabled people & general public	CLT
23/09	France	46e Congrès international de l'Association internationale des critiques d'art (AICA)	Artists & art critics	CLT
24/09	France	Congrès international de l'orientation scolaire et professionnelle (CIOM), intitulé "L'orientation, un droit de l'Homme ou du Citoyen?"	Educators	ED
24/09	UNESCO Headquarters	Lancement international de la version en anglais des 3 volumes de l'ouvrage "Le patrimoine d'origine portugaise dans le monde" à l'UNESCO organisée par la Délégation permanente du Portugal	Permanent delegations & UNESCO networks	CLT
26/09	Russian Federation	The 3rd International Cultural Forum called "Culture of the new generation"	Policy-makers, researchers & artists	CLT
26/09	Spain	Flamenco exhibition in Seville	Artists & general public	CLT
29/09	UNESCO Headquarters	Exhibition on the cultural and natural richness of Lithuania	Permanent delegations & UNESCO networks	CLT
30/09	France	Publication of a collection of books called "Stratotype" that was launched under the Year of Planet Earth	Scientists	SC

10. Media Partnerships

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

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

10.1. NHK (Japan)

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

Partnership began: August 2004, renewed in August 2009, and November 2012

Duration: until December 2014

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

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

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

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

Regular programs in September (NHK General)

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

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17,791,000 households in main Kanto region = 1 percent of audience share corresponds to 177,910 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc): **889,550 households in main Kanto region.** Total number of viewers nationwide has not been surveyed.

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

Special programs (Satellite channel): none in September.

10.2. TBS (Japan)

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

Partnership began: 1994

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

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
01/09	Shark Bay, Western Australia(Australia)	30 min	4.8%
08/09	Dong Phayayen-Khao Yai Forest Complex(Thailand)	30 min	5.1%
15/09	Pirin National Park (Bulgaria)	30 min	5.7%
22/09	The Causses and the Cévennes, Mediterranean Agro-pastoral Cultural Landscape	30 min	4.5%
29/09	Purnululu National Park(Australia)	30 min	6.0%

Average audience share in September: **5.2 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,679,000** (for the first broadcast)

The total number of audience accessed to the program in September was estimated at **23,395,000**

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

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

Partnership began: October 2010

Products: **News and interviews**

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	52
Spanish	16
Russian	16
French	14
Arabic	6
In September, a total of 104 reports were released on UNESCO through Xinhuanet	

10.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

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

Network: partnership with more than 100 foreign news media

Reports* on UNESCO by language	No. of reports	Page views
Russian	33	11 830
Spanish	9	28 193
English	4	1 158
French	1	45
German	1	127
Total	48	41 353

* See Annex page 40 for the list of reports (by language).

Ria Novosti (Russia) detailed reports (Cf. 10.4)

Date	Titles of Reports on UNESCO in Russian	Page views
02/09	Stockholm to host World Water Week – Water Cooperation: Building Partnerships”	79
02/09	St. Petersburg restorers to renovate Novgorod Kremlin’s exhibition hall	63
02/09	Oil slick over 40 km long threatens Corsica coast	433
03/09	Italy’s Ambassador to Russia to open new season of “Count Orlov” musical	241
06/09	Militants take up positions near Christian town in Syria	371
08/09	International Literacy Day	223
08/09	Baikal Day	224
08/09	Syrian militants seize Christian town of Maaloula near Damascus	2 685
09/09	Syrian opposition accuses government of attacking Maaloula town	2 295
09/09	Scientists from 19 countries to discuss tsunami warning system in Primorye Territory	243
09/09	Yuzhno-Sakhalinsk conference delegates to discuss influence of online technology	70
09/09	Moscow to host Egyptian Culture Days festival	404
10/09	International Olympic Committee (IOC) Presidents	252
10/09	Ninety percent of Sakhalin residents to have access to online state services in 2014	41
10/09	Tsunamis will not bring down bridges in Primorye Territory - expert	387
10/09	Internet a threat only to shallow culture - Deputy Minister of Communications and Mass Media	325
11/09	Mexico to present new travel opportunities to Russian tourists - Claudia Ruiz Massieu	307
12/09	Kamchatka hosts international eco-tourism forum	117
12/09	Prosecutors to investigate cable-laying project at Lake Teletskoye	107
13/09	Bahrain Cultural Days in Moscow to focus on modern art	111
16/09	Samara Factory Kitchen to be restored for 400 mln rbl	203
17/09	Gorny Altai listed in WWF’s eco-tourism development program	72
22/09	Peace Day telethon ends with worldwide concerts	683
24/09	Forty nuns and orphaned children remain locked in Syrian convent	971
26/09	International forum participants to discuss new-generation culture in Ulyanovsk	147
26/09	PHOTO. Best autumn forest photos at an exhibition in Moscow	49
26/09	Avant-garde art museum to open at Samara Factory Kitchen	38
27/09	Wrangel Island reserve gets new modular homes for tourists	102
27/09	New small nature trail along perimeter of Altai reserve	67
27/09	Suzdal. Autumn express	299
28/09	Confucius Day in China	103
29/09	International Day of the Deaf	86
30/09	Court dismisses lawsuit against Babolovsky Park developer	32
Total reports in Russian: 33		Total page views: 11 830

Date	Titles of Reports on UNESCO in French	Page views
08/09	Syrie: des anti-Assad prennent le contrôle de la ville chrétienne de Maaloula	45
Total reports in French: 1		Total page views: 45

Date	Titles of Reports on UNESCO in Spanish	Page views
02/09	Más de 80 buques de la Armada de Rusia cumplen misiones en alta mar	74
06/09	Rebeldes entran en una localidad cristiana cerca de Damasco	19
06/09	Descubren en el Pacífico el mayor volcán de la Tierra	27 853
08/09	Turquía envía seis aviones de combate a la frontera con Siria	38
08/09	El Ejército sirio lanza una ofensiva para recuperar la ciudad cristiana de Maalula	110
09/09	La UE aboga por debatir el tema sirio en el Consejo de Seguridad de la ONU antes de la intervención	4
12/09	Un reportero de la televisión rusa herido en Siria	7
17/09	El Parque Nacional de Volcanes en Kamchatka	78
24/09	Cerca de 40 monjas y huérfanos están encerrados en un monasterio en Siria	10
Total reports in Spanish: 9		Total page views: 28 193

Date	Titles of Reports on UNESCO in English	Page views
13/09	Revered Monasteries and Dreaded Prison Camps: Solovetskiye Islands	157
17/09	Volcanoes and Hot Springs on Russia’s Kamchatka Peninsula	980
23/09	Texas Archaeologist’s Research Lands Ukrainian Ruins on UNESCO Heritage List	11
29/09	Flame Lit for Sochi Winter Games in Ancient Olympia	10
Total reports in English: 4		Total page views: 1 158

Date	Titles of Reports on UNESCO in German	Page views
08/09	Syrien: Extremisten besetzen christliche Stadt Maalula bei Damaskus	127
Total reports in German: 1		Total page views: 127
TOTAL REPORTS: 48		TOTAL page views in September: 41 353