



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
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Division of Public Information

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# Monthly Visibility Report

## September 2014

### Table of Contents

<b>Executive Summary .....</b>	<b>2</b>
<b>Major events.....</b>	<b>4</b>
<b>Focus on UNESCO Office in Yaoundé.....</b>	<b>10</b>
<b>1. UNESCO Website .....</b>	<b>11</b>
<b>2. UNESCO Media Services.....</b>	<b>14</b>
<b>3. UNESCO Social Media Channels .....</b>	<b>17</b>
<b>4. UNESCO Photobank .....</b>	<b>N/A</b>
<b>5. UNESCO Documents and Library.....</b>	<b>22</b>
<b>6. Publications.....</b>	<b>24</b>
<b>7. UNESCO Calendar of events.....</b>	<b>27</b>
<b>8. UNESCO Headquarters.....</b>	<b>28</b>
<b>9. UNESCO logo exposure .....</b>	<b>32</b>
<b>10. Media Partnerships .....</b>	<b>33</b>

# 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

Media coverage about UNESCO in September was driven by two main subjects – events in Iraq and Syria, and International Literacy Day.

The Director-General's statements and op-eds on the "cultural cleansing" and destruction of cultural heritage in Iraq received wide pick up and generated significant press interest. The event at the Metropolitan Museum in New York on this issue, in which the Director-General participated with US Secretary of State John Kerry, was reported in leading media around the world.

The press is following this subject very closely. UNESCO's message that culture is a vital component in any solution has clearly struck a chord with world audiences.

Literacy Day, as usual received enormous coverage. The main international event and Literacy Prize ceremony in Bangladesh was widely and positively covered throughout the region. UNESCO's literacy statistics also provoked a great deal of media attention, with scores of articles looking at national situations and spurring political to do more to address the problem.

The disappointment of the month was the negligible coverage of the UN Conference on Small Island Developing States. Very few media were present at the event. Most of them were from the South Pacific region. The few stories that were published referenced the UN involvement, but UNESCO's work on SIDS received virtually no visibility from this event at all. This can largely be explained by the remote location of the Summit and a certain media fatigue with big UN summits and conferences.

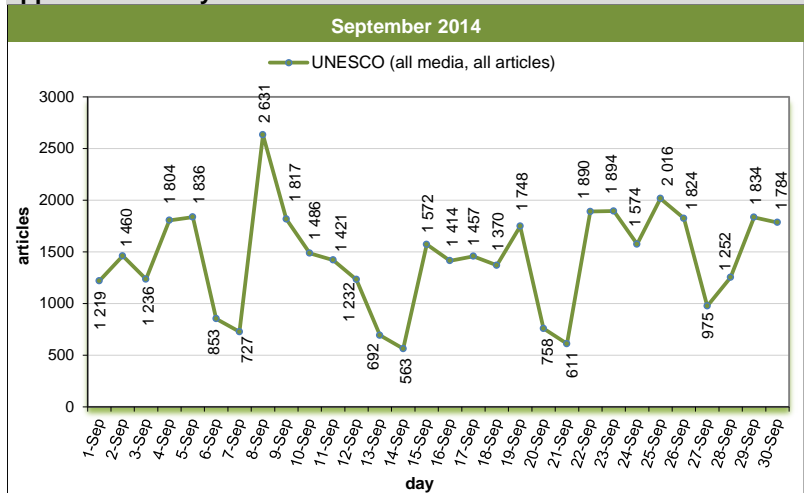
The following events are highlighted in the Major Events pages:

- **Third United Nations Conference on Small Island Developing States (01-04/09)**
- **International Literacy Day 2014 (08/09)**
- **Indian Ocean Tsunami Warning and Mitigation System Exercise (09-10/09)**
- **Celebration of the 20th Anniversary of the Slave Route Project (10/09)**
- **UNESCO at the 69th Session of the UN General Assembly (September)**

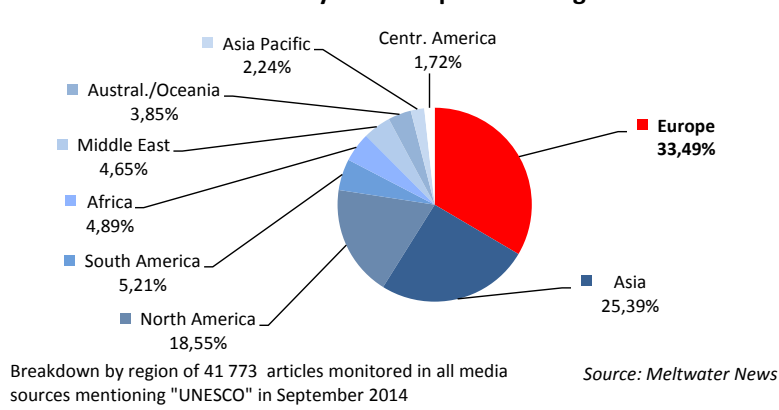
## UNESCO Website and Social Media Channels

September is usually rich in events, including numerous international days and major events, and this month was no exception. As a result, September page views and visits increased respectively by 24% and 31% from last month, and show a certain stability compared to same month last year. The strategy to use social networks to advertise these events and special pages after the great contribution of last year, should however be returned to better exploit the synergy between the two communication media.

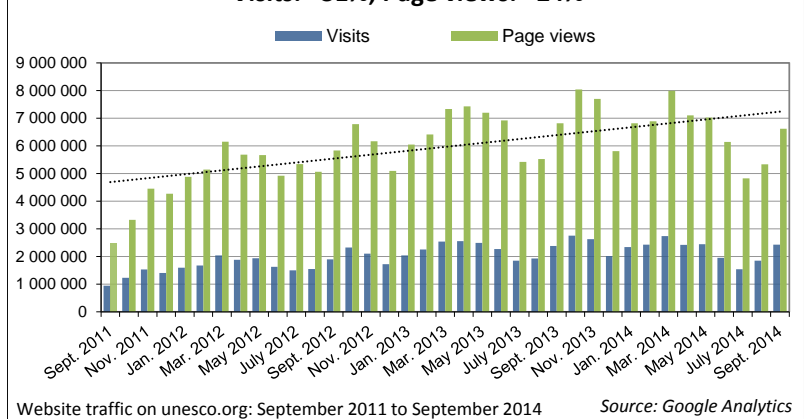
## Articles monitored daily in all media sources in which "UNESCO" appears in a story



## Almost 42,000 articles monitored in all media sources in September An increase by 24% compared to August

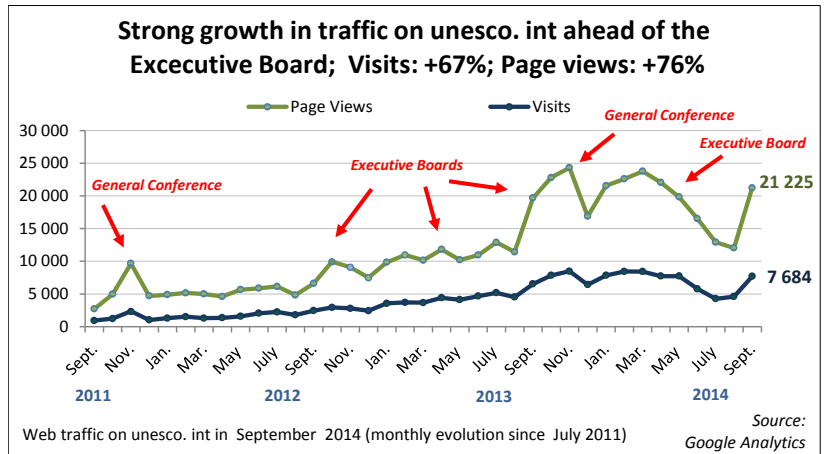


## Web traffic is on the rise for the second month in a row Visits: +31%; Page views: +24%



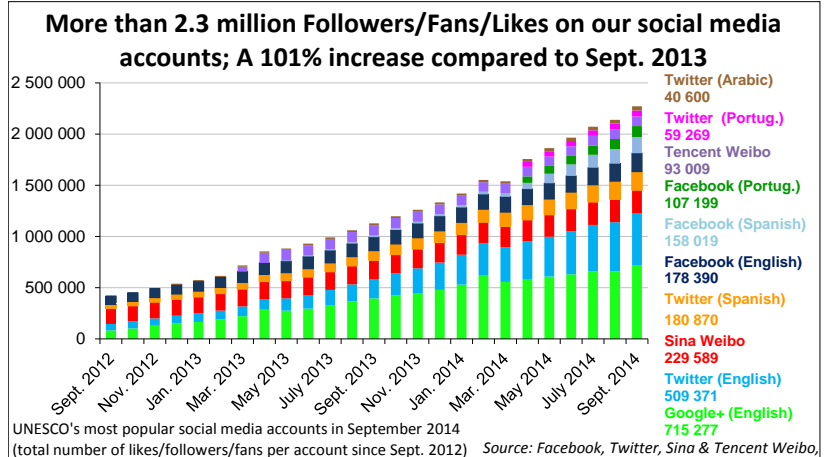
The most viewed pages were the World Heritage website List, the homepage, and the Careers website. Among the themes, "Protecting our Heritage and Fostering Creativity" and "Education for the XXI Century" were more visited than previous "Sector" pages. The International Literacy Day 2014 page has been performing particularly well (see details page 5).

As a result of its new infrastructure, the number of visits to Unesco.int jumped compared to previous months with the increment of "direct accesses". The most viewed pages were the "Apartment rental" rubric and the article about the information session on My Talent. Unesco.int is following the usual trend just ahead of the Executive Board.



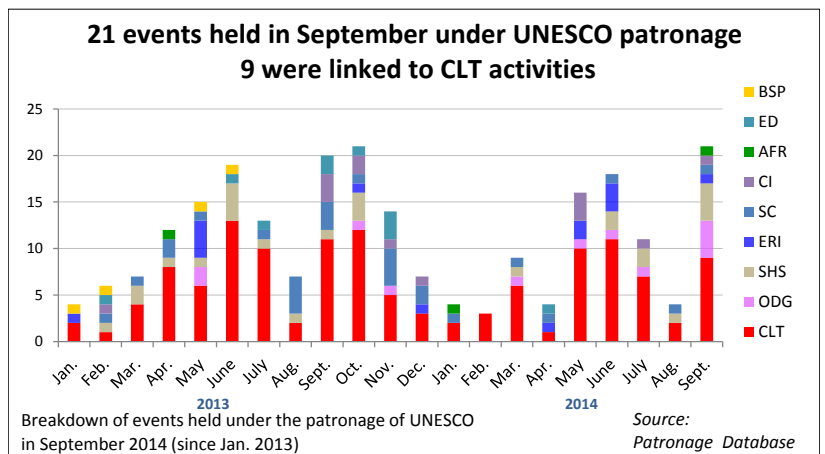
After a brief summer lull, social media communications bounced back to its usual effervescence in time for the September "Rentrée". Compared to last year, followers in all key channels are up by 101%. Growth is strongest on Spanish Facebook (+10%), Portuguese Facebook (+9%) and Arabic Twitter (+8%).

Messages on international Peace Day proved to be the biggest crowd-pleaser for global audience this month, as evidenced by top 10 posts. Other successful messages include remarkable visuals for the Asia-Pacific Heritage Awards, managed by our Bangkok office, and advocacy for literacy and education for all.



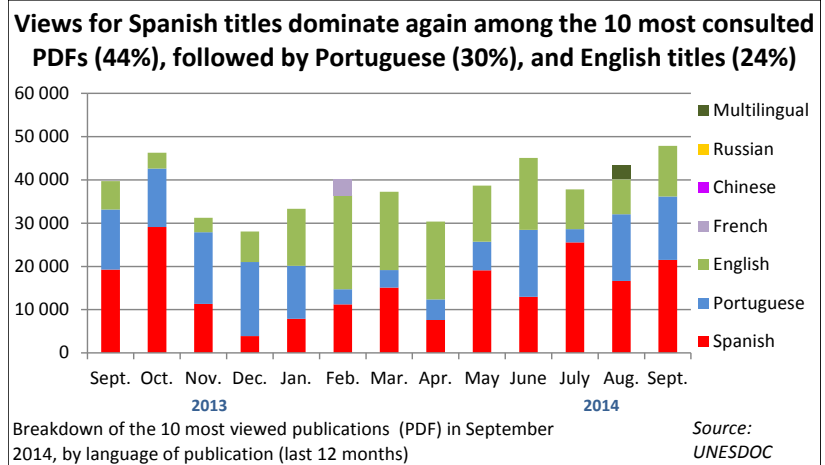
### Patronages

This month, 21 events were held in different countries under the patronage of UNESCO matching exactly last year's October record. Out of these, 9 were in the area of CLT's work. Since the beginning of the year, 90 events took place under the patronage of UNESCO.



### Publications

Online viewing of UNESCO's top ten publications in September has increased by 10% compared to August and compared to the same period last year (+20%). The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads. Titles in Spanish account for more than 40% of the publications in this table with the UNESCO World Report *Towards Knowledge Societies* in Spanish in the top position. Page views on Google Books have almost doubled since the same period in 2013. Bookshop and online sales were largely dominated by titles on heritage and on education.



### Focus on a Field Office

The seventh episode of this topic aiming to highlight the outreach efforts in the Field focuses on our **Office in Yaoundé** (see p. 10)

## Major events:

### I. Third United Nations Conference on Small Island Developing States (01-04 September 2014)

The 20-year review of the Barbados Programme of Action for the Sustainable Development of Small Island Developing States (SIDS), took place in Apia, Samoa, from 1 to 4 September 2014, and concluded with the adoption of a negotiated outcome document entitled the SIDS Accelerated Modalities of Action (SAMOA) Pathway.



UNESCO contributed actively to the conference and its review process. During the plenary session on the 1st day, the Director-General, Irina Bokova made an official statement highlighting three main messages about the power of the sciences, ocean sustainability, and quality education, three domains of action of the Organization that can make a significant contribution to advancing the sustainable development of SIDS in various fields. Throughout the conference, UNESCO led the organization of two side events on «Coping with and adapting to ocean threats for resilient SIDS communities», and «Enhancing Island Resilience through Education for Sustainable Development». In addition, UNESCO co-organized other major side and parallel events on «Promoting Career Prospects of Young People in the Sciences including the Water Sector as a Means of Ensuring Sustainable Development in SIDS»; «Intangible Cultural Heritage (ICH) for Sustainable Development of SIDS»; «Culture and Development - Heritage and Creativity in SIDS»; «Underwater Cultural Heritage (UCH) and SIDS». UNESCO also organized a photo exhibition, as part of the UN SIDS International Year Exhibition, in partnership with MAGNUM photos, with the support of the Mikati Foundation, the Government of Palau and UNDESA, to illustrate issues faced by SIDS and the Organization's concrete actions to address them. UNESCO also featured key publications including the SPARCK (*Sharing Perceptions of Adaptation, Resilience and Climate Knowledge*) and the *Island of the future: Building resilience in a changing world*. UNESCO supported the Youth Forum as well as the Youth Space showcasing biosphere reserves and Early Warning System.

In addition, in line with the theme of the conference «The sustainable development of small island developing States through genuine and durable partnerships», UNESCO profiled several partnerships which reflect the priority status given by the Organization to its SIDS Member States. One of them proposed driving partnerships for the Global Action Programme (GAP) on Education for Sustainable Development to be launched at the ESD World Conference in Japan in November 2014. Other partnerships included the World Network of Island and Coastal Biosphere Reserves; enhancement of South-South cooperation for capacity building in science; Heritage Hub; Sustainable Management of Water Resources; Harnessment of Science Technology and Innovation (STI) for resilience building of SIDS; Culture and Development; Promoting South-South Cooperation through Climate Change Education; Strengthening multidisciplinary linkages and bridges between academics, researchers, policy makers, practitioners, international agencies and other stakeholders in the domain of environmental uncertainty and climate change; ocean-science training in SIDS; and contribution to the launching of a new Acidification Network for the Caribbean, Pacific and AIMS regions within the existing Global Ocean Acidification Observation Network supported by IOC-UNESCO and the International Atomic Energy Agency (IAEA).

The UNESCO science team organized a bi-lateral meeting with the US Science delegation. Key issues discussed include collaboration on ocean acidification.

UNESCO's interdisciplinary mandate remains highly relevant to the priorities identified in the Samoa Pathway. Indeed, the document calls for action in many fields within UNESCO's mandate which include, amongst others, climate change, sustainable energy; disaster risk reduction; oceans and seas; water and sanitation; gender equality and women's empowerment; social development including culture and sport, promoting peaceful societies and safe communities, education; and biodiversity.

The SIDS outcome document calls also for adequate and coordinated support from the international community that fully takes into account the specific needs and vulnerabilities of SIDS. As a first follow-up, UNESCO will develop an action plan outlining its priority actions to respond to the Samoa Pathway. This action plan responds to the resolution approved at the 37th session of the General Conference on 'Reinforcing UNESCO's strategy on SIDS' (part V (paragraph 1.e)). UNESCO's programmes, as well as national, regional and global networks and stakeholders will be mobilized to promote effective implementation of this plan of action.

**Participants:** Some 3,500 participants, including 2,330 delegates.

**Audience:** 21 Heads of State and Government, High-level representatives of SIDS, government officials and experts, UN Secretary-General, Heads of UNESCO, UNDP, UNEP, amongst others, private sector, and civil society.

#### Communication materials and activities:

- [Media advisory](#) (13/08)
- [UNESCO dedicated webpage](#)
- [Official website of the UN Conference](#)
- Infographics from UNHQ
- Live Conference on UN WEB TV
- [Pre-Conference events](#)
- Side and parallel events
- Photo exhibition

**Website statistics** (15/08-30/09): [Media advisory](#): 109 visits/286 page views. [UNESCO dedicated webpage](#): 341 visits/1,738 page views.

**Press coverage:** Coverage of the Third UN Conference on Small Island Developing States was very disappointing and limited mainly to media in the Pacific Island nations. Articles in regional media discussed the event and systematically mentioned the United Nations, but there were very few references to UNESCO. Samoa was simply too far away from all mainstream media hubs. The poor results also reflected a certain media fatigue with big UN summits and conferences. This trend was already in evidence at the Rio +20 summit.

**Social media:** Considering that the event is a UN conference about a UN category of island states (SIDS) largely unfamiliar to the general public, social media content performed relatively well, thanks to lively multimedia content, such as infographics, developed by UN HQ to illustrate the steep challenges confronted by SIDS. The top performing post is on Facebook (106 likes) showing that only 13.5K endemic species are found in SIDS.

## II. International Literacy Day 2014 (08 September 2014)

This year's International Literacy Day (ILD), dedicated to "Literacy and Sustainable Development" was celebrated around the world. A major global celebration took place in Dhaka, Bangladesh, where the Government of Bangladesh, in Partnership with UNESCO, organized the International Conference on Girls' and Women's Literacy and Education: "Foundations for Sustainable Development" on 8 September 2014 in support of the United Nations Secretary-General's Global Education First Initiative (GEFI). ILD 2014 was also celebrated in many countries, including Cambodia, Chile, Cuba, Nepal, New Zealand, Rwanda, Senegal, Sudan, and Thailand.

- The International Conference and UNESCO International Literacy Prizes Award Ceremony in Dhaka, Bangladesh

The Inaugural Session was attended by around 2,000 participants, including Prime Minister Sheikh Hasina, Bangladesh, Irina Bokova, Director-General of UNESCO, and ten Ministers and Deputy Ministers, as well as representatives of development partners and school children, while the subsequent Sessions were attended by around 300 participants. The Dhaka Declaration adopted calls for putting literacy and education first as key levers for sustainable development, with a particular focus on girls and women, and urges the integration of literacy and lifelong learning into the post-2015 development agenda, including the Sustainable Development Goals.



The Award Ceremony was held as part of the Inaugural Session of the Conference during which the Prime Minister of Bangladesh and the UNESCO Director-General awarded the UNESCO King Sejong Literacy and the UNESCO Confucius Prize for Literacy with a Medal, a Diploma and US\$20 000 to each programme from Algeria, Burkina Faso, Ecuador, Spain, and South Africa & USA.

**Participants at the event in Dhaka:** Inaugural Session, including the Award Ceremony: 2,000; ILD Celebration: 300.

**Audience:** Prime Minister, Ministers of Education, representatives of development partners, experts, school children, UNESCO Staff

- Paris Events (8 September):

An International Conference on "Literacy and Lifelong Education for All" was organized at UNESCO Headquarters in Paris by the NGO-UNESCO Liaison Committee, bringing together some 200 participants, including Mr Borhene Chakroun, Chief, ED/PLS/YLS.

UNESCO was as well represented - by Mr David Atchoarena, Director ED/PLS - at the launch in Paris of the week celebration "Journées nationales d'action contre l'illettrisme" (The days of action against illiteracy), organized by the Agence Nationale de Lutte contre l'illétrisme (ANLCI). This event, hosted by Jérôme Bonaldi, was attended by the Minister of National Education, Higher Education and Research, Minister of Labour, Employment and Dialogue, and Minister of the Overseas Territories in France as well as other policy-makers, practitioners and experts.

**Participants at the events in Paris:** NGO-UNESCO Liaison Committee event: 200; ANLCI event: 240.

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

### Communication materials and activities:

- Press releases ([11/08](#) and [01/09](#))
- [Message from the Director-General for ILD](#)
- [Dedicated webpage](#)
- Web banner
- Information package
- [International Literacy Day Poster 2014](#) (6 languages)
- Brochure [The winners of the UNESCO Int. Literacy Prizes 2014](#)
- UNESCO Literacy Awards Ceremony
- [Infographic on Literacy](#)
- Photo galleries : [Lit. Prize winners 2014](#), [Lit. Awards Ceremony](#)
- Video : [UNESCO Literacy Prize Winners 2014](#)

**Website statistics** (September): Press releases: [11/08](#): 243 visits/476 page views; [01/09](#): 645 visits/1,696 page views; [Dedicated webpage](#) : 75 522 visits/ 93 329 page views. Photo galleries: [Literacy Prize winners 2014](#): 66 visits/142 page views, [Literacy Awards Ceremony](#): (3 visits/8 page views). [Video](#) views: English: 142, Spanish : 387, Russian: 20.

**Press coverage:** ILD is always one of the most successful international days in terms of media coverage. Taking place this year in Dhaka (Bangladesh), the event was given exhaustive coverage in the Bangladeshi media, and was also picked up by media in several other countries in the Asian region. Globally, UNESCO's press release presenting the latest literacy data, was given wide coverage in leading media in all regions. Many countries focused on their national situation. The Director-General's quote - "The Day is an opportunity to remember a simple truth: literacy not only changes lives, it saves them" – was reported in the majority of stories.

**Social media:** Messages about literacy are among the top messages of the month, helped by effective and eye-catching infographics that are widely shared by all professional education communities, and the general public. Compared to previous editions of International Literacy Day, UNESCO's leadership in literacy – as measured by mentions on social media channels – has considerably grown: for example, last year, there were about 30K tweets about literacy, whereas this year saw about 50K. Performance is best on Twitter with 712 and 718 RT for two posts.

This year's results show huge potential for literacy content on social media. This potential has not been able to be properly developed, since communications planning about International Literacy Day tends to come last for the programme, leaving little time and room to negotiate much bigger partnerships that would open exciting new horizons for our literacy work. Planning for next year's 50<sup>th</sup> anniversary of ILD should begin, at least 8 months in advance.

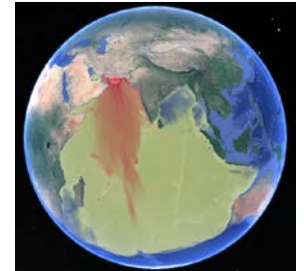
### III. Indian Ocean Tsunami Warning and Mitigation System Exercise (09-10 September 2014)

Nearly 10 years after the Indian Ocean Tsunami of 26 December 2004, 24 countries of the Indian Ocean region participated in a large scale simulation exercise organised by IOC UNESCO, held across two days, 9-10 September 2014. Exercise IOWave14 involved 2 scenarios: the first simulated a magnitude 9.1 earthquake south of Java, Indonesia and the second simulated a magnitude 9.0 earthquake on the Makran subduction zone offshore Iran and Pakistan. Both scenarios resulted in simulated tsunami waves travelling across the Indian Ocean. The exercise was conducted in real time and the Indian Ocean Regional Tsunami Service Providers in Australia, India and Indonesia issued notification messages to the National Tsunami Warning Centres triggering national responses in accordance with each country's Standard Operating Procedures.



Tabletop Exercise on Christmas Island, Australia

All the participating countries received tsunami messages from the Regional Tsunami Service Providers in a timely manner. Most countries (70%) conducted exercises involving the national tsunami warning, disaster management and main emergency response organizations, with many (63%) conducting tabletop or functional exercises to test their Standard Operating Procedures. Many countries (38%) included provincial and district disaster management and emergency response agencies and conducted the exercise down to the level prior to public alerting. Indonesia included six district level Emergency Operation Centres in the exercise. Several countries reported conducting public evacuation drills in a number of coastal communities.



Maximum wave height map for Makran magnitude 9.0 Scenario (BMKG)

The exercise provided an opportunity for Indian Ocean countries to test their operational lines of communications, review their tsunami warning and emergency response Standard Operating Procedures, and promote emergency preparedness.

**Participants:** 24 countries bordering the Indian Ocean, with many participants at the national, provincial, district and local levels

#### Communication materials and activities:

- [Media advisory](#) (05/09) ▪ Interviews (see p. 16)
- [Press release](#) (12/09)

**Website statistics** (September): [Media advisory](#): 303 visits/472 page views. [Press release](#): 80 visits/224 page views.

**Press coverage:** The announcement of the Tsunami Warning and Mitigation System Exercise in Indian Ocean was very well reported in the countries concerned. We can mention, for example, articles in *The Financial Express* (Bangladesh), *The Hindu and Deccan Chronicle* (India), *Japan Daily* (Japan), *The Sun Daily* (Malaysia), *Le Mauricien* (Mauritius), *Muscat Daily* (Oman), *The Nation and Dawn* (Pakistan), *The Straits Times* (Singapore), *Asia News Network* (Thailand), to name but a few. Reporting was straightforward and based mainly on UNESCO's media advisory and press release about the event.

**Social media:** Social media thrives on real-time coverage. To avoid misunderstandings about our tsunami alert exercises, our social media communications on this topic is always done after-the-fact. The top post is on Twitter, with 15 retweets and 21 Likes.

#### IV. Celebration of the 20th Anniversary of the Slave Route Project (10 September 2014)

La célébration au Siège de l'UNESCO du vingtième anniversaire du projet La Route de l'esclave : résistance, liberté, héritage, placée sous le thème « *Témoignages, empreintes et créativité* », s'est articulée autour de trois parties : une table ronde sur l'action de l'UNESCO durant la Décennie des personnes d'ascendance africaine (2015-2024), une exposition sur la présence africaine en Inde et une cérémonie solennelle.



Cette journée commémorative a permis de mettre l'accent sur les accomplissements et les perspectives du projet ainsi que son impact qui a contribué à l'intégration de la question de l'esclavage dans l'agenda international. Cet événement spécial a eu lieu en présence de Mme Irina Bokova, Directrice générale de l'UNESCO, Mme Michäelle Jean, Envoyée spéciale de l'UNESCO pour Haïti, Membre du Comité scientifique international du projet La Route de l'esclave, et ancien Gouverneur général du Canada, M. Hao Ping, Président de la 37e Conférence générale de l'UNESCO, Mme Christiane Taubira, garde de Sceaux et ministre de la Justice de la République française, Mme Monique Rocourt, ministre de la Culture de la République d'Haïti, Mme Maria Elisa Vélasquez, Présidente du Comité scientifique international du projet La Route de l'esclave, M. Li Ruohong, Président de la China World Peace Foundation et partenaire de la cérémonie ainsi que de M. Marcus Miller, Artiste de l'UNESCO pour la paix et Porte-parole du projet. Plusieurs autres artistes de renommée internationale et des Artistes pour la Paix de l'UNESCO ont également participé à la manifestation.



Cette célébration s'est caractérisée par son originalité, son ambition et sa grande visibilité médiatique. La pertinence des débats lors de la table ronde, de même que les témoignages émouvants, les messages des intervenants et les expressions artistiques lors de la cérémonie ont été très applaudis voire ovationnés pour certains par une salle comble. Le vol des 70 colombes autour du [Globe](#) d'Erik Reitzel, symbole de paix et de fraternité, a été un moment chargé d'émotion. Il a illustré les valeurs portées par l'UNESCO et symbolisé le 70<sup>e</sup> anniversaire de l'Organisation à savoir, la culture de la paix, la tolérance, la diversité culturelle, la lutte contre toute forme de racisme et d'intolérance. Une réception et un mini concert de M. Marcus Miller (au 7<sup>e</sup> étage), à l'invitation de la Délégation permanente des Etats-Unis ont clôturé l'événement.

Le projet de La Route de l'esclave, un programme multisectoriel et résolument tourné vers l'avenir, propose de nouvelles pistes d'actions novatrices qui permettront la reconnaissance de l'apport culturel et artistique des personnes d'ascendance africaine dans la construction et l'évolution des sociétés modernes. Il jouera, sans aucun doute, un rôle crucial dans la mise en œuvre de la Décennie.

**Participants:** 1 200 (1 100 inscriptions en ligne)

**Audience:** Personnalités de haut niveau, ministres, experts, Porte-parole du projet, Artistes de l'UNESCO pour la paix, la presse écrite et audio, et le grand public inscrit en ligne pour la cérémonie en salle I.

#### Communication materials and activities:

- [Programme](#)
- [Presentation Note](#)
- E-press kit
- On-line registration
- [Event announcement](#)
- Brochure : [The Slave Route : 1994-2014](#)
- [Dedicated webpage](#)
- Round table
- Exhibition on the African presence in India
- Ceremony
- Videos: ([Ceremony 5'19"](#) and [Celebration 1'12"](#))
- Webcast of the ceremony
- Photo gallery

**Webcast/Live streaming connections:** 30 (Internal: 23, external 7)

**Website statistics** (September): [Dedicated webpage](#): 402 visits/ 723 page views (peak on 15/09: 63 visits/161 page views). Brochure *The Slave Route 1994-2014*: views [in English](#): 168, [French](#): 95, [Spanish](#): 39. [NICE announcement](#): 131 visits/303 page views. Videos: [Ceremony 5'19"](#): 574 views, [Celebration 1'12"](#): 186 views; [Routes de l'esclave: une vition globale](#): 2,327 views).

**Press coverage:** The Celebration of the 20th anniversary of the Slave Route Project at UNESCO Headquarters drew many journalists. However, the coverage was low with only few articles, mainly in African and Caribbean press.

**Social media:** One of the difficulties we encounter in communicating on this topic on social media is the misunderstanding that the Slave Trade is something of the past. For this reason, our messaging focuses on the ways it informs our understanding of the present, and on the values of dialogue that we must promote in the future. Key influencers were asked to share our digital cards on their own networks. Top posts on our channels had 160 likes.

## V. UNESCO at the 69th Session of the UN General Assembly (September 2014)

From 20 to 26 September, 2014, the Director-General, Irina Bokova undertook a mission to New York, on the occasion of the 69th session of the UN General Assembly:

- On 20 September, the DG took part in the launch of the **HeForShe campaign**, a global solidarity movement for gender equality, designed to mobilize boys and men to struggle for the empowerment of girls and women. The event was organized by UN Women, Executive Director of UN Women, Phumzile Mlambo-Ngcuka, co-hosted by UN Secretary-General, Ban Ki-moon and UN Women Goodwill Ambassador, Emma Watson, and moderated by Wolf Blitzer, journalist at CNN. 300 people in attendance, TV and webcast. [See News](#).
- On 21 September, the DG opened the **10th Annual Meeting of the Broadband Commission for Digital Development**, as co-vice-chair, along with the Commission's Co-Chairs, a representative of President of Rwanda Paul Kagame, and Carlos Jarque of the Carlos Slim Foundation and its Vice-Co-Chair, Hamadoun Touré, Secretary-General of the International Telecommunications Union (ITU). The Meeting was joined by the UN Deputy Secretary-General, Mr Jan Eliasson, on behalf of the Secretary-General. 60 people in attendance. See [Press release](#) and [News](#).
- On 22 September, the DG took part with John F. Kerry, United States Secretary of State, in an event on **'Heritage in Peril: Iraq and Syria,'** held at the Metropolitan Museum of Art. 100 people attended, with multiple press. The event featured keynote speeches from John F. Kerry, and Irina Bokova, including participation by Emily Rafferty, President of the Metropolitan Museum of Art, Elizabeth Duggal, Chair, ICOM-US, representing ICOM International, Bonnie Burnham, President of the World Monuments Fund, Dr Zaki Aslan, Director, ICCROM Sharjah Conservation Centre, UAE, as well as Boston University Professor Michael Danti of the American Schools of Oriental Research. Ambassador Nix-Hines, Permanent Delegate of the United States to UNESCO, participated in the event. [See News](#).
- On 22 September, the DG took part in the **International Launch of the Global Science, Technology, Engineering, and Mathematics (STEM) Alliance**, with which UNESCO partners. The launch was co-hosted by the NY Academy of Sciences, UNESCO and the International Telecommunication Union, and held at the United Nations, led by Ellis Rubinstein, President of The New York Academy of Sciences and Amir Dossal, Head of the Global Partnership Forum, bringing together Governments at the highest level from across the world, along with the private sector, civil society organizations and academic institutions. H.E. Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak, Prime Minister of Malaysia, and the First Lady of Malaysia, participated in the event, as well as Andrew O'Brian, Special Representative for Partnerships at the US Department of State. 200 people in attendance. [See News](#).
- On 23 September, the DG participated in the **Breakfast of Champions for Early Childhood Development**, convened by UNICEF at the UN in New York and co-sponsored by the Government of Chile and the Government of Rwanda. The Breakfast saw speeches by H.E. Ms Michelle Bachelet, President of the Republic of Chile, Anthony Lake, Executive Director of UNICEF, as well as H.E. Dr Agnes Binagwaho, Minister of Health for the Republic of Rwanda, the First Lady of Colombia, Ms Maria Clemencia Rodriguez de Santos, as well as speakers from the WHO, Harvard University and Columbia University -- including Jeffrey Sachs. 150 people in attendance. [See News](#).
- On 23 September, at the **UN Secretary-General's Climate Summit**, UNESCO co-organised the thematic session on Climate Science, with WMO and UNITAR. Chaired by the Presidents of Mongolia, H.E. Mr Tsakhigiin Elbegdorj, and Guyana, H.E. Mr Donald Ramotar, this high level session was addressed by Aleqa Hammond, Premier of Greenland (Denmark), Thomas Stocker, Co-chair of the Intergovernmental Panel on Climate Change (IPCC) Working Group I, Julia Marton-Lefèvre, Director General of the International Union for the Conservation of Nature (IUCN), and Barbara Frost, Chief Executive of WaterAid. The debate included interventions from participants from across the world, including the Prime Minister of Tuvalu and John Holdren, Assistant to the US President for Science and Technology as well Professor E. Kalnay, from Argentina, member of the Scientific Advisory Board to the UN Secretary-General. 200 people attended. [See News](#).
- On 23 September, the DG joined former US Secretary of State Hillary Clinton, former Prime Minister of Australia Julia Gillard and over 30 partners to announce projects amounting to \$600 million, in an event organized as part of the **Clinton Global Initiative's Annual Meeting**, with the Centre for Universal Education at the Brookings Institution. [See News](#).
- On 24 September, the DG participated in **'The Transformative Potential of REDD+, A Global Legacy in the Making'**, led by HE President Susilo Bambang Yudhoyono of the Republic of Indonesia, co-organized with the Government of the Kingdom of Norway. 100 people in attendance. The event saw interventions from UNESCO, UNDP, UNEP, FAO, the Convention on Biological Diversity as well as the Global Canopy Programme, UNOrchid, and the Centre for International Forestry Research. [See News](#).
- On 24 September, the DG led the **'Quality Education for the World We Want'**, high-level event, in support of the Global Education First Initiative (GEFI), with the participation of the First Lady of the USA, as well as 14 Heads of State/Government and Ministers, UN principals and leading international advocates. Participating were leaders from GEFI Champion Countries - including H.E. Ms Park Geun-Hye, President of the Republic of Korea, H.E. Mr Ivo Josipovic, President of Croatia, H.E. Mr Donald Ramotar, President of Guyana, H.E Mr Moncef Marzouki, President of Tunisia, H.E. Mr Antoni Marti, Head of Government of Andorra, H.E. Ms Sheikh Hasina, Prime Minister of Bangladesh, H.E. Ms Helle Thorning-Schmidt, Prime Minister of Denmark, H.E. Mr Hailemariam Desalegn, Prime Minister of Ethiopia, H.E. Ms Erna Solberg, Prime Minister of Norway, H.E. Nassirou Bako Arifari, Minister of Foreign Affairs of Benin, as well as H.E. Ms Bathabile Dlamini, Minister of Social Development of South Africa, H.E. Mr Hao Ping, Vice Minister of Education of China, H.E. Mr Carlos Amarante Baret, Minister of Education of the Dominican Republic, and



H.E. Mr Arlindo Chilundo, Deputy Minister of Education of Mozambique. Her Highness Sheikha Moza of Qatar played a prominent role in the event, which was moderated by the journalist, Zainab Badawi. The President of the World Bank, Mr Jim Kim, as well as Mr Gordon Brown, UN Secretary General Special Envoy on Global Education participated in the opening panel. Major press coverage, 500 people in attendance. [See News.](#)

- On 24 September, the DG took part in an event entitled '**Towards Inclusive Societies: Empowerment and Education as a strategy to prevent genocide**', co-hosted by the Minister of State of Belgium, H.E. Mr De Decker and the Minister of Foreign Affairs of Ghana, Ms Hannah Tetteh, moderated by the Special Advisor of the Secretary-General on the Prevention of Genocide, Mr Adama Dieng. [See News.](#)

- On 26 September, the DG participated in an event hosted by HM Queen Silvia of Sweden, founder of the World Childhood Foundation and the Global Child Forum, with Columbia University's Earth Institute and the Sustainable Development Solutions Network (SDSN). The event was entitled '**Children in the Age of Sustainable Development**'. 400 people in attendance. Queen Silvia, H.E. Agnes Binagwaho, Minister of Health of Rwanda, Ms Amina Mohammed, Special Advisor to the UN Secretary-General on Post 2015 Development Planning, Ms Marta Santos Pais, Special Representative of the Secretary General on Violence against Children, Yoka Brandt, Deputy Executive Director of UNICEF, Mr Richard Buery, Deputy Mayor of New York City as well as the head of the Swedish International Development Cooperation Agency and senior representatives of H&M and Ikea also took part in the event. [See News.](#)

- On 26 September, the DG joined the Minister of Foreign Affairs of Jamaica, Arnold J. Nicholson, the Minister of Foreign Affairs of Spain, Mr Jose Manuel Garcia-Margallo, Minister of Foreign Affairs of Senegal, Mr Mankeur Ndiaye as well as Ambassador Antonio Tete, Permanent Observer of the African Union to the UN, and Ambassadors from the Netherlands, New Zealand and a representative of Qatar at a **high level ceremony to support the last phase for the erection of the Permanent Memorial to Honour the Victims of slavery and transatlantic slave trade**, and deliver remarks. 50 people in attendance with press. The Ministers and representatives of the Netherlands, New Zealand, Qatar and Spain presented symbolic cheques to the Chair of the Permanent Memorial Committee, H.E. Mr E. Courtenay Rattray, the Permanent Representative of Jamaica to the United Nations. [See News.](#)

- On 26 September, the DG participated in the **40th anniversary of membership of Bangladesh in the United Nations**, with H.E. Sheikh Hasina, Prime Minister of the People's Republic of Bangladesh and the UN Secretary-General, Mr Ban Ki-moon. High level representatives from the Russian Federation, India, the United States of America and the United Kingdom also spoke at the event. 300 people in attendance with press. [See News.](#)

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

- 1 Press release ([22/09](#))
- 18 News
- Speeches by the Director-General
- [Photo gallery](#)

**Website statistics** (September): [Press release](#): 15 visits/206 page views. News: [19/09](#) (DG's participation in UNGA 69): 26 visits/87 page views; [21/09](#) (UN Broadband Commission): 11 visits/56 page views; [21/09](#) (HeForShe Campaign) 91 visits/179 page views; [23/09](#) (Call for end to Cultural destruction in Iraq and Syria): 238 visits/756; [23/09](#) (Global STEM Alliance) 188 visits / 630 page views; [23/09](#) (Champions for Early Childhood Development): 29 visits/101 page views; [24/09](#) (Climate Summit) 80 visits/526 page views; [24/09](#) (Initiative for Girls' Education): 20 visits/79 page views; [24/09](#) (Action to Protect Forests): 15 visits/33 page views; [25/09](#) (Side-event about the prevention of genocide): 203 visits/295 page views. [25/09](#) (Quality Education for the World We Want): 64 visits/237 page views; [26/09](#): (Children at Heart of Sustainable Development): 4 visits/15 page views; [27/09](#) (40 years of Bangladesh at the UN): 18 visits/49 page views. [Photo gallery](#): 97 visits/272 page views

**Press coverage:** Media coverage of the various events in which the Director-General participated was overall fairly good, with some events receiving more attention than others. This was notably the case for the event with US Secretary of State John Kerry at the Metropolitan Museum, focused on the destruction of cultural heritage in Iraq and Syria. A Reuters dispatch on the event, in which the Director-General's participation was mentioned, was published by media around the world, from the *Washington Post* to the *Mail on Sunday* (UK), to NDTV (India) and Globo (Brazil).

**Social media:** UNESCO's participation at 69 UNGA was mostly presented as activities of the Director-General in news articles, which were shared but received little pick-up on social media. A major exception was a live tweet of an Education First event on Quality Education. In the belief that "less is more" as long as each post adds unique editorial value, we posted only 6 tweets, 4 of which were retweeted over 100 times – to be exact: 111, 162, 165, 265. In an analysis of results by UNICEF, our posts had the 4th largest ripple effect among all 20 partners (the top two accounts belong to UNICEF, which benefit from substantially larger human and financial resources than our one person team).

# Focus on UNESCO Office in Yaoundé

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

## Activités majeures



**La visite officielle de la Directrice générale au Cameroun** les 15 et 16 septembre derniers, à l'invitation du gouvernement du Cameroun et **l'inauguration du Bureau régional multisectoriel de l'UNESCO pour l'Afrique centrale** qui a été un moment fort de cette visite. Le Bureau régional, comme l'a rappelé Irina Bokova « *donnera plus de possibilités de mieux suivre nos activités dans nos domaines de compétences à savoir l'éducation, la science, la protection de l'environnement, la culture et la communication* ». A l'occasion de ce grand moment, des dossiers de presse ont été préparés et largement diffusés avec des documents de visibilité du Bureau.



**La réunion des Secrétaires généraux des Commissions nationales des pays de la CEEAC** au Bureau régional à Yaoundé les 17 et 18 septembre, dans le but de renforcer la coopération entre les Commissions nationales et les Bureaux UNESCO de la CEEAC. De manière spécifique le conclave visait à présenter les activités de chaque partie, déterminer les modalités d'appui des pays au fonctionnement du Bureau régional et définir les axes de coopération entre les Commissions nationales et les Bureaux UNESCO. Les Secrétaires généraux ont eu droit à un exposé de l'ADG/Afrique sur **Priorité Afrique**.



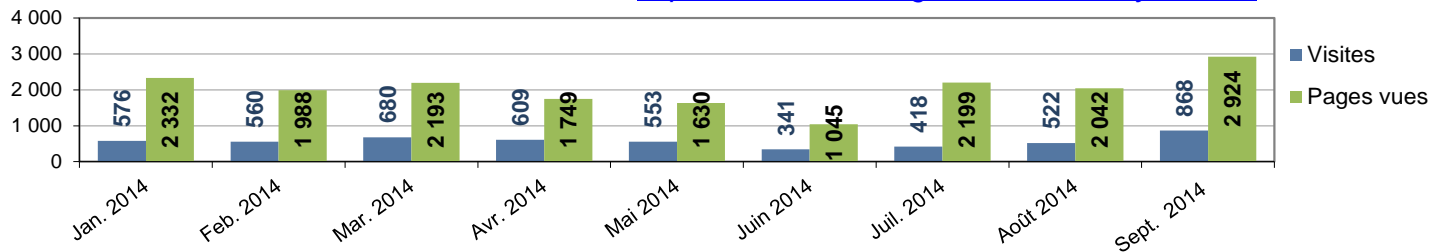
**Le plan des activités programmatiques, et le déploiement du Bureau dans les différents secteurs :**

- le Secteur Education a poursuivi ses activités de finalisations d'outils des enseignants dans le cadre de la **redynamisation de l'éducation à la vie familiale et à la santé reproductive des adolescents et des jeunes en milieu scolaire** dans les régions de l'Adamaoua et de l'Est ;
- l'ISU s'est déployé au Burundi dans le cadre de la **réforme et de modernisation du Système d'information pour la gestion de l'éducation** ;
- le Secteur CI a lancé les activités du projet sur la **rénovation de 21 radios communautaires et la création de 15 nouvelles radios** et leur transformation en centres multimédias communautaires ;
- le Secteur Culture a réuni des experts africains à Pointe Noire sur la **Traite négrière et le tourisme de mémoire** ;
- le Secteur SC a organisé un atelier de **restitution des résultats des études et de concertation des acteurs dans le cadre du projet de conservation durable de la réserve de faune**.



A noter, la contribution du Cameroun à hauteur de **300 000 \$US** pour le fonctionnement du nouveau Bureau régional et la mise en œuvre des activités en faveur du Cameroun dans les domaines de compétence de l'UNESCO.

## Trafic du site internet du Bureau de Yaoundé : <http://www.unesco.org/new/fr/office-in-yaounde/>



Trafic de Janvier à septembre 2014

Source: Google Analytics

## Medias

La visite officielle de la Directrice générale a mobilisé toute la presse locale et donné lieu à des dizaines d'articles. Quelques articles en ligne : [CRTV](#), Cameroon tribune (1), (2), (3), [Mboa News](#).

## Publications

Bulletins électroniques d'information du Bureau [n°44 \(sept. 2014\)](#), [n° 43 \(fév-avril 2014\)](#) et [n° 42 \(janv. 2014\)](#)



## Photos



Au cours du mois de septembre, 1 217 photos ont été prises des différentes activités du Bureau.

Ci-contre quelques photos de l'évènement phare du mois, la visite officielle de la Directrice générale au Cameroun et l'inauguration du nouveau Siège du Bureau régional multisectoriel de Yaoundé.

# 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).

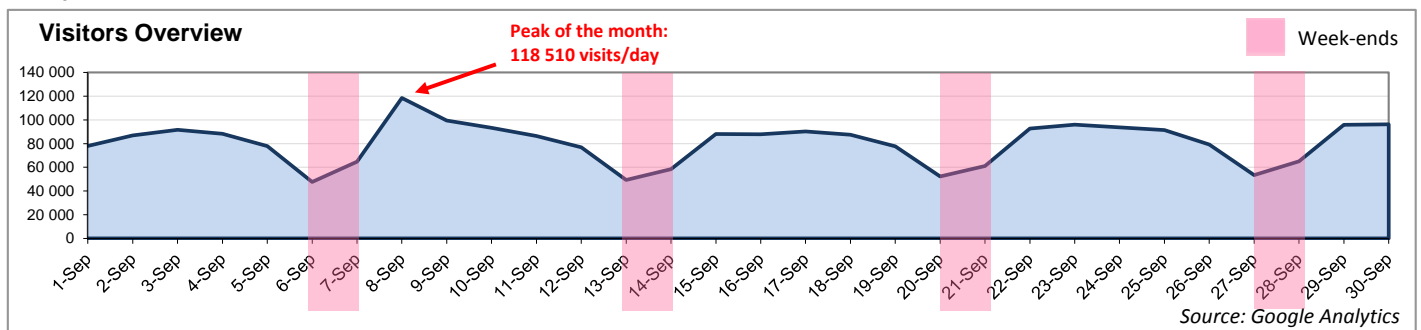
Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request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

September is usually rich in events, including numerous international days and major events, and this month was no exception. As a result, September page views and visits increased respectively by 24% and 31% from last month, and show a certain stability compared to same month last year. The strategy to use social networks to advertise these events and special pages after the great contribution of last year, should however be retuned to better exploit the synergy between the two communication media. The most viewed pages were the World Heritage website List, the homepage, and the Careers website. Among the themes, "Protecting our Heritage and Fostering Creativity" and "Education for the XXI Century" were more visited than previous "Sector" pages. The International Literacy Day 2014 page has been performing particularly well (see details page 5).

As a result of its new infrastructure, the number of visits to Unescommunity jumped compared to previous months with the increment of "direct accesses". The most viewed pages were the "Apartment rental" rubric and the article about the information session on My Talent. Unesco.int is following the usual trend just ahead of the Executive Board.

## 1.1. September 2014 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
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%
Oct. 2013	8 039 105	+18.57%	+18.01%	2 758 024	+18.73%	+15.69%	2 172 606	+22.13%	+16.37%
Nov. 2013	7 697 000	+24.87%	-4.26%	2 624 633	+24.53%	-4.84%	2 055 039	+28.25%	-5.41%
Dec. 2013	5 809 160	+13.99%	-24.53%	2 021 049	+17.12%	-23.00%	1 605 614	+20.98%	-21.87%
Jan. 2014	6 818 120	+11.96%	+17.37%	2 346 342	+14.73%	+16.10%	1 858 451	+18.14%	+15.75%
Feb. 2014	6 886 875	+7.37%	+1.01%	2 427 056	+7.64%	+3.44%	1 927 962	+11.77%	+3.74%
March 2014	7 989 912	+9.04%	+16.02%	2 737 332	+7.87%	+12.78%	2 121 680	+10.82%	+10.05%
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
<b>Sept. 2014</b>	<b>6 613 378</b>	<b>-2.91%</b>	<b>+24.02%</b>	<b>2 425 768</b>	<b>+1.76%</b>	<b>+31.14%</b>	<b>1 904 998</b>	<b>+2.04%</b>	<b>+31.19%</b>

### 1.3. Visits by Area of Interest in September 2014 (This data only covers tagged subsites)

Areas of interest	Visits <sup>2</sup>	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 425 768</b>	<b>+1.76%</b>	<b>+31.14%</b>
Home & Central Service pages	283 348	+26.57%	+42.73%
Worldwide	23 139	-3.56%	+54.04%
<b>Education for the 21st Century and ED Sector</b>	<b>195 100</b>	<b>-0.87%</b>	<b>+62.76%</b>
<b>One Planet, One Ocean &amp; Science for a Sustainable Future and SC Sector</b>	<b>62 185</b>	<b>-2.70%</b>	<b>+49.78%</b>
<b>Learning to Live Together and SHS Sector</b>	<b>50 066</b>	<b>-11.71%</b>	<b>+52.01%</b>
<b>Protecting our Heritage and Fostering Creativity and CLT Sector</b>	<b>1 095 434</b>	<b>-6.35%</b>	<b>+10.81%</b>
World Heritage	948 398	-5.87%	+6.60%
Intangible Heritage	66 524	+45.06%	+31.09%
Culture Sector (excl. Intangible Heritage)	80 512	-30.73%	+67.25%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>59 506</b>	<b>-1.00%</b>	<b>+47.67%</b>
<b>Field offices (only those tracked)</b>	<b>179 382</b>	<b>+23.60%</b>	<b>+36.56%</b>
UIL*	22 186	-10.28%	+23.52%
IIEP*	219 831	+45.83%	+7.84%
UNEVOC*	38 143	-8.47%	+4.96%

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

### 1.4. UNESCO Website Visitors

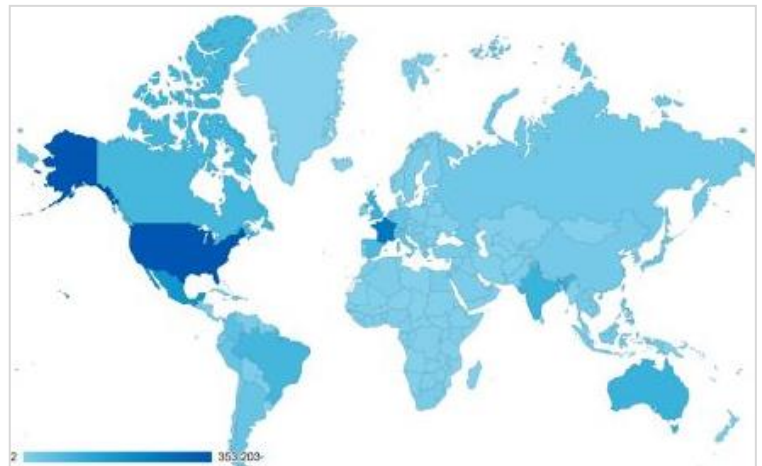
#### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	353 203	14.56%	+51.26%	2.60	00:02:27
France	262 933	10.84%	+50.63%	3.37	00:05:24
Mexico	186 287	7.68%	+59.83%	2.35	00:02:50
Australia	98 808	4.07%	-20.49%	3.38	00:04:52
United Kingdom	95 731	3.95%	+18.56%	2.64	00:02:18
India	95 326	3.93%	+4.31%	2.31	00:02:38
Brazil	85 205	3.51%	+23.57%	2.04	00:02:41
Canada	83 326	3.44%	+79.56%	3.51	00:03:41
Spain	74 602	3.08%	+67.52%	2.65	00:02:25
Colombia	49 846	2.05%	+26.27%	2.11	00:02:23

#### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 228 792	50.66%	+24.54%
Spanish	451 669	18.62%	+49.98%
French	309 162	12.74%	+47.53%
Portuguese	91 855	3.79%	+28.87%
Russian	39 788	1.64%	+84.63%
Italian	36 813	1.52%	+11.30%
German	36 755	1.52%	+5.01%
Chinese	35 093	1.45%	+18.84%
Japanese	29 675	1.22%	+3.33%
Arabe	29 461	1.21%	+87.85%

#### Geographical origin of visits (source: Google Analytics)



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

	Month	Page views <sup>1</sup>	Variation vs Y-1*	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
<b>2013</b>	September	19 680	+198.59%	+72.12%	6 522	+167.95%	+44.16%	2.92	+10.19%	00:04:33
	October	22 800	+129.72%	+15.85%	7 843	+166.04%	+20.25%	3.17	+8.56%	00:05:26
	November	24 306	+167.30%	+6.61%	8 472	+200.96%	+8.02%	3.22	+1.58%	00:05:33
	December	16 879	+125.05%	-30.56%	6 423	+162.06%	-24.19%	2.92	-9.32%	00:05:14
<b>2014</b>	January	21 556	+118.93%	+27.71%	7 836	+120.61%	+22.00%	2.84	-2.76%	00:05:13
	February	22 600	+106.13%	+4.84%	8 433	+127.06%	+7.62%	2.86	+0.70%	00:05:08
	March	23 763	+134.05%	+5.15%	8 416	+129.26%	-0.20%	2.93	+2.45%	00:05:21
	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12
	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	<b>September</b>	<b>21 225</b>	<b>+7.85%</b>	<b>+76.32%</b>	<b>7 684</b>	<b>+17.82%</b>	<b>+67.12%</b>	<b>2.74</b>	<b>+10.04%</b>	<b>00:04:42</b>

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

	Month	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
<b>2013</b>	September	24 531	-39.92%	9 138	-36.34%
	October	14 769	-39.79%	4 866	-46.75%
	November	11 307	-23.44%	3 885	-20.16%
	December	7 004	-38.06%	2 071	-46.69%
<b>2014</b>	January	14 234	+103.23%	3 619	+74.75%
	February	12 853	-9.70%	3 789	+4.70%
	March	12 651	-1.57%	4 114	+8.58%
	April	13 238	+4.64%	4 507	+9.55%
	May	8 408	-36.49%	2 573	-42.91%
	June	12 632	+50.24%	3 741	+45.39%
	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	<b>September*</b>	<b>47 900</b>	<b>+590.10%</b>	<b>11 736</b>	<b>+565.31%</b>

\* New infrastructure implemented in early September.

### Traffic indicators explained:

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

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

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

## 1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
20th anniversary of the Slave Route Project	10/09/2014	<ul style="list-style-type: none"> <li>EN - 3</li> <li>FR - 2</li> <li>FLOOR - 2</li> </ul>	<ul style="list-style-type: none"> <li>EN - 5</li> <li>FR - 2</li> <li>FLOOR - 16</li> </ul>	30
"Reflection meeting on the potential contribution of UNESCO to the Third United Nations Conference on Housing and Sustainable Urban Development (Habitat III)"	15/09/2014	<ul style="list-style-type: none"> <li>FLOOR - 0</li> </ul>	<ul style="list-style-type: none"> <li>FLOOR - 1</li> </ul>	1
	16/09/2014	<ul style="list-style-type: none"> <li>FLOOR - 0</li> </ul>	<ul style="list-style-type: none"> <li>FLOOR - 1</li> </ul>	1
Lancement mondial de l'édition française du <i>Rapport Planète Vivante 2014</i> du WWF	30/09/2014	<ul style="list-style-type: none"> <li>FLOOR - 0</li> </ul>	<ul style="list-style-type: none"> <li>FLOOR - 1</li> </ul>	1

## 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*
<b>Total</b>	<b>105 573</b>	<b>-15.39%</b>	<b>+35.27%</b>
English (EN)	54 630	-21.16%	+23.34%
Spanish (ES)	26 501	-10.29%	+49.71%
French (FR)	14 448	-2.74%	+42.11%
Arabic (AR)	4 592	+7.72%	+86.06%
Russian (RU)	3 734	-0.53%	+76.55%
Chinese (ZH)	1 668	-45.67%	+28.31%

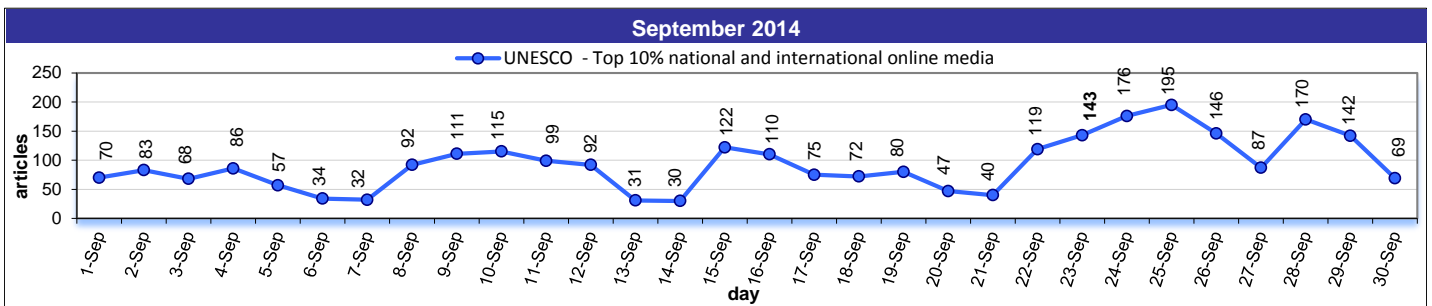
\* Based on figures published in the Monthly Reports.

### 2.2. Press releases/Media advisories

1.	01/09	<a href="#">International Literacy Day 2014: Literacy and Sustainable Development</a>
2.	03/09	<a href="#">Director-General condemns killing of U.S. journalist Steven Sotloff</a>
3.	03/09	<a href="#">Crown Prince Salman bin Abdulaziz Al-Saud visits UNESCO 4 September</a>
4.	04/09	<a href="#">Crown Prince Salman bin Abdulaziz Al-Saud commits Saudi Arabia to UNESCO's values and calls for interfaith and intercultural dialogue</a>
5.	04/09	<a href="#">Director-General deploras death of Russian photojournalist Andrei Stenin</a>
6.	05/09	<a href="#">UNESCO, ICCROM and ICOM discuss cooperation on cultural heritage with Government of Egypt</a>
7.	05/09	<a href="#">Indian Ocean-wide tsunami exercise to test readiness ten years after the 2004 disaster</a>
8.	11/09	<a href="#">President of the Czech Republic Miloš Zeman visits UNESCO</a>
9.	12/09	<a href="#">Ten years after 2004 Tsunami, successful exercise demonstrates the efficiency of Indian Ocean Warning System</a>
10.	15/09	<a href="#">Scientists from Burkina Faso, Iran and Peru receive UNESCO-Equatorial Guinea International Prize for Research in the Life Sciences</a>
11.	15/09	<a href="#">Culture, Creativity and Sustainable Development as part of the program of the Third UNESCO World Forum on Culture and Cultural Industries</a>
12.	22/09	<a href="#">Half the world will be online by 2017 - UN Broadband Commission releases new country-by-country data on state of broadband access worldwide</a>
13.	22/09	<a href="#">Cooperation between emerging powerhouses can speed progress in education</a>
14.	22/09	<a href="#">Botanist – profession of the future?</a>
15.	23/09	<a href="#">11 new sites added to Global Geoparks Network</a>

### 2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in top 10% national and international on-line media, in which “UNESCO” appeared in the title or first paragraph of a story in September (Source: Meltwater News)



Media coverage about UNESCO in September was driven by two main subjects – events in Iraq and Syria, and International Literacy Day.

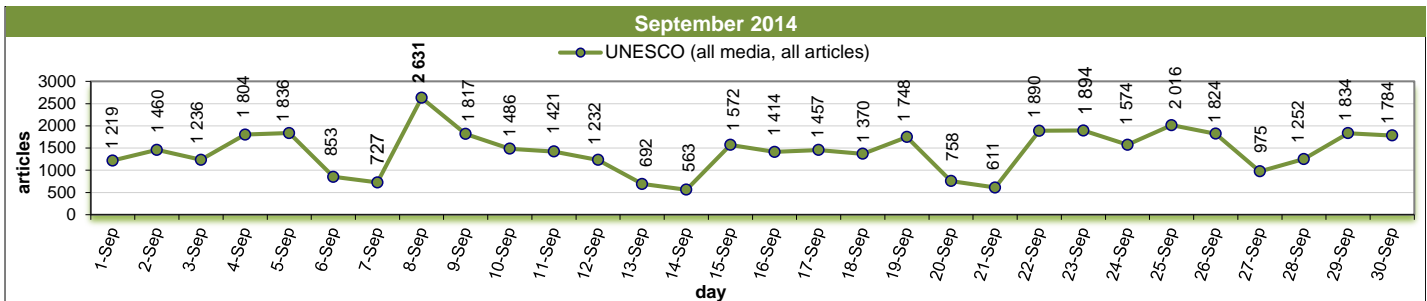
The Director-General’s statements and op-eds on the “cultural cleansing” and destruction of cultural heritage in Iraq received wide pick up and generated significant press interest. The event at the Metropolitan Museum in New York on this issue, in which the Director-General participated with US Secretary of State John Kerry, was reported in leading media around the world.

The press is following this subject very closely. UNESCO’s message that culture is a vital component in any solution has clearly struck a chord with world audiences.

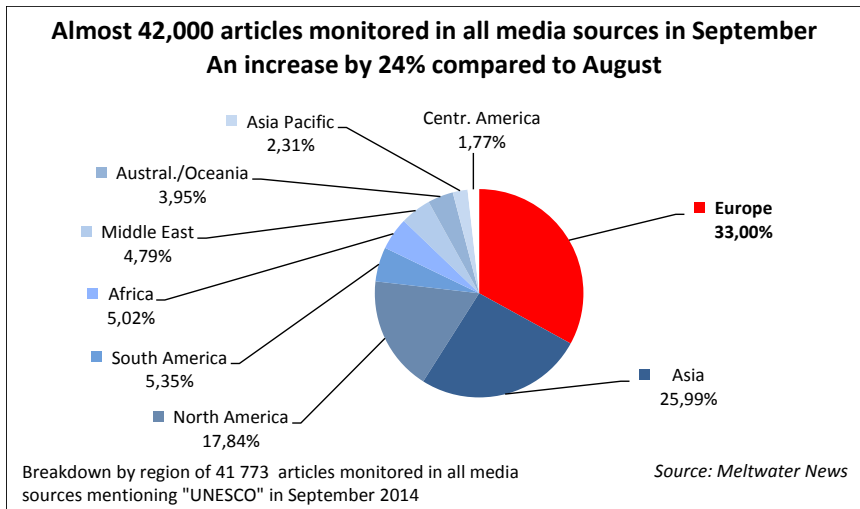
Literacy Day, as usual received enormous coverage. The main international event and Literacy Prize ceremony in Bangladesh was widely and positively covered throughout the region. UNESCO’s literacy statistics also provoked a great deal of media attention, with scores of articles looking at national situations and spurring political to do more to address the problem.

The disappointment of the month was the negligible coverage of the UN Conference on Small Island Developing States. Very few media were present at the event. Most of them were from the South Pacific region. The few stories that were published referenced the UN involvement, but UNESCO’s work on SIDS received virtually no visibility from this event at all. This can largely be explained by the remote location of the Summit and a certain media fatigue with big UN summits and conferences.

**This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in a story in September (Source: Meltwater News)**



**Regional breakdown of media coverage in all media sources, in which “UNESCO” appeared in a story in September**



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

Date	Subject / Title	Language	Media
15/09	<a href="#">Le cri d'alarme de l'Unesco : «La crise en Irak est une guerre contre la culture»</a>	French	Le Figaro (France)
17/09	<a href="#">Culture a key to peace in Iraq</a>	English	The Huffington Post (US)
21/09	<a href="#">Un'economia della creatività</a>	Italian	Il Sole 24 Ore (Italy)
22/09	<a href="#">BRICS countries' investment in education will change the world</a>	English	South China Morning Post (PRC)

## 2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
Higher Education in Latin America	Clarissa Schimunda Neher with Pedro Henriquez Guajardo (IESALC)	English	Deutsche Welle (Germany)
The Slave Route	Marcus Miller	English	RFI, in « L'épopée des musiques noires » (France)
UNESCO Takes Literacy Fight to Mobile	Fengchun Miao	English	Voice of America blog (US)
Future of universities	Qian Tang	English	Financial Times (UK)
Literacy Prize	Laureates	English/ French	La Croix (France)
Education in Africa	Rokhaya Diawara	French	RFI in « 7 milliards de voisins »
Indian Ocean Tsunami Warning and Mitigation System Exercise	Tony Elliott	English	BBC World Service (UK)
Tsunami warning Exercise	Tony Elliot	English	The Straits Times (Singapore)
Tsunami warning Exercise	Tony Elliot	English	New Scientists (UK)
Indian Ocean Wave Exercise (IOWave14)	Tony Elliot	English	AFP Bangkok
Indian Ocean Wave Exercise (IOWave14)	Tony Elliot	English	Channel NewsAsia (Singapore)
Cultural heritage in Iraq	Nada El Hassan	French	France Culture (France)
Cultural heritage in Iraq	Nada El Hassan	English	The New Yorker (US)
UNESCO	Irina Bokova, Qian Tang, Eric Falt, Kishore Rao, Cécile Duvelle, Guy Berger, Ali Moussa Iye	English	Monocle (UK)
BRICS report	Liz Fordham	English	Channel Africa (South Africa)
Progress made in the field of education in Sub-Saharan Africa	Hervé Huot-Marchand	French	Jeune Afrique
UNESCO	Irina Bokova	English	Shawati (United Arab Emirates)
Teenage pregnancy and education	Dhianaraj Chetty	English	Inter Press Service, IPS (Italy)
Second International Ocean Research Conference in Barcelona (17-21 Nov. 2014)	Jorge Luis Valdes	English	Francesca Pradelli, Independent Italian Journalist

## 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).

9 B-rolls were downloaded in September:

	Subject	Downloads	Media
1	UNESCO Priorities for the 21st century	6	NA
2	FC Barcelona	1	NA
3	UNESCO DG message on Syrian Cultural Heritage	1	NA
4	World Heritage	1	NA

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

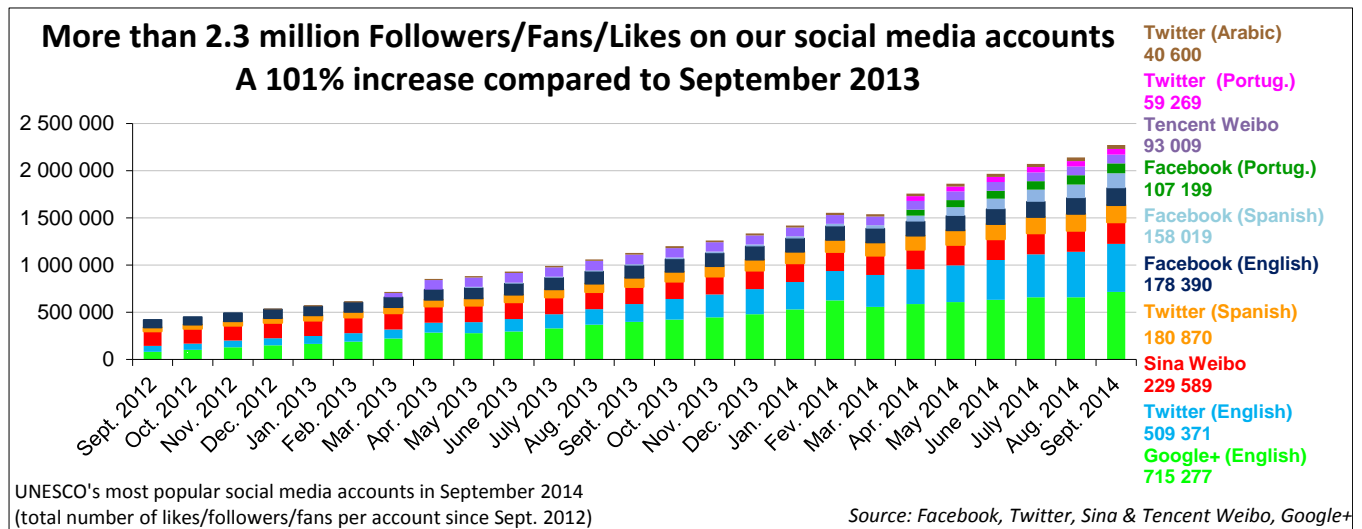
N/A for September.



### 3. UNESCO Social Media Channels

After a brief summer lull, social media communications bounced back to its usual effervescence in time for the September "Rentrée". Compared to last year, followers in all key channels are up by 101%. Growth is strongest on Spanish Facebook (+10%), Portuguese Facebook (+9%) and Arabic Twitter (+8%).

Messages on international Peace Day proved to be the biggest crowd-pleaser for global audience this month, as evidenced by top 10 posts. Other successful messages include remarkable visuals for the Asia-Pacific Heritage Awards, managed by our Bangkok office, and advocacy for literacy and education for all.



#### 3.1. Social networking sites

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

Variation September 2014 vs August 2014

Likes/fans*		September 2014	August 2014	Variation vs August
Total likes/followers (all languages)		1 189 679	1 129 548	+5.32%
Facebook	English	178 390	169 362	+5.33%
	Spanish	158 019	143 550	+10.08%
	Portuguese	107 199	98 001	+9.39%
	Arabic	13 903	13 475	+3.18%
	French	13 013	12 776	+1.86%
	Russian	1 966	1 956	+0.51%
Google+	English	715 277	688 587	+3.88%
VKontakte	Russian	1 912	1 841	+3.86%

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

Message	Posted	Likes/ Shares
21 de septiembre. Llega la primavera, llega el otoño... Pero hoy es también el Día Internacional de la Paz. Celebrémoslo.	21/09	L : 4 302 S : 11 791
Hoje é o Dia Internacional da Paz. Mande sua mensagem usando <a href="https://twitter.com/unesco">#unescopelapaz</a> via Twitter ou Facebook. <a href="http://bit.ly/msg_paz_2014">http://bit.ly/msg_paz_2014</a> (+ quotation from Mahatma Gandhi)	21/09	L : 1 726 S : 6 060
Hoje é o Dia Internacional da Paz. Mande sua mensagem usando <a href="https://twitter.com/unesco">#unescopelapaz</a> via Twitter ou Facebook. <a href="http://bit.ly/msg_paz_2014">http://bit.ly/msg_paz_2014</a> (+ quotation from Martin Luther King)	21/09	L : 1 430 S : 4 843
21 de setembro é o Dia Internacional da Paz. "O Dia Internacional da Paz reflete a aspiração mais profunda de todos os povos de viverem juntos em liberdade e igualdade de dignidade e direitos." Irina Bokova, diretora-geral da UNESCO. <a href="http://bit.ly/msg_paz_2014">http://bit.ly/msg_paz_2014</a> (+ UNESCO Constitution) Mande sua mensagem usando <a href="https://twitter.com/unesco">#unescopelapaz</a> via Twitter ou Facebook.	21/09	L : 1 293 S : 2 153
Hoje é o Dia Internacional da Paz. Mande sua mensagem usando <a href="https://twitter.com/unesco">#unescopelapaz</a> via Twitter ou Facebook. <a href="http://bit.ly/msg_paz_2014">http://bit.ly/msg_paz_2014</a> (+quotation from Malala Yousafzai)	21/09	L : 1 039 S : 3 404
<a href="http://www.unesco.org/pt/unesco-en-espaol/">UNESCO en español</a> a changed sa <a href="https://www.facebook.com/unesco">photo de couverture</a> .	30/09	L : 888 S : 49
Hoy estamos en Nueva York, estamos en la Cumbre sobre el Clima. Acompáñanos. <a href="http://bit.ly/1x5COCv">http://bit.ly/1x5COCv</a>	23/09	L : 781 S : 157

Participe! Homenageie seu professor. <a href="#">#SelfieProfessor</a> Leia o regulamento e saiba como participar: <a href="http://bit.ly/prof_2014">http://bit.ly/prof_2014</a>	25/09	L : 761 S : 8 761
A cultura de paz está intrinsecamente relacionada à prevenção e à resolução não violenta dos conflitos. É uma cultura baseada em tolerância e solidariedade, uma cultura que respeita todos os direitos individuais, que assegura e sustenta a liberdade de opinião e que se empenha em prevenir conflitos. Boa semana a todos!	15/09	L : 750 S : 1 409
A UNESCO no Brasil convida você a participar de mais um concurso em celebração ao Dia Mundial do Professor, 5 de outubro, e ao Dia Nacional do Professor, 15 de outubro. <a href="#">#SelfieProfessor</a> Leia o regulamento e saiba como participar: <a href="http://bit.ly/prof_2014">http://bit.ly/prof_2014</a>	24/09	L : 723 S : 7 292

\*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 2014 vs August 2014

Followers/Fans		September 2014	August 2014	Variation vs August
Total (all languages)		1 131 181	1 087 514	+4.02%
Twitter	English	509 371	480 627	+5.98%
	Spanish	180 870	174 420	+3.70%
	Portuguese	59 269	57 346	+3.35%
	Arabic	40 600	37 397	+8.56%
	French	16 007	15 113	+5.92%
	Russian	2 466	2 361	+4.45%
Sina Weibo	Chinese	229 589	227 109	+1.09%
Tencent Weibo	Chinese	93 009	93 141	-0.14%

#### Top 10 Twitter Posts in September

Message	Posted	Re-tweets
Sept 8 is Intl <a href="#">#LiteracyDay</a> . Literacy is the ultimate investment in a sustainable future <a href="http://ow.ly/BcsDj">http://ow.ly/BcsDj</a>	07/09	718
Literacy is the cornerstone of peace & sustainable development. Sept 8 is Intl <a href="#">#LiteracyDay</a> <a href="http://ow.ly/BcHsQ">http://ow.ly/BcHsQ</a>	07/09	711
"I am because you are" - Ubuntu, an African philosophy for <a href="#">#peace</a> <a href="#">#PeaceDay</a>	21/09	334
Culture must be key to peace in <a href="#">#Iraq</a> where we're seeing an unprecedented "cultural cleansing" <a href="http://huff.to/1mehpDb">http://huff.to/1mehpDb</a>	17/09	329
<a href="#">#Iraq</a> : Heritage is being intentionally attacked in what's clearly a form of cultural cleansing <a href="http://ow.ly/C87In">http://ow.ly/C87In</a>	30/09	284
The C in UNESCO = Culture, the ultimate bridge for connection btw ppl. Today is Intl <a href="#">#PeaceDay</a> <a href="http://on.fb.me/1mo9yTH">http://on.fb.me/1mo9yTH</a>	21/09	244
Everyone must have the right to <a href="#">#peace</a> & to imagine a better future. Sept 21 is Intl <a href="#">#PeaceDay</a> <a href="http://ow.ly/BJ2iT">http://ow.ly/BJ2iT</a>	20/09	231
The "C" in UNESCO = Communication. Peace must advance everyone's right to speak out & be heard <a href="http://on.fb.me/1pnNgwu">http://on.fb.me/1pnNgwu</a>	21/09	229
6 actions we must take to achieve quality education <a href="#">#EducationFirst</a> @GlobalEduFirst event at <a href="#">#UNGA</a>	24/09	226
"Education is our saving grace... our one shot to bring security & development to all humanity" @QueenRania <a href="#">#post2015</a>	17/09	222

#### Top 5 Sina Weibo Posts in September

Message	Posted	Re-posts+ Comments
The world builds peace upon the basis of mutual understanding between different civilizations on earth. In the 18th century, the Confucianism brings new ideas to Europe in the age of enlightenment. How does today's Confucianism contribute again to the progress of humanity?	29/09	184+16
The Confucian ideas about the World peace and development coincide with the willingness of UNESCO for defending the World peace by promoting Culture, Science and Education.	25/09	90+38
The UNESCO Director-General said, "I see gender equality as the strategic human rights agenda for the 21st century." @United Nations Secretary-General said, "human rights must be the same for men and women," <a href="http://t.cn/RhWzs78">http://t.cn/RhWzs78</a>	23/09	58+5

Maintaining world peace needs the mutual understanding of all humanity. Today's world is unstable. What are the underlying causes of the conflicts? Who refuses to understand the others?	14/09	41+32
Educated mothers = Children death reduction	11/09	41+10

### 3.3. Video Traffic

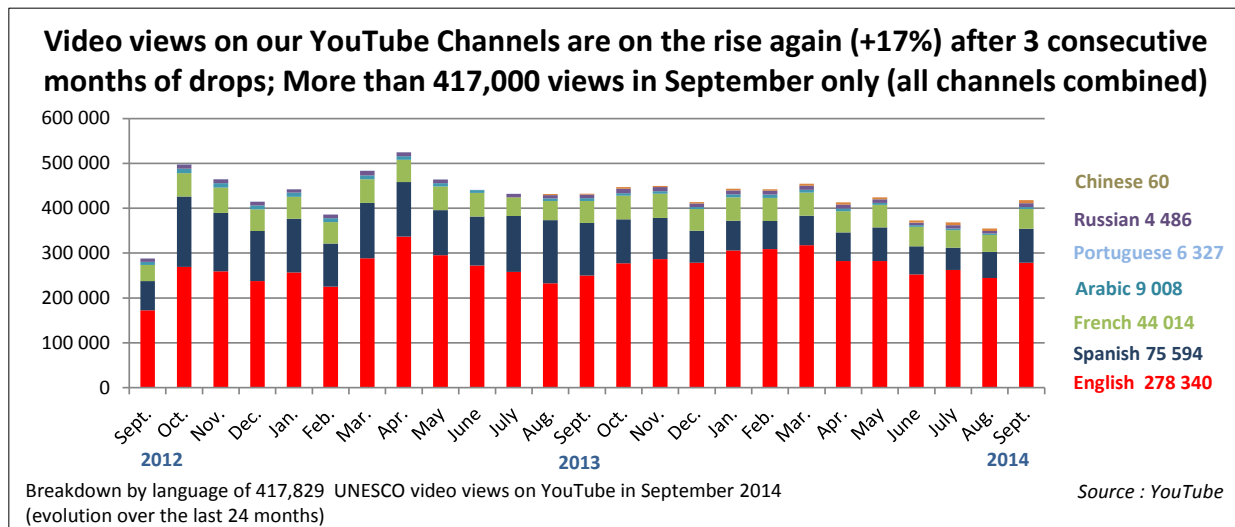
Video views are tracked on YouTube and Youku.

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

##### Variation September 2014 vs August 2014

Video views	September 2014	August 2014	Variation vs August
Total (all languages)	417 829	354 735	+17.79%
English	278 340	244 149	+14.00%
Spanish	75 594	58 822	+28.51%
French	44 014	37 538	+17.25%
Arabic	9 008	5 667	+58.96%
Portuguese	6 327	5 388	+17.43%
Russian	4 486	3 117	+43.92%
Chinese	60	54	+11.11%

Subscribers	September 2014	August 2014	Variation vs August
Total (all languages)	1 205	1 145	+5.24%
English	771	770	+0.13%
Spanish	188	218	-13.76%
French	121	87	+39.08%
Portuguese	73	29	+151.72%
Arabic	31	20	+55.00%
Russian	12	13	-7.69%
Chinese	9	8	+12.50%



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

	Title	Subject	Views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	27 795
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	18 372
3	Kabuki Theatre	CLT/ITH	9 845
4	Daemokjang, traditional wooden architecture	CLT/ITH	7 646
5	Georgian Polyphonic Singing	CLT/ITH	6 122
6	Baul Songs	CLT/ITH	4 922
7	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	4 552
8	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	4 395
9	Lacemaking in Croatia	CLT/ITH	3 714
10	The watertight-bulkhead technology of Chinese junks	CLT/ITH	3 612

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

	Title	Subject	Views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	14 878
2	Aprender a Proteger la Biodiversidad	ED	6 187
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5 169
4	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las UN	UNESCO	4 368
5	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 794
6	La huaconada, danza ritual de Mito	CLT/ITH	1 358
7	Historia de la UNESCO	UNESCO	1 135
8	El teatro Kabuki	CLT/ITH	1 109
9	El canto polifónico georgiano	CLT/ITH	939
10	El Kankurang, rito de iniciación mandinga	CLT/ITH	935

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

	Title	Subject	Views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 813
2	Routes de l'Esclave: Une Vision Globale	CLT	2 326
3	Le repas gastronomique des Français	CLT/ITH	2 115
4	Bouba & Zaza - le dessin animé pour la jeunesse	ED	2 027
5	Le chant polyphonique géorgien	CLT/ITH	1 471
6	Une école maternelle à Paris: 24 heures par semaine a partir de 3 ans	ED	1 431
7	Le Kankurang, rite d'initiation mandingue	CLT/ITH	1 383
8	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	1 234
9	Le Maloya	CLT/ITH	1 125
10	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 094

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

	Title	Subject	Views
1	Preparing for Tsunamis in the Mediterranean	SC	2 755
2	Lines and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	518
3	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT/WHC	469
4	UNESCO History	UNESCO	317
5	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	283
6	Petra	CLT/WHC	274
7	Palace and Park of Versailles	CLT/WHC	113
8	New youth center opens in the Beqaa Governorate in Lebanon, to integrate Syrian refugees with Lebanese citizens	CLT/WHC	100
9	Medina of Fez	CLT/WHC	90
10	Te Wahipounamu – South West New Zealand	CLT/WHC	86

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

	Title	Subject	Views
1	Serra Capivara	CLT/WHC	2 199
2	Boas práticas do Programa Mais Educação	ED	2 070
3	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	857
4	Dia Internacional da Alfabetização	ED	313
5	Boas práticas no combate ao bullying homofóbico nas escolas	ED	97
6	UNESCO celebra Dia da Língua Portuguesa	ED	91
7	Bullying Homofóbico II	ED	72
8	A cultura africana está na voz de cada brasileiro!	CLT	68
9	UNESCO lança pesquisa inédita sobre exclusão nas escolas	ED	61
10	Serra da Capivara National Park	CLT/WHC	60

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

	Title	Subject	Views
1	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	741
2	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	316
3	Alsou Abramova – Singer, UNESCO Artist for Peace	UNESCO	300
4	UNESCO History	UNESCO	217
5	Taj Mahal	CLT/WHC	166
6	Svetlana Kryuchkova – Russian actress	CI	83
7	Royal Botanic Gardens, Kew	CLT/WHC	79
8	Amiens Cathedral	CLT/WHC	77

9	Mountain Railways of India	CLT/WHC	76
10	Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur	CLT/WHC	74

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

▪	Title	Subject	Views
1	Aowen Jin, Chinese artist and social commentator	CI	11
2	UNESCO History	UNESCO	10
3	40 <sup>th</sup> anniversary of the World Heritage Convention	CLT/WHC	9
4	Gao Shijun, Director of European HQ of China Radio International	CI	7
5	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	6
6	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	5
7	Huang Nubo supports UNESCO	CLT	3
8	Journeys to School	ED	2
9	Technical and Vocational Education	ED	2
10	Director-General's message for International Jazz Day	CLT	2

#### ▪ Videos posted this month on YouTube (by number of views)

Title	Posted	Length	Views in Sept.
<a href="#">Visit of Her Majesty Queen Rania Al Abdullah of Jordan*</a>	18/09	1'18"	1 462
<a href="#">UNESCO Enhancement of Literacy Afghanistan Programme- Men learners</a>	11/09	0'45"	909
<a href="#">A new UNESCO/European Union Network for Southern Mediterranean Youth</a>	09/09	4'15"	623
<a href="#">Commemorative Ceremony of the 20th Anniversary of the Slave Route Project*</a>	10/09	5'19"	574
<a href="#">Premios internacionales de alfabetización de la UNESCO 2014*</a>	06/09	1'53"	387
<a href="#">Visite du Prince héritier du Royaume d'Arabie Saoudite, Salman bin Abdulaziz Al-Saoud*</a>	04/09	1'23"	347
<a href="#">Harnessing the power of science for the sustainable development of Small Island Developing States</a>	02/09	5'04"	338
<a href="#">Dia Internacional da Alfabetização</a>	02/09	1'18"	313
<a href="#">Culture paix 25 ans Yamoussoukro</a>	15/09	0'30"	203
<a href="#">UNESCO Initiative regarding Education in BRICS countries</a>	19/09	2'36"	199
<a href="#">UNESCO Enhancement of Literacy Afghanistan Programme in Afghanistan</a>	11/09	4'16"	197
<a href="#">Celebration of the 20th Anniversary of the Slave Route Project*</a>	10/09	1'12"	186
<a href="#">Visit of Ms Liu Yandong, Vice Prime Minister of China*</a>	18/09	3'14"	183
<a href="#">Visit of H.E Mr Milos Zeman, President of the Czech Republic*</a>	10/09	0'41"	170
<a href="#">UNESCO Literacy Prize Winners 2014*</a>	07/09	1'15"	142
<a href="#">PIC</a>	04/09	4'06"	51
<a href="#">Biblioteca PIC</a>	02/09	6'06"	26
<a href="#">UNESCO Literacy Prize Winners 2014* (Russian version)</a>	11/09	2'00"	20

\*Produced by UNESCO Studio

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

##### ▪ Top 10 Videos

Video	Posted	Views
<a href="#">Intangible heritage Kunqu Opera-the Peony Pavilion by Jun Zhang</a>	14/05/11	29 523
<a href="#">Endangered World Heritage: Tropical Rainforest Heritage of Sumatra</a>	23/06/11	6 651
<a href="#">Marcia Roye 2001 Special Fellow "In the Footsteps of Marie Curie"</a>	03/03/11	4 688
<a href="#">Intangible heritage traditional Chinese shadow play</a>	11/12/11	3 194
<a href="#">57 million out-of-school children in the world</a>	11/06/13	1 857
<a href="#">40 years of World Heritage Convention</a>	22/06/12	1 299
<a href="#">History of UNESCO</a>	19/07/13	1 226
<a href="#">International Year of Water Cooperation</a>	12/02/13	517
<a href="#">Safeguarding community's living heritage</a>	07/12/12	400
<a href="#">UNESCO Hangzhou International Culture Congress</a>	07/05/13	401

#### 4. UNESCO Photobank - (N/A for September)

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

## 5. UNESCO Documents and Library

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

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

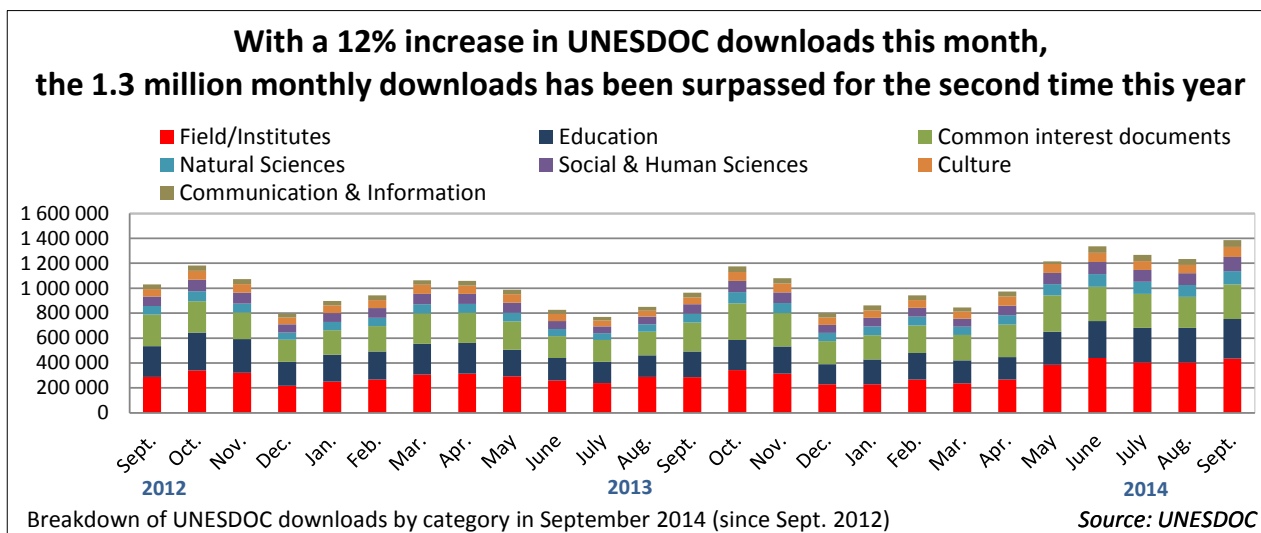
In September, **145 473** records were available online in PDF format (145 244 in August), including documents, publications, communication material and other working documents.

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

<b>Total number of downloads in September</b>	<b>1 385 654</b>
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 871	317 575	+14.30%	32
Natural Sciences	9 887	105 677	+10.81%	10
Social and Human Sciences	5 781	115 140	+21.86%	20
Culture	3 637	79 906	+18.41%	22
Communication and Information	2 660	54 920	+16.31%	20
Field & Institutes	9 749	435 641	+7.94%	44
Common interest documents	NA	276 795	+11.19%	NA



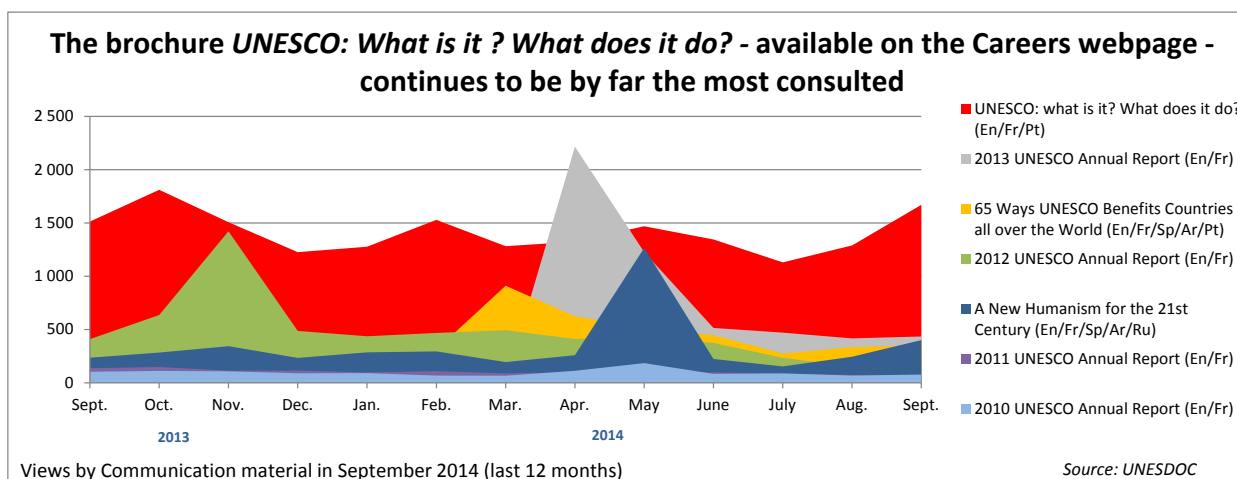
#### 5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	117 407
2	Germany	114 836
3	Mexico	74 919
4	France	60 695
5	Brazil	49 539
6	China	28 220
7	United Kingdom of Great Britain and Northern Ireland	27 997
8	India	27 050
9	Philippines	26 198
10	Colombia	25 154
11	Spain	22 205

12	Nigeria	20 530
13	Argentina	20 283
14	Peru	16 914
15	Canada	15 486

### 5.1.3 Printable Communication materials

Title	Total downloads in September							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	1 218	263					189	1 670
<a href="#">2013 UNESCO Annual Report</a>	386	49						435
<a href="#">A New Humanism for the 21st Century</a>	81	100	182	33	5			401
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	185	41	81		0		46	353
<a href="#">2012 UNESCO Annual Report</a>	125	46						171
<a href="#">2010 UNESCO Annual Report</a>	61	17						78
<a href="#">2011 UNESCO Annual Report</a>	54	15						69
<b>TOTAL</b>	<b>2 110</b>	<b>531</b>	<b>263</b>	<b>33</b>	<b>5</b>		<b>235</b>	<b>3 177</b>

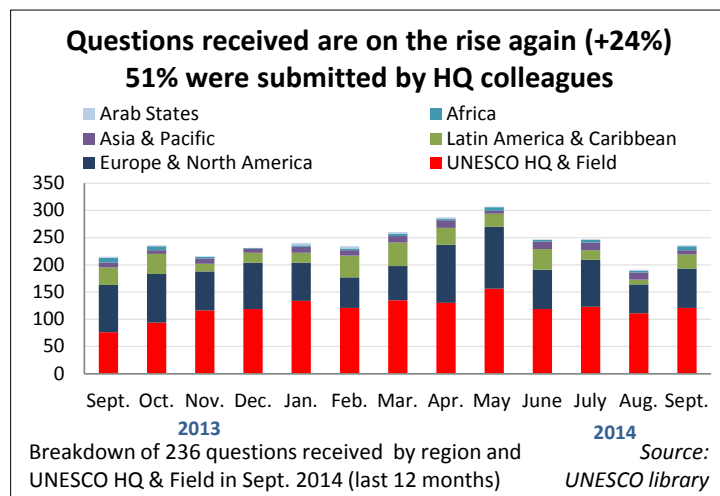


## 5.2. UNESCO Library - <http://www.unesco.org/library>

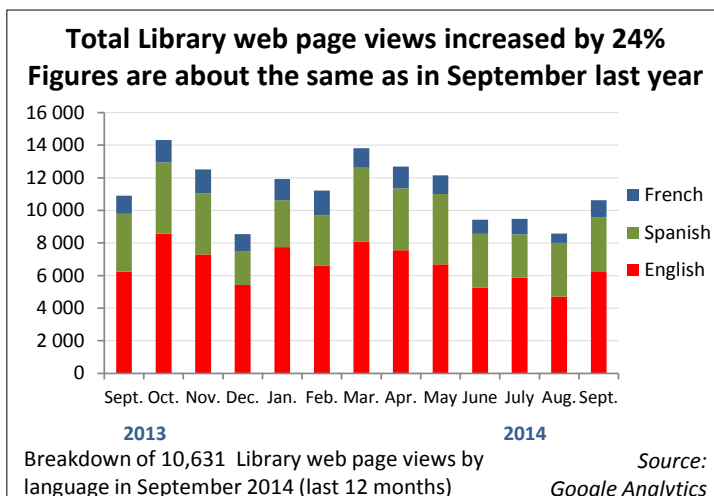
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

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



### 5.2.2 Web page views:



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

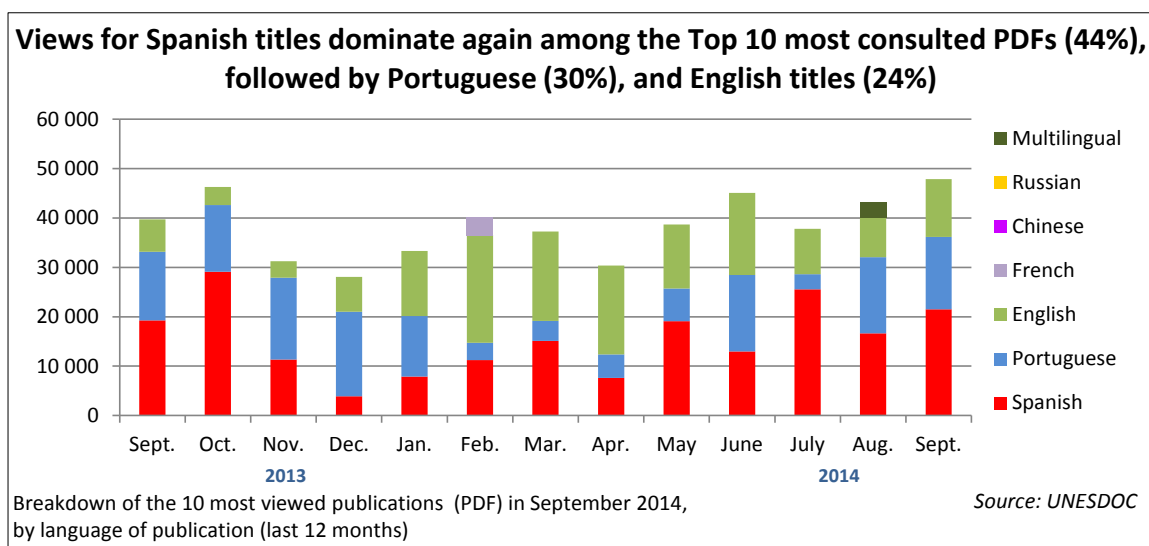
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing of UNESCO's top ten publications in September has increased by 10 percent compared to August and compared to the same period last year (+20%). The two main flagship reports of UNESCO, the *EFA Global Monitoring Report 2013-2014* and the *World Water Development Report 2014*, continue to fare well in the top ten downloads. Titles in Spanish account for more than 40% of the publications in this table with the UNESCO World Report *Towards Knowledge Societies* in Spanish in the top position. Page views on Google Books have almost doubled since the same period in 2013. Bookshop and online sales were largely dominated by titles on heritage and on education.

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

	Title	Sector	Language	Views	Published
1	<a href="#">Hacia las sociedades del conocimiento: informe mundial de la UNESCO</a> (Towards knowledge societies: UNESCO world report)	all	Spanish	8 105	Paris, 2005
2	<a href="#">Los Siete saberes necesarios para la educación del futuro</a> (Seven complex lessons in education for the future)	ED	Spanish	5 916	UNESCO, 1999
3	<a href="#">História e cultura africana e afro-brasileira na educação infantil; livro do professor</a>	ED	Portuguese	5 195	Brasilia, MEC/UFSCar, 2014
4	<a href="#">Pobreza e desigualdade no Brasil: traçando caminhos para a inclusão social</a>	SHS	Portuguese	5 115	Brasilia, UNESCO Brasilia, 2003
5	<a href="#">Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014</a>	ED	English	4 405	Paris, UNESCO, 2014
6	<a href="#">Cultura de paz: da reflexão à ação; balanço da Década Internacional da Promoção da Cultura de Paz e Não Violência em Benefício das Crianças do Mundo</a>	CLT	Portuguese	4 374	Brazil, 2010
7	<a href="#">The United Nations world water development report 2014</a>	SC	English	3 811	Paris, UNESCO, 2014
8	<a href="#">Competencias para la profesionalización de la gestión educativa: diez módulos destinados a los responsables de los procesos de transformación educativa</a>	ED	Spanish	3 738	Buenos Aires, UNESCO-IIPE, Sede Regional, 2000
9	<a href="#">Manual de gestión para directores de instituciones educativas</a>	ED	Spanish	3 726	Lima, UNESCO Office Lima, 2011
10	<a href="#">The Contribution of early childhood education to a sustainable society</a>	ED	English	3 508	UNESCO, 2008

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



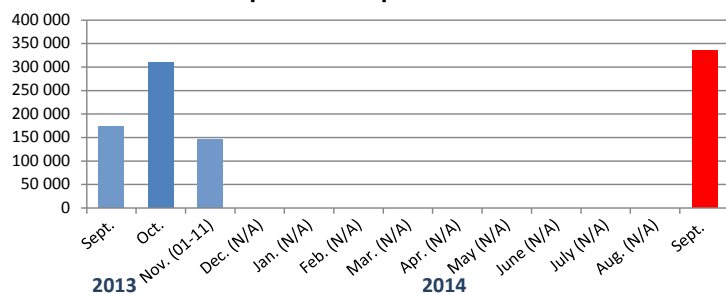


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **442 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 2014	442	32 879	335 618	234
September 2013	357	18 492	172 813	128

### 94% increase in publications page views on Google Books, compared to September 2013



Source: Google Books

\*Due to a technical problem met by Google Books, page views figures were not available from Dec. 2013 to Aug. 2014

**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 top 5 (clickable covers)

Publication	Copies sold	Sector
	10	CLT/WHC
	10	CLT/WHC
	7	ERI/DPI
	5	ERI/DPI
	4	ED

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

Publication	Copies sold	Publisher
	3	Editions Gelbart
	2	Panasonic
	1	Our Place Publishing
	-	
	-	

## 6.4. Online and international sales

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

Publication	Copies sold	Sector
	27	CLT/WHC
	25	ED
	10	CLT/WHC
	10	ED
	7	CLT/WHC

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

### Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Inclusion from the Start Guidelines on Inclusive Early Childhood Care and Education for Roma Children	0	ED
Reading in the Mobile Era A Study of Mobile Reading in Developing Countries	0	ED
Najaf: The Gate of Wisdom History, Heritage and Significance of the Holy City of the Shi'a	0	CLT
Asia Conserved Volume II: Lessons Learned from the UNESCO Asia-Pacific Awards for Cultural Heritage Conservation 2005-2009	0	CLT
Informe de Seguimiento de la educación para todos en el Mundo – 2013/4 Enseñanza y aprendizaje: Lograr la calidad para todos	0	ED

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

Title	Copies sold	Sector
Achieving transparency in pro-poor education incentives	0	ED
Higher Education in Asia: Expanding Out, Expanding Up	0	ED
Holocaust Education in a Global Context	0	ED
J'écris avec Bouba et Zaza	0	ED
Lumbini: Birthplace of Buddha / Lumbini, lieu de naissance du Bouddha	0	CLT

\* 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 2014

Contract No.	Title	Publisher	Language	Date signed
Amendment n°2 to Licensing agreement N°C.2014-006	Story-based inquiry: a manual for investigative journalists	CIJ Scoop Macedonia	Macedonian	12/09/2014- 24/09/2014
Amendment n°2 to Licensing agreement N°C.2014-007	Story-based inquiry: a manual for investigative journalists	CIJ Scoop Macedonia	Albanian	12/09/2014- 24/09/2014
J.2014-011	Memory of the World: documentary heritage in Asia and the Pacific	UNESCO/UNESCO Bangkok/Cloud Publication	English	09/09/2014- 16/09/2014

## 6.7. Permissions granted to use or translate UNESCO content, September 2014

No permissions were signed in September 2014.

## 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
CI	16	5	11	
CLT	20	6	14	
ED	18	9	7	2
ERI	7	7		
SC	19	17	2	
SHS	8	7	1	
GBS	2	2		
AFR	1	1		
<b>Total</b>	<b>91</b>	<b>54</b>	<b>35</b>	<b>2</b>

### 7.2. Events organized by Field Offices/ Institutes

Abuja	1
Apia	3
Bangkok	1
Brasilia	2
Jakarta	1
Kathmandu	10
Kingston	1
Moscow	1
Nairobi	3
New York	1
Santiago de Chile	2
Tashkent	2
Venice	7
IIEP	1
UNEVOC	1
<b>Total</b>	<b>37</b>

### 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	-	1
Category 3- Non-governmental conference	-	-
Category 4- International Congress	1	1
Category 5-Advisory Committee	2	-
Category 6-Expert Committee	-	-
Category 7-Seminars and Workshops	1	26
Category 8-Symposium	2	4
Press Conference	-	-
Exhibition	4	2
Guided Tour	-	-
Event under Patronage	-	1
Concert	1	-
Show	1	-
Consultative Meeting	1	3
Meeting by Member States or Institutions	1	11
Interagency meeting	1	-
Film Projection	-	1
Special Event	7	5
Working group/Expert Meeting	1	7
Information meeting for Permanent Delegations	2	-
Executive Board	2	-
Prize-giving Ceremony	-	2
<b>Total</b>	<b>27</b>	<b>64</b>

## 8. UNESCO Headquarters

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

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

### 8.1. Conferences and Meetings

#### 8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
02-03/09	Réunion du Groupe préparatoire du Conseil exécutif	GBS/SCX	Salle X	80
02-05/09	Formation « Gestion des performances »	HRM/TCD	Salle VIII	20
03-07/09	21e Session du Comité international de bioéthique (CIB) et Session conjointe du CIB et du CIGB	SHS/EGC/BIO	S381, S382, S383	120
08/09	Journée internationale de l'alphabétisation Réunion de programme : « Alphabétisation et Education pour Tous tout au long de la vie »	ED/BAS/LIT	Salle IV	200
08-10/09	Réunion de travail : « Projet Hydroflux : réunion d'évaluation »	CI/KSD/ICT	Salle VII	20
08-10/09	Guide pour l'atelier sur les systèmes de prévision océanique d'exploitation	SC/IOC/OOS	Salle VIII	10
08-12/09	21e Session du Comité international de bioéthique (CIB)	SHS/EGC/BIO	Salle XI	120
08-12/09	Réunion de l'Organe consultatif	CLT/CEH/ITH	Salle VI	30
08-12/09	Réunion de l'Organe consultatif de la Convention 2003	CLT/CCS	S376, S375	10
09/09	IOC Ocean and Climate Platform 2015	SC/IOC/ADG	Salle VIII bis	30
09-10/09	Session conjointe du Comité international de bioéthique (CIB) et du Comité intergouvernemental de bioéthique (CIGB)	SHS/EGC/BIO	Salle XI	150
10/09	Célébration du 20e anniversaire du projet « La Route de l'esclave : résistance, liberté, héritage » Table ronde « Contribution de l'UNESCO à la Décennie internationale des personnes d'ascendance africaine (2015-2024) »	CLT/CPD/DIA	Salle IV	300
15/09	Colloque international : « Parcours judéo-espagnols et patrimoine en Méditerranée »	CLT/EO/CKP	Salle IV	200
15-16/09	Rapport Habitat III	CLT/WHC/SPU	Salle VIII	25
17-19/09	Conference on Open Access Scholarly Publishing (COASP)	CI/KSD/ICT	Salle IV	150
18/09	Réunion de consultation des membres du Conseil exécutif avec le Commissaire aux comptes	GBS/SCX	Salle X	100
22-25/09	Conférence internationale : « Quels botanistes pour le XXI <sup>e</sup> siècle ? Métiers, enjeux, opportunités » et ateliers	SC/EES/BNC	Diverses salles	200
25-26/09	Colloque : « Liberté d'expression, journalisme, médias sociaux »	CI/FEM/MAS	Salle VI	40
25-26/09	Réunion du bureau du Comité pour la protection des biens culturels en cas de conflit armé	CLT/CEH/CHP	Salle VII	25
29/09	Présentation des Trophées des réserves de biosphère 2014	SC/EES/ESB	Salle IX	90
29/09	Table ronde sur l'apport des artistes et des intellectuels à une culture de la paix et au rapprochement des cultures	SHS	Salle XI	80
29/09	Réunion avec les Unions de Radiodiffusion	CI/FEM/MAS	Salle VII	20

29-30/09	Réunion sur "World Reference Levels of Learning Outcomes –the use of level descriptors in the 21st century"	ED/PLS/YLS	Salle VI	30
30/09	Planète vivante 2014	ED/TLC/ESD	Salle IX	80
30/09	19e session du Comité intergouvernemental pour la promotion du retour de biens culturels	CLT/CEH	Salle XI	150
Total participation				<b>2 280</b>

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

### 8.1.2 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
17/09	Réunion plénière du GRULAC	GRULAC	Salle XIII	50
23/09	Réunion plénière de l'ASPAC	Déleg. perm. du Népal	Salle XVI	40
25/09	Réunion plénière du Groupe francophone	Groupe francophone	Salle XIII	60
Total participation				<b>150</b>

### 8.1.3 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
11/09	Réunion d'information de la Directrice générale avec les Délégués permanents	ERI/ADG	Salle X	250
12/09	Réunion de l'ADG/ED avec les pays E-9	ED/ADG	Salle VIII	25
19/09	Séminaire d'orientation des nouveaux Délégués permanents	ERI/MSP/DIR	Salle VII	30
Total participation				<b>305</b>

### 8.1.4 External rentals

Date	Title	Organizer	Place	Public
13/09	Colloque : « La paix et la tolérance dans la pensée de l'Imam Moussa Al Sadr »	Déleg. perm. du Liban	Salle II	300
15-19/09	Meeting to finalize the standardized district-level management training course	OMS	Salle XIV	20
16/09	Conférence : "Tak'alik Ab'aj, The Bridge City"	Déleg. perm. du Guatemala	Salle IX	90
18/09	Cycle IHEPS	IHEPS	Salle IX	60
22-24/09	144 <sup>e</sup> réunion du Comité exécutif de l'Organisation européenne et méditerranéenne pour la protection des plantes (OEPP)	OEPP	Salles XIII-XIV	45
26/09	Défilé de prêt-à-porter féminin de la maison Loewe (LVMH)	Loewe	Patio du Jardin de la paix	350
29/09	Colloque "Le patrimoine irakien en danger : comment le protéger"	Déleg. perm. de la Rép. française	Salle IV	350
30/09	UNESCO Chair Workshop on Open Technologies for Open Educational Resources and Open Learning	Déleg. perm. de la Rép. de Slovaquie	Salle VII	30
Total participation				<b>1 245</b>

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

### 8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-05/09	« Iosif Goshkevich, diplomate et savant orientaliste » à l'occasion de la célébration du 200 <sup>e</sup> anniversaire de la naissance de Iosif Goshkevich	Déleg. perm. du Bélarus	Salle des Actes	300 (inauguration)
01-09 & 13-30/09	Portrait des lauréats des prix d'alphabétisation de l'UNESCO à l'occasion de la journée internationale de l'alphabétisation et de la cérémonie de remise de prix organisée à Dacca	ED	Grilles autour du Siège	N/A
01-30/09	« Les lauréats des Prix internationaux d'alphabétisation de l'UNESCO 2014 »	ED/BLS	Grilles Suffren	

10/09	Célébration du 20 <sup>e</sup> anniversaire du projet « La Route de l'esclave : résistance, liberté, héritage » « Africains en Inde : passer d'esclaves aux généraux puis dirigeants »	CLT/CPD/DIA	Salles Miró	300 (inauguration)
15-19/09	"Gobustan, à l'aube des civilisations"	Déleg. perm. de l'Azerbaïdjan	Salle Pas Perdus	200 (inauguration)
15-19/09	« La route de la soie et les villes créatives », à l'occasion de la visite de Mme LIU Yandong, Vice-Premier Ministre de la République populaire de Chine	Déleg. perm. de la Rép. pop. de Chine	Salles Miró Hall Ségur Salle des Actes	300 (inauguration)
22-28/09	« Culture méditerranéenne » dans le cadre de la Décennie internationale pour le rapprochement des cultures	SHS	Salles Miró	150 (inauguration)
22-26/09	« Le regard des fleurs » (dans le cadre de la Conférence internationale « Quels botanistes pour XXI <sup>e</sup> siècle ? Métiers, enjeux, opportunités »)	SC/EES/BNC	Pas perdus	200 (inauguration)

## 8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
10/09	Célébration du 20e anniversaire du projet « La Route de l'esclave : résistance, liberté, héritage ». Table ronde « Contribution de l'UNESCO à la Décennie internationale des personnes d'ascendance africaine (2015-2024) »	CLT/CPD/DIA	Salle IV	300
10/09	Célébration du 20e anniversaire du projet « La Route de l'esclave : résistance, liberté, héritage ». Cérémonie commémorative : « Témoignages, empreintes et créativité »	CLT/CPD/DIA	Salle I	1 200
15/09	Colloque international : « Parcours judéo-espagnols et patrimoine en Méditerranée »	CLT/EO/CKP	Salle IV	200
15/09	Ballet « Ombres de Gobustan » de Faradj Garayev	Déleg. perm. de l'Azerbaïdjan	Salle I	1 000
19/09	À l'occasion de la Journée internationale de la paix : « Paroles de paix » Table ronde et concert par « Vives Voix » (chanteurs autistes) et Ensemble Calliopée (musique de chambre)	SHS/EGC	Salle XI Salle I	900
23/09	Conférence internationale : « Quels botanistes pour le XXI <sup>e</sup> siècle ? Métiers, enjeux, opportunités » et ateliers	SC/EES/BNC	Diverses salles	200
23/09	Projection du film "Il était une forêt", dans le cadre de la Conférence internationale « Quels botanistes pour XXI <sup>e</sup> siècle ? Métiers, enjeux, opportunités »	SC/EES/BNC	Salle XI	200
29/09	Table ronde sur l'apport des artistes et des intellectuels à une culture de la paix et au rapprochement des cultures, à l'occasion de la Journée internationale de la paix et de la Décennie internationale pour le rapprochement des cultures	SHS	Salle XI	80

## 8.2.3 Special Event

Date	Title	Organizer	Place	Public*
04/09	Visite de SAR le Prince Salman bin Abdulaziz Al-Saoud, Prince héritier d'Arabie Saoudite	Déleg. perm. du Royaume d'Arabie Saoudite	Salle I et autres salles	400

\* 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: 1,368 seats

- **9 events** (20th Anniversary of the Slave Route Project counted as 1 event) were promoted in the September monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,258 subscribers**.
- **9 events** (20th Anniversary of the Slave Route Project counted as 1 event) were organized, co-organized and/or promoted in September by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

A total of **28 visits**, for **719 visitors**, and **2 presentations focusing on Education** for **52 visitors** were organized in September 2014. All visitors came within the framework of a group visit. The major part of the organized visits was conducted in English for a European and North American public.

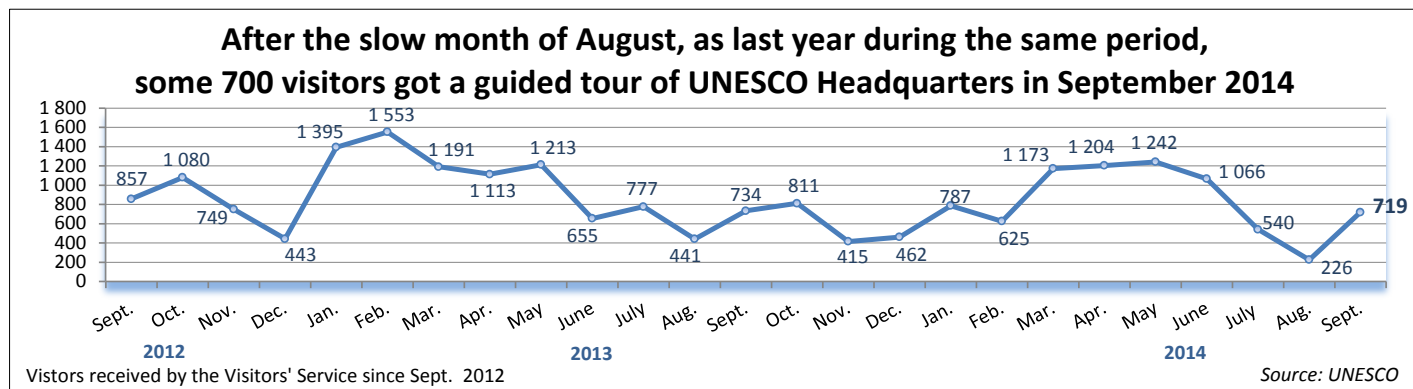
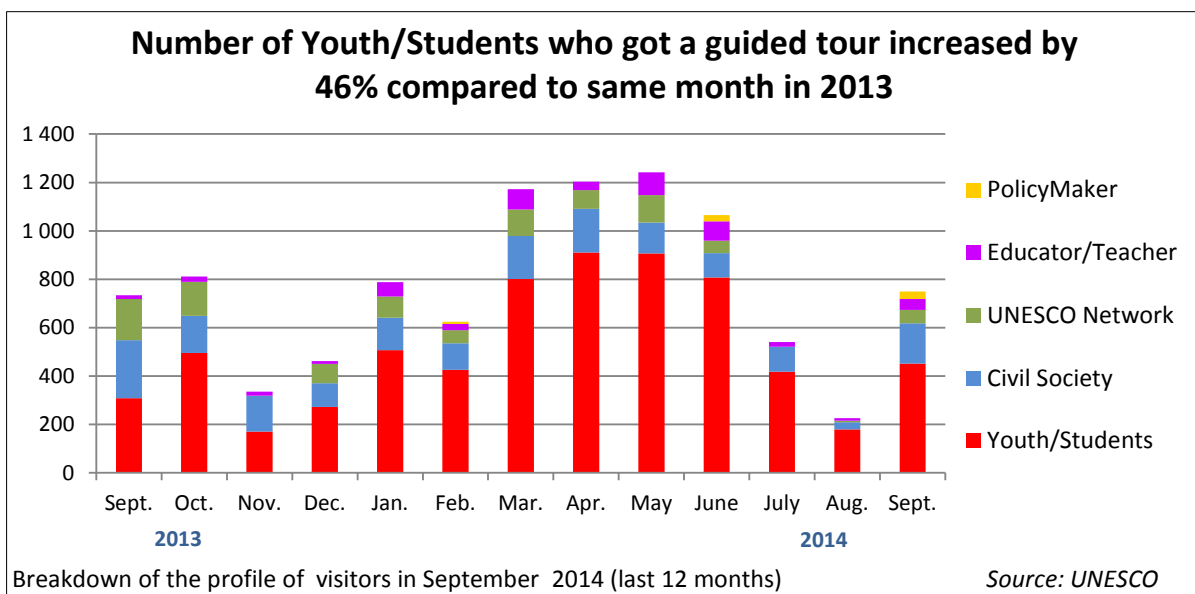
1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	38
Declined requests	n/a

2. Languages		
Visits/Present. in English	18	64%
Visits/Present. in French	9	32%
Other	1	4%

3. Type of visits		
Group Visits	28	100%
Spontaneous Visits	0	0%
Individual Visits	0	0%
Thematic Conferences	3	12%

4. Origin		
Europe and North America	552	74%
Asia and Pacific	161	21%
Africa	29	4%
Latin America and the Caribbean	6	1%
Arab States	1	0%

### 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.

▪ **21 events which have been granted UNESCO's patronage took place in September 2014:**

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	ICT specialists	CI
01/09	Italy	12th Congress of the International Association for Engineering Geology and the Environment (IAEG) in Turin	Specialists	CLT
05/09	Italy	Concert events at Teatro Olimpico to promote access to culture and music	General public	CLT
05/09	Switzerland	Festival littéraire "Le Livre sur les quais" à Morges	General public	ERI
06/09	Italy	33e édition du concours international de violon "Rodolfo Lipizer Prize"	Young artists	CLT
06/09	Russian Federation	4th International Cultural Forum "Culture and Investments: Regional Aspects" in Ulyanovsk	Policy-makers, civil society organisations	CLT
08/09	USA	A five-month exhibition at the Metropolitan Museum of Art of New York around the theme "The Sacred Lute: The Art of Ostad Elahi"	General public	ODG
08/09	Bulgaria	Festival international des arts de la jeunesse "Rivière de la tolérance" à Samokov	Youth, students & general public	SHS
11/09	Italy	International meeting entitled "Global Ethics and Equal Opportunities: the women rate to development of Europe and Mediterranean" in Turin	Policy-makers & civil society organisations	ODG
13/09	South Africa	World Social Science Forum in Durban, South Africa	Social scientists	SHS
15/09	Czech Republic	Architecture Week Prague 2014	Architect	CLT
16/09	France	Festival international des textiles extra ordinaires (FITE) à Clermont-Ferrand	General public	CLT
17/09	South Africa	Assises internationales de l'édition indépendante intitulées "Faire vivre et renforcer ensemble la biodiversité"	Scientists & environmentalists	SC
18/09	Egypt	The First International Folk Music Festival organized by El Mastaba Centre for Egyptian Folk Music	General public	CLT
18/09	Croatia	18th International Lace Festival in the city of Lepoglava	General public	CLT
18/09	Bulgaria	4th International Conference on Digital Preservation and Preservation of Cultural and Scientific Heritage in Veliko Tarnavo	Specialists	ODG
19/09	UNESCO HQ	Exposition dédiée au Paysage culturel d'art rupestre de Gobustan au Siège l'UNESCO	Permanent Delegations, UNESCO staff and the general public	CLT
21/19	Russian Federation	Exhibition and round-table Nicholas Roerich's appeal "Peace through Culture" in Moscow	Researchers	SHS
25/09	Bulgaria	4th edition of the Piano Extravaganza Festival in Sofia	Young musicians	ODG
25/09	Italy	Conference entitled "EnGendering Cities - Designing Sustainable Urban Environments for all" to advance a better understanding of the gender dimensions of urban environment.	Civil society organizations	SHS
26/09	Spain	Séminaire international "Campus Africa: Les objectifs du Millénaire pour le développement"	Civil society organizations	AFR



## 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](http://www.nhk.or.jp/sekaiisan/info_unesco.html)

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

Logo use: **For every broadcast/rebroadcast (except for special programmes). 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 programmes in September (NHK General)

Title of the Programme: **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 programmes (Satellite Channel):** None in September.

### 10.2. TBS (Japan)

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

Partnership began: 1996

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

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

Countries and regions of broadcast: **Japan**

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

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
07/09	<a href="#">The Great Rift Valley 1(Compilation,Africa)</a>	30 min	5.7%
14/09	<a href="#">The Great Rift Valley 2 (Compilation,Africa)</a>	30 min	3.0%
21/09	<a href="#">Tropical Rainforest Heritage of Sumatra(Indonesia)</a>	30 min	5.8%
28/09	<a href="#">West Norwegian Fjords(Norway)</a>	30 min	5.9%

Average audience share in September: **5.1 percent** (for the first broadcast)

Estimate number of viewers in Japan: **4,614,000** (for the first broadcast)

The total number of audience accessed to the programme in September was estimated at **18,457,000**.

### 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

<b>Links to titles by language (other than Chinese)</b>	<b>Nb of reports</b>
<a href="#">English</a>	35
<a href="#">Spanish</a>	16
<a href="#">French</a>	16
<a href="#">Russian</a>	3
<a href="#">Arabic</a>	1

In September, a total of **71 reports** were released on UNESCO through Xinhuanet

#### 10.4. RIA Novosti

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

Partnership began: September 2010

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

Date	Titles of Reports on UNESCO in Russian	Page views
01/09	<a href="#">Library of the Russian Academy of Sciences</a>	173
03/09	<a href="http://ria.ru/spravka/20140903/1022545981.html">Rossiya Segodnya photographer Andrei Stenin disappears in Ukraine</a>	6 633
04/09	<a href="#">Russian Government to consider allocation of an additional 313 million rubles to Artek</a>	562
04/09	<a href="#">UNESCO urges an investigation into Andrei Stenin's death in Ukraine</a>	479
06/09	<a href="#">Obama tours Stonehenge following the NATO summit</a>	1050
06/09	<a href="#">Magnitude 6.1 earthquake hits the Easter Island area</a>	406
06/09	<a href="#">Russia's federal budget to allocate 250 million rubles for Ukrainian refugees in Crimea</a>	285
08/09	<a href="#">International Literacy Day</a>	646
10/09	<a href="#">Innovation projects for people with disabilities to be presented in Moscow</a>	113
11/09	<a href="#">St. Petersburg elections: Second round, ice water and Poltavchenko's rivals</a>	808
12/09	<a href="#">Vladimir Spivakov to celebrate his birthday on stage</a>	276
12/09	<a href="#">Putin thanks Spivakov for his years of work and service to art</a>	422
12/09	<a href="#">Medinsky calls Spivakov a legend of Russian and world art</a>	369
19/09	<a href="#">Best Green Chemistry projects to be named in Moscow</a>	149
23/09	<a href="#">UNESCO Green Chemistry grants presented to scientists in Moscow</a>	604
23/09	<a href="#">Putin: Russian Geographical Society can help promote domestic tourism</a>	352
24/09	<a href="#">UNESCO and Russia's PhosAgro award the best young chemists. Video</a>	206
25/09	<a href="#">The Rhodes Forum, Dialogue of Civilizations, to discuss the threat of a Third World War</a>	467
29/09	<a href="#">The European Organization for Nuclear Research (CERN)</a>	61
30/09	<a href="#">UNESCO is concerned over the fate of Iraq's cultural heritage</a>	151
30/09	<a href="#">The auctioning of a three-hectare plot of land on Sofiyskaya Embankment in Moscow is postponed until November 11</a>	10
<b>Total reports in Russian: 21</b>		<b>Total page views: 14 222</b>

Date	Titles of Reports on UNESCO in English	Page views
15/09	<a href="#">Australian Government's Great Barrier Reef Protection Plan Inadequate: WWF</a>	2
18/09	<a href="#">Educating independent Scots, Cherishing Scottish Heritage after 'Yes' Vote</a>	2
19/09	<a href="#">Ancient Mesopotamia at risk of destruction by IS thugs</a>	10
22/09	<a href="#">UNESCO Awards Grants under "Green Chemistry" Project in Moscow</a>	7
25/09	<a href="#">Michelle Obama challenges World Leaders to provide Primary Education to Girls worldwide</a>	2
30/09	<a href="#">Iraqi Cultural Heritage Needs International Protection From Extremists: UNESCO</a>	2
<b>Total reports in English: 6</b>		<b>Total page views: 25</b>

Date	Titles of Reports on UNESCO in Spanish	Page views
03/09	<a href="#">Desaparición del fotógrafo de Rossiya Segodnya Andréi Stenin en Ucrania</a>	3
04/09	<a href="#">La UNESCO exige investigar la muerte del reportero gráfico Andréi Stenin</a>	3
11/09	<a href="#">La ONU y la UNESCO alarmadas por asesinatos de periodistas en México</a>	3
<b>Total reports in Spanish: 3</b>		<b>Total page views: 9</b>
<b>TOTAL REPORTS: 30</b>		<b>TOTAL page views: 14 256</b>